

Viral Political Action

Topic Introduction

September, 2020

The Course

A combination of ideas and actions

Invited speakers with a range of analyses and techniques

Your projects

The challenge is translating a physical event into a virtual one

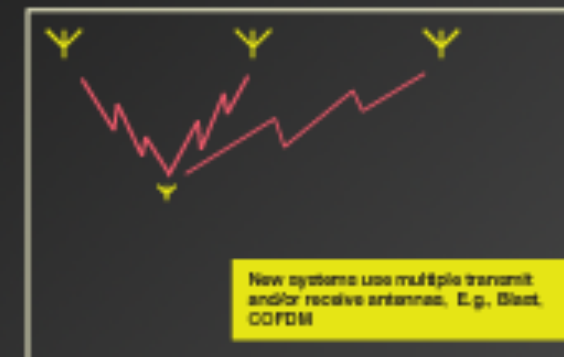
Readings: Facebook experiment

Viral

Grassroots
peer-to-peer
scalable
no *a priori* agreement

Smart Radios bypass Towers

- Disruption is in the eye of the beholder



Viral Communications, 2003



Viral Spaces



Viral Politics, 2012: Upstairs/downstairs

Fox

WSJ

Three live channels plus digital

One newspaper one digital, channel

Graphics, Statistics, Production
teams (100's)

Graphics, Statistics, Production
teams (10's)

Satellite Trucks

iPhone app for 2000 reporters
records 45 seconds

Teleprompter

Skype; YouTube/Twitter/etc

Readings: Obama's Lost Army

Upstairs/Downstairs Production



Upstairs/Downstairs graphics



Upstairs/Downstairs Sets



Upstairs/Downstairs Social Media/Feedback

NA



Viral Politics, 2016: FiftyNifty

A “Challenge” to enlist a network to make calls in 50 states

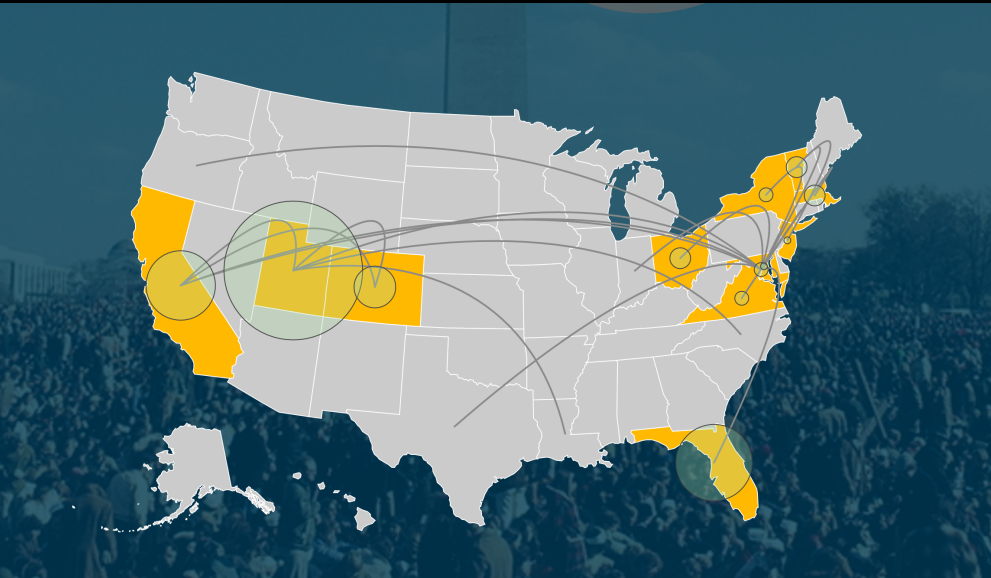
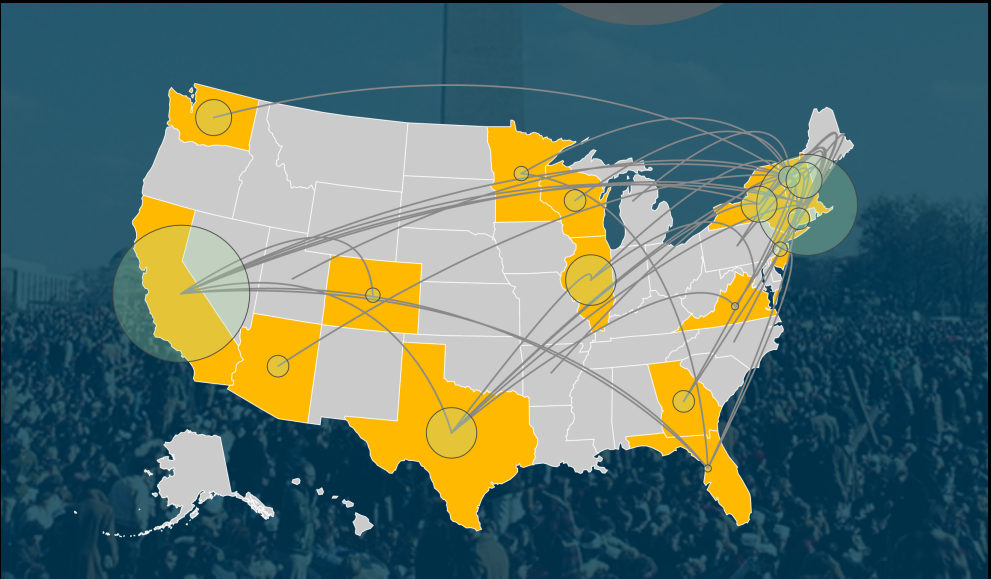
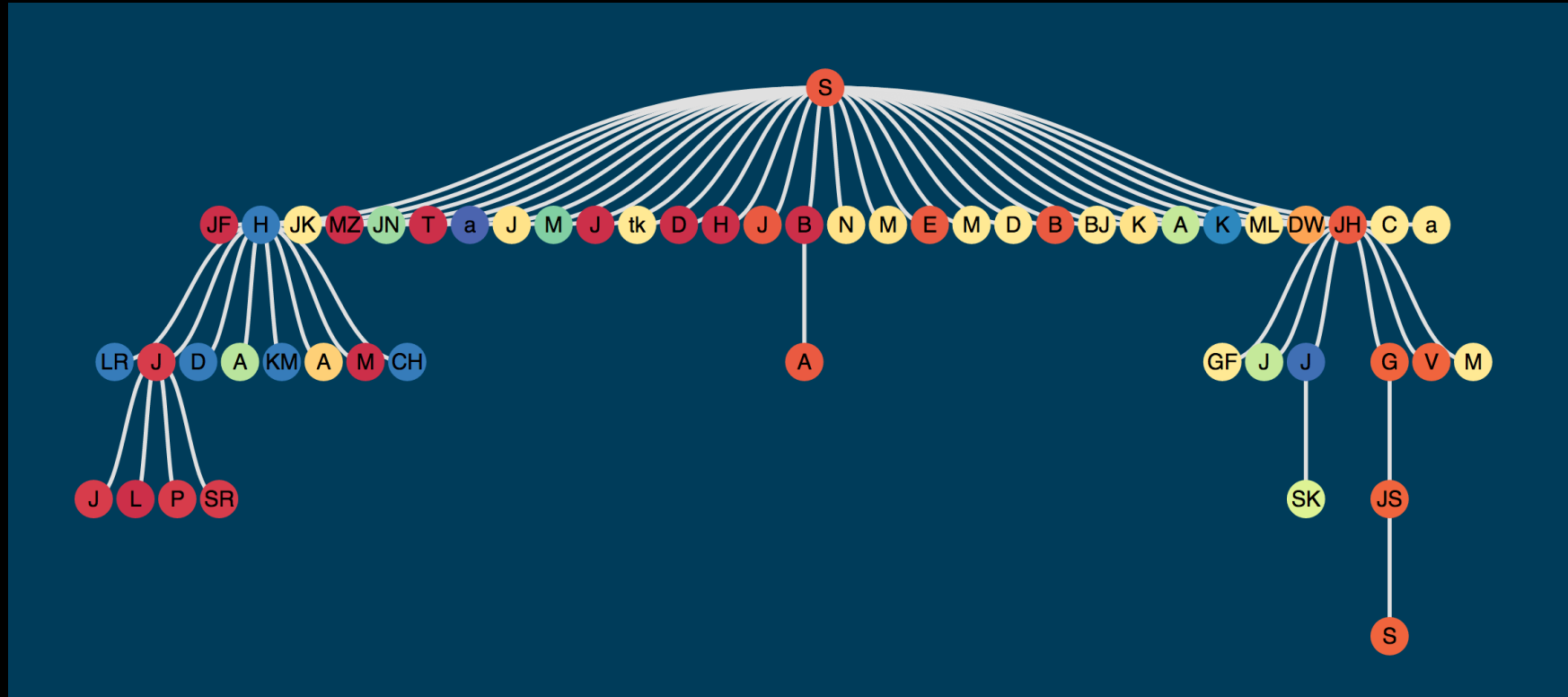
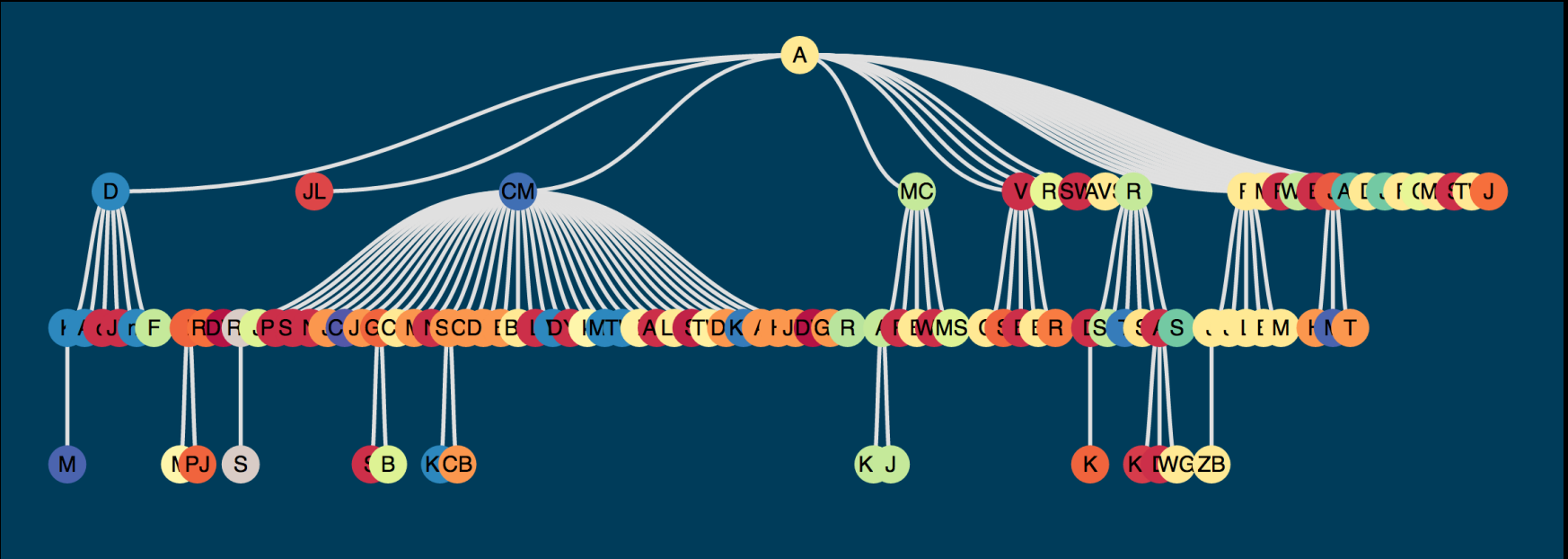
Calls matter - they are hard

Networks matter - they are powerful



**Readings: Johnson Blog;
Network cascades (Optional)**

Viral Politics, 2016: FiftyNifty



Readings: Influencers

DARPA Red Balloon, Shredder, Tag

5th December 2009

“Find 10 balloons, win \$40,000 “

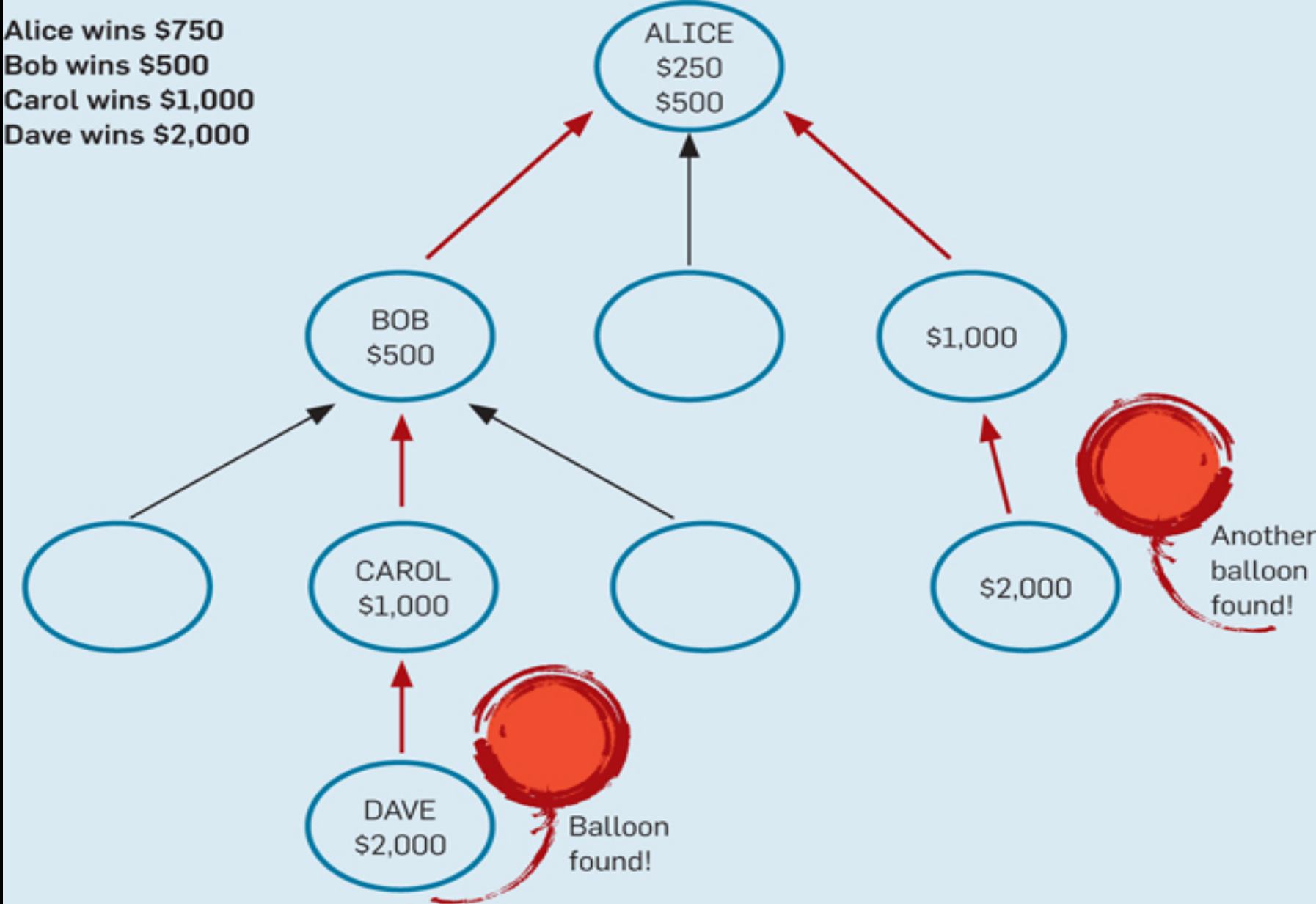
What is the role of the internet and social networking in real-time communication, wide-area team-building, and urgent mobilisation required to solve broad-scope, time-critical problems

Impossible by conventional intelligence.



Readings: Red Balloon

DARPA Red Balloon, Shredder, Tag



DARPA Red Balloon, Shredder, Tag



Comment by [LittleDaghy](#) on December 5, 2009 at 1:09pm

Other teams we need to infiltrate!!

<http://balloon.media.mit.edu/> - the MIT team

<http://balloonminder.superfunhappy.com/doku.php>

<http://theredballoons.com/> - seems pretty dead-ish

<http://www.darpaballoon.com/> - Stiff competition, they even have "outreach posts" for facebook, myspace, twitter, etc.

<http://www.ispyaredballoon.com/> - Georgia Tech's group



We had a good time romping about and sending balloons up in Cambridge, Belmont, Somerville and some other places. We didn't have time to stick around and pretend to be DARPA employees, but once back home, we uploaded some photos from iphones with hacked exif data to modify the GPS coordinates.

flickr® from YAHOO!

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someone else's balloon



Darpa red balloon challenge going on... a friend of mine in Boulder sent this pic to me... wow, hope they win!

DARPA Shredder

DARPA

SHREDDER

CHALLENGE

Home

Rules

Download Puzzles

Submit Solutions

Forum

FAQ

Download Puzzle Files

Click on the links below to access the five Shredder Challenge problems.

PUZZLE

1

28.8 MB

Estimated*
download time:
8 minutes

PUZZLE

2

74.6 MB

Estimated*
download time:
7 minutes

PUZZLE

3

91.0 MB

Estimated*
download time:
8 minutes

PUZZLE

4

146 MB

Estimated*
download time:
13 minutes

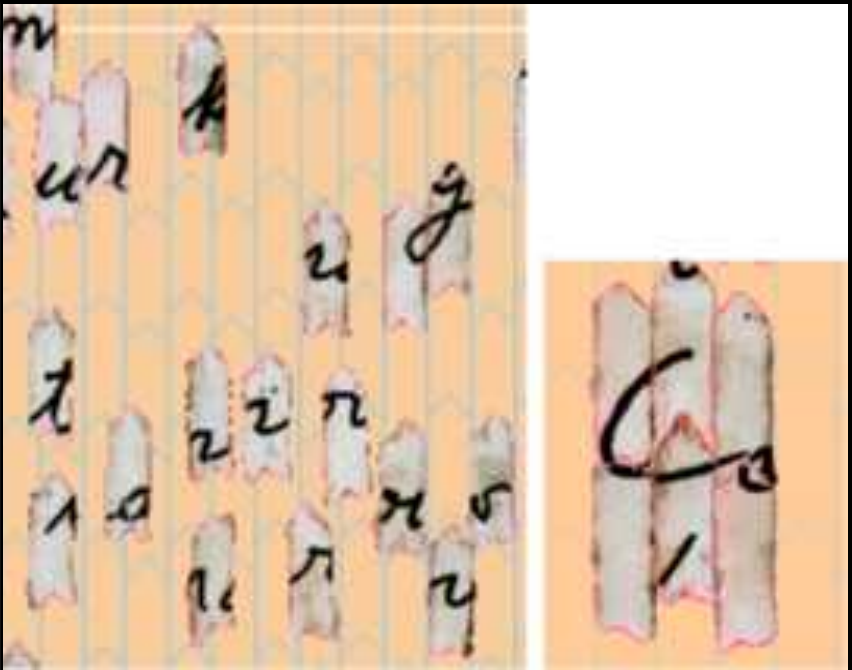
PUZZLE

5

419 MB

Estimated*
download time:
38 minutes

224, 373, 1115, 2340, 6068 pieces



Readings: Cebrian (optional)



DARPA Shredder

From: **ucsdsaboteur@hushmail.com**

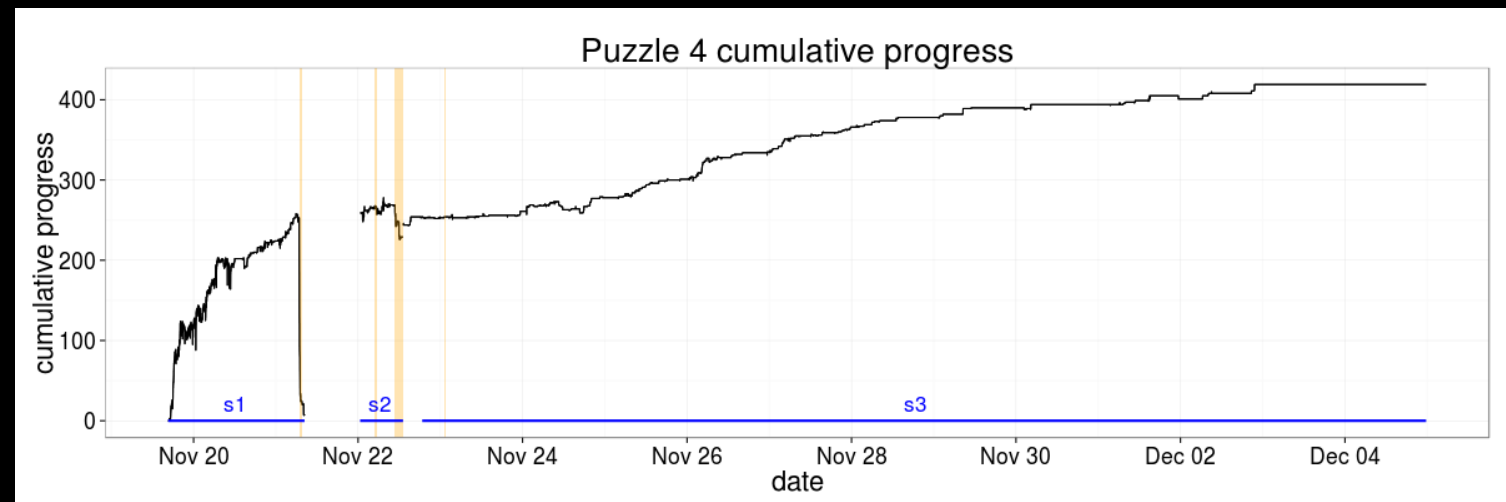
To: mcebrian@ucsd.edu

Date: Thu, Nov 24, 2011 at 4:20 AM

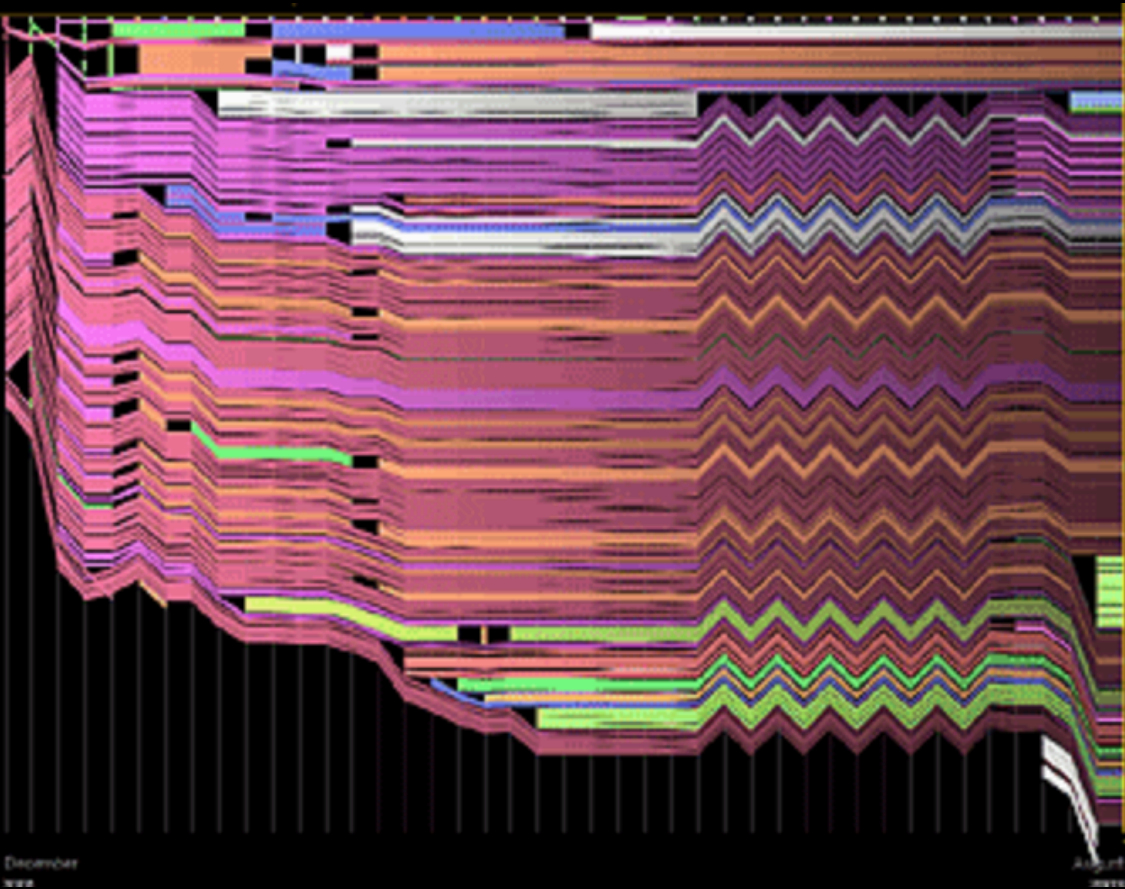
Subject: UCSD shredder challenge sabotage

I appreciate your acknowledging the cleverness of my exploitation of the weaknesses in your shredder challenge puzzle solving implementation. But do you really think they were that smart?

For **my first attack**, [...] moving all the pieces into a single pile. [...] However, it seems all you did was lock the pieces together and ban my IP address.



Wikipedia



Chocolate
(Revision as of 10:32, 6 Aug 2003)

Chocolate is a common ingredient in many kinds of sweets -- one of the most popular in the world -- made from the fermented, roasted, and ground seeds of the tropical cacao tree *Theobroma cacao*. Customaries refer to this cacao substance as "chocolate," which is an intensely flavored bitter (not sweet) food, although this is legally defined as cacao in many countries. This is usually sweetened with sugar and other ingredients and made into chocolate bars (the substance of which is also and commonly referred to as chocolate), or beverages (called cocoa or hot chocolate).

Chocolate is often produced in the form of little sculptures, for example as rabbit- or egg-shaped chocolate, near a holiday in many countries called **Easter**.

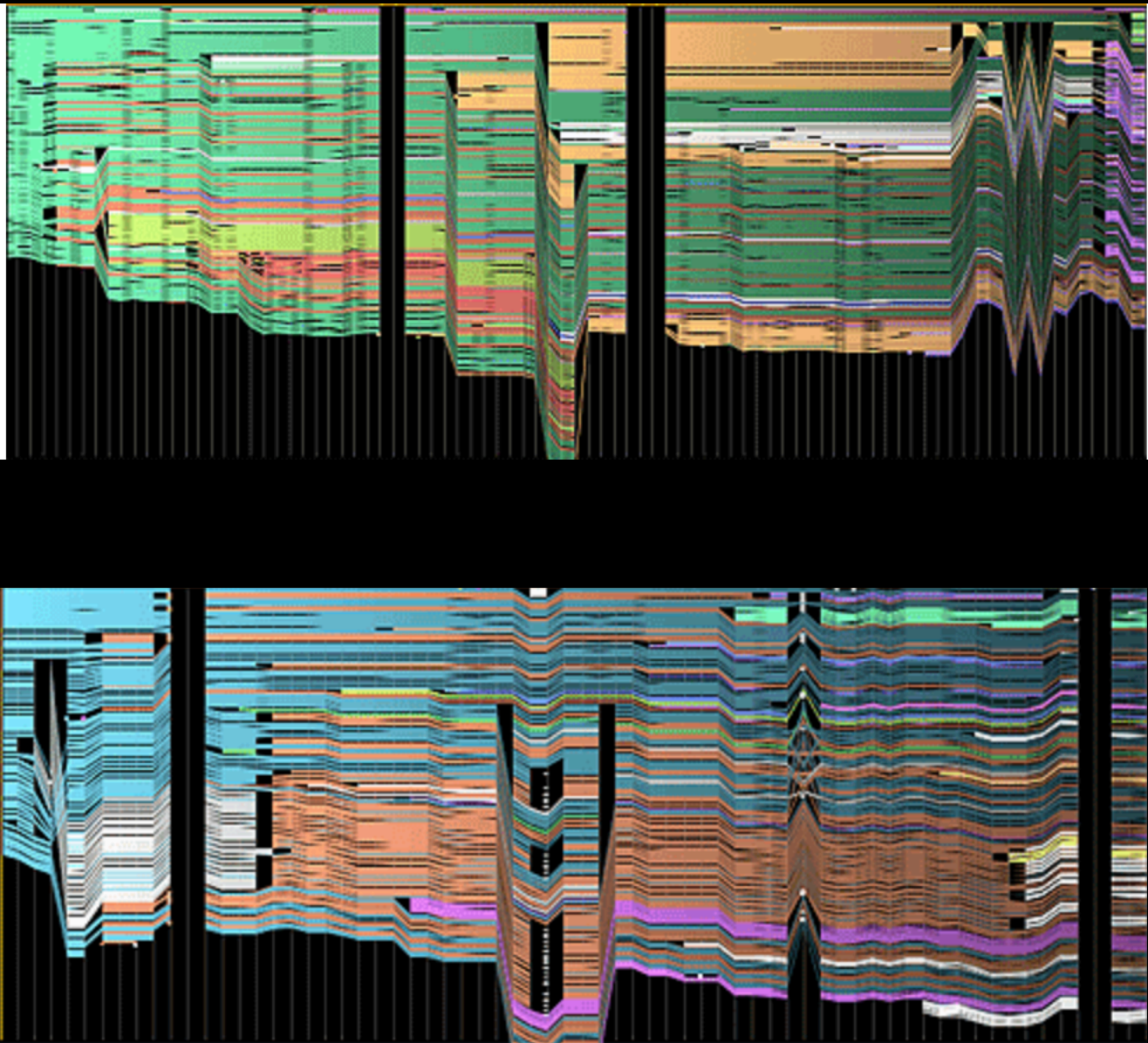
Table of contents: [show](#)/[hide](#)Toggle("show","hide")

- 1 Different kinds of chocolate
- 2 The history of chocolate
- 3 Chocolate as a stimulant
- 4 Why chocolate tastes so good
- 5 How chocolate is made
- 6 Chocolate in the media
- 7 External links

Different kinds of chocolate

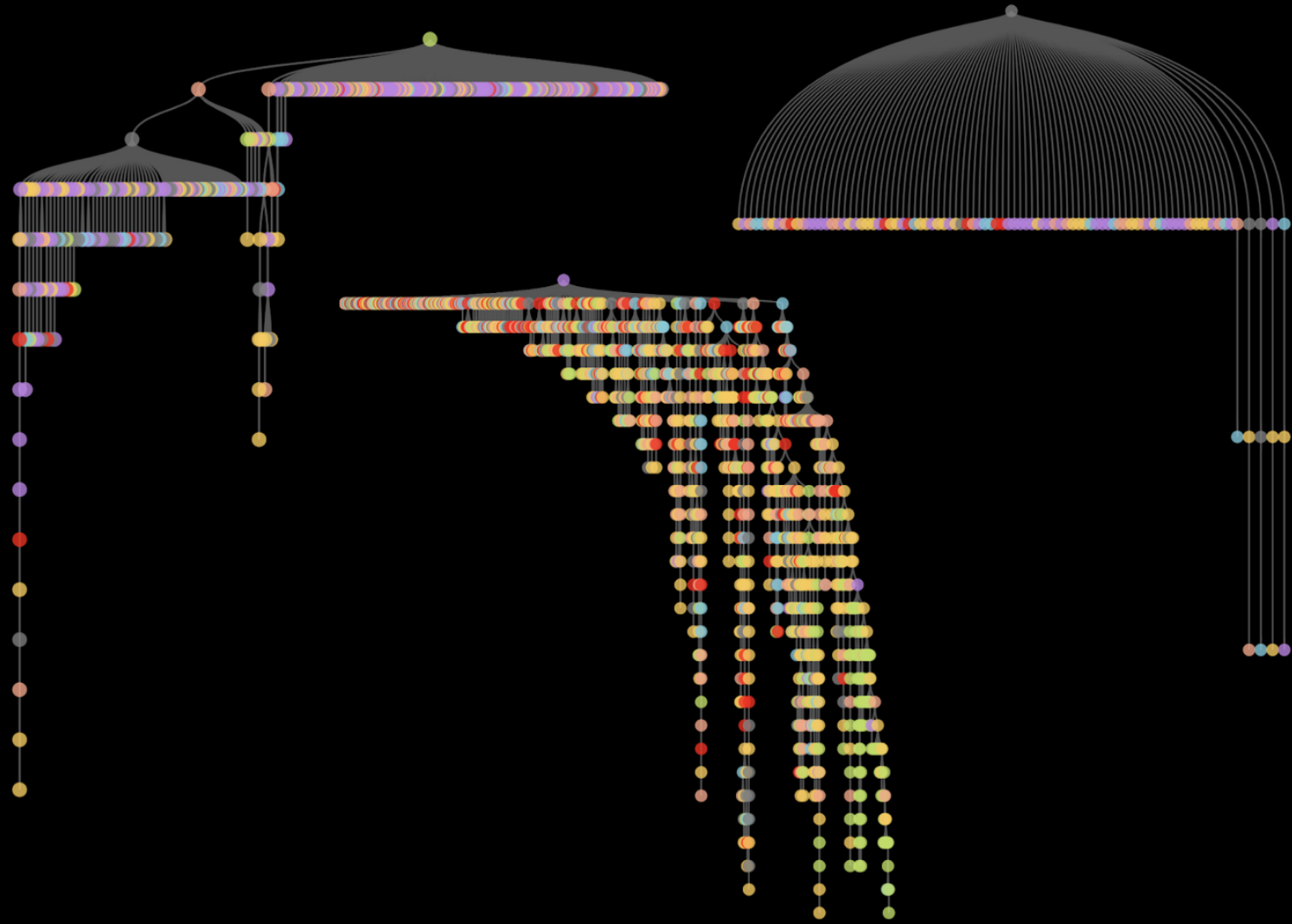
Chocolate is an extremely popular ingredient, available in many types, and great quantity. Different forms and flavors of chocolate are usually produced by varying the amount of the ingredients used to make the chocolate.

Dark chocolate
Milk chocolate
Terminant chocolate (used for cooking purposes)



Readings: History Flow, Viegas

Negative retweets



**Readings: Mender, Media Lab,
Vosoughi (optional)**

Conclusion...

- A. The use of networked media platforms **flattens** the structure of society.
- B. This new structure allows for **better information spread and mobilization**.
- C. At the same time, the participatory nature of networked social media platforms **removes effective power (control) from society**: Whenever change tries to be implemented, **it is faced with counter-change mobilisation**.
- D. Crowdsourcing cannot overcome these blockages via **morally viable methods**.
- E. So on the one hand, we **CAN MOBILISE BETTER** (through social media), but we do not **HAVE ENOUGH POWER TO EXECUTE THE SOLUTION**.

Reprise: Cebrian

Conclusion...

1. You always need mass media.

2. You can rally people, but your opponent does as well

(Often using the very same platform you thought you could only benefit from.)

3. The hardest problems are the most vulnerable to attack.

3.1. The most sophisticated operations you ask from the crowd, the most difficult to defend as sabotage becomes almost impossible to detect.

4. Security and freedom form complex, dynamical tradeoffs.

4.1 The most challenging problems need freedom to find a solution.

5. Algorithmic solutions may find themselves in an (apparent) zero-sum game against a crowdsourced solution.

(Luddites will rise again!)

Reprise: Cebrian

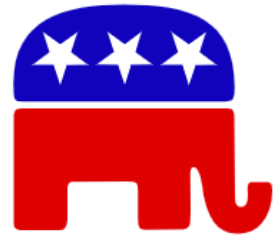
Newsmaker

Trust panel

Which values do you identify yourself with? Please select an option.



Liberal



Conservative

Please specify your trust in the following news sources:

I trust Al-Jazeera.

Strongly disagree Disagree Don't know Agree Strongly agree

I trust CNN.

Strongly disagree Disagree Don't know Agree Strongly agree

I trust Fox News.

Strongly disagree Disagree Don't know Agree Strongly agree

Select Topic

Choose a topic below to write your story:



Second night of unrest in Kenosha after US police shoot Black man



Media instantly pan GOP convention headlined by Trump and his son



Kellyanne Conway announces she's leaving the White House



Left-Wing Protesters Intimidate Diners in Charlotte



Police-involved shooting in Wisconsin prompts violent protest: report

Create your story!

Click on the left and right of story components to explore possible choices. Hit submit at the bottom when you are happy with your story.

Senate GOP hedges on attending Trump's convention amid coronavirus uptick

...

" - The dramatically scaled-down Republican National Convention in Charlotte, North Carolina, will be closed to the press, a convention spokesperson and Republican official familiar with the plans tell CNN.

Reporters will not be allowed on site as RNC delegates vote to formally nominate President Donald Trump as the 2020 Republican presidential nominee, but the vote will be livestreamed, the Republican official said.

THE 2020 REPUBLICAN NATIONAL CONVENTION: WHAT TO KNOW

"Given the health restrictions and limitations in place within the state of North Carolina, we are planning for the Charlotte activities to be closed press Friday, August 21 -- Monday, August 24," the RNC convention spokesperson said in a statement Saturday.

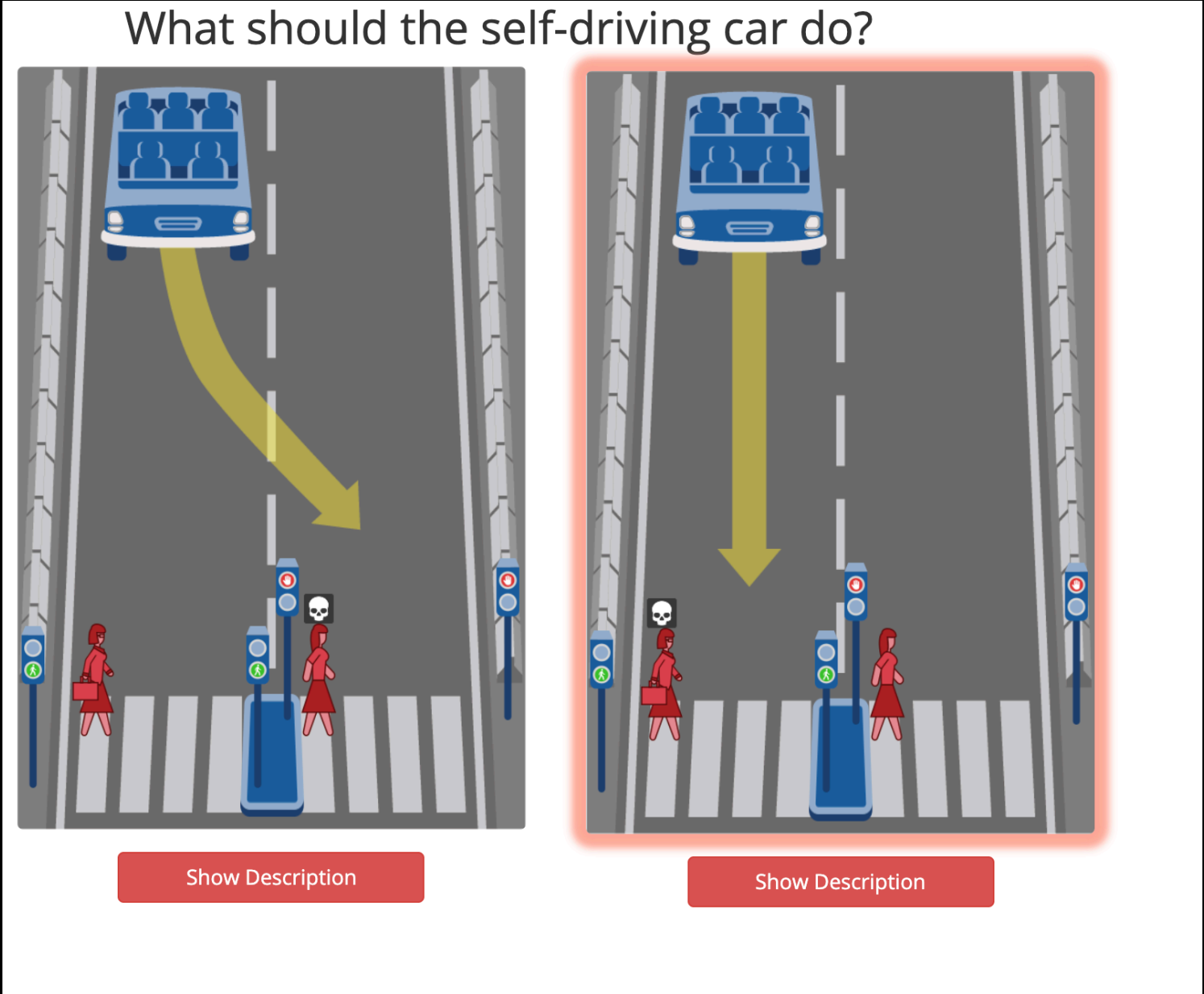
"We are happy to let you know if this changes, but we are working within the parameters set before us by state and local guidelines regarding the number of people who can attend events," the spokesperson said.

Submit

Readings: Anderton Thesis (opt)

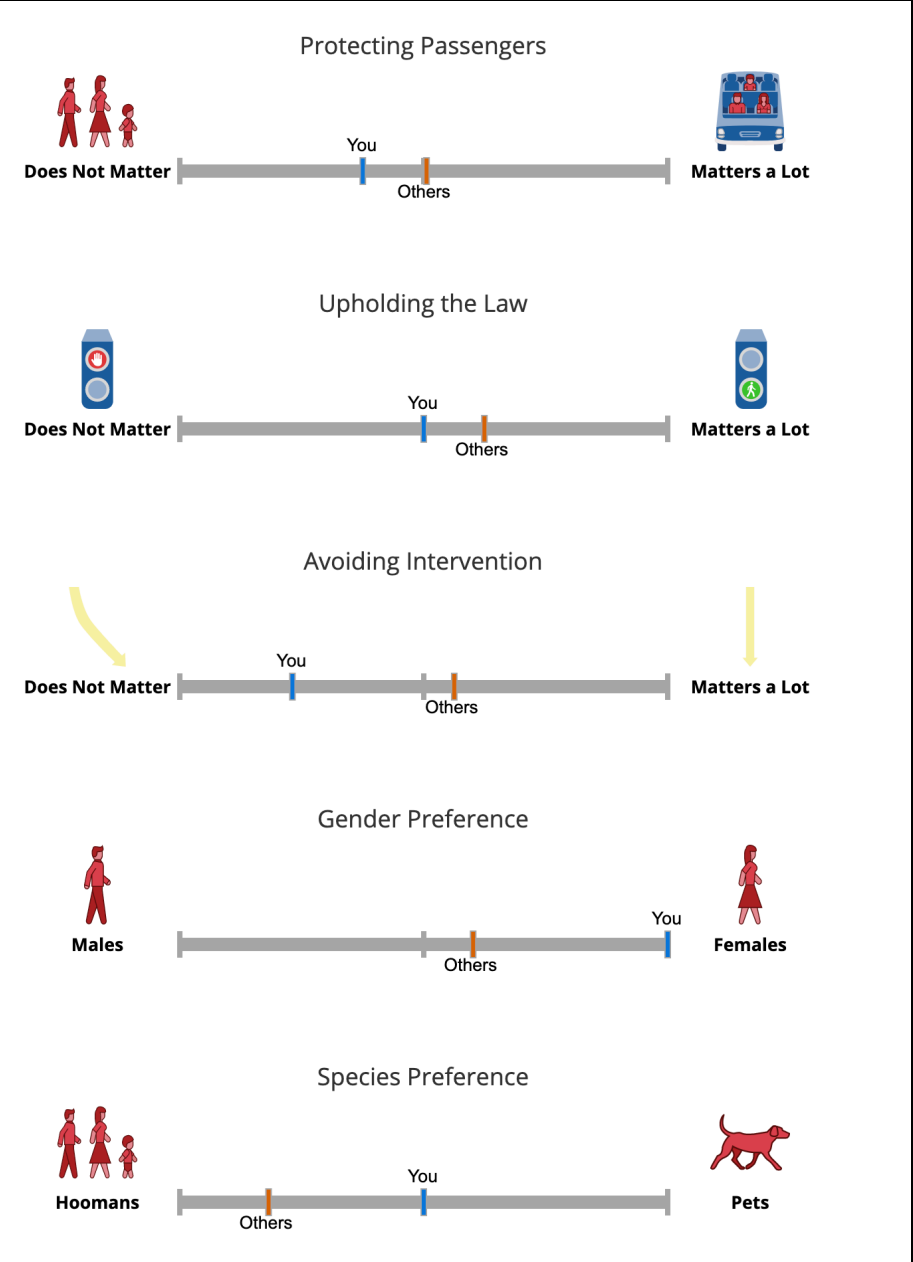
Moral Machine

What should the self-driving car do?



Show Description

Show Description



Readings: Rahwan

ing hard to bring new
res to GIFGIF.
[GIFGIF](#) for updates.

GIFGIF

Search | Results | About

Which better expresses **satisfaction**?



Info Share

NEITHER



Info Share

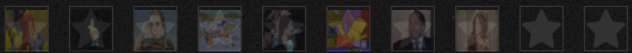
Achievements

Import | Export | Delete

Your votes: 777

Analysis: Satisfaction

Global votes: 2492759



ing hard to bring new
res to GIFGIF.
[GIFGIF](#) for updates.

GIFGIF

Search | Results | About

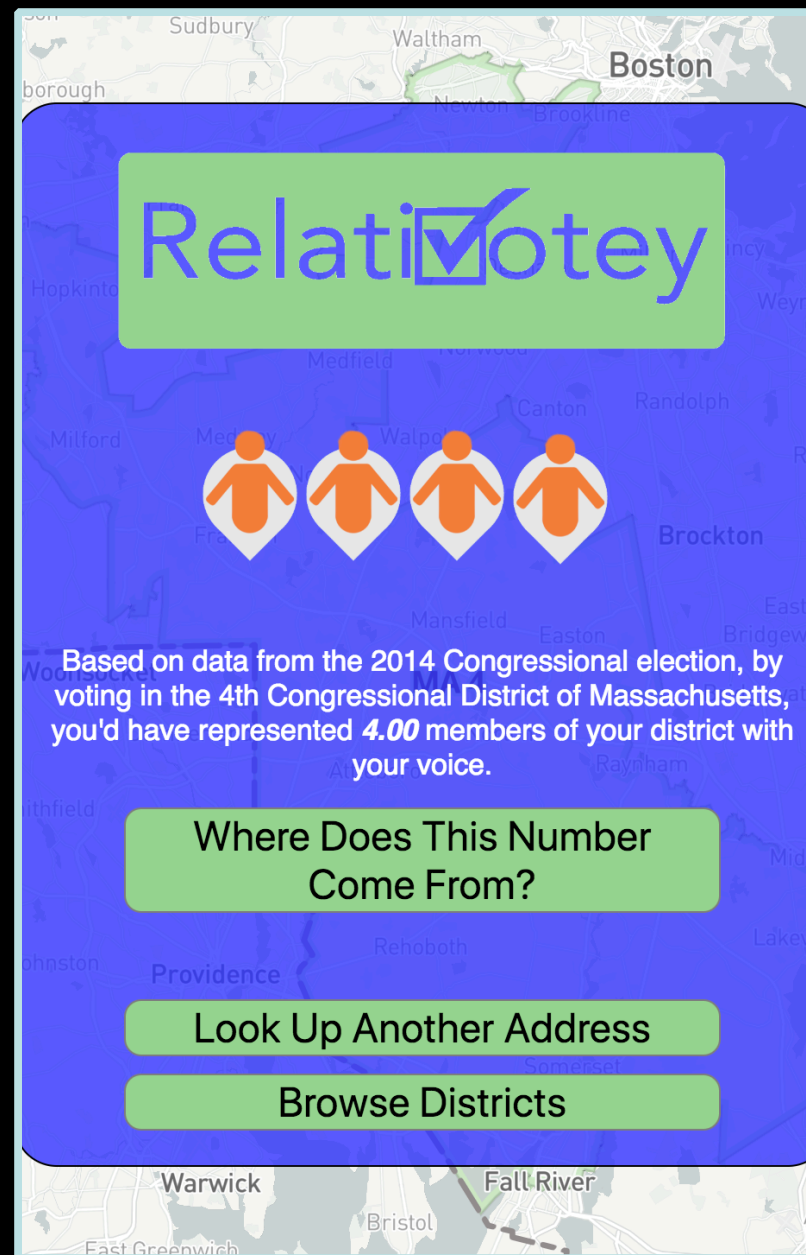
Ascending Descending Score Variance Animate On

- Amusement
- Anger
- Contempt
- Contentment
- Disgust
- Embarrassment
- Excitement
- Fear
- Guilt
- Happiness
- Pleasure
- Pride
- Relief
- Sadness
- Satisfaction
- Shame
- Surprise

#1 Score: 0.879	#2 Score: 0.858	#3 Score: 0.843	#4 Score: 0.837	#5 Score: 0.832
#6 Score: 0.818	#7 Score: 0.817	#8 Score: 0.81	#9 Score: 0.794	#10 Score: 0.792
#11 Score: 0.776	#12 Score: 0.774	#13 Score: 0.774	#14 Score: 0.773	#15 Score: 0.772

Next

Organizing/Mobilizing



Additional Cebrian References of use

Time-Critical Social Mobilization. **Science** (2011)

Limits of Social Mobilization. **PNAS** (2013)

Crowdsourcing contest dilemma. **Nature Scientific Reports** (2014).

Reflecting on the DARPA Red Balloon Challenge. **Comm of the ACM** (2011)

Finding red balloons with split contracts: robustness to individuals' selfishness. **STOC** (2012)

Verification in referral based crowdsourcing. **PLOS ONE** (2012)

Bandit strategies in social search. **EPJ Data Science** (2016)

Targeted social mobilization in a global manhunt. **PLOS ONE** (2013)

Global Manhunt Pushes the Limits of Social Mobilization. **Computer** (2013)

Error & attack tolerance of collective problem solving. **EPJ Data Science** (2014)

Beyond Viral **Comm of the ACM** (2016)