The biggest brother

A dark side of the moon

Fabio Ghioni
Roberto Preatoni
How to raise the alert threshold and the public concern
Ads from USA

full-color ads in which Israeli students talk about their experiences with terrorism
These ads have been running in many of the major college newspapers in California.
Posters replicating the ads have appeared on campuses
These are expensive, very well done ads, with an obvious political message.
According to the Monday, April 7, 2003 L.A. Times, the ads are part of a $400,000 media blitz sponsored by a group of up-and-coming Hollywood players

Australian ads

“Be alert, not alarmed” is the central theme of the $15 million campaign - Let's Look Out for Australia (2002)

Without being specific, the ads urge Australians to report any suspicious activity to a central hotline number, which the Government says is capable of taking between 1200 and 2000 calls per hour. The ads is available in 28 languages


www.zone-h.org
unrestricted information
CENTCOM Team Engages 'Bloggers'

By Capt. Steve Alvarez, USA
American Forces Press Service

MACDILL AIR FORCE BASE, Fla., March 2, 2006 -- The widespread use of Web logs, or "blogs," by online writers has proliferated information on topics as varied as the authors.

Blogs, in essence, are online journals or forums for their authors, known as "bloggers."

Public affairs officials here said thousands of blogs are created each day, and they estimate that more than 21 million blogs are posted on the World Wide Web today.

Blogs sometimes include information -- accurate and otherwise -- about the U.S. military's global war on terror. U.S. Central Command officials here took notice and created a team to engage these writers and their electronic information forums.

"The main interest is to drive their readers to our site," Army Reserve Maj. Richard J. McNorton said. McNorton is CENTCOM's chief of engagement operations.

Anyone who wants a virtual voice can create a blog and share information with the online...
How to raise the alert threshold

...and the public concern

The US Defense Department has created a team to interact with bloggers and their postings regarding US military actions. The Pentagon "Engage" team interacts with bloggers to try to present an accurate picture of the U.S. global war on terror. Bloggers are also invited to visit Central Command's Web site for news releases, data and images. Earlier, Pentagon launched “Operation Homefront” that ordered military personnel to give interviews to their hometown newspapers, television stations and other media outlets and praise the American war effort in Iraq.

http://labnol.blogspot.com/2006/03/war-on-terror-pentagon-talking-to.html
PSYOP definition

'Psychological Operations: Planned operations to convey selected information and indicators to foreign audiences to influence their emotions, motives, objective reasoning, and ultimately the behavior of foreign governments, organizations, groups, and individuals.

The purpose of psychological operations is to induce or reinforce foreign attitudes and behavior favorable to the originator's objectives. Also called PSYOP.

(See also consolidation psychological operations; overt peacetime psychological operations programs; perception management.)

US Department of Defense

www.zone-h.org
unrestricted information
Psychological warfare

A $300 million Pentagon psychological warfare operation includes plans for placing pro-American messages in foreign media outlets without disclosing the U.S. government as the source the media campaign is being designed to counter terrorist ideology and sway foreign audiences to support American policies.

The military wants to fight the information war against al-Qaeda through newspapers, websites, radio, television and "novelty items" such as T-shirts and bumper stickers.

The program will operate throughout the world, including in allied nations and in countries where the United States is not involved in armed conflict.
Examples

NOTE: Leaflets were not produced in English. English leaflet versions are provided for clarity and understanding.
Changing attitude

Manipulation techniques can be used to change people attitude by leveraging:

- Persuasion (cognitive)
- Conditioning (affective)
- Dissonance (behavioural)
Manipulation techniques

Conditioning (affective)

Dissonance (behavioural)

Persuasion (cognitive)
Protection motivation theory

provide conceptual clarity to the understanding of fear appeals
is a general theory of persuasive communication, with an emphasis on the cognitive processes mediating behavioral change
The Protection Motivation Theory proposes that the intention to protect oneself depends upon four factors:
  • The perceived severity of a threatened event
  • The perceived probability of the occurrence, or vulnerability
  • The efficacy of the recommended preventive behavior
  • The perceived self-efficacy (i.e., the level of confidence in one’s ability to undertake the recommended preventive behavior)
can be used for influencing and predicting various behaviors

www.tcw.utwente.nl/theorieenoverzicht/Theory%20clusters/Health%20Communication/Protection_Motivation_Theory.doc/
Protection motivation theory

<table>
<thead>
<tr>
<th>SOURCES OF INFORMATION</th>
<th>COGNITIVE MEDIATING PROCESSES</th>
<th>COPING MODES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental</td>
<td>Factors Affecting Response Probability</td>
<td></td>
</tr>
<tr>
<td>Verbal Persuasion</td>
<td>Increasing</td>
<td>Action or Inhibition of Action</td>
</tr>
<tr>
<td>Observational Learning</td>
<td>Maladaptive Response</td>
<td>Single Act</td>
</tr>
<tr>
<td>Intrapersonal</td>
<td>Intrinsic Rewards</td>
<td>Repeated Acts</td>
</tr>
<tr>
<td>Personality Variables</td>
<td>Extrinsic Rewards</td>
<td>Multiple Acts</td>
</tr>
<tr>
<td>Prior Experience</td>
<td>Severity Vulnerability</td>
<td>Repeated Multiple Acts</td>
</tr>
</tbody>
</table>

| Maladaptive Response   | Adaptive Response             |
| Response Efficacy      | Self-Efficacy                 |
| Response Costs         | Coping Appraisal              |

| Protection Motivation  | Fear-Arousal                   |
| Action or Inhibition   | Coping Appraisal               |
| of Action              | Response Costs                 |
| Single Act             | Coping Appraisal               |
| Repeated Acts          | Multiple Acts                  |
| Multiple Acts          | Repeated Multiple Acts         |
Equipments

A SOMS-B media broadcast site operating at Kandahar, Afghanistan.

www.zone-h.org
unrestricted information
Propaganda

“Any lie, if repeated seven times, becomes truth”

-Goebles
Propaganda costs

* Using federal procurement data, the government auditors found spending over two and a half years on 343 media contracts, most of them with advertising agencies

* The Army paid $2.5 to develop a plan to present its “strategic perspective in the global war on terrorism”

http://propaganda.mrdonn.org/techniques.html
a growing web of anti-terrorism and security measures are being adopted by nations around the world. This new “security” paradigm is being used to roll back freedom and increase police powers in order to exercise increasing control over individuals and populations.
Surveillance

Governments have begun to construct a global registration and surveillance infrastructure

This would ensure that:
- populations around the world are registered
- travel is tracked globally
- electronic communications and transactions can be easily monitored
- all the information that is collected in public and private databases about individuals is stored, linked, data-mined, and made available to state security agents.
Surveillance

GOOD AFTERNOON
MR. HENFENNEL!
HEMORRHOID CREAM
AISLE SIX!

Beep!

TOO MUCH
INFORMATION
IN MY MEDICAL
I.D. CHIP.

DON'T FORGET MOUTHWASH.
I FIGURED THAT ONE
OUT BY MYSELF.

unrestricted information
Social control

In its technological capacity and global reach, it is an unprecedented project of social control.
Already, the most industrialized countries are aggressively using information gathered and shared through this infrastructure to crack down on dissent, close borders to refugees and activists, and seize and detain people without reasonable grounds.
EC-130: electrons, not bullets

Unit Flyaway Cost: More than $70 million

Is a cargo plane converted to flying radio and television station, capable of preempting a country's normal programming and replacing it with whatever informational broadcast that is felt necessary to get the message through to the listening audience

www.zone-h.org
unrestricted information
Registration of populations

United States, after September 2001, are putting great efforts to register male non-citizens from designated countries, and then all foreigners traveling to the U.S.

Similar efforts are made by the European Union to register immigrants and travelers (as retaliation Brazil started to track US citizens)

www.zone-h.org
unrestricted information
Global identification system
Global identification system

Since September 2001, many countries around the globe have started or intensified efforts to institute national ID databases. The emergence of a new identity tool is being implemented in all countries: the "globally interoperable biometric passport".

Based on an international standard created at the urging of the United States, it contains biometrics such as digital photographs and fingerprints, as well as RFID chips capable of broadcasting that information to anyone with a reader.

USA informed its allies that if they do not adopt these passports, their citizens will no longer be permitted to enter the U.S. without a visa.

Individuals around the world are being issued computerized identity documents, and entered into identity databases in their own and other countries, setting the stage for the mass, routinized surveillance of individuals’ movements.

Global surveillance of movement

PNR (Passenger Name Record) is the information kept in air travel reservation systems.

It can include over 60 fields of information, including:
- the name and address of the traveler
- the address of the person with whom the traveler will stay
- the trip itinerary
- the date the ticket was purchased
- credit card information
- the seat number
- meal choices (which can reveal religious or ethnic affiliation)
- medical information
- behavioral information
- frequent-flyer information

“Legal” eavesdropping

The response to the events of September 11 is an expansion of government powers to read e-mail and eavesdrop on conversations and other electronic communications, and by weakening judicial oversight over those powers. Some governments are claiming they must introduce these requirements to comply with the Convention on Cybercrime – a treaty that has been pushed by the United States since 9/11 and would give the authorities broad new powers to investigate computer-related crime across national borders.

Expanded private sector requirements

Governments are imposing more requirements on companies and other private-sector entities to ensure that surveillance is technically possible and easy to do.

Governments are pushing for "mandatory data retention" all communications service providers will be required to save and store data on their consumers that they would otherwise erase in accordance with privacy laws.

EU just approved (December 2005) a data retention directive requiring the mandatory retention of telephone, e-mail, fax and internet traffic data for up to three years.


www.zone-h.org
unrestricted information
Tracking and reporting of financial transactions

Financial institutions and ordinary businesses are pushed by laws to enforce a financial surveillance infrastructure in order to stop money laundering and terrorist financing. Charities and NGOs working in conflict zones, or with links to Arab and Muslim communities, are already experiencing the chill of this new infrastructure.

US SWIFT agreement

Databases convergence: a tendency to create relations

diverse databases:
  government and private-sector
  nationally and internationally
Their convergence turns data collection into full-fledged surveillance by providing ever-more-comprehensive records of individuals’ activities across time
The result is a global web of databases that can be used to generate detailed dossiers on everyone

Shot man not connected to bombing

A man shot dead by police hunting the bombers behind Thursday's London attacks was a Brazilian electrician unconnected to the incidents.

The man, who died at Stockwell Tube on Friday, has been named by police as Jean Charles de Menezes, 27.

Two other men have been arrested and are being questioned after bombers targeted three Tube trains and a bus.

Police also said a suspect package found in north-west London on Saturday may be linked to Thursday's attacks.

'Tragedy'

Scotland Yard said Mr Menezes, who lived in Brixton, south London, was completely unconnected to the bomb attacks and added: "For somebody to lose their life in such circumstances is a tragedy and one that the Metropolitan Police Service regrets."

The Brazilian government has
Corporate security

An ever-larger proportion of our activities are being tracked and recorded by private companies.
Governments demand to access to such data are being expanded, but many businesses are also voluntarily selling databases and other services to government agencies.
For government security and intelligence agencies the “war on terror” has offered an unprecedented opportunity to increase its investigative and surveillance powers.
This corporate security complex has become an aggressive driver of the global surveillance project.
Multinational corporations based in the U.S, Western Europe and Asia are poised to make huge profits from the global market for databases, biometric readers, data mining programs and other new technologies of control.
Control technologies

- rfid
- embedded spying devices (laser printers etc.)
- telecommunication networks
- Internet
- hi-tech fingerprinting
- hi-tech IDs
- e-money
- Google (?)
Rfid – Privacy concerns

- Illicit tracking of tags
- Duplication or cloning of tags
- Shortage of computation resources for standard cryptographic techniques within the tags
- Tags can be read at a distance without knowledge of the individual
- Customer identification data tracked without permission
- Tag span of life is indefinite, theoretically possible to track forever
- Databases containing rfid information can be hacked
- It’s possible to track consumers habits and tastes
- It’s possible to track people access to buildings or single rooms

www.zone-h.org
unrestricted information
Embedded spying devices
Government Uses Color Laser Printer Technology to Track Documents

Practice embeds hidden, traceable data in every page printed.

Jason Tuohy, Medill News Service
Monday, November 22, 2004

WASHINGTON--Next time you make a printout from your color laser printer, shine an LED flashlight beam on it and examine it closely with a magnifying glass. You might be able to see the small, scattered yellow dots printed there that could be used to trace the document back to you.

According to experts, several printer companies quietly encode the serial number and the manufacturing code of their color laser printers and color copiers on every document those machines produce. Governments, including the United States, already use the hidden markings to track counterfeits.

Peter Crean, a senior research fellow at Xerox, says his company's laser printers, copiers and multifunction workstations, such as its WorkCentre Pro series, put the 'serial number of each machine coded in little yellow dots' in every printout. The millimeter-sized dots appear about every inch on a page, nested within the printed
List of Printers Which Do or Do Not Display Tracking Dots

Introduction

This is a list in progress of color laser printer models that do or do not print yellow tracking dots on their output.

We are in the process of trying to interpret the information conveyed by these dots as part of our Machine Identification Code Technology Project.

Limitations of this information

A "no" simply means that we couldn't see yellow dots; it does not prove that there is no forensic watermarking present. (For example, the HP Color LaserJet 8500 series does not include any yellow tracking dots that we can see, but it may still include some kind of forensic marking, since the majority of other Color LaserJet models do. Other forensic marking techniques have been invented, and we do not yet know how to determine whether these techniques are used by a particular printer.)

A "yes" simply means that we (or another source, as noted) saw yellow dots that appeared anomalous to us. Until we decipher the marking schemes or receive other confirmation, this does not constitute proof that any particular kind of information is represented by these dots. In a very few cases, for example, they might be the result of a dithering technique, rather than a forensic mark, or they could be the result of a poorly calibrated printer. In most cases, we are confident that the arrangement of dots is intentional and is intended to track users.

Sources of information

We have employed three sources of information. We looked at printer output under a blue light and/or a computer microscope; we consulted press reports about printers (e.g., at Druckerchannel); we relied on printer manuals and other
Mobile devices
Telecommunication networks
High-tech fingerprinting
Hi-Tech ID

- Smart cards
- Smart cards + biometric

www.zone-h.org
unrestricted information
E-money
- User researches indexing
- Gmail indexing
- Google news indexing
- Google video indexing
- Google books indexing
- Google audio indexing

www.zone-h.org
unrestricted information
At the end, who wins?
- digital security vendors
- physical security contractors
- strong governments
phone-h

- crypto phone application
- encrypts and works in FULL DUPLEX
- crypto SMS handling
- crypto phone GW
- crypto messages remote repository

www.zone-h.org
unrestricted information