

POWER OVER MINDS: THE THIRD DIMENSION OF CYBER POWER

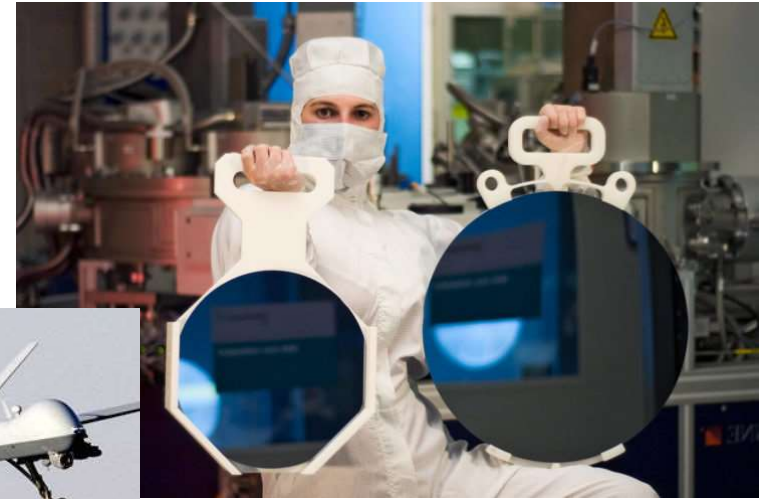
Tariq Akash

PhD Candidate

Department of International Relations

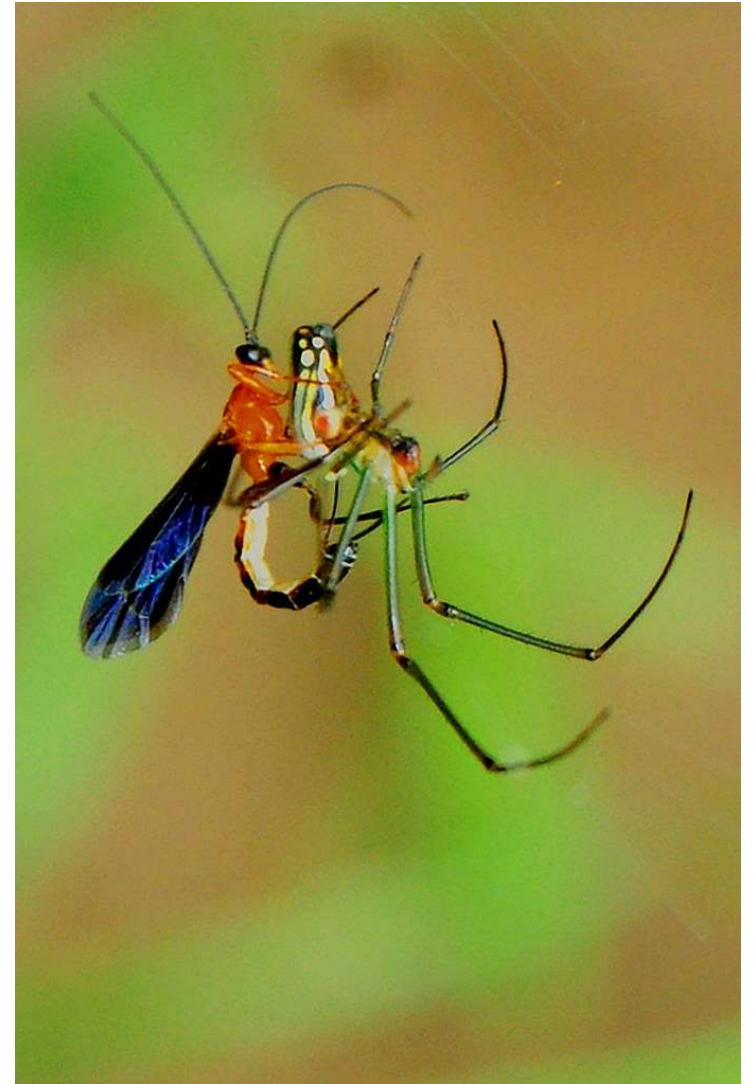
Hebrew University of Jerusalem

My Story:



THE WASP AND THE SPIDER

- *Hymenoepimecis Argyraphaga*





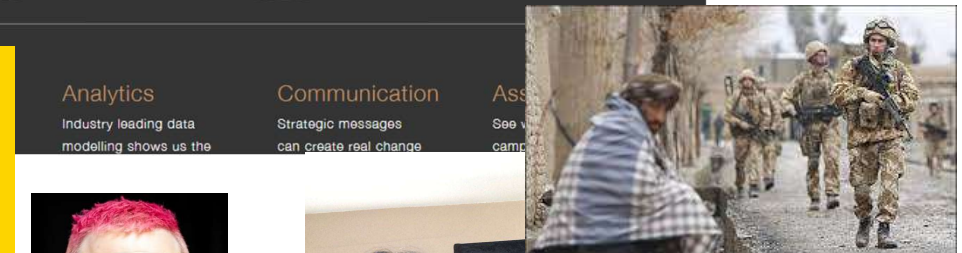
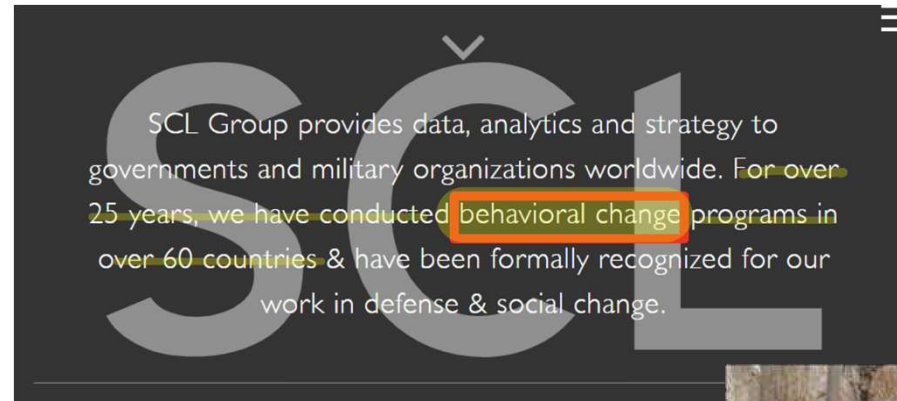
Where's the Politics?

An alternative host of *Hymenoepimecis japi* (Hymenoptera, Ichneumonidae) on a novel family (Araneae, Araneidae), with notes on behavioral manipulations

Yuri F. Messas, Jober F. Sobczak, João Vasconcellos-Neto

Abstract

Polysphinctine wasps of the genus *Hymenoepimecis* act as koinobiont ectoparasitoids of orb-weaver spiders. *Hymenoepimecis japi* is already known to parasitize the tetragnathid spider *Leucauge roseosignata*. Here, we record the dome-weaver spider *Mecynogea biggiba* as a second host for *H. japi*, as well as the behavioral manipulations induced by the parasitoid. We found that *H. japi* alters the web construction behavior of *M.*



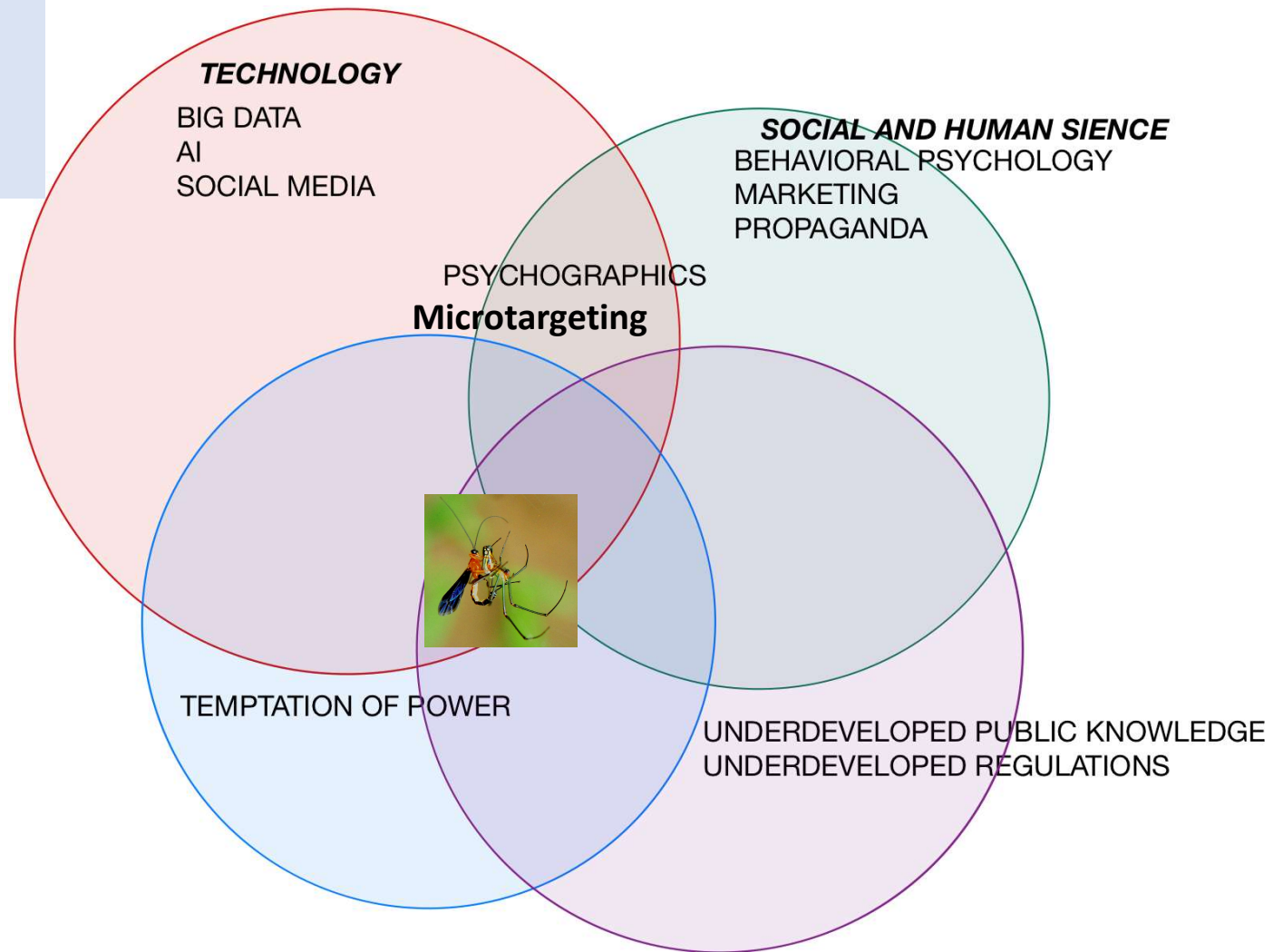
“Propaganda... is comparable to radium, and what happens to radiologists is well-known”
(Ellul, 1973, p. 242).



What are we talking about?

**Using cyberspace tools to manipulate the consciousness,
and consequently the political preferences and behavior,
of the population of the adversary.**

New Dangerous Power “Form?”



Relevant questions:

- How common is this phenomenon?
- How effective are these methods?
- What are the tools used to achieve the propagator's goals?
- Simple tools, more advanced ones, and highly sophisticated ones?
- Who has the means and power to do so?
- What can be done to minimize the negative consequences of this phenomena on the global level?

Useful Building Blocks

Question	Filed of knowledge	Known scholars	Summary
Do states really want to influence other states?	International Relations Realism	Carr, Morge- nthau	Influence= power. States want to increase their power in the international system.
How affecting the consciousness of others gives power?	Power Three faces of power	Steven Lukes	Power comes also by manipulating other's cognition, preferences and behavior.
But humans have free will and intelligence?	Psychology and sociology: Agency- Structure debate.	Anthony Giddens	At least for a certain degree, humans could be influenced.
How information technology affect modern societies?	Modern Sociology	Manuel Castell	It is simply a new revolution!
What can be manipulated and what can't ?	Social psychology <i>Propaganda</i>	Jack Ellul	Propaganda, in certain circumstances, is effective
Always there was Propaganda?	Political science, political communications		It took time and effort to contain and regulate it

Summary

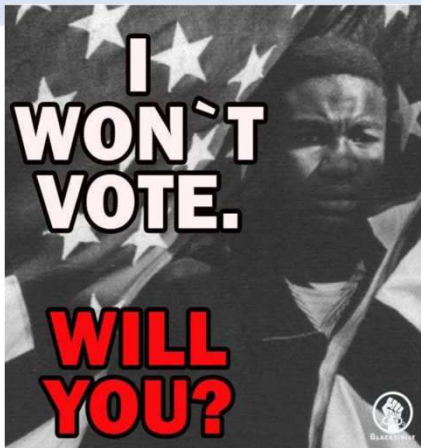
- Efforts to influence, even manipulate the perceptions and behavior of others exist all around us, in politics, in commercial marketing.
- To a certain degree, it could work.
- Democratic systems have worked for decades on the regulation and containment of this power, in commerce, and in politics.
- The new technologies and tools challenge our old containment regulations.
- Especially on the international level.

Example 1: The built in political power of platforms



- The effect of algorithms
- Conservatism after Arab Spring
- #FBBlocksPalestine

Example 2: Voter suppression operations:



Example 3: The Dark Side of Big Data



DATA MINING



DATA SCIENCE



PREDICTIVE ANALYTICS



PSYCHOGRAPHIC PROFILING



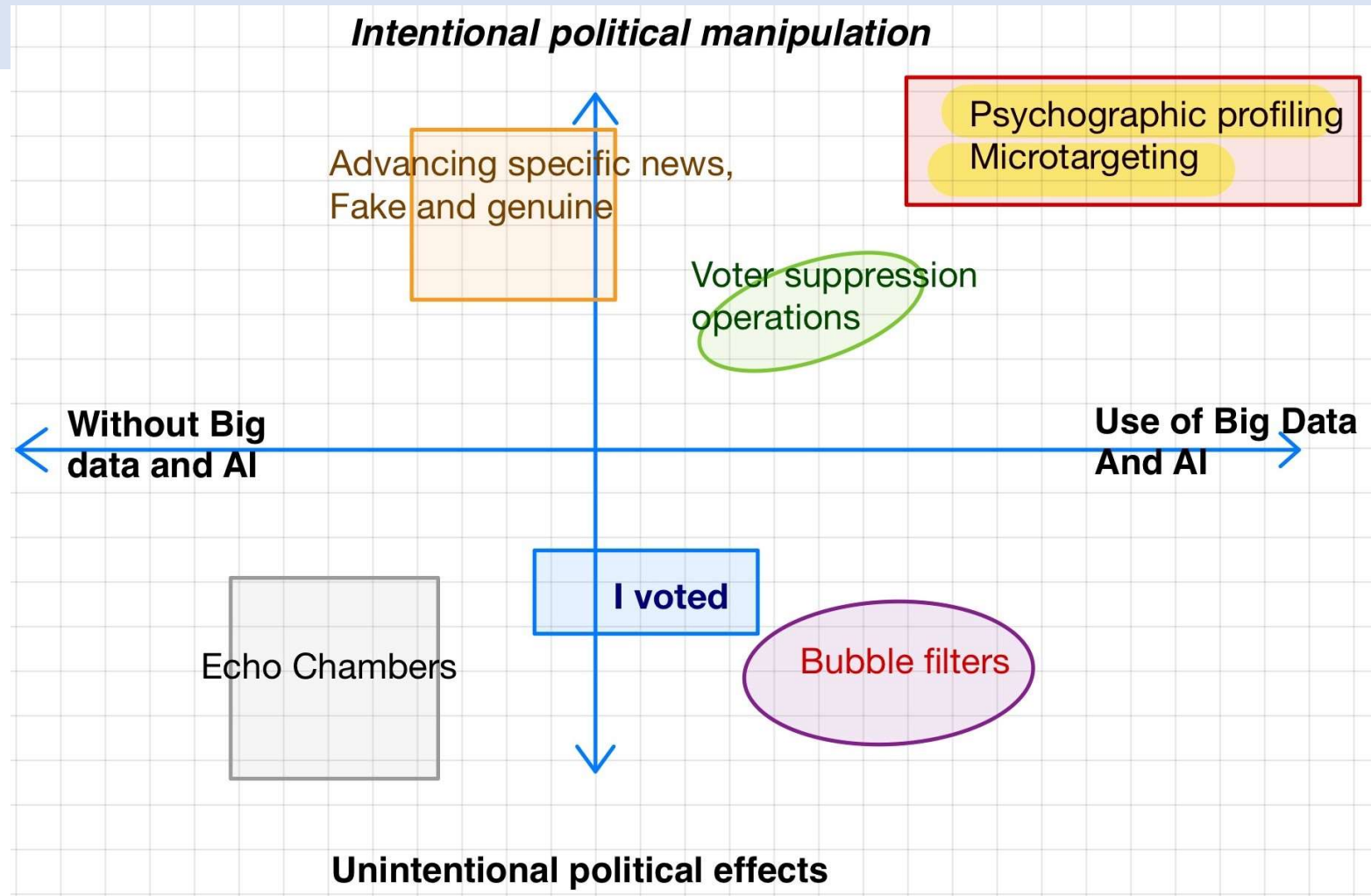
MICROTARGETING



Behavior Manipulation



Cyberspace and political influence



Who could access such power?

- Certain States
- Platforms
- New nodes of control (Yochai Benkler, Zeynep Tufekci)
- States- Platforms cooperation or interests
- Security agencies.

New power dynamics and control nodes

Challenges and questions

- Difficult to understand and follow: difficult to contain
- Democracy defenders: domestic success, international failure.
- Arms race.
- Covid 19: Digital control and surveillance was helpful, now more difficult to question it.