



## Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter

by

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**Zoom Details** : [Click here to join Zoom](#)  
**Meeting ID: 916 2389 1796 (Passcode: 146634)**

**Abstract:** The study leverages the conduit brokerage perspective and the findings of a multiple case study to develop a novel framework of algorithmic conduit brokerage for understanding information dissemination by bots on social media and the design choices that may influence their actions. Algorithmic conduit brokerage encompasses two intertwined processes. The first process, algorithmic social alertness, relies on bot activity to curate and reconfigure information. Algorithmic social alertness is significant because it involves action triggers that dictate the kinds of information being searched, discovered, and retrieved by bots. The second process, algorithmic social transmission, relies on bot activity to embellish and distribute the information curated. Algorithmic social transmission is important because it can broaden the reach of information disseminated by bots through increased discoverability and directed targeting. The two algorithmic conduit brokerage processes we offer are unique to bots and distinct from the original conceptualization of conduit brokerage, which is rooted in human activity. Further, based on how bots enact algorithmic social alertness, we uncover two prototypical behaviors that bots enact to disseminate information, which we label amplification and boundary spanning. These prototypical behaviors are important because they encompass different action triggers and contrasting information sources for bots, and may lead to different outcomes.

**Biography:** Dr. Elena Karahanna is the C. Herman and Mary Virginia Terry Distinguished Chair of Business Administration and UGA Distinguished Research Professor at the Terry College of Business, University of Georgia. Her research was published in leading scholarly journals, including Management Science, MIS Quarterly, Information Systems Research, and Organization Science, as well as in practitioner journals such as MIS Quarterly Executive, Cutter Benchmark Review, and Business Horizons. Her research is highly cited with over 27,000 citations as per Google Scholar and three of her articles are among the top 15 most frequently cited articles in the history of the MIS Quarterly. She is ranked 5th worldwide for publications in the MIS Quarterly in the past five years. She was named a Fellow of the Association for Information Systems in 2012 for outstanding contributions in research, teaching and service to the Information Systems discipline.