

# Payloading the 5th domain, from hacking to economy, politics, warfare, and people.


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A 60-years journey focused in technology evolution and information security, to help us understand some major events and their profound impact on society.

**Not to persuade us, but to inspire us to think and act.**



What questions does the image suggest to you?

Are they aware of what is happening around them?

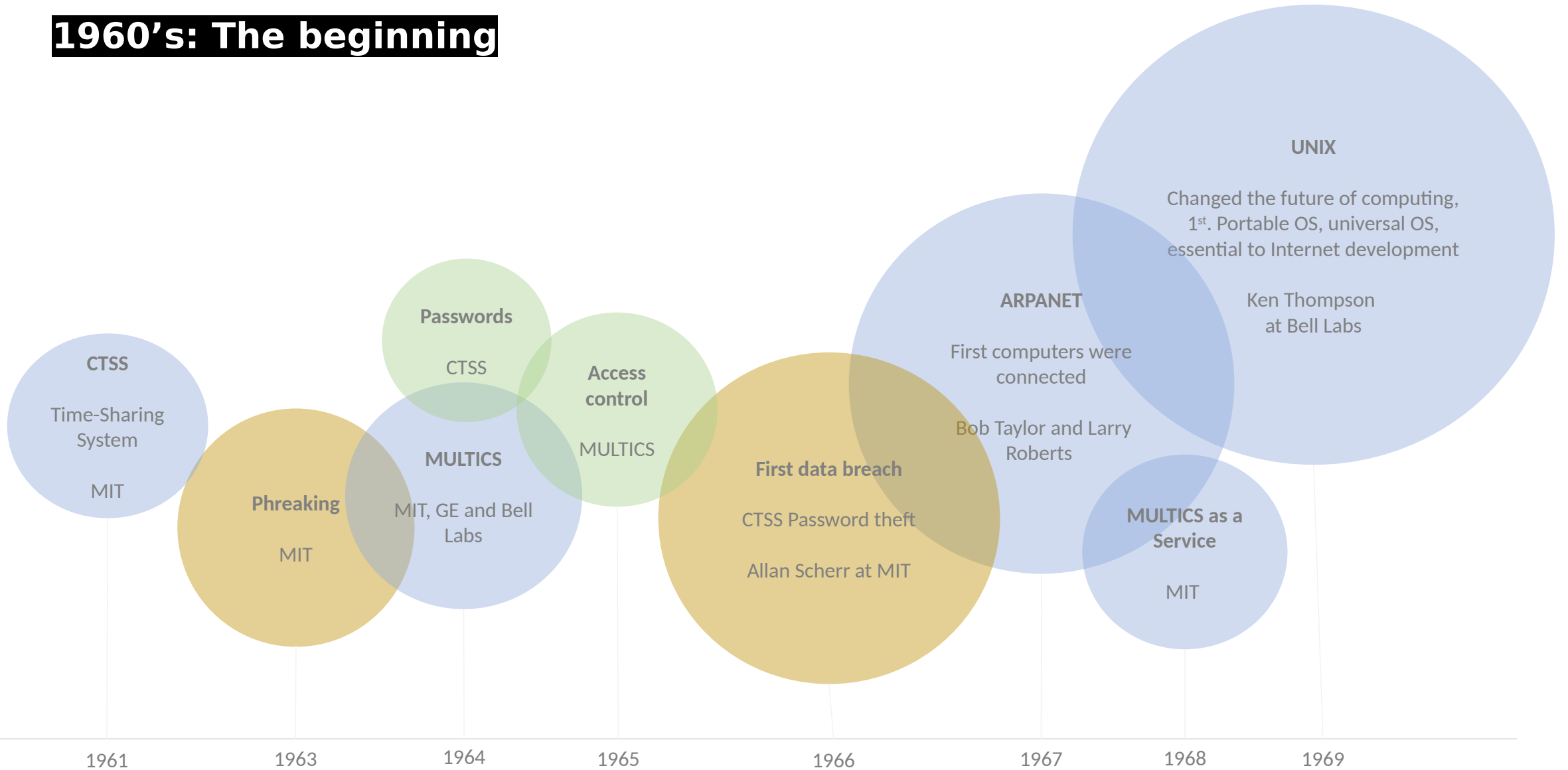
Do they care?

Do they need to worry?

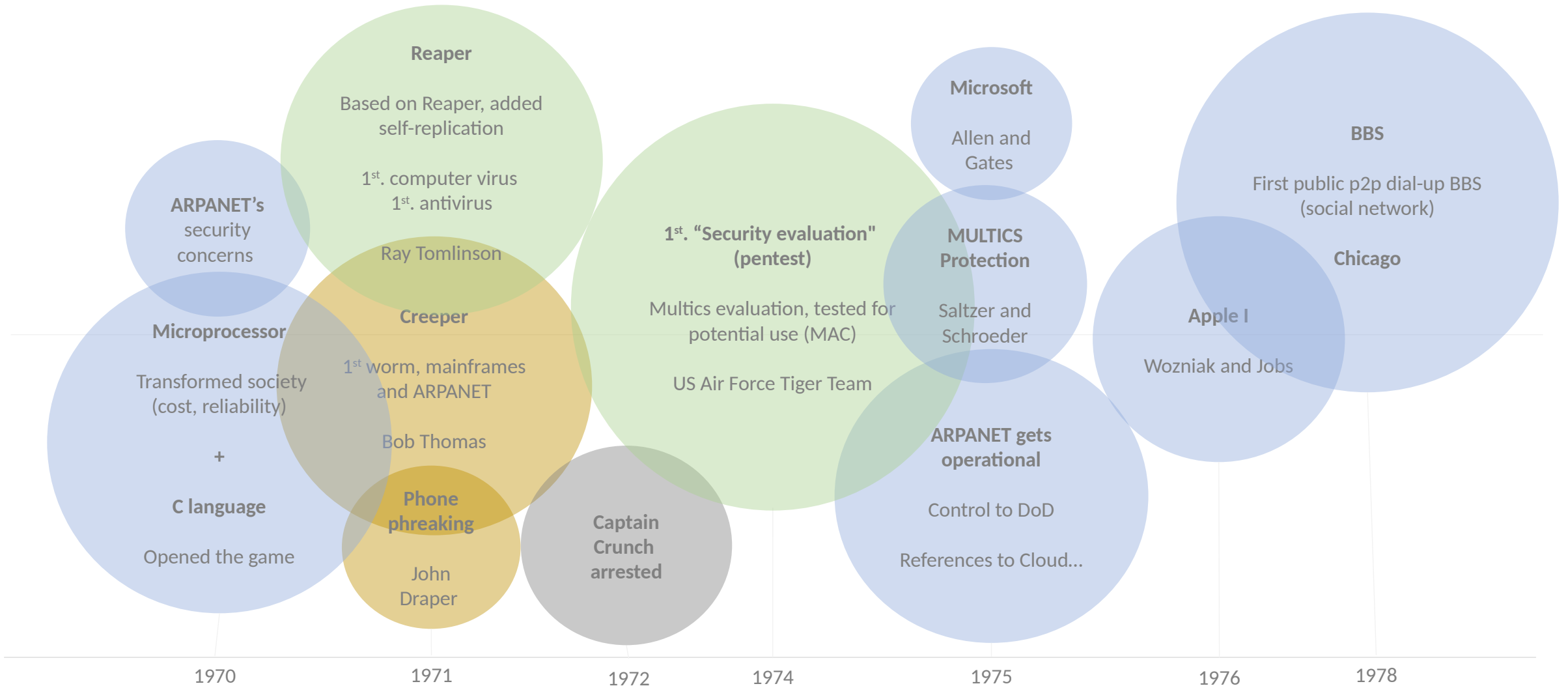
Eagle Creek (Oregon, US) fire, September 2017

<https://www.theguardian.com/artanddesign/2017/sep/27/kristi-mccluers-best-photograph-playing-golf-while-america-burns-oregon-fire-interview>

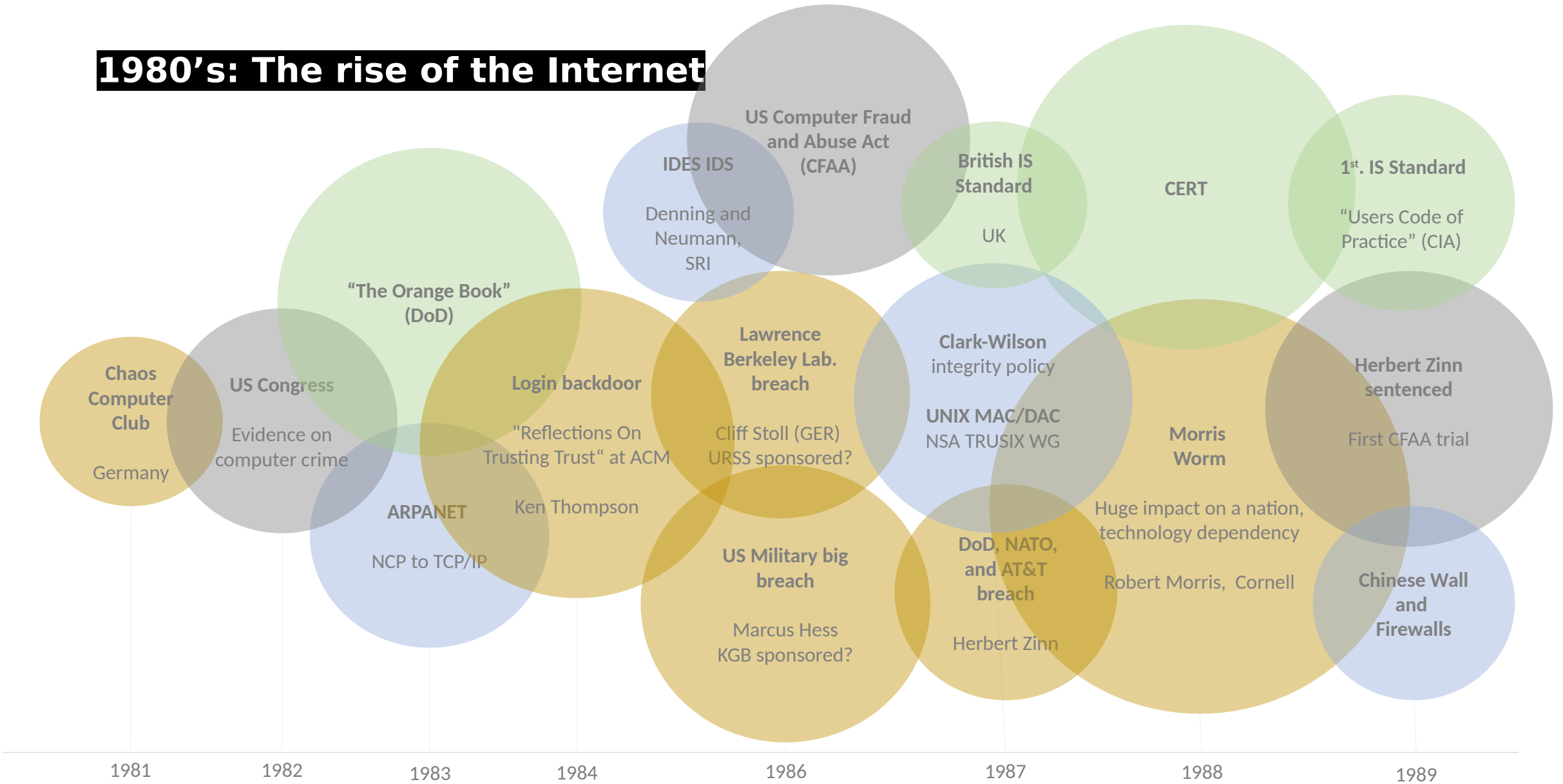
# 1960's: The beginning



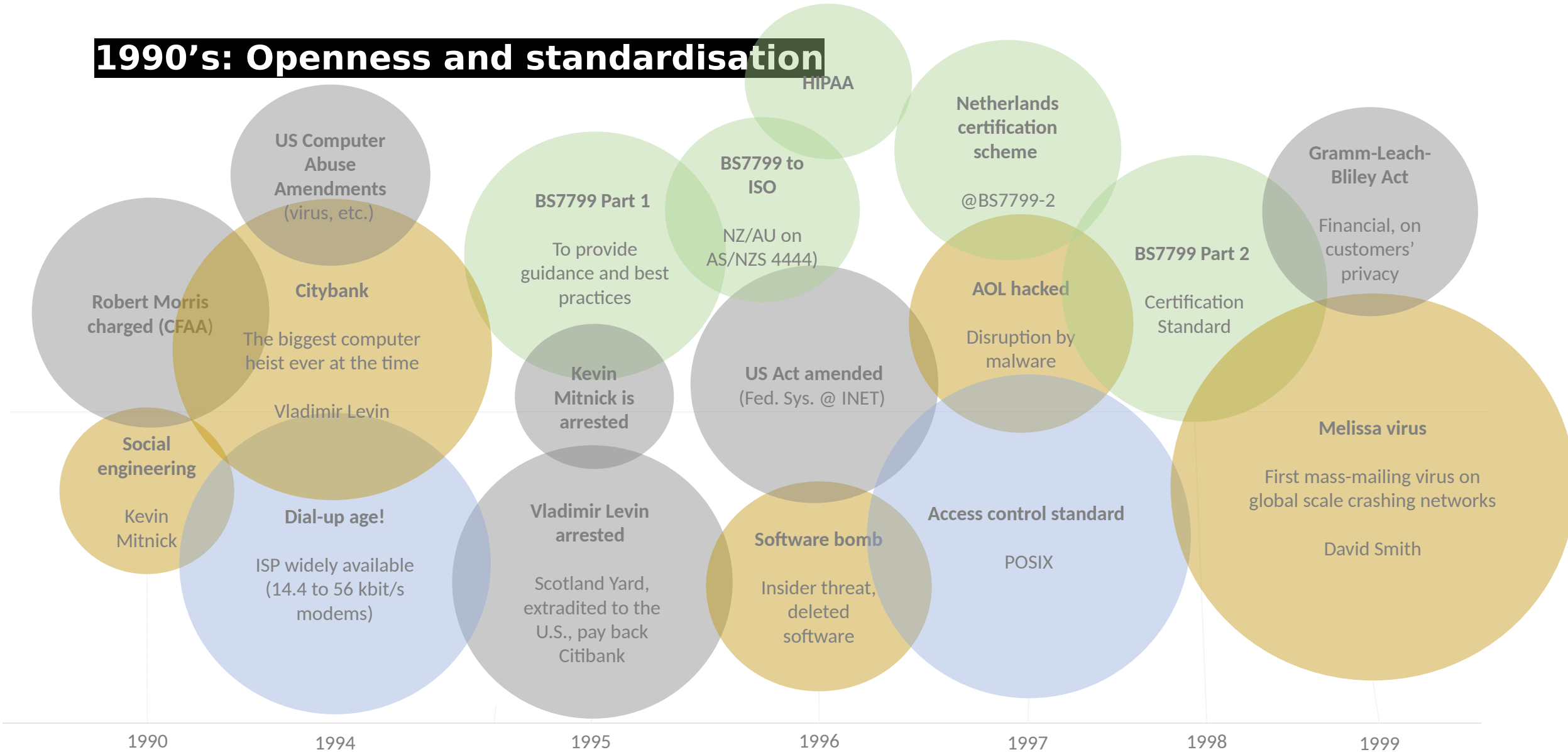
# 1970's: From creeper to reaper



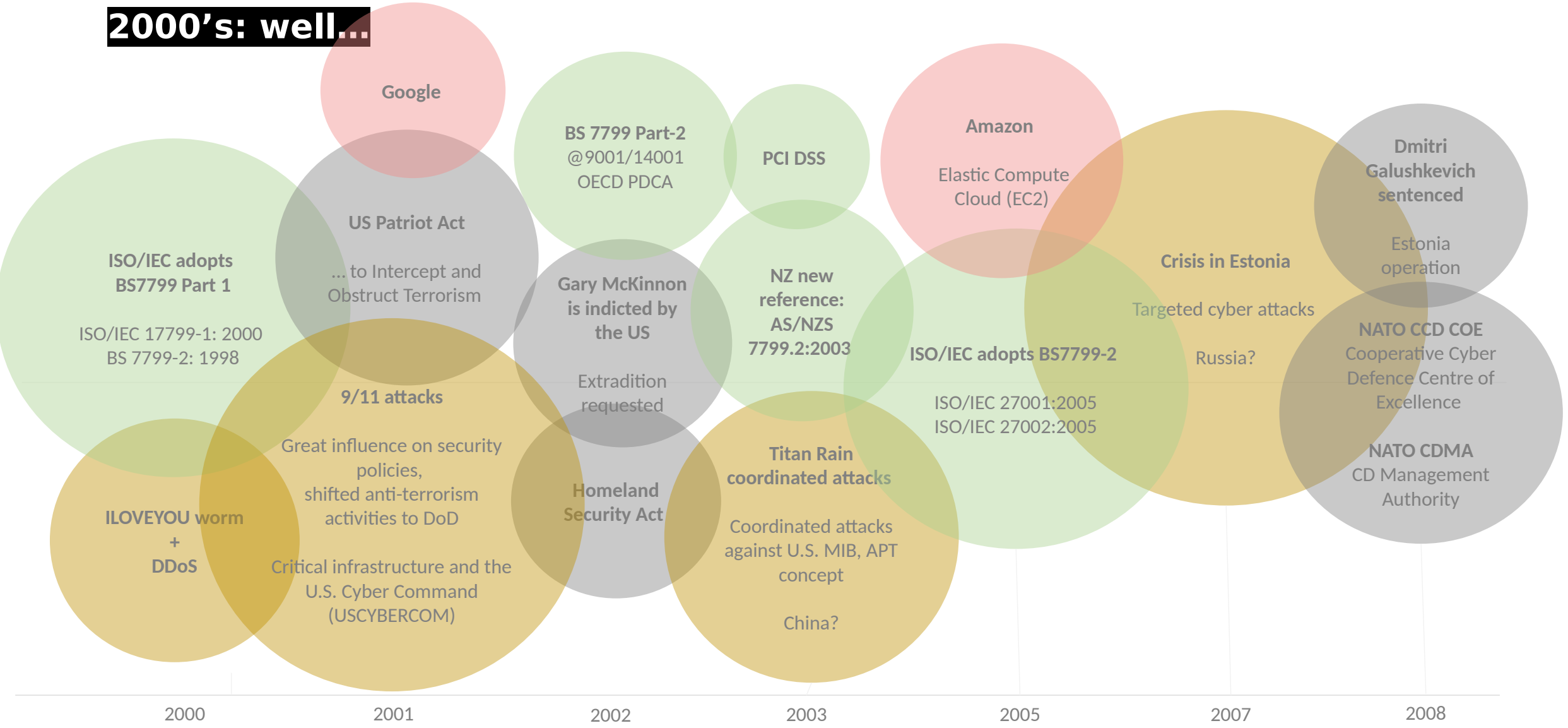
# 1980's: The rise of the Internet



# 1990's: Openness and standardisation

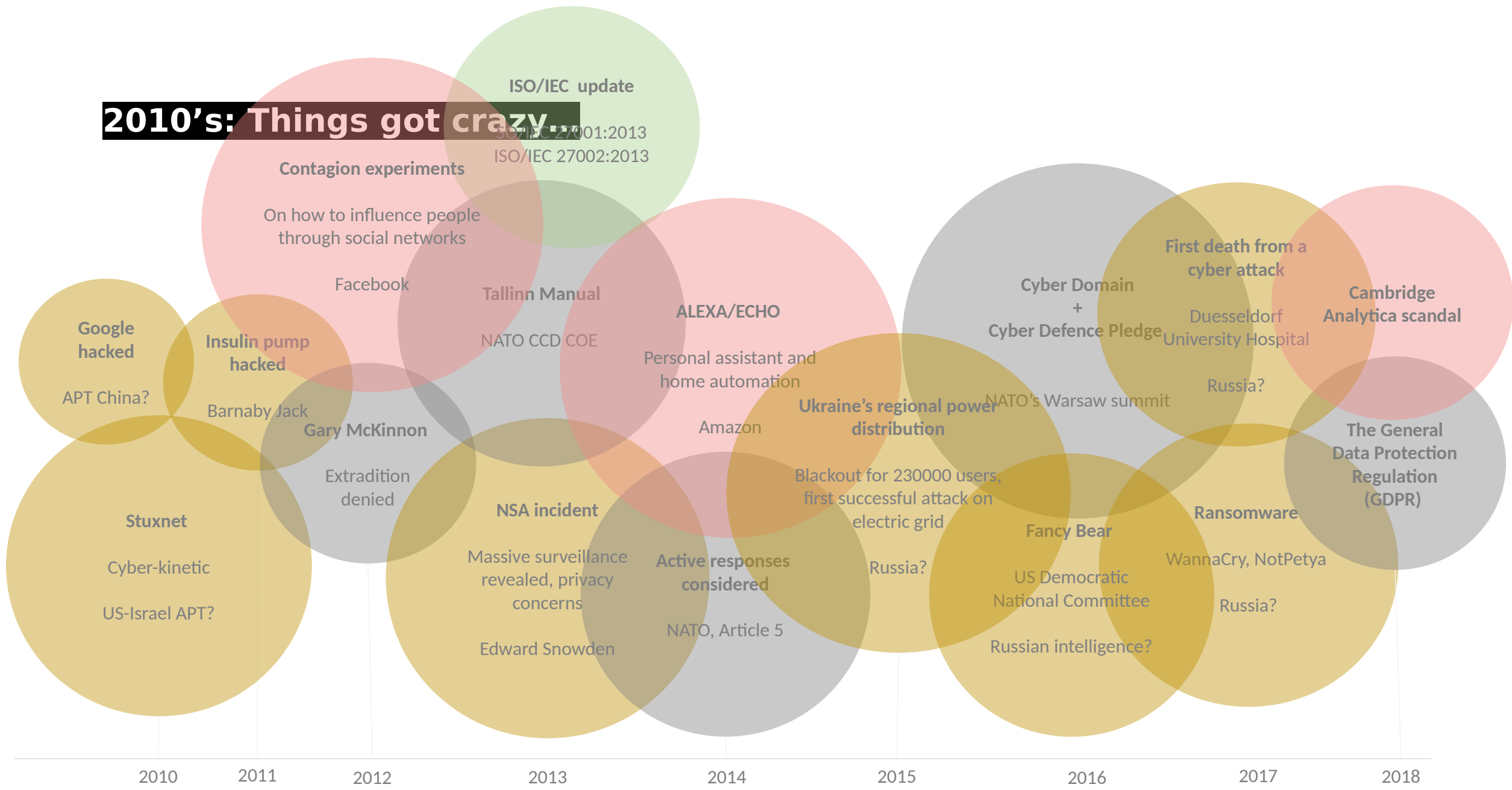


# 2000's: well...

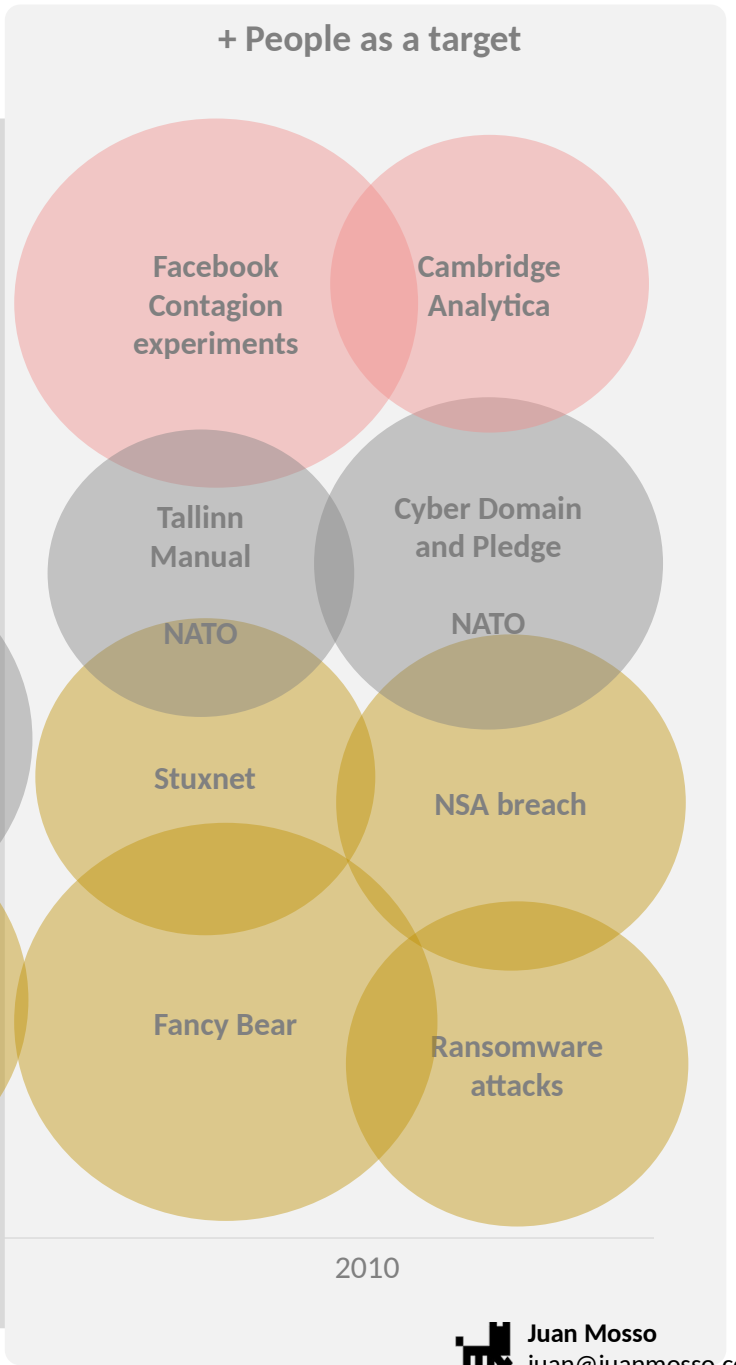
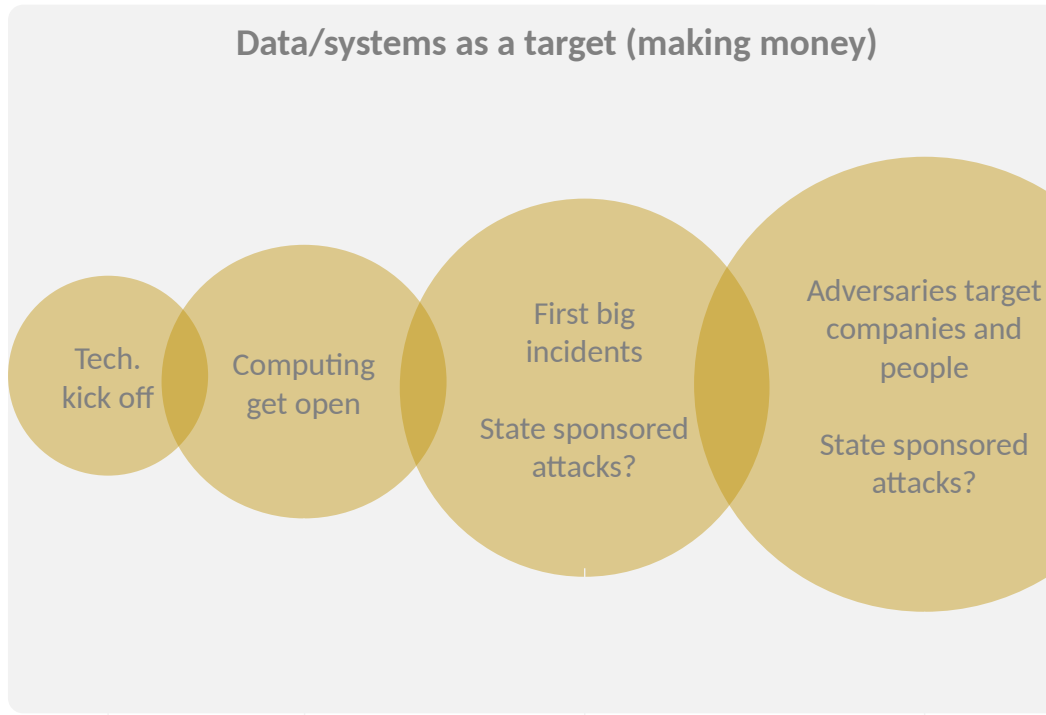




# 2010's: Things got crazy...



# Pattern and major breakpoints



1960

1970

1980

1990

2000

2010

# P5D in Economics - “Surveillance Capitalism”

“... unilaterally claims human experience as free raw material for translation into behavioural data... declared as a proprietary behavioural surplus, fed into advanced manufacturing processes known as ‘machine intelligence’, and fabricated into prediction products... **traded in a new kind of marketplace that I call behavioural futures markets.**”

*Shoshana Zuboff, 2019*

**+ behaviour-based context engineering**

**+ behaviour control!**

## **P5D in Markets: Facebook targets young in AU/NZ (2017)**

- Target: 6.4 million young AU/NZ
- Goal: to modify user's behaviour (through "psychological insights")
- Requirements: Facebook contagion experiment results (2012, 2014)

Facebook could work out when young people were most vulnerable (Contagion 2)

**They then could pinpoint the time frame during which a young person needed a "confidence boost" (is most vulnerable to a specific configuration of subliminal cues and triggers (Contagion 1)**

Finally, they were able to match each emotional phase with appropriate stimulus (for guaranteed results...)

**Were the young people free to choose?**

## **Facebook Research Targets Insecure Kids**

Facebook pushed back on the report, but also admitted its research didn't follow the 'establish process to review the research we perform.'



By Matthew Humphries 2 May 2017, 12:53 a.m.



(<https://au.pcmag.com/social-media/47726/facebook-research-targets-insecure-kids>)



Armed pro-trump marchers in Washington, DC, January 6, 2020. Alex Lourie—Redux  
<https://time.com/5892945/law-enforcement-post-election-violence/>



POLITICS • 2020 ELECTION

## 'Plan for the Worst and Hope for the Best!' Why Law Enforcement Officials Are Worried About Post-Election Violence

Who is winning here?

Who the political violence is directed to, ultimately?

## P5D in Policy: Influencing population in the US through media

- Republicans initially refused to pledge a peaceful transfer of power
- They signalled how his supporters should respond if the vote doesn't go their way (winning expected, fraud)
- Is this a call to arms? (Some US cities were on edge, upset protesters had routinely taken to the streets)

The same happened with the other party, although more subtle, with the same consequences (HATE!)

# P5D in Military: Ukraine crisis

- 1994- 2008: Engagement, Ukraine applied to begin a NATO Plan
- **2008: "Russia may target its missiles at Ukraine"**
- 2010: Ukraine maintains neutrality
- 2014: Russian military invasion (NATO)
- **2015: A cyber attack cuts power to 225,000 people in Ukraine (US DHS, attributed to Russia?)**
- 2017: "It was brilliant", "That's actually a better outcome than what might occur in the US, experts say..." (Robert M. Lee)

**Can NATO trigger Art.5 in the case of a cyber-attack? (they will need to see...)**

**A full spectrum response?**

## Hackers behind Ukraine power cuts, says US report

© 26 February 2016



<https://www.bbc.com/news/technology-35667989>

Ukraine has been forced to turn to back-up power sources in recent months following a spate of power cuts

# What is happening? Why?

We're living through the most profound transformation in our information environment in the last 500+ years (since Gutenberg's invention of printing, 1439)

Many technology applications are being carried out in a fog of greater or lesser uncertainty which naturally means risk! (not yet a big-picture here!)

**Root cause:** *"The 21st century will not be a dark age. Neither will it deliver to most people the bounties promised by the most extraordinary technological revolution in history. Rather, it may well be characterised by **informed bewilderment**"*

Manuel Castells (1998)

What questions does the image suggest to you now?

Are we aware of what is happening around us  
with technology evolution and information security concerns?

Do we care?

Do we need to worry?

<https://www.theguardian.com/world/2017/jun/05/canada-lawnmower-man-tornado-theunis-wessels>



# Key takeaways:

- Modern life aggressively shaped by technology
- Big players operating over cyber space (big threats!)
- Conflicting interest (both short-term and long-term)
- Different conflict dimensions (Economics, Policy, Warfare, Human)
- Weaponised information all around us (still HF-LI CC)
- Lack of awareness and knowledge (individual and collective)
- Lack of laws and regulations

**We definitely have a problem,  
it is not the technology, it is the application and the uncertainty around it.**

**THE END.**

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