AVRASYA İNCELEMELERİ MERKEZİ
CENTER FOR EURASIAN STUDIES

WHAT IS □□□□□□□□□□ INAUTHENTIC BEHAVIOUR' □ AND HOW IS IT DISTORTING EUROPE'S ONLINE DEMOCRACY?

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Petra Pavlovičová

If you have come across messages such as what Europe needs is a peaceful continent on Facebook or X, you may have encountered coordinated inauthentic behaviour (CIB).

CIB is a manipulative communication tactic that uses a combination of authentic, fake and duplicated social media accounts to operate as an adversarial network across platforms such as X, Facebook or Bluesky.

By coordinating their activity, these accounts can amplify particular messages and create an online impression that may not reflect the reality of public opinion.

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