

Epstein Island

Social Media

Analysis

Cyabra | December 2022





Uncover the Good, Bad & Fake Online

WHO WE ARE

Cyabra is a social search engine. Monitoring billions of interactions in real-time, we understand online narratives, trends, and communities. Cyabra provides actionable insights to stop the spread of disinformation and reach the real audience, uncovering the good, bad & fake of online conversations.

FEATURES



FACEBOOK, TWITTER,
TIKTOK, INSTAGRAM,
REDDIT, YOUTUBE, VK,
TELEGRAM & NEWS



IDENTIFY FAKE
ACCOUNTS



DETECT CAMPAIGN
LEADERS



MAP THE SPREAD OF
DISINFORMATION



VISUAL LINK ANALYSIS
(VLA) OF PROFILES



REMEDATION
AGAINST ATTACKERS



24/7 ACTIVITY
LEVEL MONITORING



MULTI-LANGUAGE
SENTIMENT ANALYSIS

Introduction

This research, which is intended to describe and explain the nature of the discourse about Epstein's Island on Twitter and TikTok, was based on scans describing the events on the island and to demonstrate who the personalities and brands are involved in the social discourse about Epstein's Island: Epstein AND Hollywood, Epstein Island, Epstein client list, #EpsteinIsland, and #EpsteinClientList.

The report is divided into two parts:

- **Discourse analysis:** In this section, we reviewed the leading narratives that make up the discourse, the degree of influence of specific posts, the general sentiment, and the degree of authenticity in the discourse. We also conducted an in-depth examination of the main issues arising in the case, particularly Trump, the Clintons, and Hollywood.
- **Effects on brands:** More than once, from the general scans, brands (mainly fashion brands) were mentioned related to Epstein's Island or matters that arose from there, especially pedophilia. In this section, we detailed to the parties the extent of the discourse and the extent of its influence.

Methodology

Cyabra used a quantitative content analysis methodology to drive this study, followed by qualitative content analysis. Basically, this paper is based on the question – what is the main narrative online regarding Epstein Island, and what are the consequences of this discourse? Cyabra's system produced 100% of the data we used for the study.

Executive Summary

- We found **20% of inauthentic profiles**, and their content **reached 334,000 Twitter profiles** in the past month.
- The **peak of the inauthentic activity** was observed on **December 24-26, 43.54% was published on these two days.**
- **40.54% of the profiles** that linked the Clintons to the privileged **American elite** and "above the law," as well as in the discussion of **pedophilia** that was linked to the **apparently unconventional hedonism described in the posts**, were identified in the system as **inauthentic.**
- Regarding the Trump filter, the main discussion that was located revolved around **Bill Clinton's frequent trips to Epstein's island**, as well as **Hillary's knowledge of the lawlessness taking place on the island.**
- **Disney** and **Balenciaga** make up **more than 50% of the discourse on the brands** among the discussion analyzed about Epstein, with wide discourse **linking the advertisements and the operation of the brands with pedophilic behavior** and the island.

Authenticity

INAUTHENTIC PROFILES

708

↘-91.8%

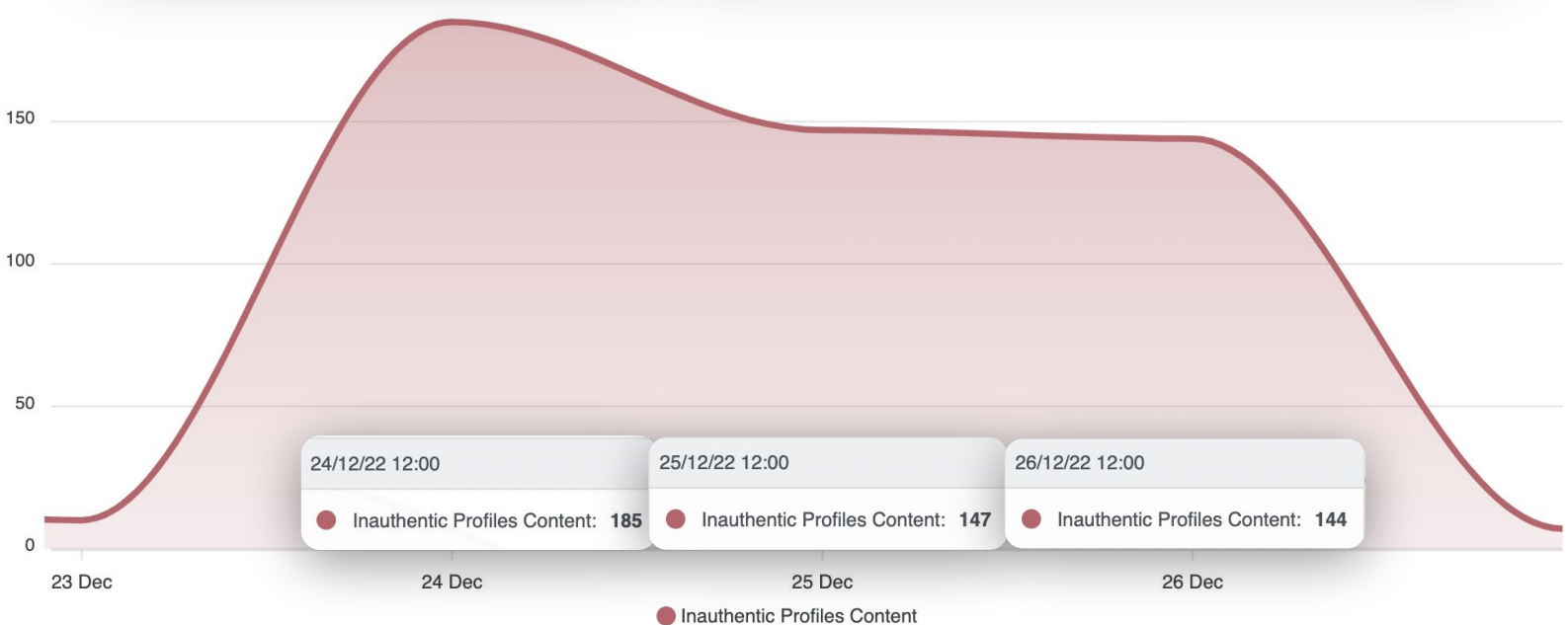
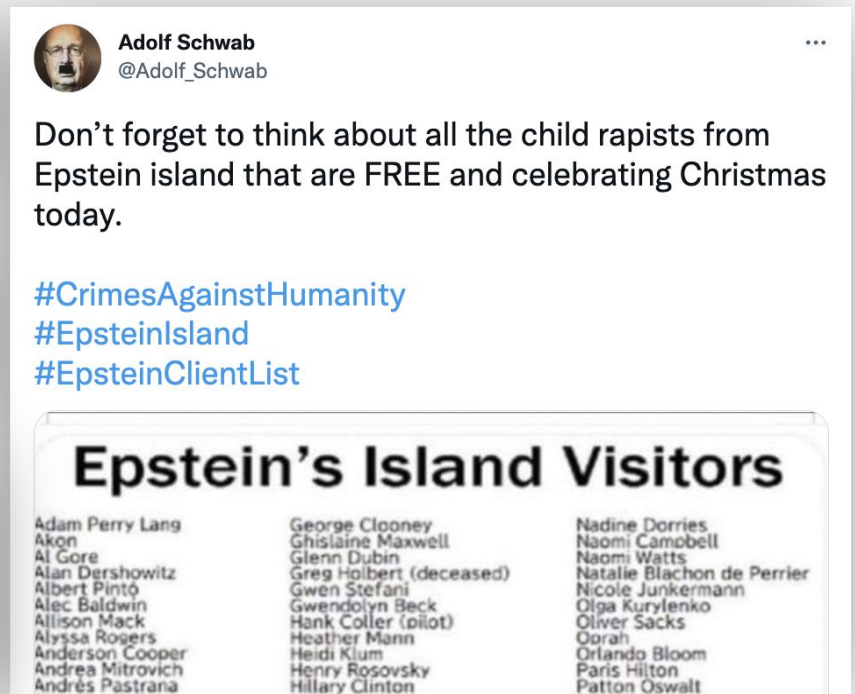
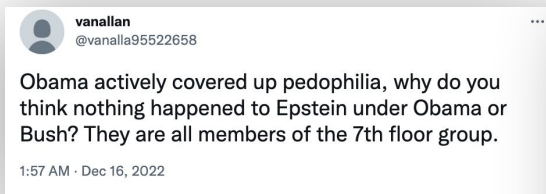
20%

TOTAL PROFILES

3,422

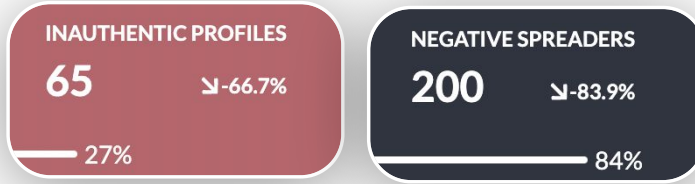
↘-90.7%

- From a sample of 3,422 profiles that discussed the **Epstein Island scandal** on Twitter in the past month, we found that **20% were** inauthentic, and their content **reached 334,000 Twitter profiles** in the past month.
- Most of the inauthentic profiles came from the **United States**, with the spread between the major countries is more or less equal. Outside America, the discussion was feeble, and no difference was found in the essence of the content between the American and the European content.
- The **peak of the inauthentic activity** was observed on **December 24-26**. Out of 1,093 posts that were created by inauthentic profiles in the past month, **43.54% were published in these two days**.
- In terms of **characterizing** the inauthentic profiles, most of them were **sock puppets** and were posting content around the Epstein Island scandal to promote different kinds of messaging regarding it.



Text filter - clinton

One of the most talked about topics regarding Epstein Island was **the Clinton family**. **27% of the profiles** that discussed the family **were identified as inauthentic**, and **84% were identified** as those **that spread negative content**.

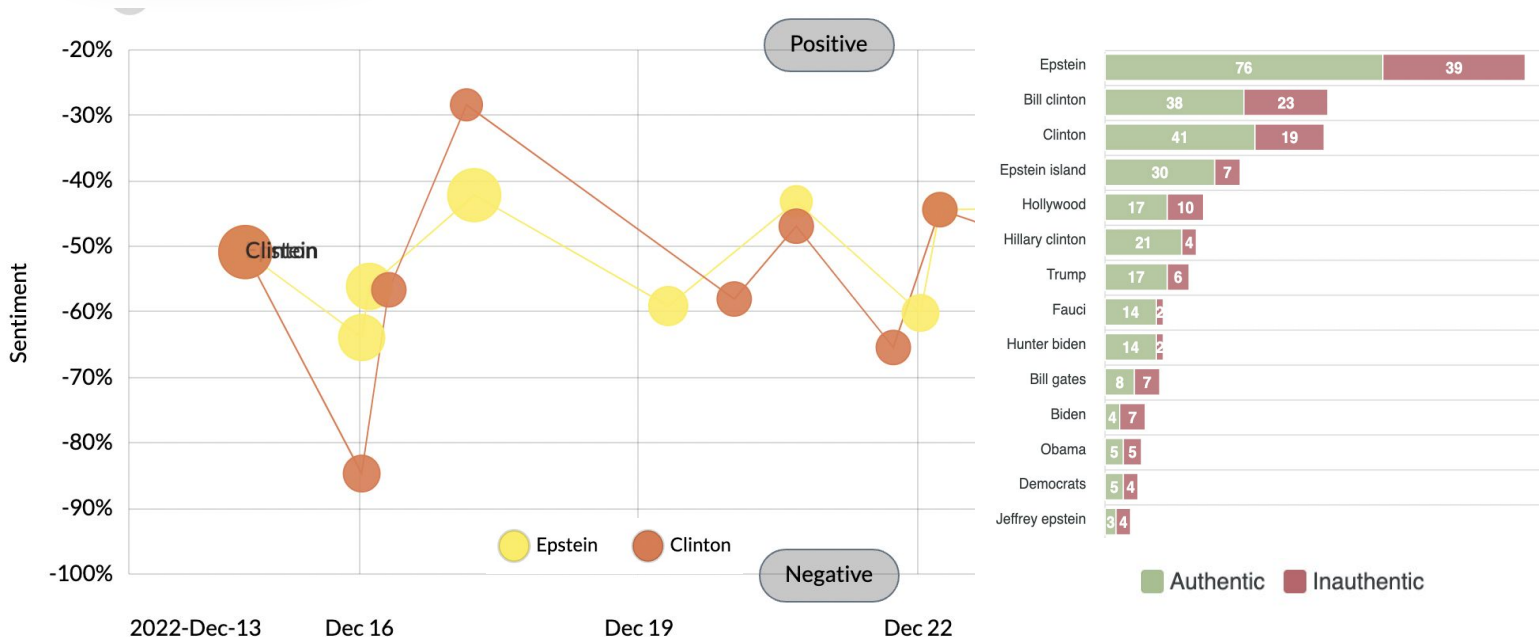


- The inauthentic discussion was essentially no different from the authentic discussion, **and the content about the Clinton family was mainly located** from profiles that **directly or indirectly identify** with the **Republican side** of the American political map, as well as a **positive personal reference** to former President **Trump** was found.
- In addition to the exceptionally **high percentage of inauthentic profiles that talked about Clinton**, around the Epstein Island scans, **we found only one positive post** out of all the posts that discussed Clinton. **16% of the discourse was identified as neutral** (mainly reporting), and most of the profiles that discussed the issue on Twitter **used harsh words to describe the Clintons' involvement in the Epstein affair**.

elite, people, know

island, epstein_island, pedophile

- 40.54% of the profiles** that linked the Clintons to the privileged **American elite** and "above the law," as well as in the discussion of **pedophilia** that was linked to the **apparently unconventional hedonism described in the posts**, were identified in the system as **inauthentic**.
- An **overlapping trend** was observed between the discussion about Clinton and the discussion about Epstein, which **well explains the centrality of the discussion about the Clinton family in the affair**.



Text filter - trump

INAUTHENTIC PROFILES

57

↘-75%

25%

NEGATIVE SPREADERS

175

↘-90%

78%

- **32.85% of the inauthentic content** about Donald Trump **contained the phrase Clinton.**
- **100% of the inauthentic profiles** claimed **Trump's coercion**, i.e., his non-involvement in the affair and the fact that he reported to the FBI what happened on Epstein's island.
- On the other hand, most of the posts accused **the Clinton family and Obama** (including the left-wing "elite") of trying to cover up the case and of the **pedophilia** that occurred on the island.
- The main discussion that was located revolved around **Bill Clinton's frequent trips to Epstein's island**, as well as **Hillary's knowledge of the lawlessness taking place on the island.**
- Also, many posts claim that **Trump has never visited the island.** There weren't many fights between these pro-Trump statements, so **the discourse was mostly dominated by MAGA supporters on Twitter.**

175

Negative profiles
78.1% of all profiles

INAUTHENTIC CONTENT



April Jones
@AprilJotalks

Replying to @SaldivarMercy and @ericareport

Trump never visited Epstein's Island. That was Clinton. The airplane logs proved that.

8:57 PM · Dec 24, 2022



Lisa Bohlman
@l_bohlman

Replying to @chrisangst and @JoeBiden

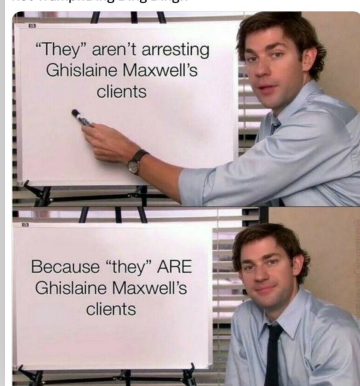
Umm Trump booted Epstein, yet Bill Clinton had 21+ fights to his island we know of 😞

9:15 PM · Dec 25, 2022

AUTHENTIC CONTENT

Q10504
@jimdand25

The #1 reason Hollywood hates Trump is because he shutdown their pedophile playground Epstein island...Now ask yourself how in the hell was that island operational under Clinton..Obama..Bush but not Trump..Ding Ding Ding!!



6:14 PM · Dec 14, 2022



Paul Bass
@PaulBas20166601

You will never see the epstein list. Your unelected deep state will never release it. They are using it to black mail to get their way for their evil schemes as they rule over us. That's why they hated Trump, he never went to epsteins trap island.

5:10 AM · Dec 25, 2022

Text filter - Hollywood

INAUTHENTIC PROFILES

163

↗20%

22%


NEGATIVE SPREADERS

485

↗47.4%

66%

- The discussion **about Hollywood** was extensive in the debate on Epstein's island. **22% of the conversation was identified as inauthentic**, and **66% of the profiles were identified as spreading negative content**.
- The discussion about Hollywood on Twitter was broad and touched on **several topics**:
 - I. Misconceptions: references to **covid19, vaccines**, and all the **social speculations** that happened in the last three years.
 - II. Rich elite: a nexus of **wealthy families in Hollywood**, apparently the **Democratic base**, who spent time on the island and **kept quiet about the atrocities described**.
 - III. Political left: in direct connection to the **elitist discussion**, many posts that described Hollywood as the stronghold of the American left mainly used the expressions "**democrats**", "**Deep State**," and "**liberals**."

 **Jack Costigan**
@JackMCostigan

I'm pretty sure Epstein got to most in Government, Media, Hollywood. A dramatic shift occurred when Epstein scandal came to light. The he died. Nothing has been the same since.

12:38 AM · Dec 27, 2022

 **Bearded Toxic Brüuce**
@Fishing_Huuker

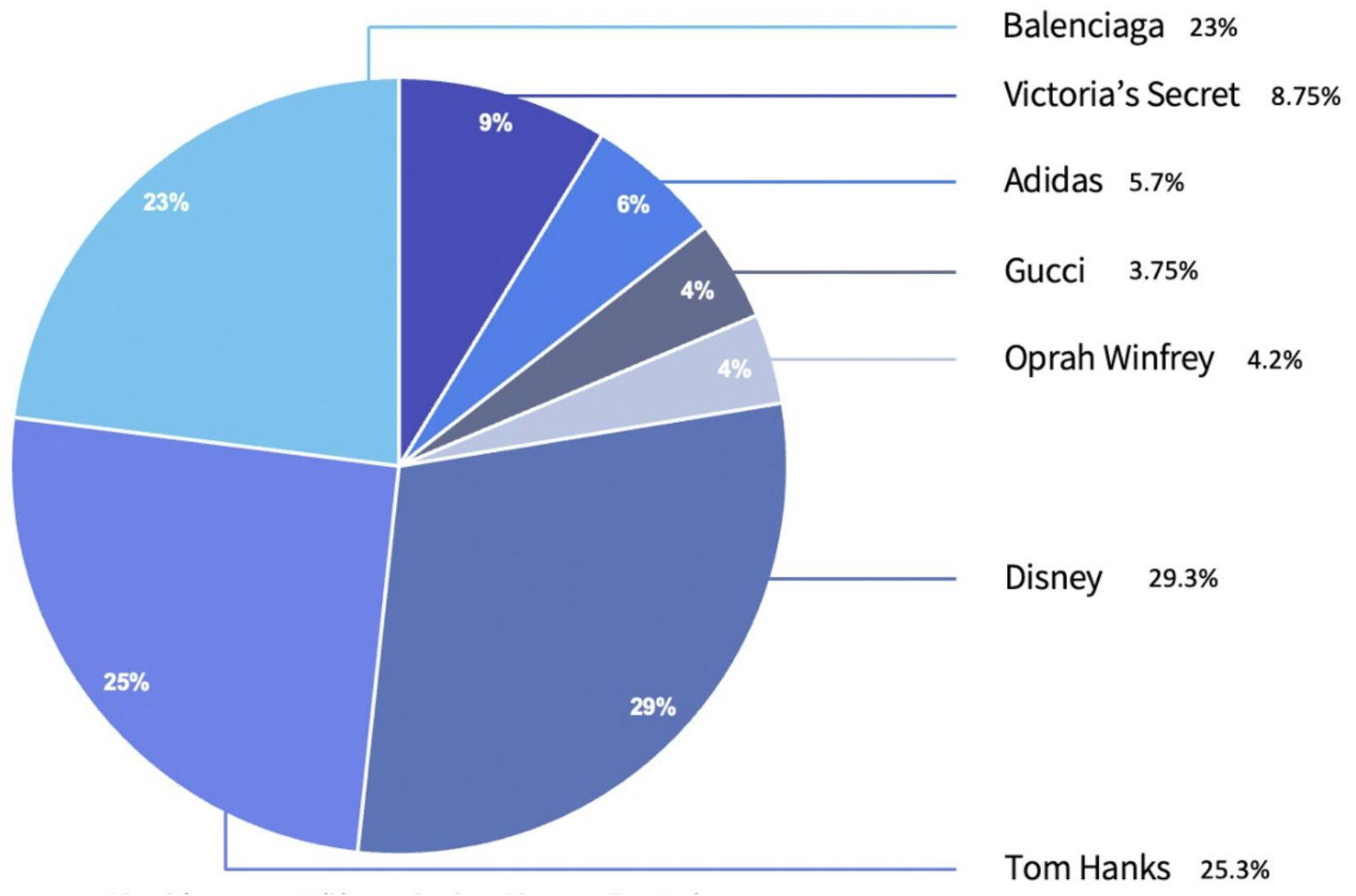
So posting about when Democrats, Hollywood, and liberal elites traveled to Epstein island is perfectly ok!
Thx @elonmusk

 **Batman.**
@Batman2242

We were right about
Epstein island
The BLM scam
The Covid lies
The vaccine lies.
The laptop
And the pedos in Hollywood.
So you better start listening to us tin fool people.

8:56 AM · Dec 23, 2022

Brands & Celebrities



- Cyabra identified brands and celebrities that appeared many times in the discourse surrounding the scandal.
- **Disney** and **Balenciaga** make up **more than 50% of the discourse on the brands** among the discussion analyzed about Epstein, with wide discourse **linking the advertisements and the operation of the brands** with **pedophilic behavior** and the island.
- **Tom Hanks** also came up, with 25.3% of the conversation, with many claims that he flew on Epstein's private jet to his island in the Caribbean.
- **Victoria's Secret** was a significant part of the discourse, when there was a wide discussion about the relationship between Epstein and the company's CEO, Les Wexner.
- Brands such as **Adidas** and **Gucci** also came up in the discourse about Epstein, but with **significantly lower magnitudes than the discussion found about Disney and Balenciaga**.
- **Oprah Winfrey** was a small part of the discussion when comments arose linking her to the island and accusing her that she was a **frequent flyer on Epstein's plane**.



Cyabra

Uncover the Good,
Bad & Fake Online



FOR MORE INFORMATION VISIT
WWW.CYABRA.COM



CONTACT US AT
INFO@CYABRA.COM

