

No walls, no vested
interests, just
understanding the
world as a whole.

Global Class

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Cyber Manipulation

Topics:

- psychological + information warfare
- Cyber 2.0
- new players, fake news, + deep fake
- Meta verse



Lon's Intro:

"Brave New World" by Aldous
Huxley



Dr. Hevyatan

- PhD in psychological warfare in WWII

- psychological warfare = marketing through holding back certain information

- 2016 U.S. election used targeted attacks to



sway election

Social Media + Psychological Warfare

- during pandemic → became serious
because can make money if lost job
- deep fake → copy someone's appearance + voice
→ control their persona



- live in the era of post truth

Era of Post Truth

- care about what we believe
- anyone can create psychological warfare
- ideas are stronger than bombs
- only getting worse due to meta verse
- wearable technology is coming in the
next few years



Meta Verse

- health is driving the need for wearable technology

- Facebook took the lead

↳ manipulate streams what we see now



- in the near future it will be our reality
- everyone pays for what we see somehow

The Future of Psychological Control

- new technology makes things obsolete
 - ↳ iPhone became everything to us
 - ↳ at the beginning just call, web, music

- Serendipity → trying to find "X" but really find "y" which becomes more important



Deep Fake

- Started in Hollywood to create life-like animations
- if google "this person does not exist"
 - ↳ shows photos of people who are created by tech. + have never existed
 - ↳ start of a fake personae



Review

- think about worst case to understand the future → be prepared for anything

Question:

Are you concerned about the way technology is going?

Can we move forward?



Would you rather be online or offline for the greatest fulfillment?

- might be a mix of both online and offline community



Where can we find accurate information in the "Post Truth Era"?

- Civil journalism → news online
- in U.S. 60% getting news online
- choose the truth that suits our narrative → pick what matters to you



- for real truth must search harder

Information

- Facebook, Amazon, etc. learn how to market information they learned from academia to make money
↳ information no longer provided by government or news outlets



- hard to teach cyber attacks because changes daily

Information

- who is responsible for stating what information is 'accurate'?
- whistleblower from Facebook started this
- Facebook is admitting that social media is toxic
- Facebook has a lot of power with no responsibility



Facebook

- don't have control of information in Arabic → only in "Western" languages
- Example of the fake news that they could have stopped is the U.S. Capital attack



Who will be responsible for keeping Facebook (and others) accountable?

- Governments? → Facebook becoming more powerful than states by giving generated content

- in the past with oil + tobacco had a lot of power + lost because of gov. stepping in



Who is responsible?

- "either you become a programmer or someone will program you"

- social media has to be programmed to be highly addictive → different now because everyone is involved (generational)



Can society overcome this technological addiction?

- not as easy as before because takes over all aspects of life over all ages

- does knowing what goes on behind make a difference?



- a global problem!

Technological Addiction

- having more transparency
 - ↳ having a global ambassadors for accountability
- ultimately Facebook is a business
 - ↳ bottom line is to make money not about us



Democracy Today + Technology

- "Wisdom of the crowds"

↳ ability to ask a lot of people a question → i.e. through Facebook

- authoritarian powers will use this to promote their ideas



- Freud

- Elias

— Sources on manipulation of crowds
Canetti → "Crowds and Power"