

Disinformation For Hire: How A New Breed Of PR Firms Is Selling Lies Online | BuzzFeed News

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Peng Kuan Chin pulled out his phone, eager to show the future of online manipulation.

Unseen servers began crawling the web for Chinese articles and posts. The system quickly reorganized the words and sentences into new text. His screen displayed a rapidly increasing tally of the articles generated by his product, which he dubs the “Content Farm Automatic Collection System.”

With the articles in hand, a set of websites that Peng controlled published them, and his thousands of fake social media accounts spread them across the internet, instantly sending manipulated content into news feeds, messaging app inboxes, and search results.

“I developed this for manipulating public opinion,” Peng told the Reporter, an [investigative news site](#) in Taipei, which partnered with BuzzFeed News for this article. He added that automation and artificial intelligence “can quickly generate traffic and publicity much faster than people.”

[...]

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