

The Internet Has Made Dupes—and Cynics—of Us All | WIRED

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Online fakery runs wide and deep, but you don't need me to tell you that. New species of digital fraud and deception come to light almost every week, if not every day: [Russian bots](#) that pretend to be American humans. American bots that pretend to be [human trolls](#). Even humans that pretend to be bots. Yep, some “intelligent assistants,” promoted as [advanced conversational AIs](#), have turned out to be little more than digital puppets operated by poorly paid people.

The internet was supposed to not only democratize information but also rationalize it—to create markets where impartial metrics would automatically surface the truest ideas and best products, at a vast and incorruptible scale. But deception and corruption, as we've all seen by now, scale pretty fantastically too.

[...]

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