

Debunking toxic "Matome Sites" in Japan

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What's "Matome"?

- Matome (まとめ) – pronounced "Mah-Tou-Meh"
- Roughly means "edited" or "curated"
 - Naver Matome describes itself "curation platform"
- Or maybe "collected", "organized" or "summarized"

What's “Matome Sites”

- Summarized contents from other sources
- Edit contents & Give context
- From underground to overground
 - “Sanitized” 2ch
- Improve UI
- Appropriate online ad revenues
- Possibly Japan-only phenomenon

Sources

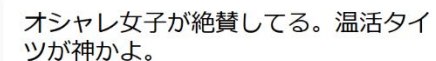
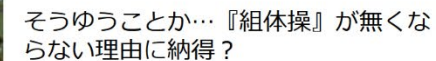
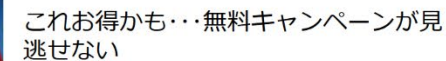
- News outlets or other websites
- Twitter
- 5ch (formerly known as 2ch)
 - The notorious anonymous BBS in Japan



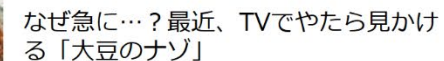
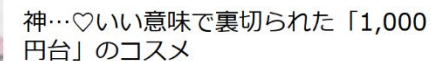
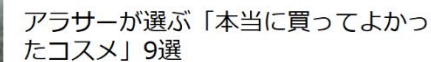
Japan's Prime Minister Shinzo Abe is seen through a prompter as he speaks at a news conference in Tokyo, Japan, December 9, 2019. REUTERS/Kim Kyung-Hoon (Japan) by 写真:ロイター/アフロ

出典 東京新聞:桜を見る会の推薦、関与認める 首相杵千人「大いに反省」:政治(TOKYO Web)

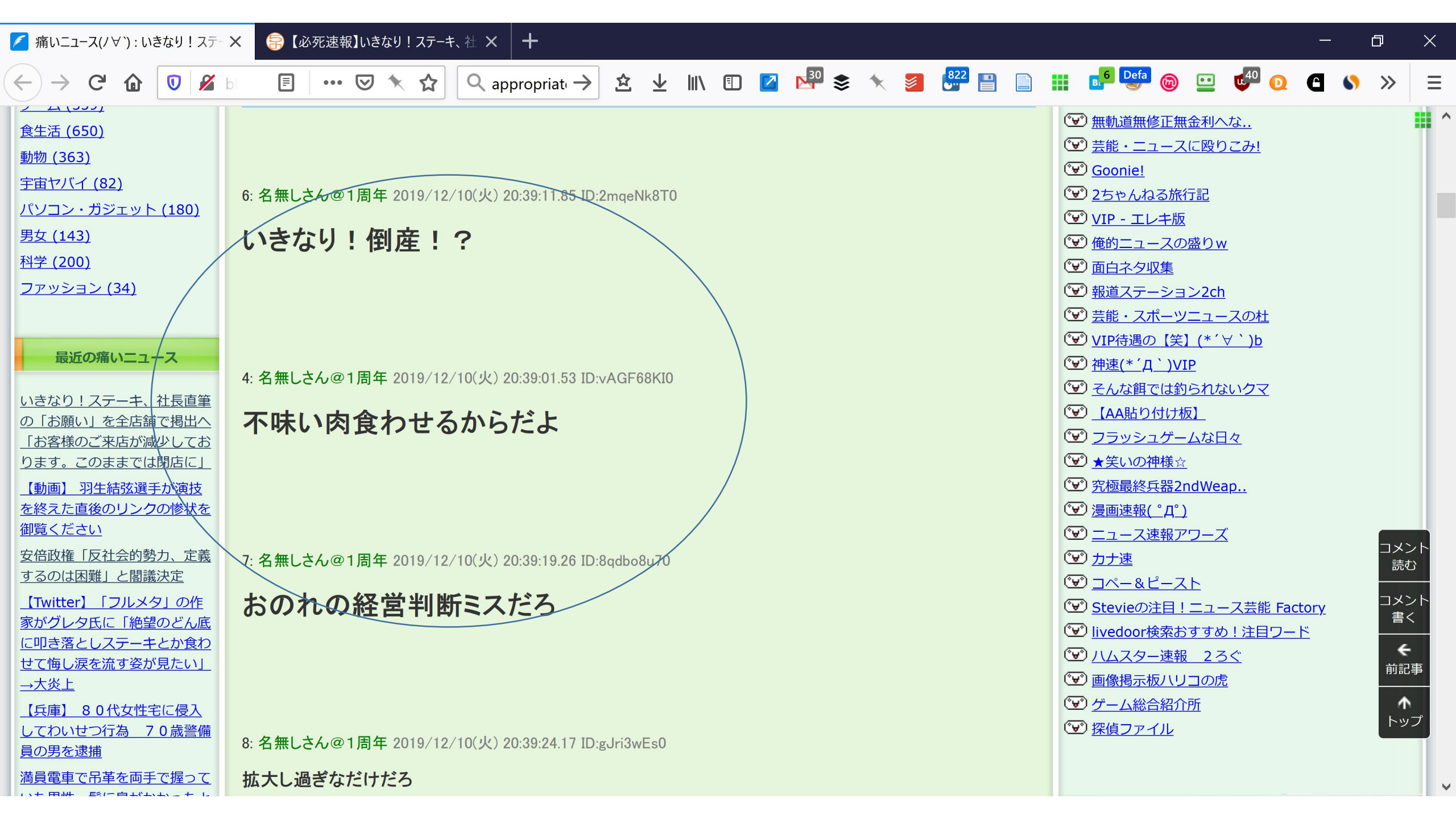
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【名品】昔からずーっと売れてる「毛穴コスメ」7選







6: 名無しさん@1周年 2019/12/10(火) 20:39:11.85 ID:2mqeNk8T0

いきなり！倒産！？

4: 名無しさん@1周年 2019/12/10(火) 20:39:01.53 ID:vAGF68KI0

不味い肉食わせるからだよ

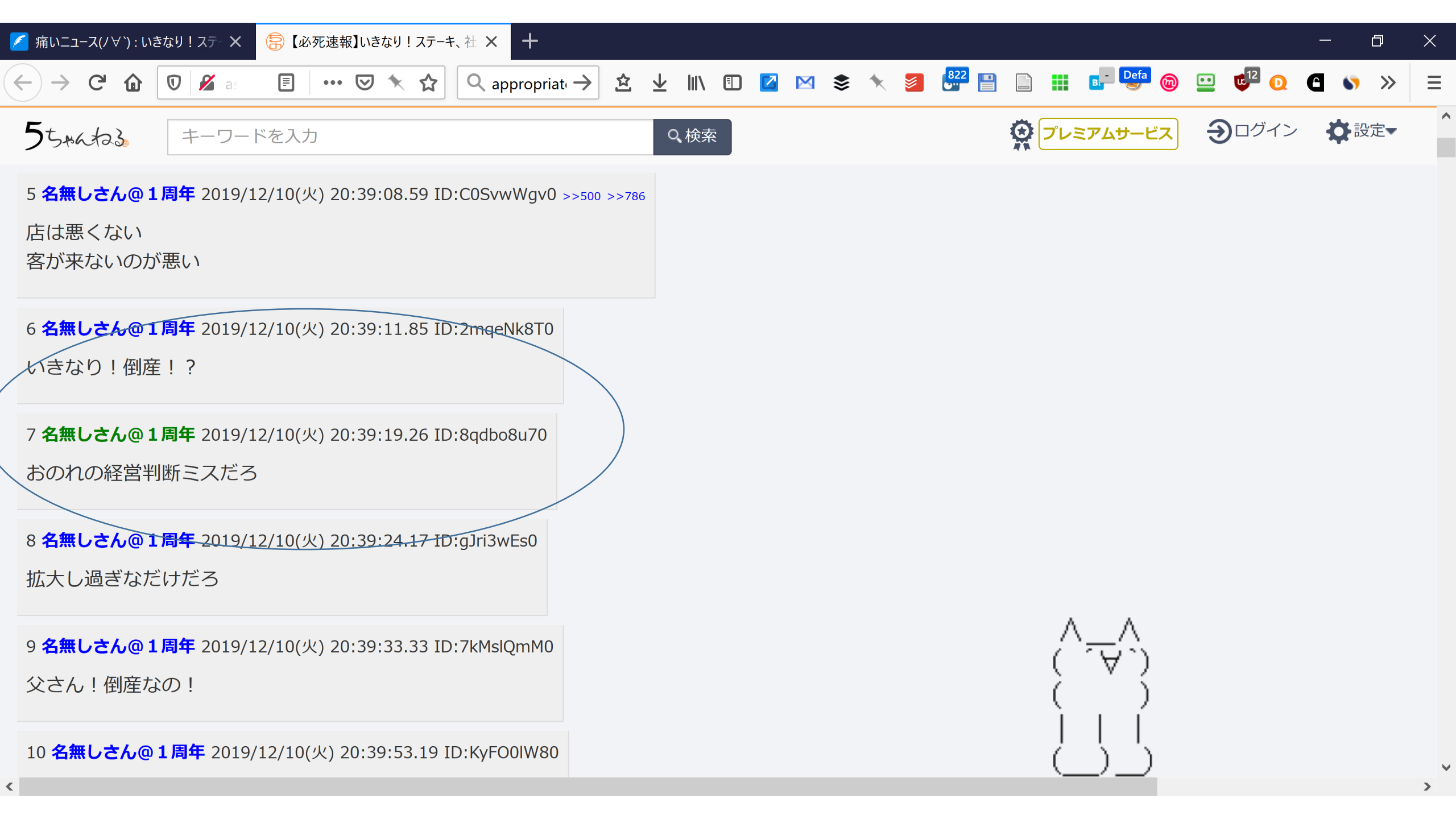
7: 名無しさん@1周年 2019/12/10(火) 20:39:19.26 ID:8qdbo8u70

おのれの経営判断ミスだろ

8: 名無しさん@1周年 2019/12/10(火) 20:39:24.17 ID:gJri3wEs0

拡大し過ぎなだけだろ

- 無軌道無修正無金利へな..
- 芸能・ニュースに殴りこみ!
- Goonie!
- 2ちゃんねる旅行記
- VIP - エレキ版
- 俺のニュースの盛りw
- 面白ネタ収集
- 報道ステーション2ch
- 芸能・スポーツニュースの杜
- VIP待遇の【笑】(*'▽`)b
- 神速(*'Д`)VIP
- そんな餌では釣られないクマ
- 【AA貼り付け板】
- フラッシュゲームな日々
- ★笑いの神様☆
- 究極最終兵器2ndWeap..
- 漫画速報(°Д°)
- ニュース速報アフーズ
- カナ速
- コペー&ピースト
- Stevieの注目！ニュース芸能 Factory
- livedoor検索おすすめ！注目ワード
- ハムスター速報 2ろぐ
- 画像掲示板ハリコの虎
- ゲーム総合紹介所
- 探偵ファイル



5ちゃんねる

キーワードを入力

検索



プレミアムサービス



ログイン



設定

5 名無しさん@ 1周年 2019/12/10(火) 20:39:08.59 ID:C0SvwWgv0 >>500 >>786

店は悪くない
客が来ないのが悪い

6 名無しさん@ 1周年 2019/12/10(火) 20:39:11.85 ID:2mqeNk8T0

いきなり！倒産！？

7 名無しさん@ 1周年 2019/12/10(火) 20:39:19.26 ID:8qdbo8u70

おのれの経営判断ミスだろ

8 名無しさん@ 1周年 2019/12/10(火) 20:39:24.17 ID:gJri3wEs0

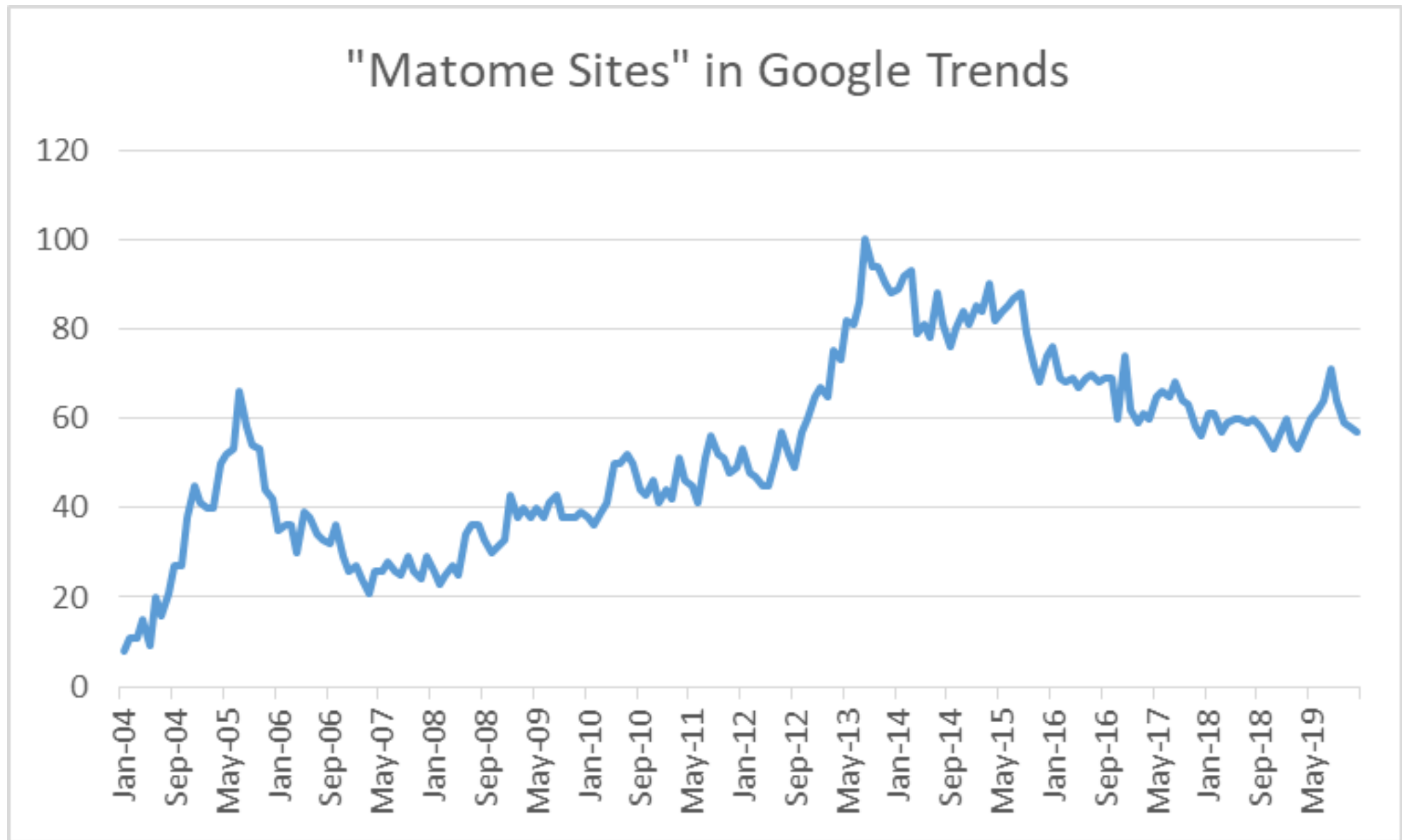
拡大し過ぎなだけだろ

9 名無しさん@ 1周年 2019/12/10(火) 20:39:33.33 ID:7kMslQmM0

父さん！倒産なの！

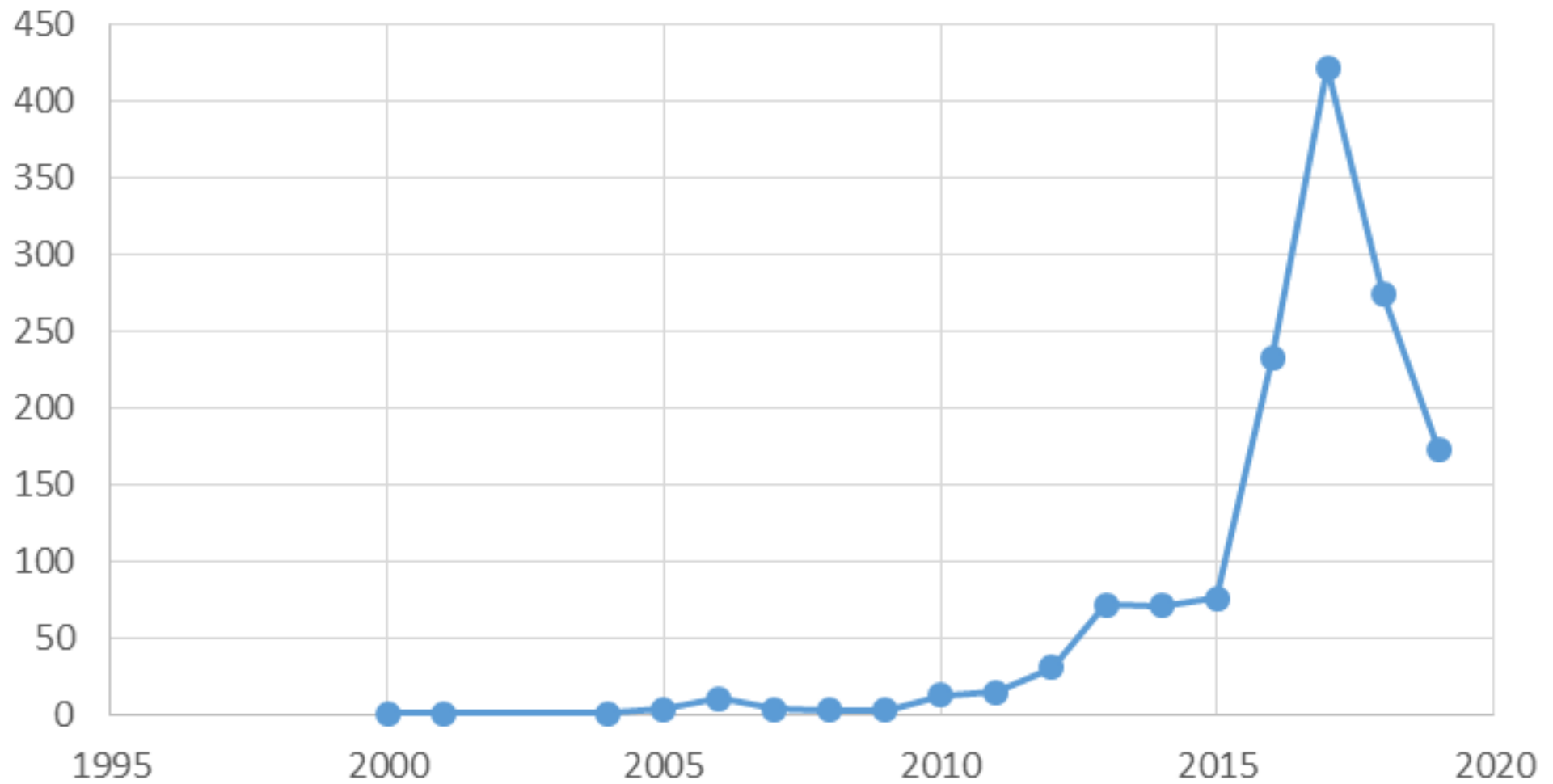
10 名無しさん@ 1周年 2019/12/10(火) 20:39:53.19 ID:KyFO0IW80





Source: Google Trends

"Matome Sites" in mainstream media



Source: compiled by the author from G-Search

A Short History of Matome Sites

1999: 2ch established

Pre-2005: Underground subculture, some proto Matome Sites appeared

2005: Densha Otoko (電車男) made 2ch a kind of mainstream

- Familiarized 2ch-style communication style

2011: Top 30 livedoor Blogs were Matome Sites

2012: 2ch warned 5 Matome Sites for copyright violation

2014: DeNA bought 2 startups for 5 billion yen

2015: Gradually recognized as the source of false information

2016: DeNA WELQ Scandal

How many Matome Sites out there?

- Not clear
 - Highly competitive field
 - There are “starter kits” or “templates”
 - Sold 2-30K yen

How big are they?

Name	Monthly Visits (Avg. Jun – Nov 2019)
New Soku VIP Blog	296.60M
Ore Teki Game Sokuhou@JIN	29.20M
Hachima Kikou	27.50M
Alfalfa Mosaic	21.60M
Hamsoku	20.60M
Hoshu Sokuhou	13.40M
Anonymous Post	1.20M

Name	Monthly Visits (Avg. Jun-Nov 2019)
Asahi	63.80M
Yomiuri	32.40M
Mainichi	26.00M
Sankei	40.60M
Tokyo	4.80M
Nikkei	69.40M
NYT	243.60M
The Guardian	255.00M
FT	20.30M

Source: compiled by the author from Similarweb

Who are watching?

- LINE Survey (2016)
 - Main news sources of younger generation (under 20) are SNS and Matome Sites
 - And Matome Sites also have Twitter accounts
- Google Adplanner Survey (2009)
 - Only 14% of under 18 watch 2ch
 - Volume zone is 35-44 years old (34%)
 - “5ch for old people”
- Matome Sites rejuvenate the audience of 2ch/5ch

Who are running Matome Sites?

- Many Interviews with the administrators of Matome Sites indicate most of them are only in it for the money
 - Not political at all
 - Leaked internal documents from Matome Sites confirm this
- It is a profitable business - some can earn over 1 million yen / month (Buzzfeed 2018)
- It is crucial to attract attention - and fake news sells
 - Far-right and chauvinistic contents are quite popular in Japan now
 - Matome Sites are consequences, not a cause of right-wing swing of Japanese society

Propaganda Pipeline (Benkler et al. 2018)

- Because of their popularity, the content and mannerism of Matome Sites (and underground forums) are “smuggled” into the mainstream media
- It expands the audience base of the far-right discourse

Platform? Media?

- If Matome Sites are considered as platforms, then they don't have responsibility for their contents
- However, Matome Sites actively edit the content and give context



安倍晋三 shared Takiichiro Hatsumura's photo.

33 mins · 🌐

小学4年生による投稿と言われ、巷で話題となった「どうして解散するんですか？」ですが、今回「NPO法人 僕らの一歩が日本を変える」の代表理事の大学生が小学生になりすまし行っていた事が明らかになりました。

批判されにくい子供になりすます最も卑劣な行為だと思います。

選挙目当ての組織的な印象操作ではないと思いますが、選挙は政策を競い合いたいと思います。



Takiichiro Hatsumura

「情報を制する者は、選挙を制す！」近年(特に選挙中)によく耳にする言葉ですが...。デマで情報を操ろうとした方(あるいはどっかの政党の関係者ww)の末路なのか？本物なのか...？

それなりに面白いので見て下さい。

《保守速報》

<http://hosyusokuhou.jp/archives/41431652.html>

※皆様もデマやどっかの党が得意とする印象操作には気をつけましょう。

(^▽^)

The Rise and Fall of Hoshu Sokuhou

- Became a premier right-wing Matome Site
 - Even PM Abe shared (2014)
- Lots of fake news and defamation (especially on Korean)
- Sued for defamation and lost the case (2018)
 - The court acknowledged Matome Sites are responsible for their content

Pursuiting Anonymous Post

- Another notorious far-right and fake news Matome Site
- The anonymous operator accidentally revealed several hints about his past in early entries
 - Some distinctive expression, proper nouns and description of events are found in another (non-anonymous) blog

Conclusion

- Matome Sites is an unique byproduct of Japanese online culture
- Matome Sites are relatively new, but quite influential, especially in younger generation
- Matome Sites are businesses, not political movement
- Matome Sites can be shot down even if it is run anonymously