Twitter Is Expanding the Signals It Uses to Detect Bad Behavior

In its quest to further decrease the abusive content that litters the site, Twitter said it has begun using “behavioral signals” like tweets from unconfirmed emails and people signing up for multiple accounts at once. Today, the San Francisco-based company announced updates to its algorithm that will “improve the health of the public conversation” on… http://www.adweek.com/digital/twitter-is-expanding-the-signals-it-uses-to-detect-bad-behavior/