



Web 2.0 and its Implications for the Military

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Introduction



Mass media has been seen to influence popular opinion and political will.

With the evolution of Web 2.0, this has become the new 'instrument of power'.

Presentation outline:

- Background theory
- Web 2.0 and advocacy
- Implications for the military





Evolution of Web 2.0

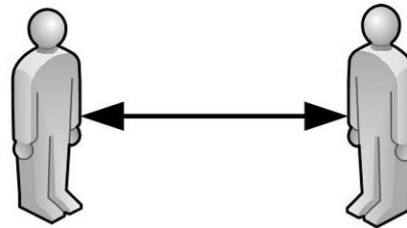
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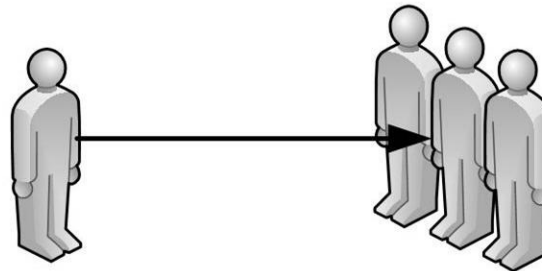
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One – to – one



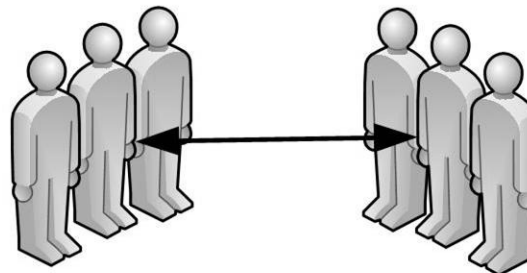
Telephone, fax, postal services

One – to – many



Email, television, radio, SMS

Many – to – many

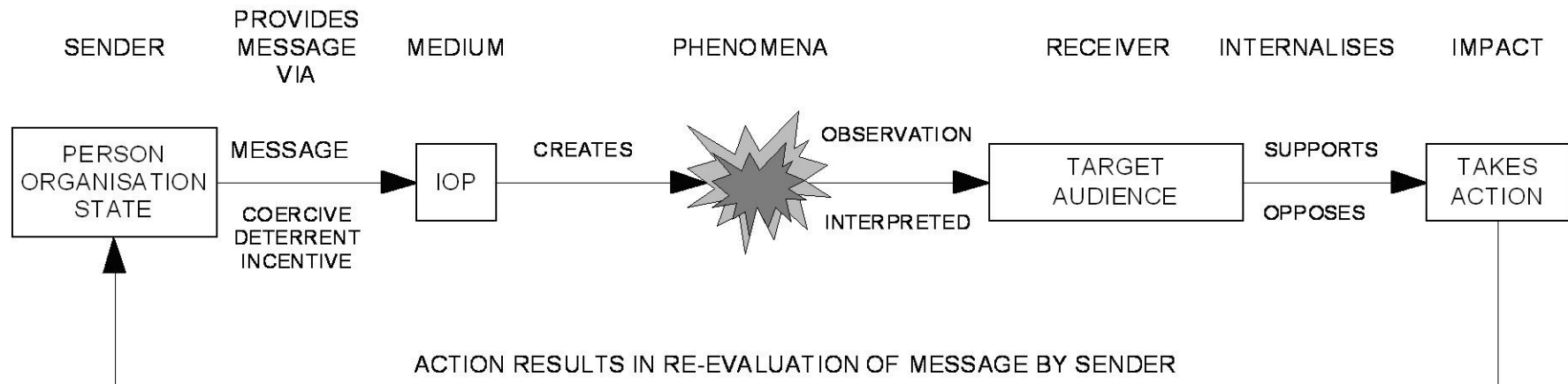
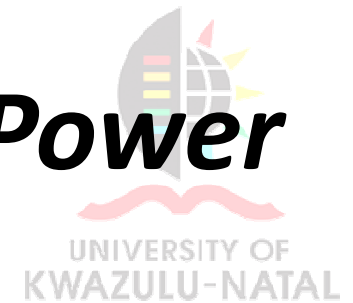


Web 2.0: blogs, social networks,
discussion forums

Modes of communication

Web 2.0 as an Instrument of Power

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Message flow diagram

Adapted from :
Ramluckan & van Niekerk (2009)
Cox (1997)



Web 2.0 and Advocacy

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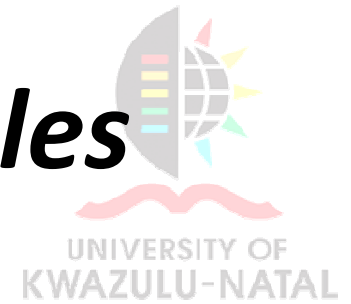


- Network structure of Civil Society Organisations (CSOs) makes technology attractive to them.
- 1994 Zapatista ‘social netwar’ in Mexico.
- Pervasiveness of Web 2.0 social networks has altered the power dynamics between governments & citizens.



Web 2.0 Campaign Examples

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- Canadian seal hunt; 14,000 visitors.
- Pressure to provide HIV/AIDS drugs in Thailand.
- Amnesty International.
- tcktcktck
- Governments & embassies.
- 200 million bloggers; 625 million readers.
- Estimated 3.6 billion mobile devices.

Protests using Mobile & Web 2.0

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Philippines <http://www.life.com/image/1316978>



Urumqi/China

Moldova

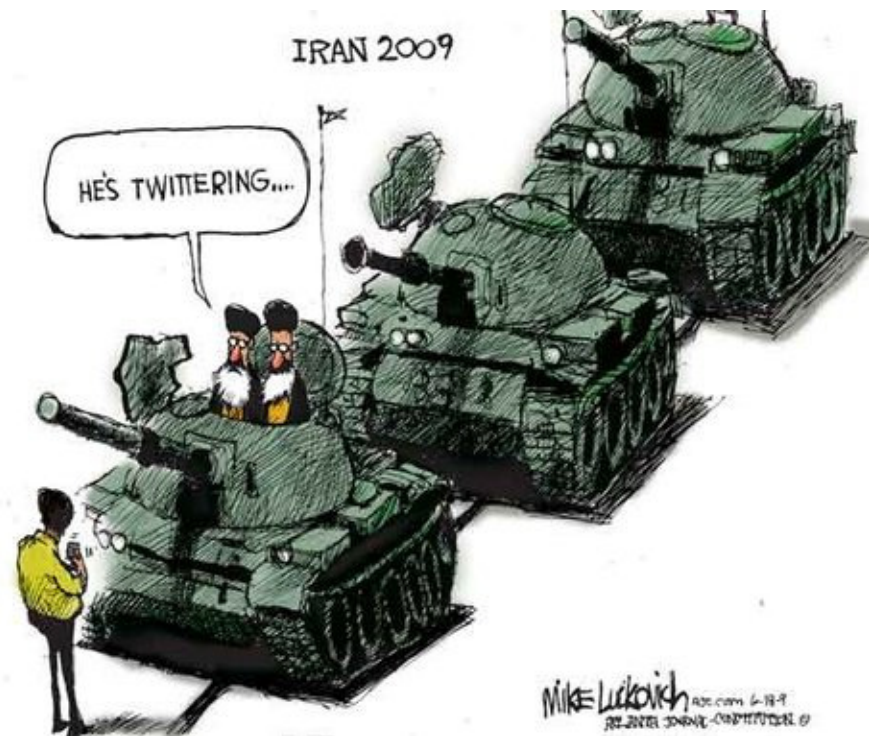


Iran



Implications for the Military

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Disaster Management

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NYDailyNews.com
DAILY NEWS SITE | BLOGS | DISCUSSION

News Sports Gossip Entertainment NY Events Local Opinion Life

News > World > Twitter used to help land plane with aid for Haiti

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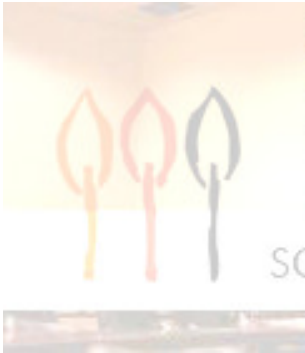
Twitter used to help land plane with aid for Haiti earthquake victims

BY HELEN KENNEDY
DAILY NEWS STAFF WRITER

Monday, January 18th 2010, 9:57 AM



- Co-ordination & information gathering, monitoring & sharing
- Fund raising
- Alerts & warnings
- Ushahidi & OPSimX
- Integrate into military communications capabilities?



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Open Sources Intelligence

YAHOO! NEWS

PRINT

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Air Force used Twitter to track NY flyover fallout

AP Associated Press

By RICHARD LARDNER, Associated Press Writer 1 hr 29 mins ago

DANGER ROOM

WHAT'S NEXT IN NATIONAL SECURITY



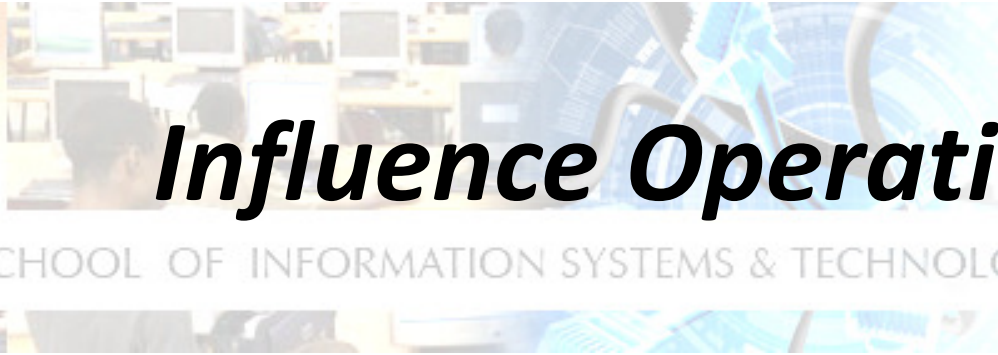
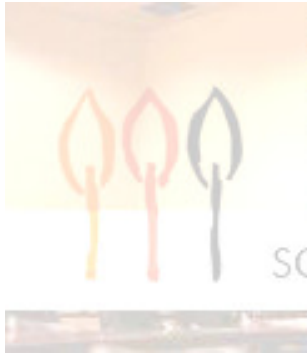
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UK Spy Chief's Facebook Fail: Big Deal, or Big Whoop?

By Noah Shachtman  July 6, 2009 | 1:30 pm | Categories: Info War

- Viruses
- Release of information by troops could jeopardise operations e.g. Israel
- Even little bits of info could be pieced together (OSINT)
- Demonstrations – C2W for dissidents
- End of ‘surprise attacks’?



Influence Operations

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Israel Turns to YouTube, Twitter After Flotilla Fiasco

By Noah Shachtman | June 1, 2010 | 1:55 pm | Categories: [Israel](#)



- Useful PSYOP / PA tool
- Israel releases footage of precision strikes, tweets from embassies.
- Flotilla incident
- Wikileaks incidents.



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- Web 2.0 provides forum to air views on a global scale.
- Enabled organisations to harness public opinion.
- There is relevance to & impact on the military.
 - Convenient & cheap communications tool
 - Risk of information leak
 - Influence operations
 - Used by the 'enemy'
- ***Optimal solution has yet to be found.***



Thank you.

Questions & comments

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