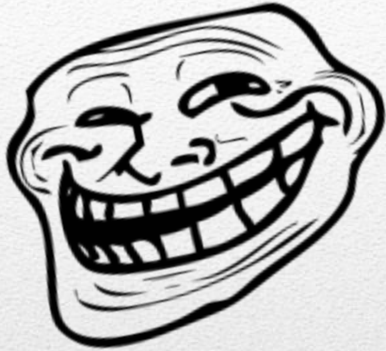


Internet Trolling

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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



Scandinavian folklore



Origin and etymology



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

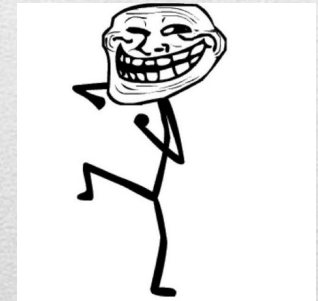
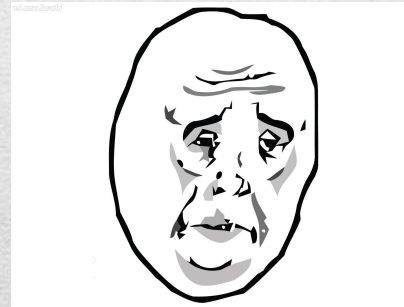


Troll, identity and anonymity ⁴

- **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

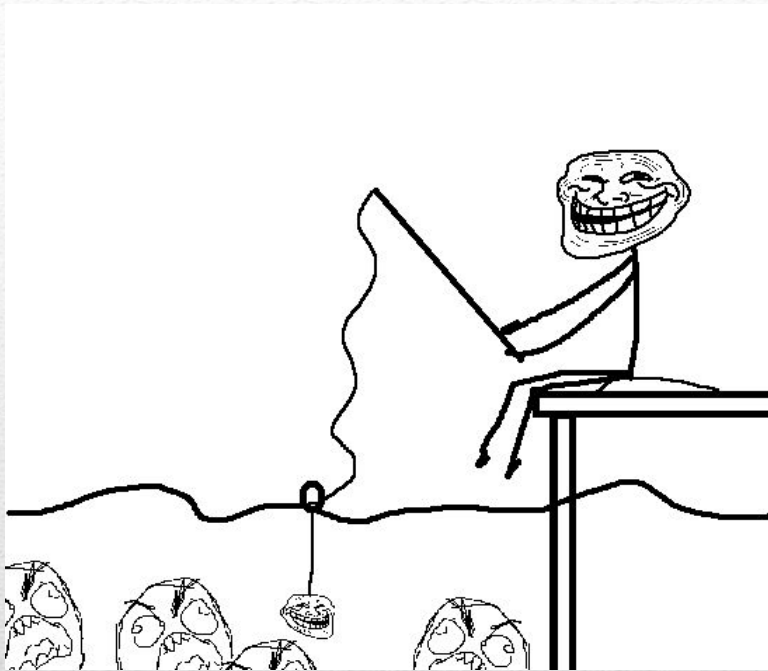


Types of trolling that are popular on the Internet:

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



More significant reasons.

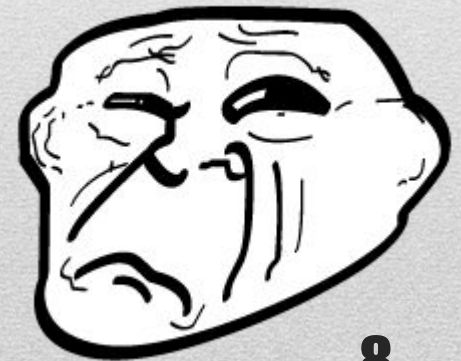


- **Spreading slander or rumors about an event or person**
- **Disputes and insults**
- **Deliberately naive questions, obviously mistaken comments, advertisement of a competitive forum, provocative statements**
- **Creation of conflict situations between another people.**

Methods of trolling



If you encounter a troll...





**Thank you for your
attention!**