



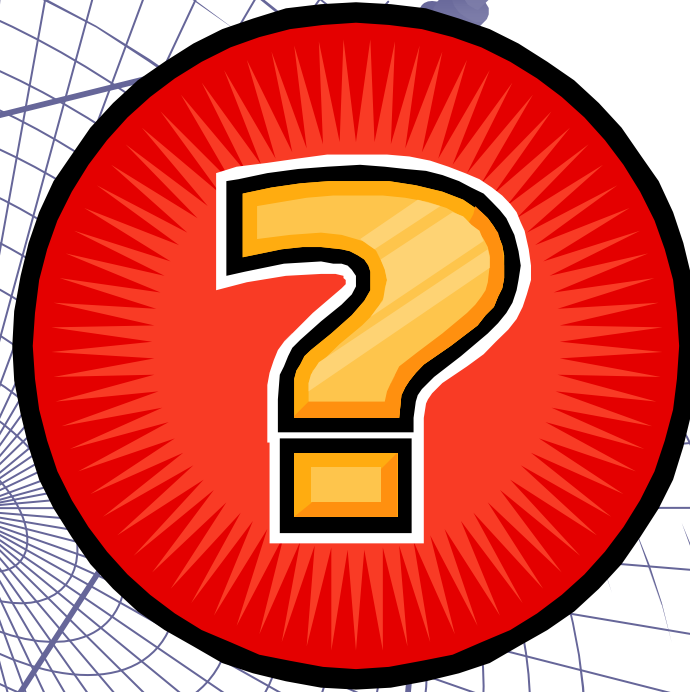
The biggest brother

A dark side of the moon

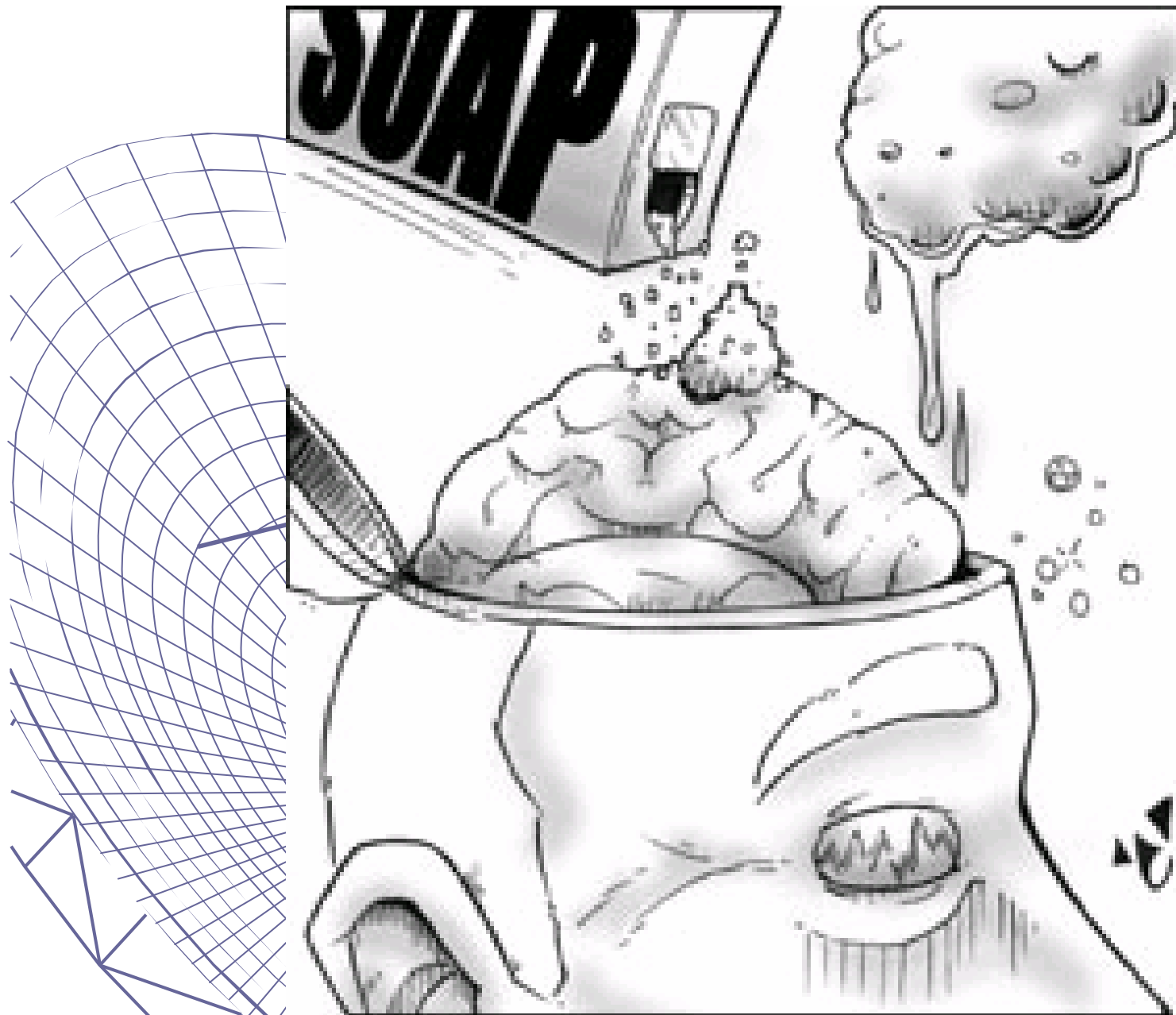
Fabio Ghioni

Roberto Preatoni

How to raise the alert threshold and the public concern



<http://www.dailytexas.com/opinion/2009/5/18/6.html>
www.zone-h.org
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http://www.dailyrexus.com/story_images/2005-05-07/c-brainwash.jpg
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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

<http://www.daily-nexus.com/opinion/2003/5180.html>

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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

<http://www.smh.com.au/articles/2002/12/27/1040511177155.html>

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AMERICAN FORCES INFORMATION SERVICE
NEWS ARTICLES

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

Updated: 2 Mar 2006
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- Today in DoD
- Transcripts
- Pool Reports

- American Forces News
- Articles
- Television
- Special Reports

How to raise the alert thresholdand 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>

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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

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.

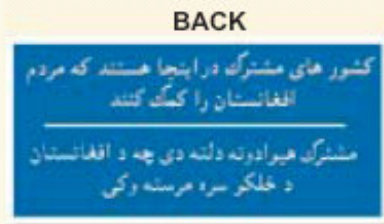
The military wants to fight the information war against al-Qaeda through newspapers, websites, radio, television and "novelty items" such as T-shirts and bumper stickers.

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

http://www.usatoday.com/news/washington/2005-12-14-pentagon-pr_x.htm

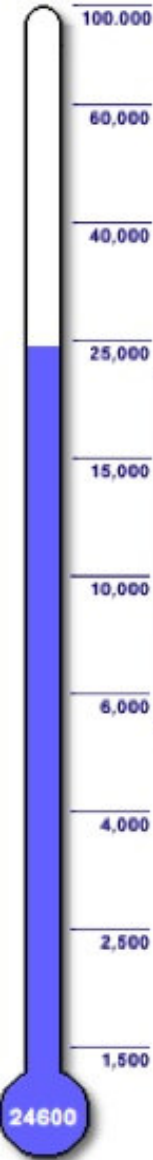
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Examples



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

User Count




GIYUS.ORG

Give Israel Your United Support 

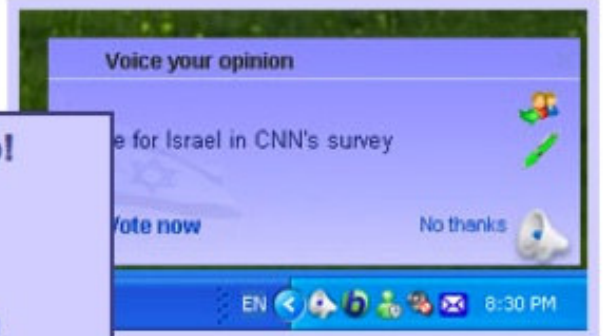
 Français
  Español
  Русский
  עברית

Today's conflicts are won by public opinion.
Now is the time to be active and voice Israel's side to the world.

We need **100,000** supporters to make a difference, you can help!

 [Invite your friends!](#)

 Bloggers and web site owners, [direct users to GIYUS.org](#)



Download 

Megaphone Desktop Tool

System requirements:
 > Windows XP/2000
 > Internet Explorer 6.x or Firefox 1.0+, 1.5

Help us by reporting relevant articles and surveys.

 [How to report](#)

Together we can make a **difference!**

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-  [Forums](#)
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-  [Banners](#) 



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٢٠٠٦/٠٩/٠١

صفحات جهادية | تصدر في ١٥ و ١٠ من كل شهر

أطفال فلسطين | الأناشيد | الكمبيوتر | الألعاب | الأنغاز | المسابقة | ابتسامات | مشاركات | انرسائل

محتويات العدد

- الافتتاحية
- إحسان شواهنة
- القرآن الكريم
- محمد بن همام
- أنا فتيان بنو الأعداء
- سيرة النبي صلى الله عليه وسلم
- الفتوة للفتيات
- مسجد الشهيد ماسم
- مطرفة العريوق
- سيرة محمد بن عبد الله
- القرص



- أطفال فلسطين
- الأناشيد
- الكمبيوتر
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الشهيد

نَعْلَم

<meta name="description" content="This is site of Al-fateh kids magazine >

<meta name="keyword" content="magazine , magazine kids, magazines kids,arabian magazine,arabian magazines ,palestine,fateh, alfateh,alfatih,fatih,palistine,jerusalem,rafah,Bethlehem,jenin,gaza, nablus,hebron,alkalil,gazzah,kids,children, newspaper, east, arabic,Palestinian sites,Palestinian site, arab, arabs,arabic magazines,arabic magazine,arabic site,arabic sites middle,islam,islamic,islamic site,islamic sites, children,child, east,islamic,saudi,egypt,yemen,iraq,libya, syria>

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)

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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 one self 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

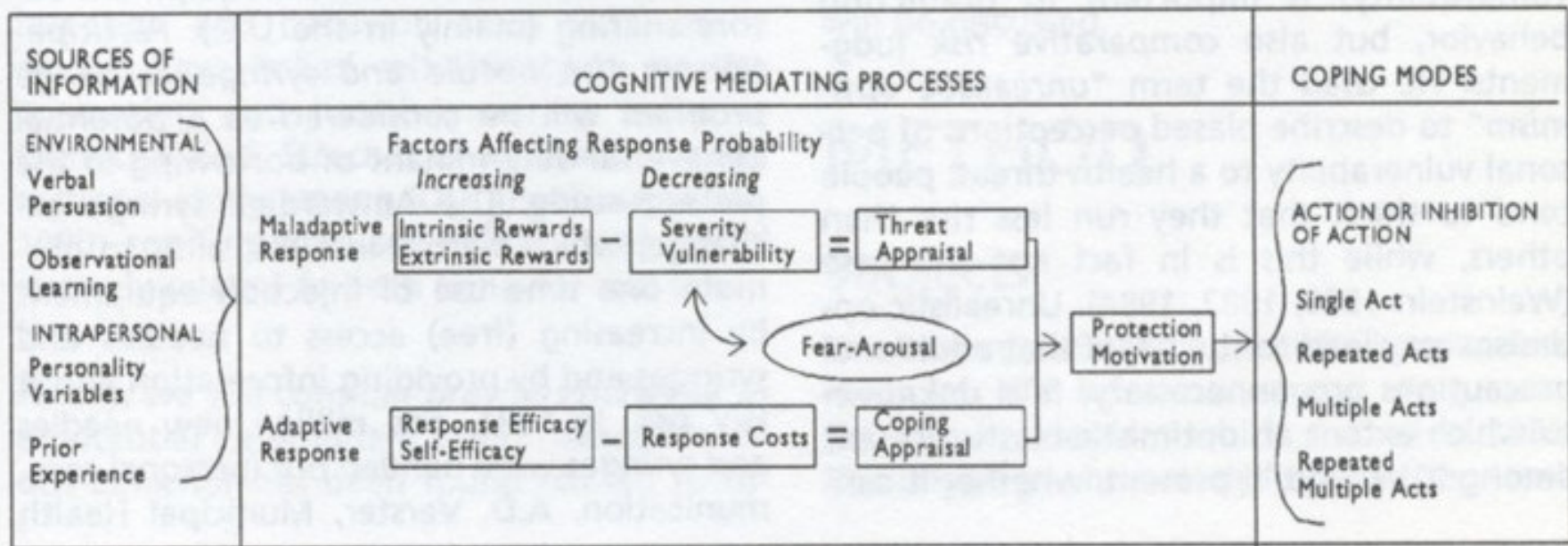
www.tcw.utwente.nl/theorieenoverzicht/Theory%20clusters/Health%20Communication/Protection_Motivation_Theory.doc/

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Protection motivation theory

Figure 1

Protection motivation theory (adapted from Rogers, 1983)



Equipments



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

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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>

<http://www.statewatch.org/news/2005/apr/icaas-4-ec-summary.pdf>

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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



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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

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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/news/2005/apr/icams-exec-summary

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Global identification system



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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 that 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

<http://www.statewatch.org/news/2005/apr/icams-exec-summary.pdf>

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.

<http://www.statewatch.org/news/2005/apr/icams-exec-summary.pdf>

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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

<http://www.statewatch.org/news/2005/apr/icams-exec-summary.pdf>

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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

<http://www.statewatch.org/news/2005/apr/icams-exec-summary.pdf>

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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

<http://www.statewatch.org/news/2005/apr/icams-exec-summary.pdf>

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Last Updated: Saturday, 23 July, 2005, 22:50 GMT 23:50 UK

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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.



Jean Charles de Menezes (far right), pictured with friends

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."

BBC NEWS:VIDEO AND AUDIO
 The events that led to the man being shot
[▶ VIDEO](#)

LONDON ALERTS

IN PICTURES

[OPEN](#) Pictures: bomb suspects

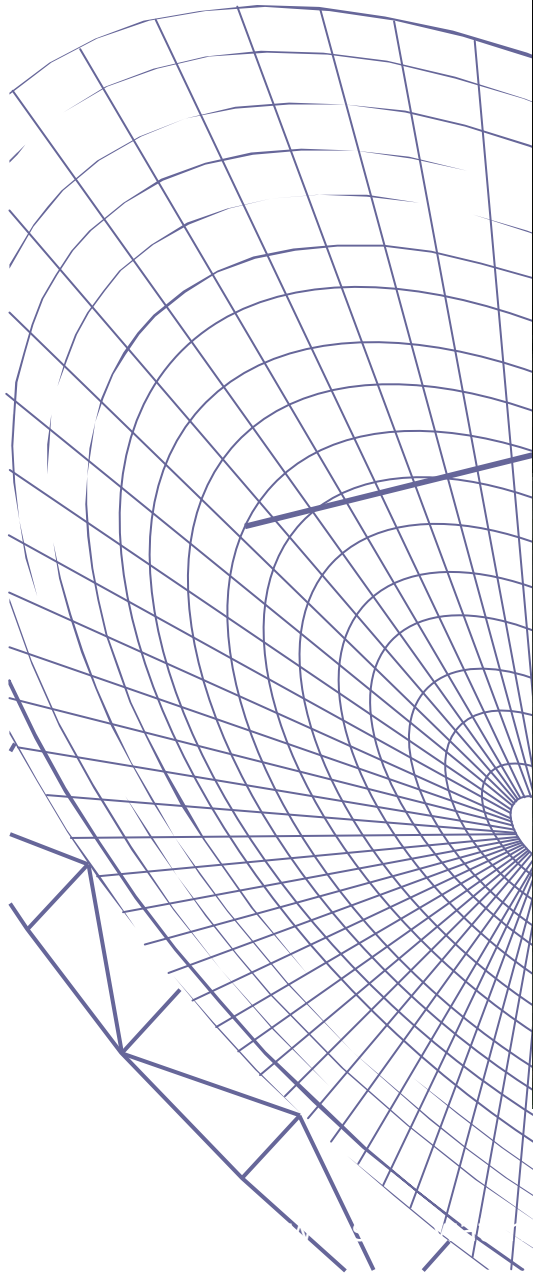
- LATEST STORIES**
- ▶ Suspect bombers 'still at large'
 - ▶ Park package 'may be fifth bomb'
 - ▶ Victim's family may sue
 - ▶ Police chief 'sorry' over death
 - ▶ Shot man had no connection
 - ▶ Raft trip link to London attacks

- AT-A-GLANCE**
- ▶ Failed attacks: What we know
 - ▶ London travel situation

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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

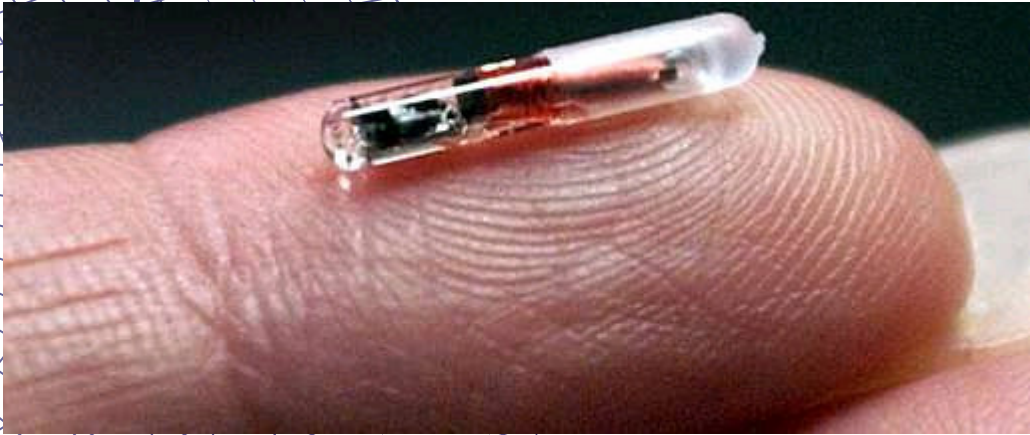
This corporate security complex has become an aggressive driver of the global surveillance project

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



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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

Embedded spying devices



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Government Uses Color Laser Printer Technology to Track Documents

Practice embeds hidden, traceable data in every page printed.

Jason Tuohey, 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 counterfeiters.

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, nestled within the printed




EFF: List of Printers - Mozilla Firefox

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http://www.eff.org/Privacy/printers/list.php

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> Home > Privacy > Printers

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

Done

start

2

16.03

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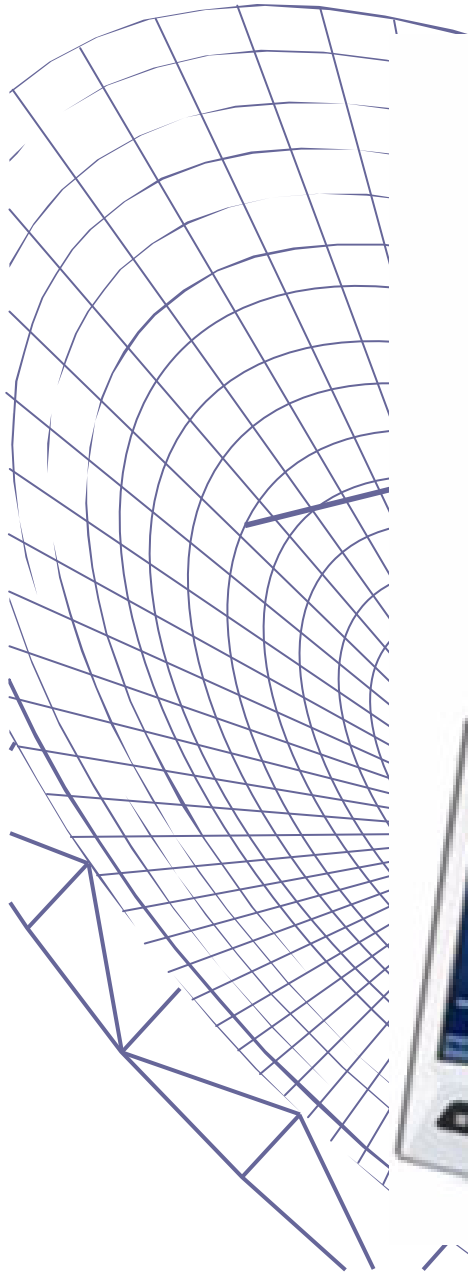
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Mobile devices



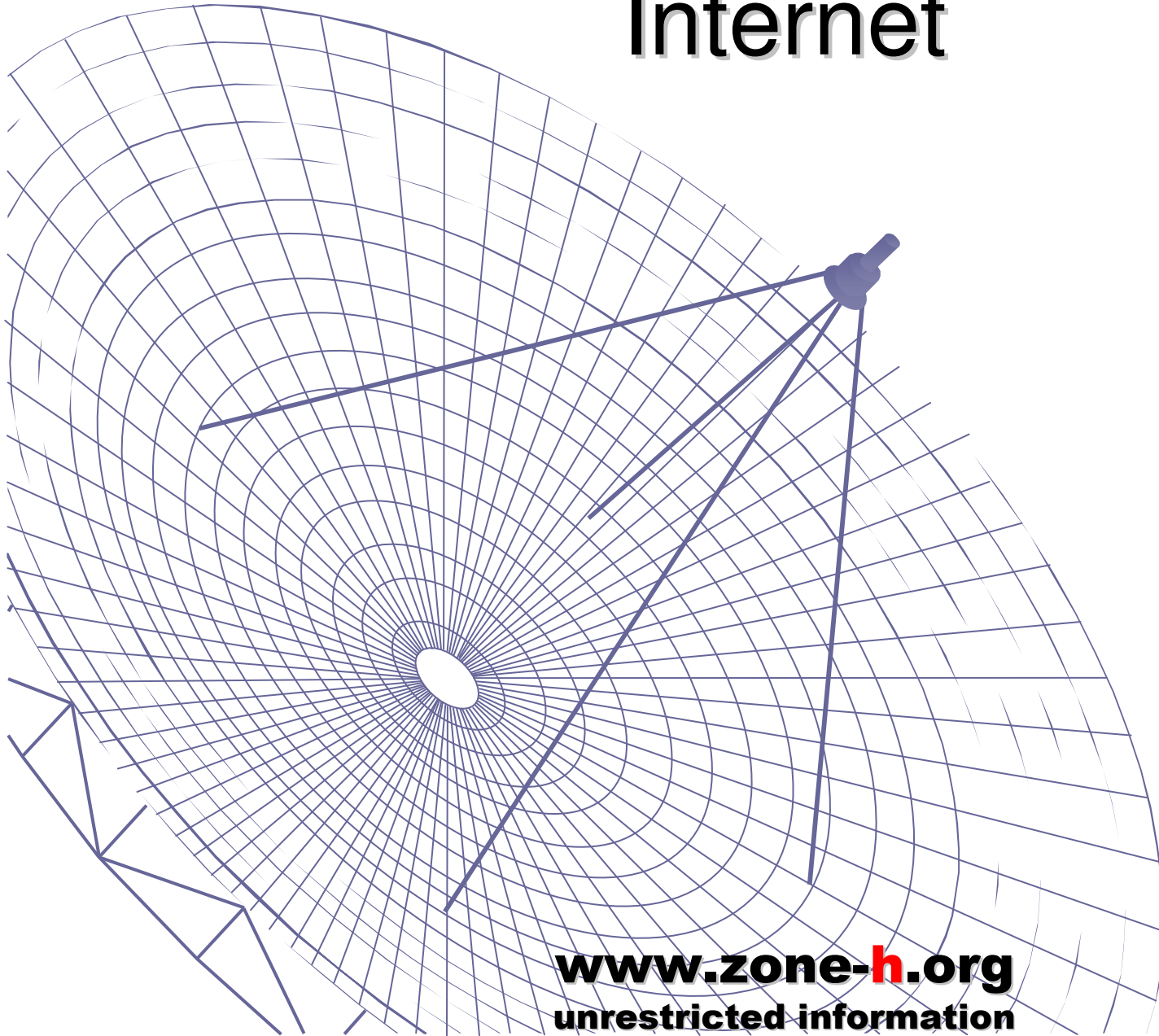
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Telecommunication networks

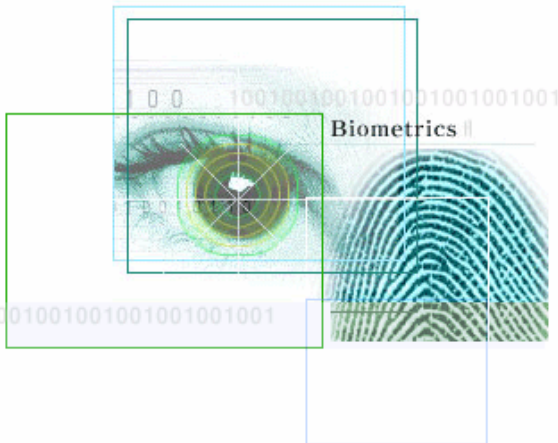
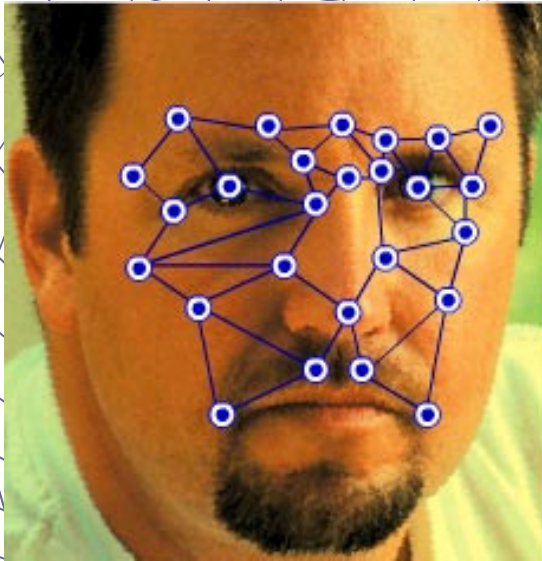
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Internet



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High-tech fingerprinting



www.iqbio.com

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Hi-Tech ID

- Smart cards
- Smart cards+ biometric

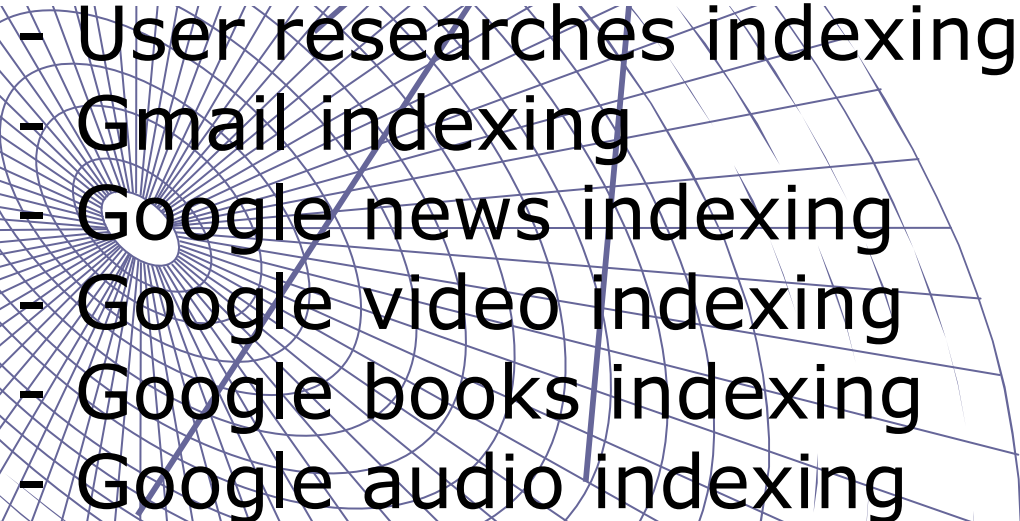
E-money



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The Google logo is displayed in its characteristic multi-colored font: 'G' is blue, 'O' is red, 'O' is yellow, 'g' is blue, 'l' is green, and 'e' is red. A small 'TM' trademark symbol is located to the upper right of the 'e'.

Google™

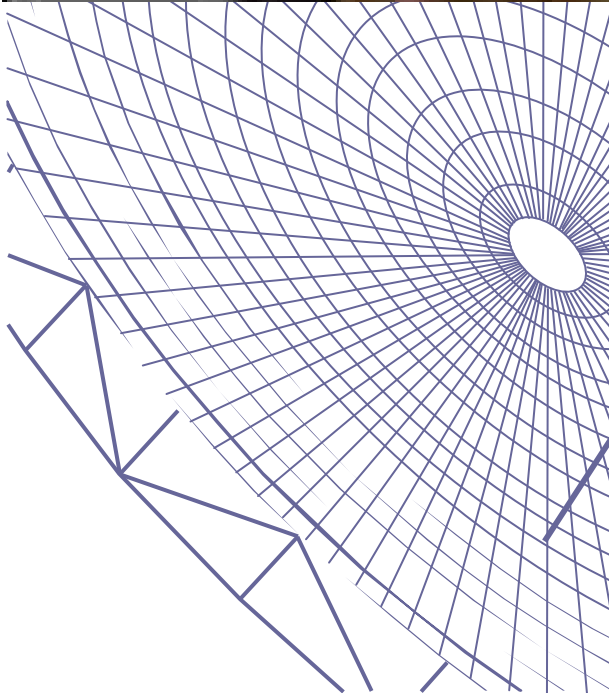
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- The background of the lower half of the slide features a stylized globe with a grid of latitude and longitude lines. The globe is rendered in a light blue color with a white grid.
- User researches indexing
 - Gmail indexing
 - Google news indexing
 - Google video indexing
 - Google books indexing
 - Google audio indexing

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At the end, who wins?

- ◆ digital security vendors
- ◆ physical security contractors
- ◆ strong governments



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phone-h

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



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