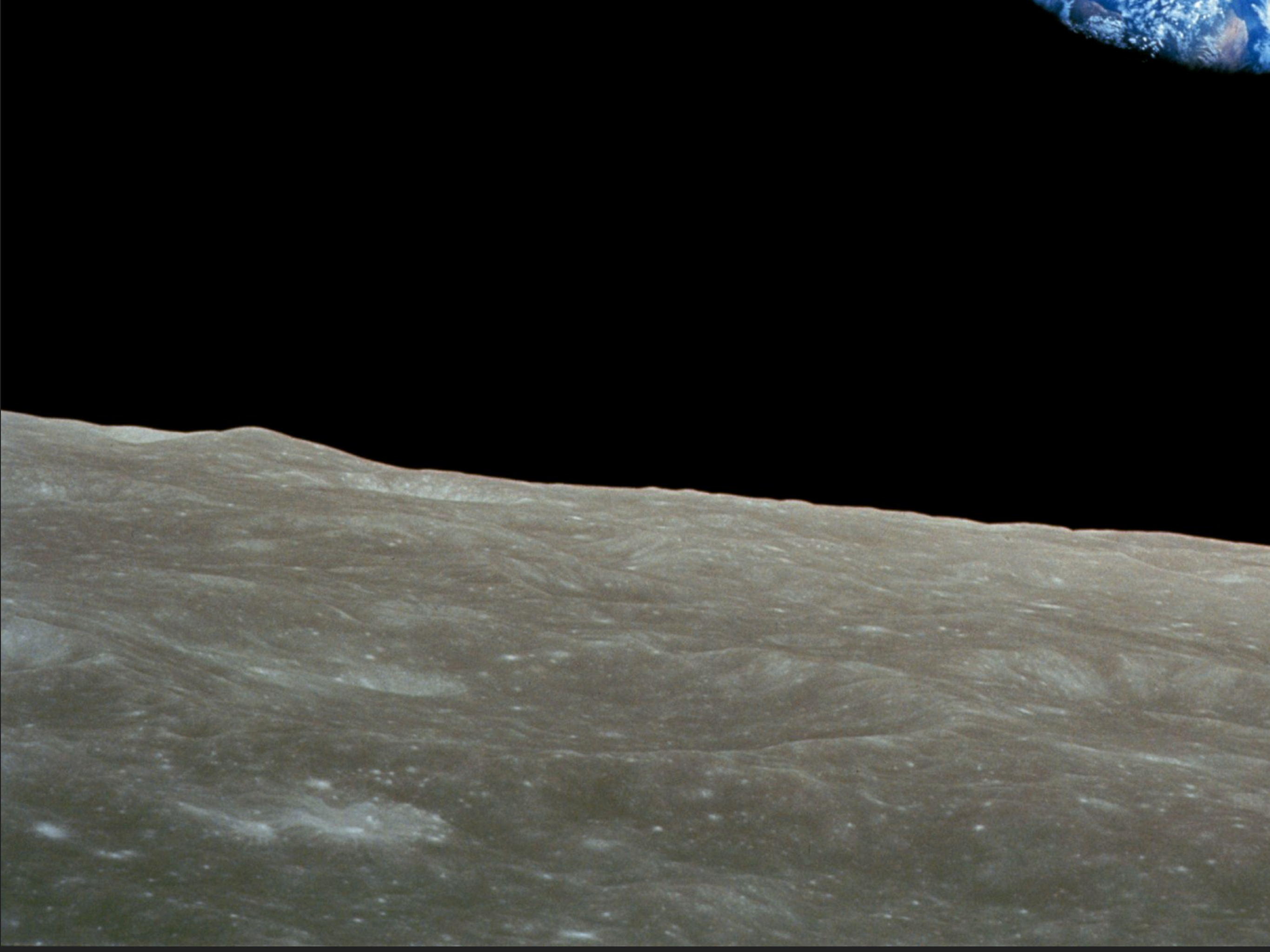


**MARK BERNSTEIN** 🐭 **CLARE HOOPER**

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# A Villain's Guide To Social Media and Interactive Digital Storytelling





Once upon a time there was a poor little boy who had no father and mother; everything was dead ...

And since there was no-one left on earth he decided to go up to heaven where the moon shone down so kind.

But when he got to the moon it was a lump of rotten wood.

Say, its only a paper moon  
Sailing over a cardboard sea.  
But it wouldn't be make-believe  
If you believed in me.

Harold Arlen



## MORE AXIOMS WE SHOULD KNOW

- ▶ The man in black is not the prince of Denmark (but, also, he is.)
- ▶ The structure is not the story; the score is not the dance.
- ▶ The intentional fallacy.
- ▶ Fabula is not suzjet. Both matter.
- ▶ Stories mean.

# The Fellow Who Caught Fire

Thoughts On Writing Interactive Stories

Mark Bernstein



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# A Villain's Guide To Social Media and Interactive Digital Storytelling

While satire may be appropriate for the late night stage and comedic periodicals, it is inappropriate as scholarship.

**Reviewer 4**



The paper has no direct relevance for interactive digital storytelling.

**Reviewer 2**



Triumph des Willens (1935)



**OUR TOOLS  
ASYMMETRICALLY  
ADVANTAGE VILLAINY**









**MARK BERNSTEIN** 🐭 **CLARE HOOPER**

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# A Villain's Guide To Social Media and Interactive Digital Storytelling



## PRIOR RESEARCH

- ▶ Vandal hordes
- ▶ M. Ming, Gigantic Nitron Ray
- ▶ D. Vader et al., Death Star
- ▶ A. Goldfinger, thermonuclear attack on international markets

Achieved the personal touch only by commanding vast resources.



# THE PRICE OF LIES

PEOPLE HAVE MISTRUSTED FICTION SINCE PLATO



**TRENDING:** FRANCE IN HELL    TRADE DRAMA    BUSH 41 RIP...    ...PHOTO: SERVICE DOG GUARDS CASKET >

## DELINGPOLE: MICHAEL ‘HOCKEY STICK’ MANN INVITES YOU TO SNIFF HIS DIRTY LINEN



Slaven Vlasic/Getty Images for HBO

by **JAMES DELINGPOLE** 1 Dec 2018

1,539



**LISTEN TO STORY**

2:36

Who wants to rummage through Michael “Hockey Stick” Mann’s dirty laundry?

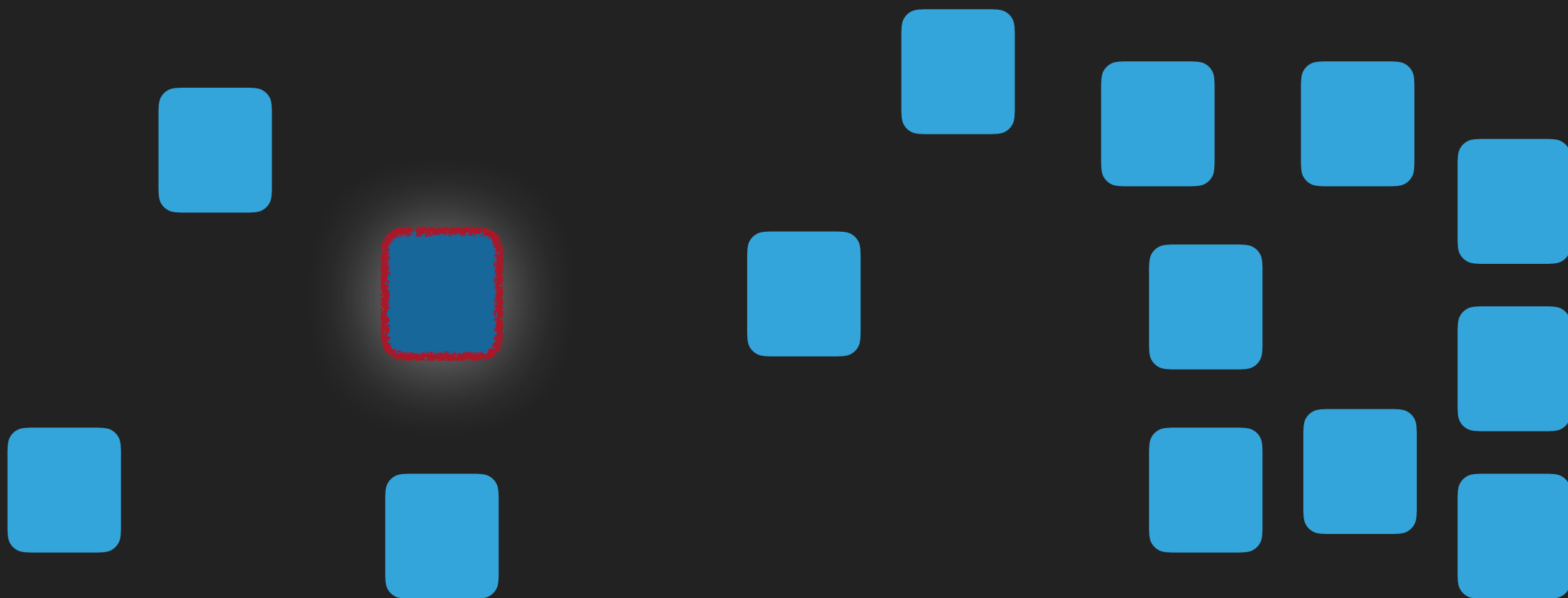
The discredited “climate scientist” and fake Nobel-prizewinner has released a batch of his old emails, which you can access [here](#).

Mann gives a defiant account of his decision at the Soros-funded global warming propaganda site [DeSmogblog](#).



KNOWING YOUR  
AUDIENCE

**“THE FRIENDLESS ARE NATURAL VICTIMS, OF COURSE, BUT SO, TOO, ARE THOSE WHOSE FRIENDS ARE LARGELY DISJOINT FROM OURS. THIS IS READILY DETECTED THROUGH THE SOCIAL GRAPH [13] “**



## WE KNOW OUR USERS

- ▶ Web histories
- ▶ User Models
- ▶ In-game behavior
- ▶ Social Networks
- ▶ Surveillance Cameras
- ▶ “Public” records
- ▶ Phishing
- ▶ Extortion



**Sweet!**







WE CAN FIND VICE  
ANYWHERE.

FINDING VIRTUE IN  
SERVER LOGS IS HARD.

John William Waterhouse, **DIOGENES**



VICTIM / MINION  
PROCUREMENT



SCIENCE OF SUCCESS

► Shushan Arakelyan, Fred Morstatter, Margaret Martin, Emilio Ferrara and Aram Galstya

Mining and Forecasting Career Trajectories of Music Artists

Anonymous Author(s)

ABSTRACT

Many musicians, from up-and-comers to established artists, rely heavily on live performances to promote and disseminate their music. Furthermore, owing to the global slowdown of record sales over the past two decades, live performances have also become an important revenue source for musicians. To promote their concerts, artist often upload their tour dates to online platforms such as *Songkick* for others to see. In this article, we first present a new dataset we constructed by cross-referencing data from *Songkick* and *Discogs*, another web site containing highly granular information about music artists. We then demonstrate how this dataset can be used to mine and predict important career milestones for the musicians, such as signing by a major label, or playing at a high profile venue. We also perform a temporal analysis of the bipartite artist-venue graph, and demonstrate that high centrality on this graph is correlated with success. Our work contributes to the emerging field of *Science of Success* and shows how digital traces from online platforms can reveal and predict patterns of success in the offline world.

CCS CONCEPTS

•Information systems → Data mining; •Theory of computation → Social networks; •Computing methodologies → Machine learning approaches; Network science;

KEYWORDS

networks, art and music, multidisciplinary topics and applications

ACM Reference format:

Anonymous Author(s). 2018. Mining and Forecasting Career Trajectories of Music Artists. In *Proceedings of ACM Conference on Hypertext and Social Media, Baltimore, Maryland USA, 9-12 July 2018 (Hypertext'18)*, 9 pages. DOI: 10.475/123.4

1 INTRODUCTION

Live performances are a crucial part of the life of a music artist. According to a recent industry report <sup>1</sup>, the revenues from lives performances in the US have grown from \$8.72B in 2012 to \$9.94B in 2016, and are projected to almost reach \$12B by 2022. A recent study discovered a connection between live events and increased digital listenership (which is the second highest source of income for a band after live performances). In light of this, it becomes increasingly more important for artists to be able to understand what milestones matter to accomplish the dream of a professional

career: playing at top venues goes hand-in-hand with getting more digital listeners, which in turn may increase their likelihood of being signed with major music labels.

In this work, we aim to determine whether it is possible to model and predict these career trajectories under the emerging framework of *Science of Success* [7]: recent work studying how careers in different fields, as well as individual and team success, can be predicted early by leveraging records of performance from digital traces. This data-driven framework has been applied to domains as diverse as education and academia [14, 24], sports [5, 6, 29], and even the entertainment industry [20, 23].

In light of these promising results, we pose the question: is it possible to find open data to understand and forecast careers and success in the music industry? Fortunately, in recent years, bands have turned to online platforms like Facebook, Reddit, etc., as well as newborn websites, to advertise their concerts. To accommodate the increasing demand of music artists to get their message out to their fans, specialized sites like *Songkick* and *Discogs* have sprung up to create centralized repositories of music events and music artists. These sites contain rich metadata about the artists themselves as well as the concerts they perform. They allow the artists to attract interests in their concerts. Indirectly, this goldmine also allows researchers to model the music industry dynamics.

Research agenda

In this paper, we are interested in the problem of characterizing and understanding the career trajectories of the artists across different genres.

Toward this goal, we analyze a large-scale longitudinal data of musical events occurring at various venues worldwide.

Specifically, we address the following research questions:

- (1) Is the choice of venues where an artist performs correlated with the eventual success of that artist (for a given definition of success)? And, if that is the case, can we leverage those correlations to forecast success?
- (2) Can we predict which venues an artist/band will perform based on the history of his/her/their past performances?
- (3) How do we measure the relative importance of performances in specific venues and their impact on career trajectories, and how do we jointly characterize *influential* artists and venues?

Contributions of this work

Our main contributions are summarized as follows:

- We construct and present a new dataset by collecting all of the artists and concerts from the *Songkick* platform, and supplement this dataset with information from *Discogs*, which contains more granular details about the artists—such as their discographies.
- We define a measure of success based on whether an artist has signed a contract with one of the major music record

<sup>1</sup><https://www.statista.com/statistics/491884/live-music-revenue-usa/>

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*Hypertext'18, Baltimore, Maryland USA*

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DOI: 10.475/123.4











# Charter Plane Crash Kills 3 Rock 'N' Roll Singers



Wreckage of plane in which three of nation's most popular rock 'n' roll singers were killed is tangled around fence near Mason City, Iowa. Bodies are strewn along snowy field. (AP Wirephotos)

CLEAR LAKE, Iowa (UPI) — Three youthful recording stars, members of a touring rock 'n' roll troupe, died Tuesday with their pilot in a plane crash in a snowy farm field about five miles north of here.

Dead were Ritchie Valens, 17, San Leandro, Calif., called by his manager "the next (Elvis) Presley," and whose recording of "Donna" ranks sixth in UPI ratings of popular tunes; Buddy Holly, Lubbock, Tex., whose latest recording, made two weeks ago, was "It Doesn't Matter Any More"; and whose big record has been "Peggy Sue"; and J. P. Richardson, the "Big Bopper," from Beaumont, Tex., composer of "Chastity Lane"; and their pilot, Roger Peterson, 21, Clear Lake, Iowa.

#### Others On Bus

All were members of a troupe booked out of Chicago for a series of appearances through the Midwest.

Others in the troupe, but not in the air accident, included Dino and the Belmops and Frankie Sardo. The group was en route to Fargo, N.D., and Moorhead, Minn., for an appearance Tuesday night. Others were traveling by bus on the tour which started Jan. 27 and was booked as far as Springfield, Ill., on Feb. 15.

The Chicago booking agency, General Artists, said it was the fourth such tour. When other agents heard of the deaths, they volunteered their services to keep the tour going. Those included, the agency said, Bill Haley and the Comets, Bill Fierstone and Frankie Avalon.

Valens, born in Patuma, Calif., a Los Angeles suburb, had finished his first movie for "Columbia" Inc., just before leaving on tour. It was entitled "Go, Johnny, Go." A singer-songwriter, he had jumped to fame with a teen-age following with



## Snow Sleet Lam



PROJECTION IS  
OUR ALLY

**It is an interesting and somewhat macabre parlor game to play at a large gathering of one's acquaintances: to speculate who in a showdown would go Nazi. By now, I think I know. I have gone through the experience many times—in Germany, in Austria, and in France. I have come to know the types: the born Nazis, the Nazis whom democracy itself has created, the certain-to-be fellow-travelers. And I also know those who never, under any conceivable circumstances, would become Nazis.**

**Dorothy Thompson, "Who Goes Nazi" Harper's 1941**

TRANSFERENCE IS  
OUR FRIEND



**She was a tree elf named Riyah. He was a water elf, Tildor. They came from different realms, but for the past three nights they'd qwested, traded, and killed together. They had hunted basilisks, slain dragons, and retrieved two diamonds, which Riyah carried in the bag hanging at her waist. She was an amazing marksman and beautiful, even for an Elf, her eyes huge, her body supple. Her breasts swayed as she ran, her quiver bouncing behind her.**

**Allegra Goodman, *THE CHALK ARTIST***

## JAMES FIELDS GUILTY OF FIRST-DEGREE MURDER

James Alex Fields Jr. was barely a teenager in 2010 when his mother — who uses a wheelchair — locked herself in a bathroom, called 911 and said her son had struck her head and put his hands over her mouth when she told him to stop playing a video game.



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# COUNTER-TRANSFERENCE

Guillame Geefs, The Repentant Magdalen (1841) Dublin

DISMAYING OUR  
ENEMIES



# Japanese blogger stabbed to death after giving lecture on how to manage online disputes

Kenichiro Okamoto, known to web users as HageX, was killed by man who clashed with him online

PUBLISHED : Tuesday, 26 June, 2018, 11:38am

UPDATED : Tuesday, 26 June, 2018, 11:38am

COMMENTS:

2



Search in Penny for your t...

ABOUT DISCUSSION FILES PHOTOS EV



6

1 Comment

Like

Comment



Karen DiPerna shared a link.

1 hour ago •

To be smeared  
before one's  
family and closest  
friends will try  
the patience of  
saints.



- ▶ Dogpiling works.
- ▶ One minion can supervise a hundred bots.
- ▶ Win or lose, the minion gets paid.
- ▶ Blackmail will silence even the most experienced Wikipedia opponent.
- ▶ Elaborate security arrangements can be defeated by accosting the target and displaying a weapon or threatening a pet.





STEALING CANDY  
FROM A BABY





*Hi, Willow!*







*Hi, Clare!*

---

# INDOOR PARKOUR PRACTICE





# MINING ONLINE BEHAVIOR





Henry Ozawa Tanner, The Annunciation, 1898, Philadelphia Museum of Art









**OUR OPPONENTS  
CANNOT**

---

**WE STEAL**



## BIGGER BIG DATA

They have to beg or borrow data.

We can do that. Then we add more data through theft, burglary, and extortion.

Our data will always be cheaper and bigger.



Photo: Katy Levinson

## VILLAINY BENEFITS THE SOCIAL NETWORK

On the internet, wronged innocents wail online, and their cries attract clicks (which improve the platform's stock valuation) and viewers (to whom advertising may be displayed).



A BETTER END

# *Villainy is Fun!*

It has always been the case that some people like to inflict pain, but previous technologies — schools of martial arts, for example — have been hedged with the kinds of disciplines, hierarchies and rituals that villains like us dislike.



MAKING CRUELTY  
LESS FUN

- ▶ Punish the irresponsible
- ▶ Scorn the wicked
- ▶ Block liars
- ▶ Reward work





**NOT ONLY OUR  
FAULT**

---

**RUINS**





## OUR THROWAWAY MOTIVATIONS

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WHY WE DO  
WHAT WE DO



## CONCLUSION: ASYMMETRY

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- ▶ The villain can lie, the good should not. Disinformation is villainous in itself and leads to discord, which is even better.
- ▶ The villain can steal, the good must not. Our neural networks do not care that some of our data is stolen.
- ▶ Disinformation and rumor may be spread by the idle, the unskilled, and the robot. To confound them requires skilled advocates.
- ▶ The villain can choose the best lies; the good cannot.
- ▶ A minion, stymied, can dust itself off and work on a new meme.
- ▶ A single scurrilous word or damaging disclosure can do lasting harm that a thousand well-intentioned and sympathetic notes will not repair.



ASYMMETRY  
MATTERS





**WE HAVE ENGINEERED INTERACTIVE  
DIGITAL STORIES FOR VILLAINY**

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**THE BETTER ANGELS**