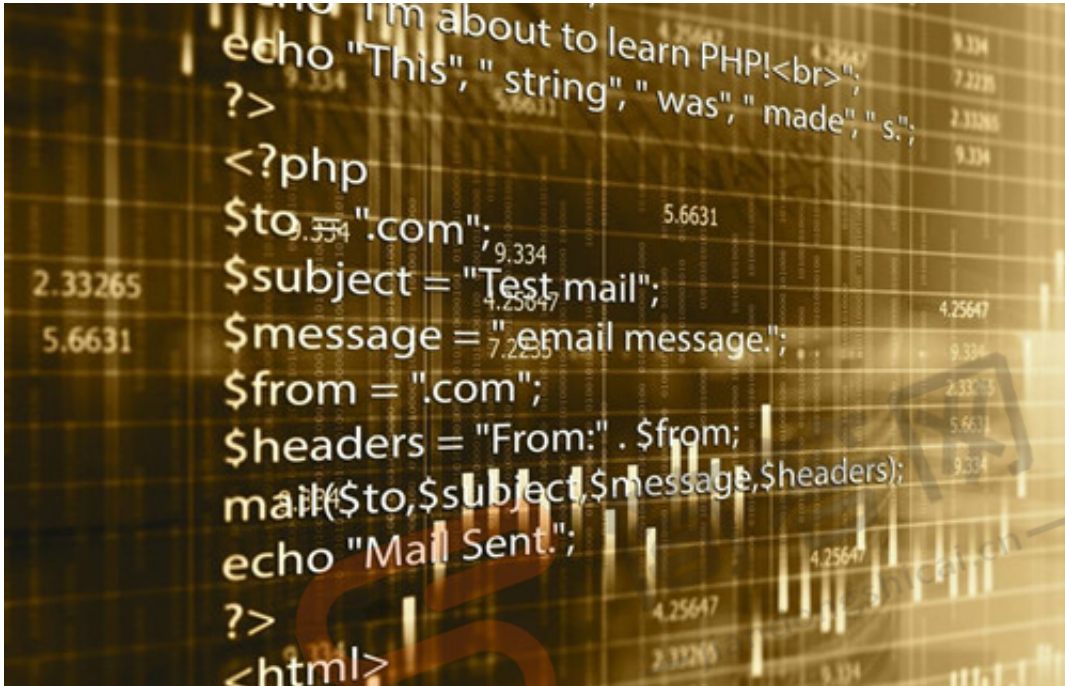


《抵抗“造假”程序大战在即，我们准备好了吗？》

假新闻，假社交媒体账号，线上调查假受访者，还有假购票者。造假泛滥反映出一个趋势：程序造假泛滥。什么时候才能去伪存真，制止造假程序？



Fake news. Fake social media accounts. Fake online poll takers. Fake ticket buyers. And behind them all: The prolific fakery of botnets.

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When will we get real and stop them?

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Malicious bots account for nearly 20% of all Internet traffic. These robotic computer scripts have been responsible for stealing content from commercial websites, shutting down websites, swaying advertising metrics, spamming forums, and snatching away Hamilton tickets for exorbitant resale.

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But revelations about Russian bots meddling in the U.S. election and a scorching New York Times investigation

into the selling of fake Twitter followers and retweets vividly illustrate that the bot epidemic is even more severe than most people realized.

Twitter

And yet the bots march on, aided by a double whammy: murky laws governing their creation and sale, and social media companies that have too often turned a blind eye to the veracity of their reported user numbers.

Tightening our defenses against malicious bots won't be easy, but recent events show that the effort is warranted. Bots should be considered nothing less than a public enemy.

