



Spam, spam, spam, spam



Původ slova

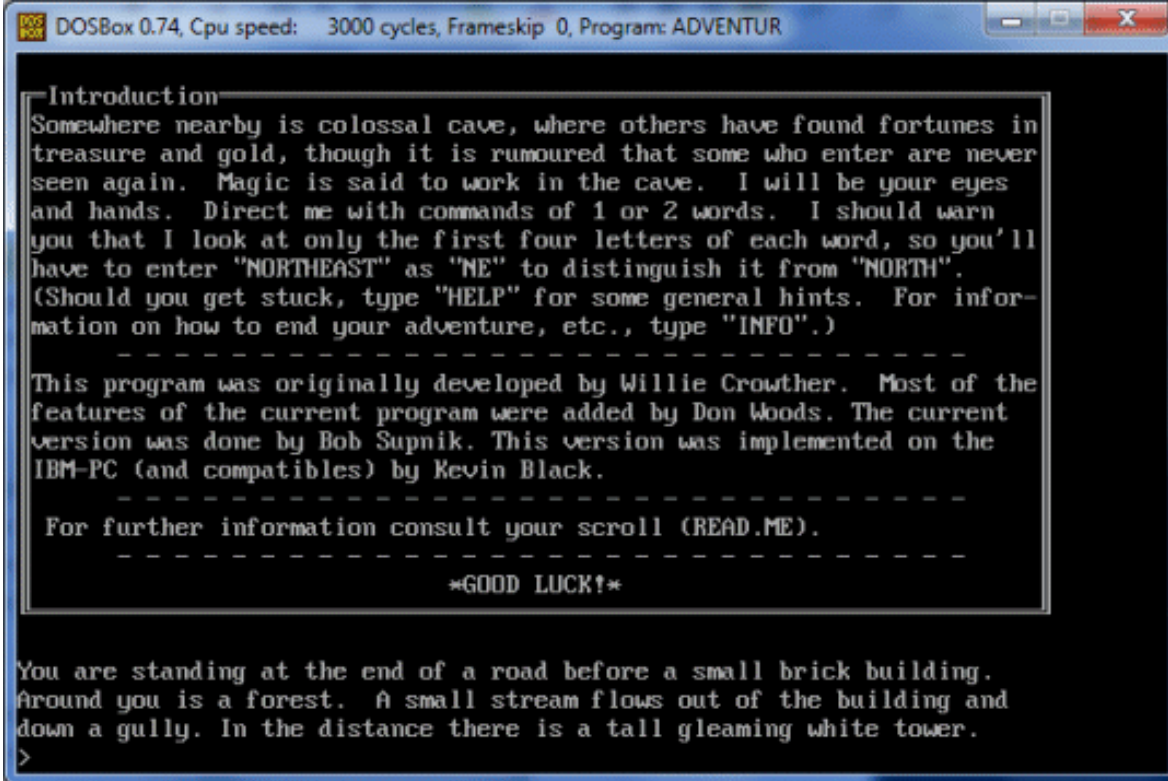
- Spiced Ham = spam



- 26:00
- <https://www.youtube.com/watch?v=ycKNt0MhTkk>

Spamování v rámci online komunit

- první použití v komunitě hráčů MUDů ((Multi User Dungeon) – od druhé pol. 70. let



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DOSBox 0.74, Cpu speed: 3000 cycles, Frameskip 0, Program: ADVENTUR

Introduction
Somewhere nearby is colossal cave, where others have found fortunes in
treasure and gold, though it is rumoured that some who enter are never
seen again. Magic is said to work in the cave. I will be your eyes
and hands. Direct me with commands of 1 or 2 words. I should warn
you that I look at only the first four letters of each word, so you'll
have to enter "NORTHEAST" as "NE" to distinguish it from "NORTH".
(Should you get stuck, type "HELP" for some general hints. For infor-
mation on how to end your adventure, etc., type "INFO".)

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This program was originally developed by Willie Crowther. Most of the
features of the current program were added by Don Woods. The current
version was done by Bob Supnik. This version was implemented on the
IBM-PC (and compatibles) by Kevin Black.

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For further information consult your scroll (READ.ME).

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*GOOD LUCK!*

You are standing at the end of a road before a small brick building.
Around you is a forest. A small stream flows out of the building and
down a gully. In the distance there is a tall gleaming white tower.
>
```

LambdaMoo

- Vznik – 1990
- - průzkum nových forem komunikace a komunitního života
- komunikace a interakce hráčů prostřednictvím textového rozhraní
- <https://www.youtube.com/watch?v=NgB6S2KQ8qo>

LambdaMoo

- Text - Julian Dibell - A Rape in Cyberspace
- <http://www.juliandibell.com/articles/a-rape-in-cyberspace/>
- Spamování pod přezdívkami jiných uživatelů:
“Jako kdyby proti své vůli si Moondreamer zapíchla do zadku nůž na steaky, což jí způsobilo nesmírné potěšení. V dálce slyšíte Mr. Bungleho jak se ďábelsky směje.”

LambdaMoo

- Různorodé reakce uživatelů na to, jak by měl být vyřešen tento incident:
- 1. Monarchisté
- 2. Anarchisté
- 3. Techno-libertariáni
- 4. Parlamentáři

WELL (Whole Earth 'Lectronic Link)

- vznik – 1985
- uživatelé z řad alternativní kultury
- založeno na systému BBS
- <https://www.youtube.com/watch?v=HyZAbr7Xwrs>
- Příklad - pozitivního využití spamu

Emailový spam

On the Junk Mail Problem (1975)

- První upozornění na nedostatky v systému pro odesílání a přijímání zpráv v síti ARPANET
- První masová reklama v dějinách digitální komunikace (1978) - Firma Digital Equipment Corporation

USENET

digitální komunikační síť, která existovala od 80. let

Posílání vzkazů do diskuzních skupin

platforma, která byla často využívána k šíření spamu

- Craig Shergold
- masový pozitivní spam



- Green Card incident (1994) - zpráva s předmětem Green Card Lottery - Final One?
- Rozeslání zprávy do všech USENET news skupin
- Canter & Siegel z Phoenixu – právnícká kancelář, která nabízela služby pro přistěhovalce do USA

Path: gmd.de!urmel.informatik.rwth-aachen.de!newsserver.rrzn.uni-hannover.de!hrz-ws11.hrz.uni-kassel.de!news.th-darmstadt.de!fauern!zib
From: ni...@indirect.com (Laurence Canter)
Newsgroups: alt.bonehead.paul-hendry,alt.online-service.america-online
Subject: Green Card Lottery- Final One?
Date: 12 Apr 1994 07:40:23 GMT
Organization: Canter & Siegel
Lines: 34
Message-ID: <2odj97\$25f@herald.indirect.com>
NNTP-Posting-Host: id1.indirect.com

Green Card Lottery 1994 May Be The Last One!
THE DEADLINE HAS BEEN ANNOUNCED.

The Green Card Lottery is a completely legal program giving away a certain annual allotment of Green Cards to persons born in certain countries. The lottery program was scheduled to continue on a permanent basis. However, recently, Senator Alan J Simpson introduced a bill into the U. S. Congress which could end any future lotteries. THE 1994 LOTTERY IS SCHEDULED TO TAKE PLACE SOON, BUT IT MAY BE THE VERY LAST ONE.

PERSONS BORN IN MOST COUNTRIES QUALIFY, MANY FOR FIRST TIME.

The only countries NOT qualifying are: Mexico; India; P.R. China; Taiwan, Philippines, North Korea, Canada, United Kingdom (except Northern Ireland), Jamaica, Dominican Republic, El Salvador and Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be given to those who register correctly. NO JOB IS REQUIRED.

THERE IS A STRICT JUNE DEADLINE. THE TIME TO START IS NOW!!

For FREE information via Email, send request to cs...@indirect.com

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Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
cs...@indirect.com telephone (602)661-3911 Fax (602) 451-7617

READ THE BOOK THAT IS SPARKING A NATIONAL CONTROVERSY!

How to Make a FORTUNE on the Information Superhighway

EVERYONE'S GUERRILLA GUIDE TO MARKETING



ON THE INTERNET AND OTHER ON-LINE SERVICES

Laurence A. Canter and Martha S. Siegel

Spam King

- Jeff Slaton – první spam
- Fifty Years ago the first atomic test blast took place at the Trinity test site in New Mexico.
- I thought you would have an interest in this . I have a friend who just retired as the Associate Director of Los Alamos Natl Labs in New Mexico. We worked together to obtain the plans to the FAT MAN & LITTLE BOY Atomic Bombs . (Unique commemorative, declassified and "just,, released!) This is a "must have" for anyone interested in Science or History. There is a limited amount of Museum quality reproductions (1 st Draft) of these documents. Please let me know if you want a set of these blueprints. I will e-mail you with more details. Please forward to anyone i/fho might be interested or benefit.
- Sincerely,
- Jeff Slaton
- 6808 Truchas Dr. NE
- Albq., NM 87109

Spam King

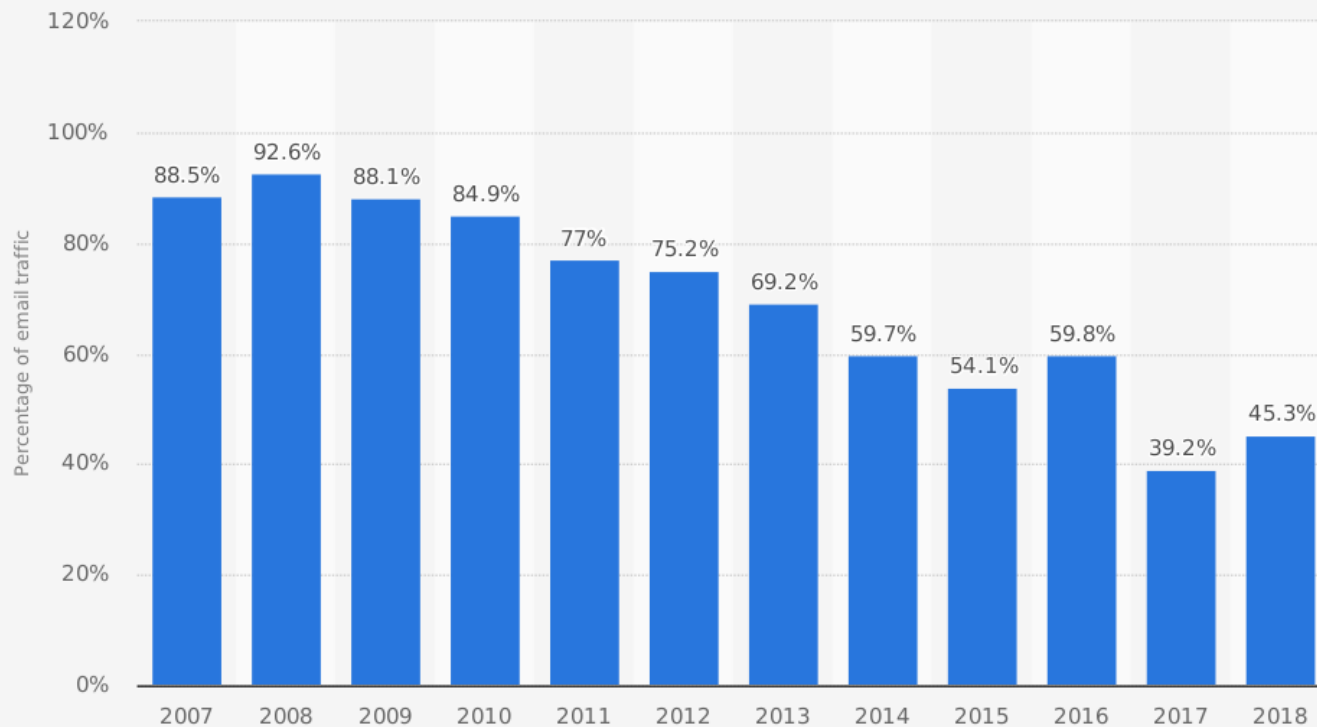
- Nové techniky posílání spamu:
- Falešná telefonní čísla
- Používání fiktivních adres a domén
- Dočasná internetová připojení

Scam 419 – Nigerijský spam

- Od 80. let – Nigerie jako jeden z velkých producentů spamu
- Nejrůznější druhy podvodů – dědictví, výhra v loterii, převod peněz, seznámení, cenná zvířata
- Napojeno na místní podsvětí

Množství spamu

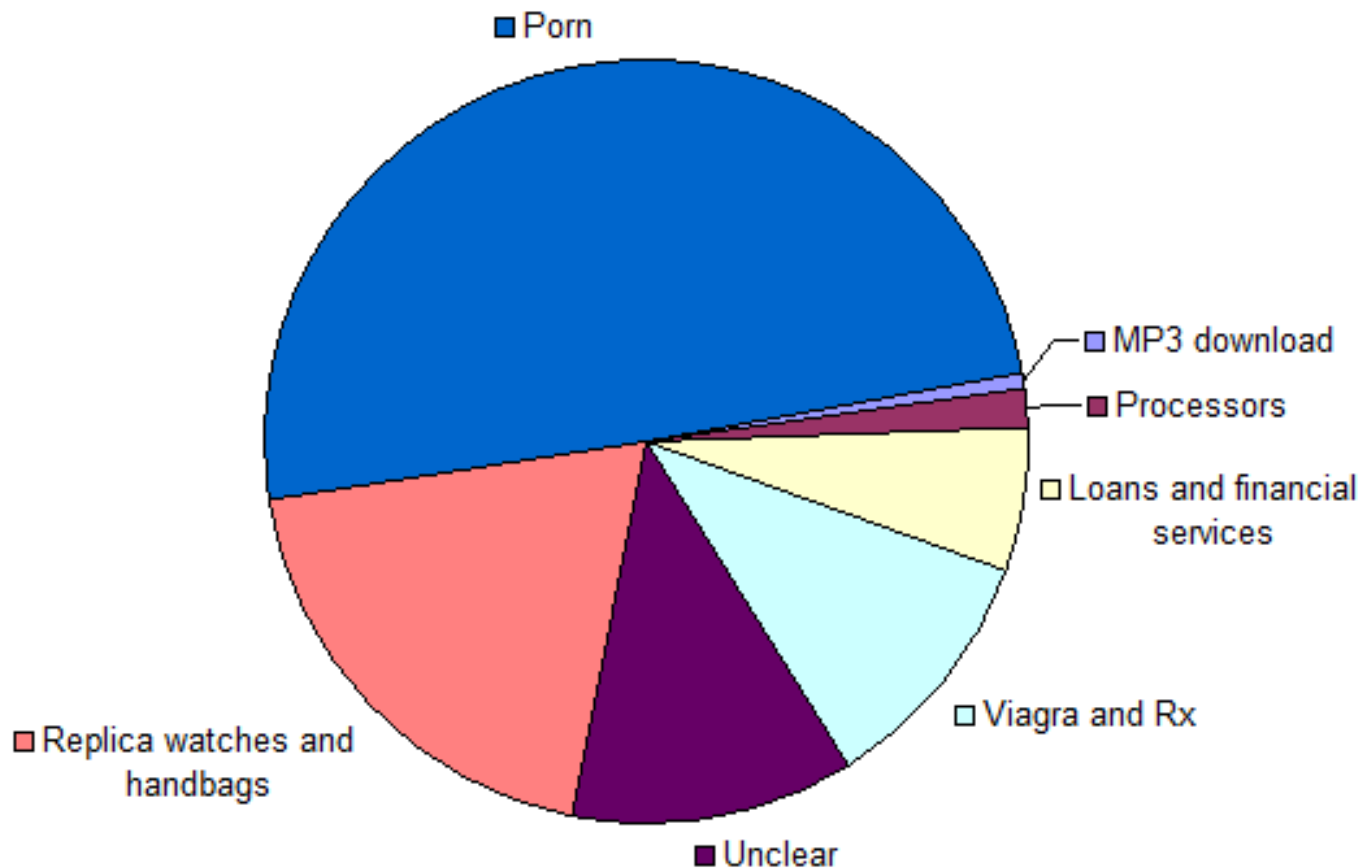
Global spam volume as percentage of total e-mail traffic from 2007 to 2018



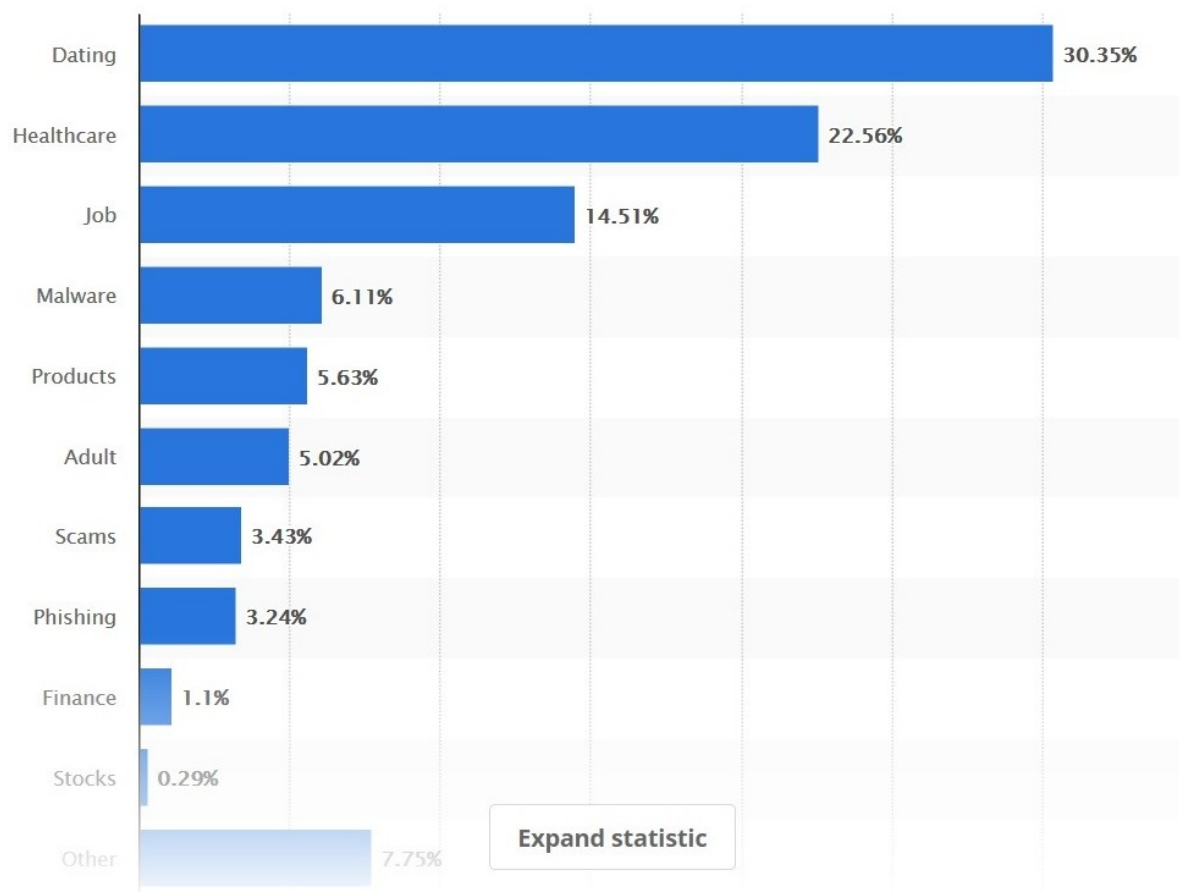
Source
Trustwave
© Statista 2019

Additional Information:
Worldwide; Trustwave (SpiderLabs); 2007 to 2018

Nejčastější témata spamu – rok 2008



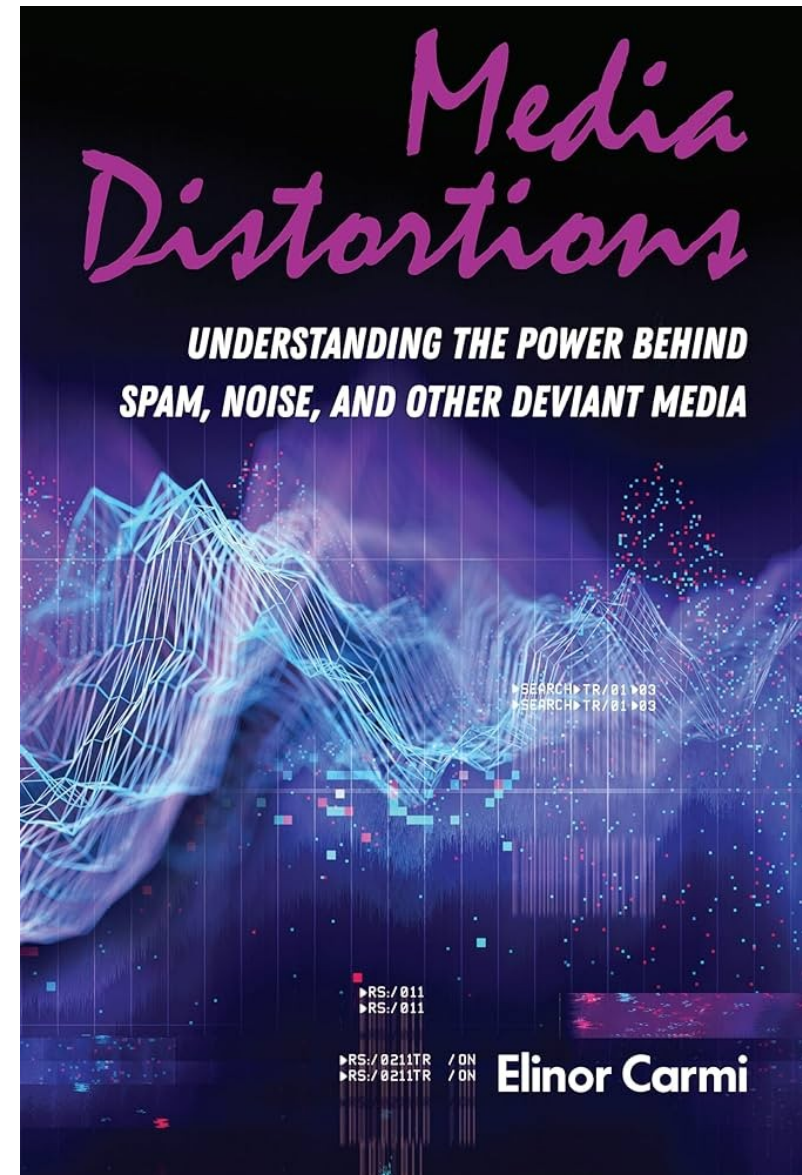
Nejčastější témata spamu – rok 2018



[https://www.ted.com/talks/james veitch this is what happens when you reply to spam email?language=cs#t-451179](https://www.ted.com/talks/james_veitch_this_is_what_happens_when_you_reply_to_spam_email?language=cs#t-451179)

Spam na sociálních sítích

- Kniha - Media Distortions (2020)
– Elinor Carmi
- Sociální sítě jako rytmické
medium



- Konstrukce žádoucích vzorců chování a eliminace deviantního chování
- Příklad: Facebook Immune System (FIS)
- sledování odlišných rytmů v datech
- Tři základní komponenty
 - a) Inner Loop
 - b) Middle Loop
 - c) Outer Loop


- V roce 2014 Facebook definoval tři typy spamu:
 - Like-baiting
 - Frekventovaně sdílený obsah
 - Odkazy na spam

- Definice spamu se neustále mění dle zájmů provozovatele sociální sítě
- snaha o rozlišení „normálního“ a deviantního chování

Hlavní taktiky rytmických médií:

- Filtrování
- Depolitizace
- Trénink vhodných vzorců chování

- Spam jako politický protest
- Příklad - The Electronic Disturbance Theater (EDT) – Floodnet



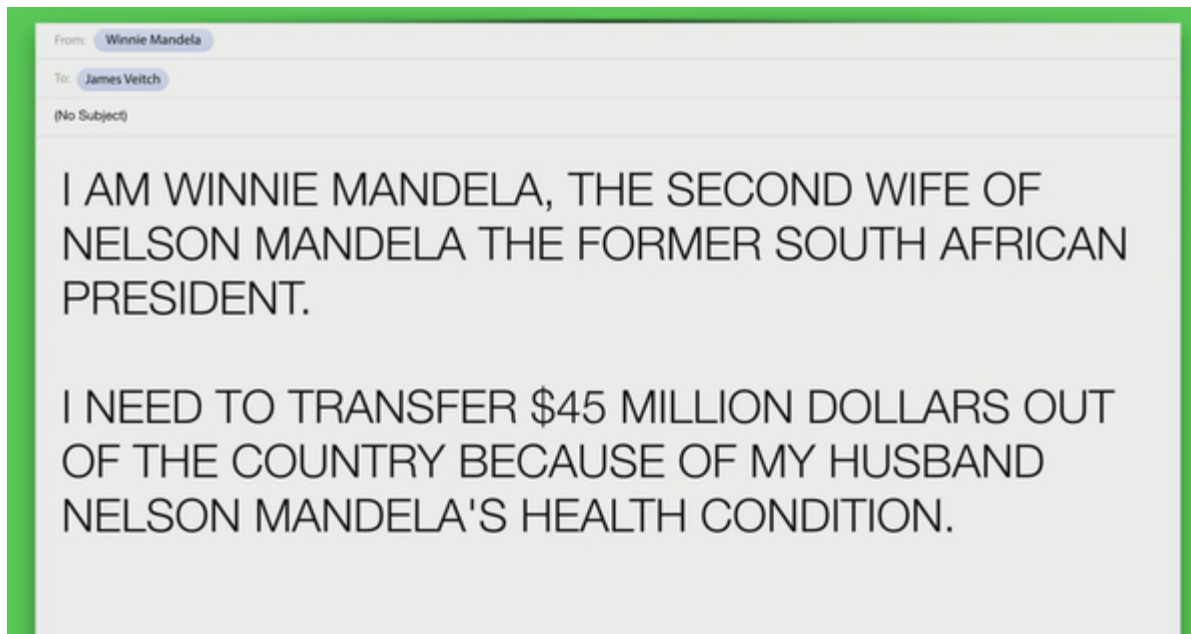
The screenshot shows the FloodNet website interface. At the top left is the "FloodNet" logo, and at the top right is the "Electronic Civil Disobedience" logo. Below the logos, there is a navigation menu with the following items:

- [About The Electronic Disturbance Theater.](#)
- See [The Zapatista Tactical FloodNet](#) for a discussion of FloodNet's functionality, interactivity, philosophy, and as a form of conceptual art.
- Download EDT's Public Version of the Zapatista FloodNet. [DDK \(Disturbance Developer Kit\)](#)
- To Download the ZapatistaTribal Port Scan (ZTSP)
[Click Here.](#)

Below the navigation menu, there is a section for the "Zapatista Tribal Port Scan" with a small icon of a house. At the bottom of the page, there are four buttons: "Actions", "Archives", "Links", and "us".

Bojovníci proti spamu

- Web - <https://www.419eater.com/>



- [https://www.ted.com/talks/james veitch this is what happens when you reply to spam email?language=cs&subtitle=cs](https://www.ted.com/talks/james_veitch_this_is_what_happens_when_you_reply_to_spam_email?language=cs&subtitle=cs)

Zdroje

- Spam: A Shadow History of the Internet – Finn Brunton, 2013.
- The Spam Book: On Viruses, Porn, and Other Anomalies from the Dark Side of Digital Culture - Jussi Parikka a Tony D. Sampson, 2009.
- Media Distortions: Understanding the Power Behind Spam, Noise, and Other Deviant Media – Elinor Carmi, 2020.