The Forgotten Network: YouTube Comments Used As an Amplifier for Messaging

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YouTube Comments around Trident Juncture 2018
Presented is an in-depth analysis of comments and commenters on YouTube channels covering Trident Juncture. The comments tie together more than 9,000 nodes with over 4.4 million edges over a 34-day time frame in 2018. Commenters helped in amplifying the messages of the channels. This research reveals effective communication strategies that are often overlooked but highly effective to gain tempo and increase legitimacy in the overall information environment. This data was collected, cleaned, and social network analysis was conducted to illuminate the often forgotten networks within the YouTube ecosystem.

Methodology
1. Data Collection
18 Channels covering Trident Juncture 2018

2. Data Clean Up

3. Co-Commenter Network Creation
*official NATO or delegation channels

Information Actors
YouTube Commenters
- Boosting influence for channels
- Ability to support channel’s narrative, spread messages and misinformation

Channel Descriptions

Analysis

A multi-method analysis (qualitative & quantitative) approach was taken revealing …
Interactive coordination among commenters identified. Multiple lines of effort to:
- flood mediums with content
- interact via cross-media domains
- conduct permeation R&S

The Revelation

Interactive coordination among commenters identified. Multiple lines of effort to:

- flood mediums with content
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