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SOCIAL BOTS INFLUENCE

Use of social bots on social media platforms is spreading. Their use became prominent in US 2010 midterm elections and later in 2016 presidential elections between Donald Trump and Hilary Clinton. In Turkey and Russia social bots were not used just for one purpose, they silenced political opposition, sent out propaganda and padded the number of social media followers. They had avatars with pictures on social media platforms. Social bots were clearly connected to PRI party in Mexico, whose leader Enrique Peña Nieto won the 2012 election. The case of 2015 UK general election shows that when more resources are put into social bots, the more effective they are.

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