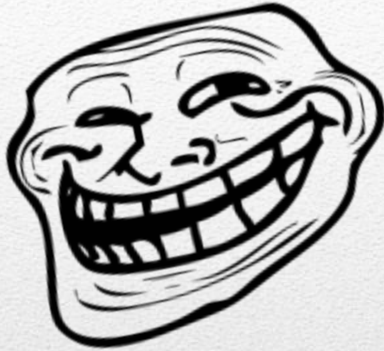


# Internet Trolling

Begun M.D.

B14-505



- In Internet slang, a troll is a person who sows discord on the Internet by starting arguments or upsetting people, by posting inflammatory, extraneous, or off-topic messages in an online community (such as a newsgroup, forum, chat room, or blog) with the intent of provoking readers into an emotional response or of otherwise disrupting normal, on-topic discussion, often for the troll's amusement.

# What is a Internet troll?

## Fishing technique

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## Scandinavian folklore

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# Origin and etymology

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- Trolling can be used by personalized participants who are interested in greater visibility, publicity, outrageousness, and anonymous users without the possibility of identifying them.

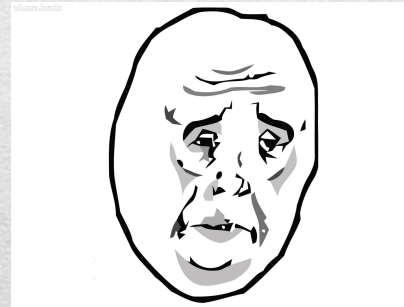


# Troll, identity and anonymity <sup>4</sup>

- **Canadian researchers conducted two internet studies with over 1,200 people. They found that Dark Tetrad scores were highest among people who said trolling was their favorite internet activity.**



- **Trolling can be considered as an Internet subculture.**



# Reasons of trolling

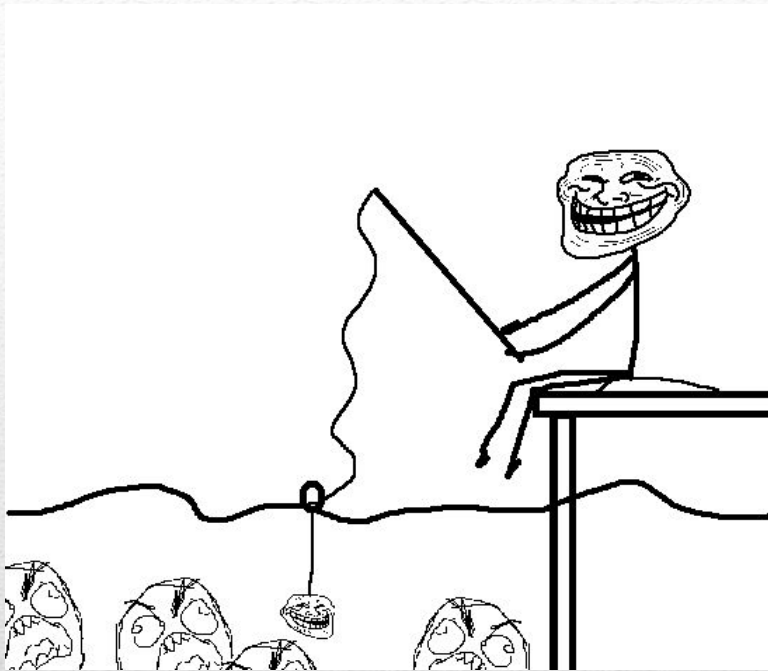


## Types of trolling that are popular on the Internet:

- Commercial trolling
- Political trolling
- Trolling as a means of PR



# More significant reasons.



- **Spreading slander or rumors about an event or person**
- **Disputes and insults**
- **Deliberately naive questions, obviously mistaken comments, advertisement of a competitive forum, provocative statements**
- **Creation of conflict situations between another people.**

# Methods of trolling



**If you encounter a troll...**







**Thank you for your  
attention!**