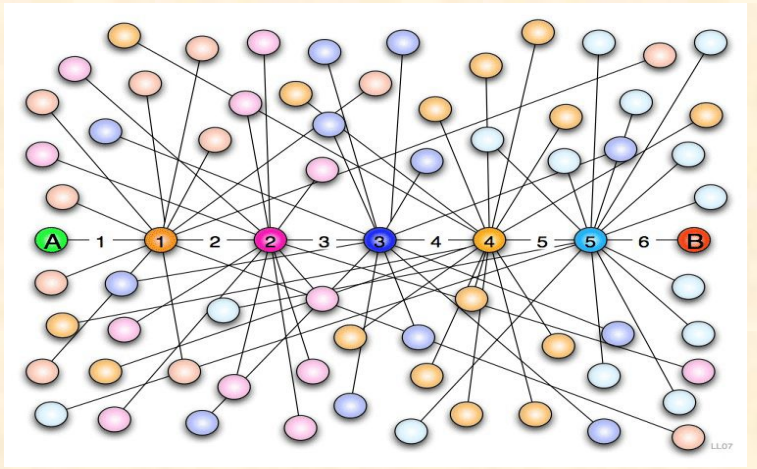
THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC
INSTITUTE FOR PUBLIC DIPLOMACY & GLOBAL COMMUNICATION

IDC HERZLIYA | Asper Institute for New Media Diplomacy

Сетевые ресурсы
как фактор лидерства государства



от гонки вооружений к гонке отношений

Григорий Асмолов

ИНСОР, 17 марта 2010

Сетевые ресурсы:

Безопасность

Экономика

Социальный капитал

Ресурс «генеративности»

Дипломатия

Образование

СМИ

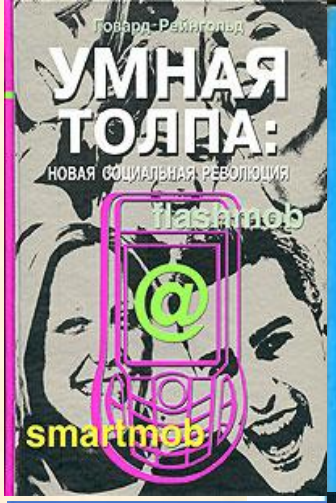
Госуправление

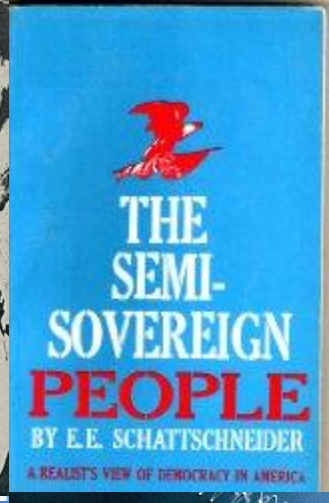
Парадигмы понимания сетей:

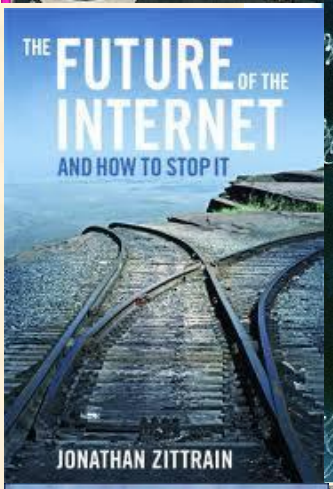
Реализм → *Безопасность*

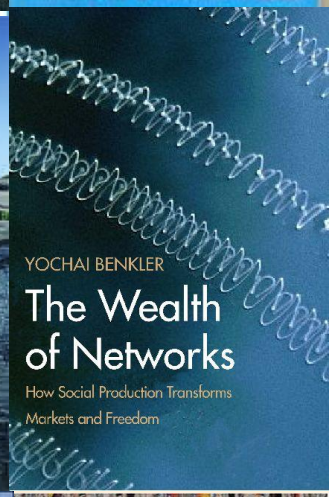
Либерализм → *Кооперация*

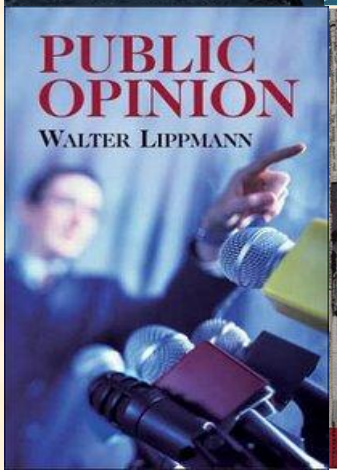
Конструктивизм → *Идентичность*

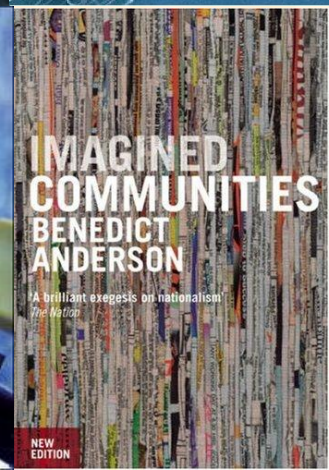












Сетевые угрозы безопасности:

Ресурсы силы:

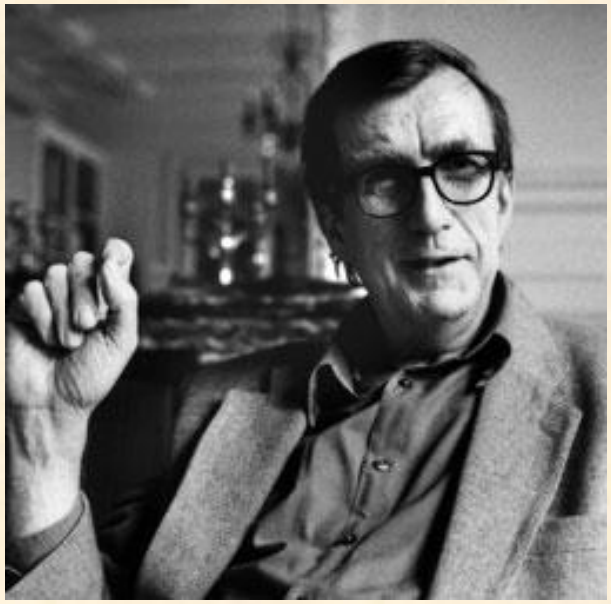
Мировые лидеры		Ресурсы Силы
16-ый век	Испания	Золото, колонии, династ.связи
17-ый век	Нидерланды	Торговля, флот
18-ый век	Франция	Территория, пехота, национализм
19-ый век	Великобритания	Индустрия, флот, капитал
20-ый век	США и СССР	Наука, атом, военные альянсы
21-ый век	???	Информационные технологии

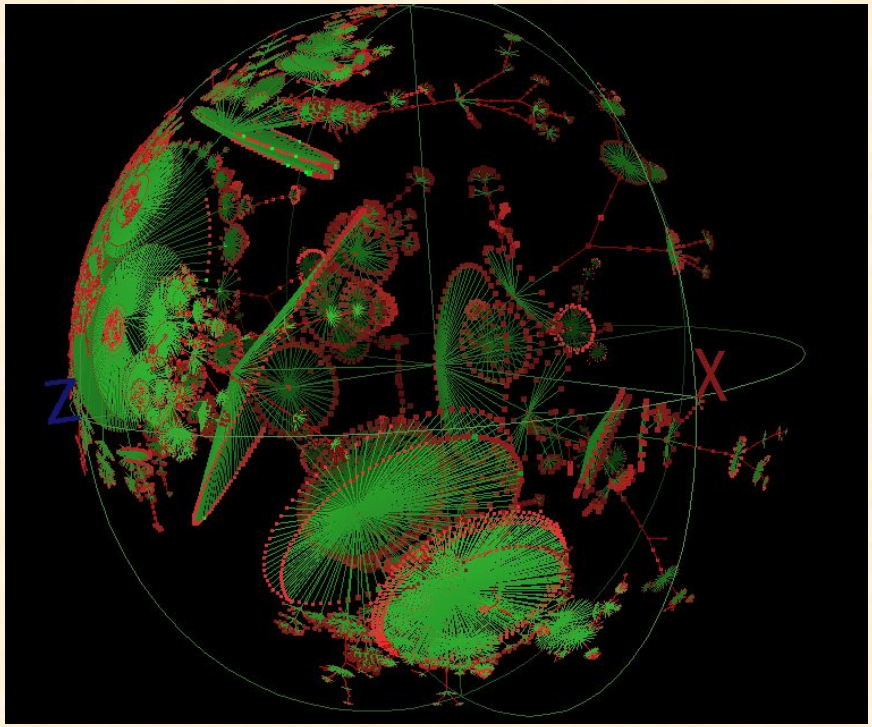
Джозеф Най

Actor Network Theory и роль ИКТ:

Интерпретация + Сетевая активация (люди и вещи) =

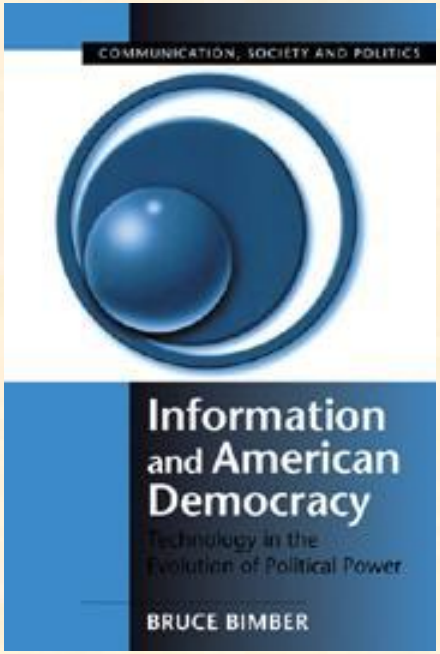
Сила определить Реальность





Новый информационный режим:

"If print capitalism gave rise to the nation-state of the 18th – 20th centuries, as Anderson describes, the microelectronic network of global flows of symbols, sights and sounds gives rise to a new form of international organization." (Livingston, 2010)

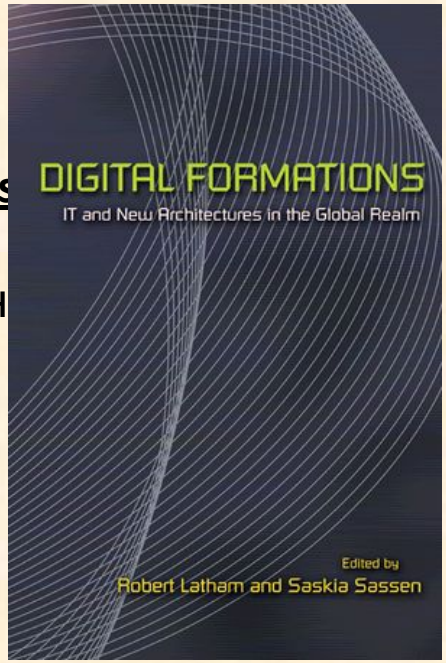


Конфликт/
Баланс

Внутри системы

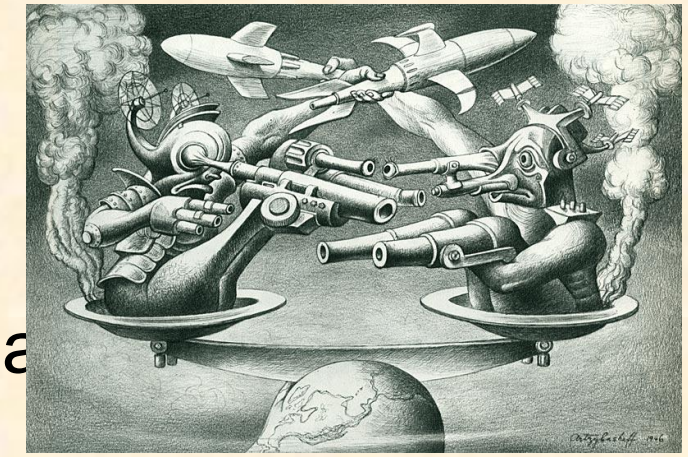
Между системами

Системный кризис нациинальных государств (M. Castells



- **Кризис эффективности** - управления в ситуации усложнен системы
- **Кризис легитимности** – доверие граждан
- **Кризис идентичности** – фрагментация и глобализация идентичностей
- **Нормативный кризис**

Факторы баланса сетевой мощи:



1. Структура социального капитала
   - потенциальные аудитории вовлечения.
   - особенности потенциальных аудиторий.
2. Уровень трансформации/адаптации государства.
3. Уровень информационной грамотности населения.
4. Степень дигитального разрыва.

Развитие сетевой мощи:

Задача:

Использование потенциала сетей для усиления мощи государства в рамках внутрисистемного и межсистемного конфликта как фактор выживания.

Адаптация → **Трансформация**

Кооперация
Сотрудничество

Сетевая активация:
Превращение сетевого потенциала в один из элементов достиженя поставленых целей

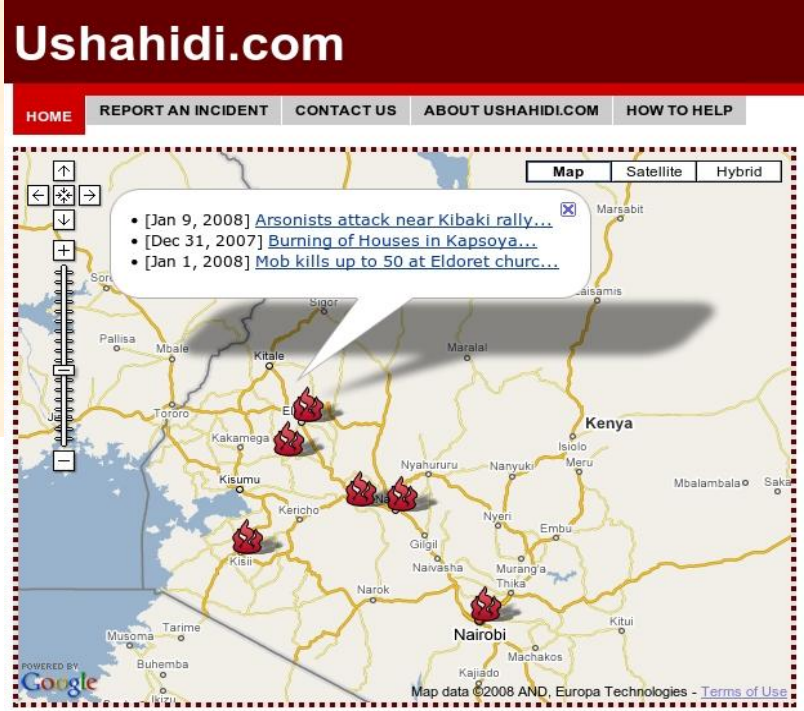
Менджмент
Дирежирование
Мобилизация

Новые Институты

Новая Политика

Новые Технологии

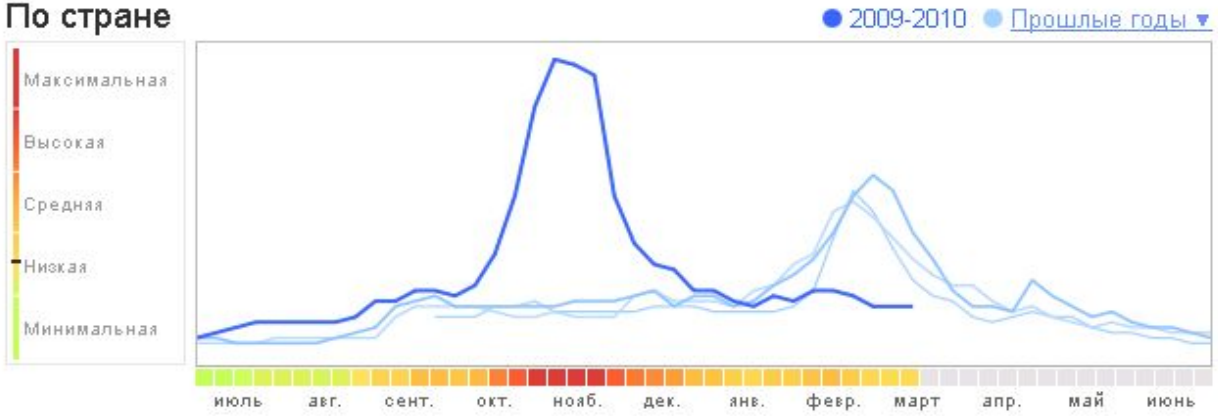
Crowdsourcing



Отслеживайте распространение гриппа – Россия (эксперимент)

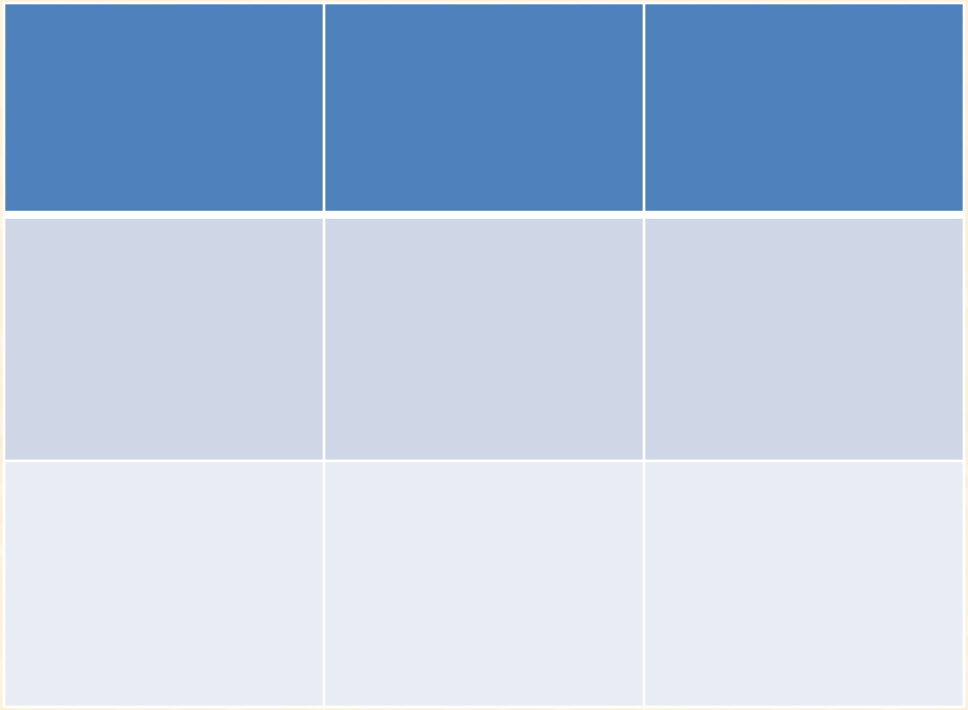
Flu Trends - это сервис, который позволяет определить скорость распространения вируса гриппа в различных странах. Сервис анализирует объем поисковых запросов по темам, связанным с гриппом, позволяя с достаточно восокой точностью определить очаги заболевания. Подробнее »

По стране



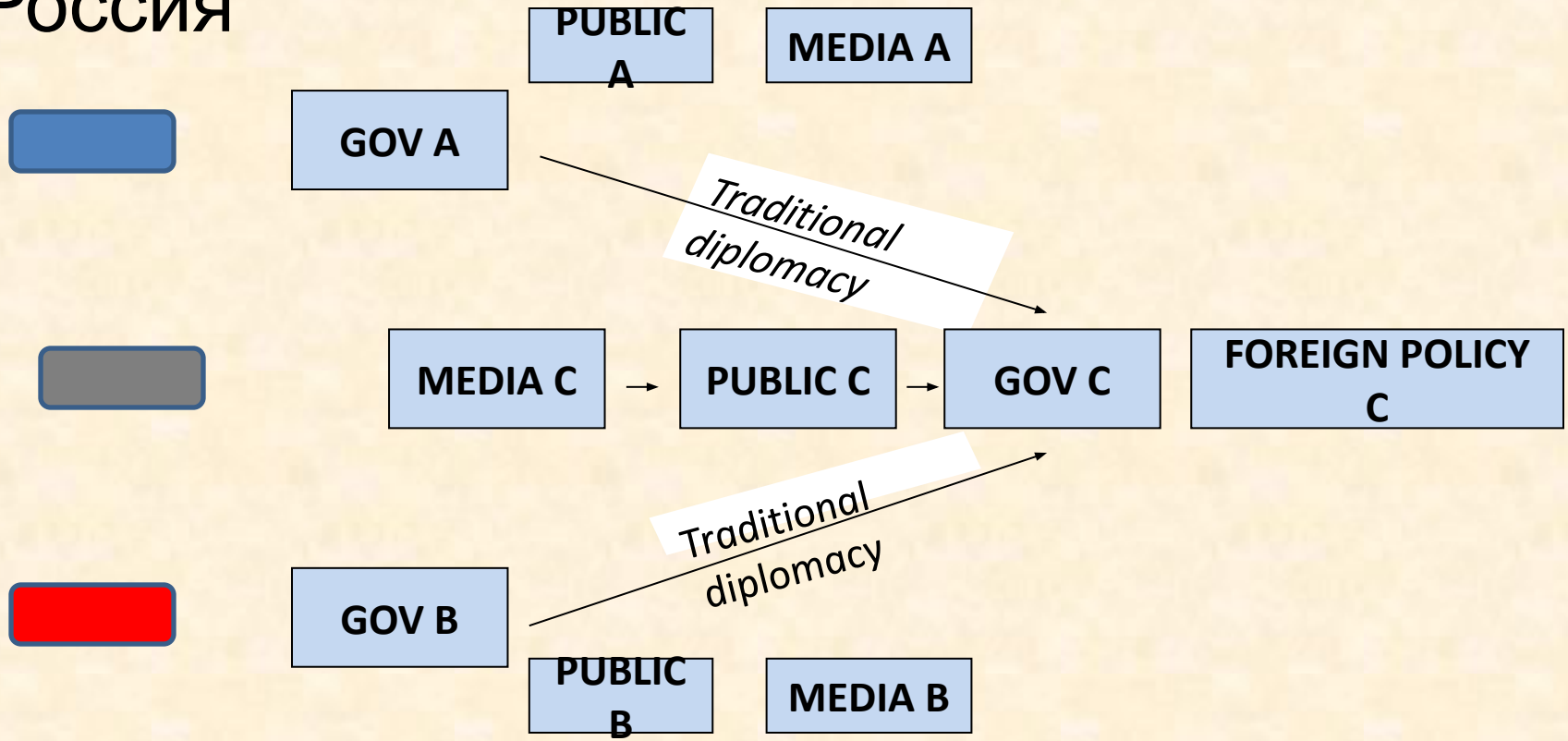
Факторы адаптации к сетевой реальности:

- Государство
- Общество
- Индивид



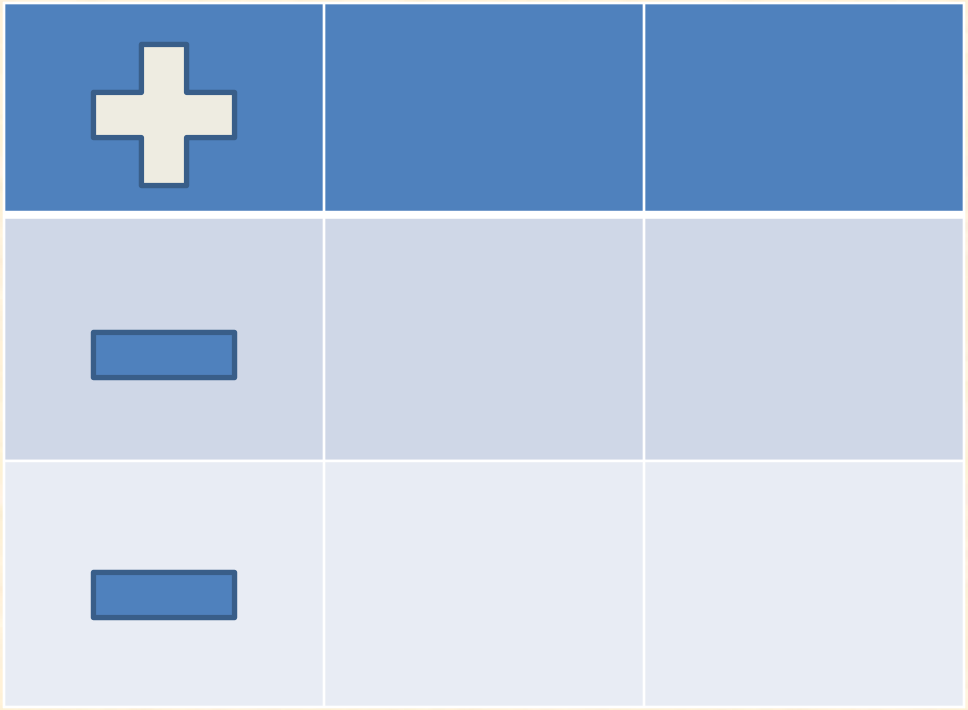
Модели сетевой дипломатии:

- США
- Израиль
- Россия

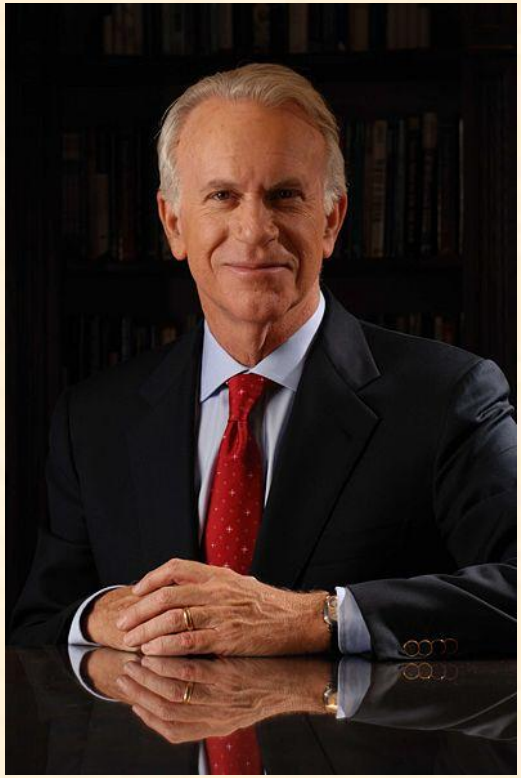


Американская модель:

- Государство
- Общество
- Индивид



От «войны идей»...



Jim Glassman

Ideological engagement - the war of ideas, as opposed to the war of bombs and bullets.

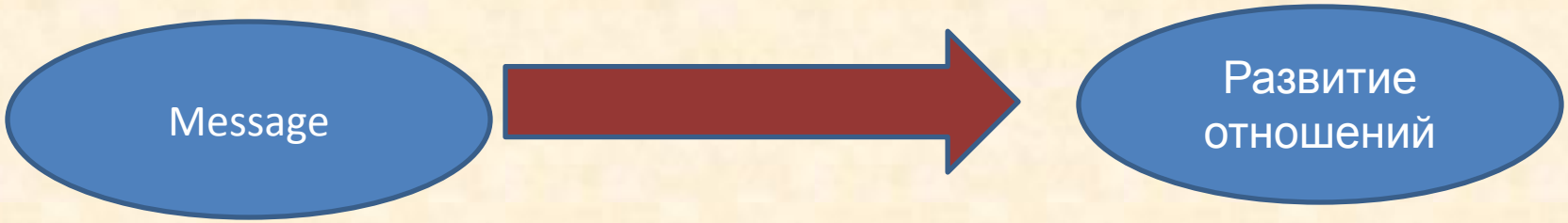
I lead the government-wide effort on the war of ideas - which includes coordination with the Defense Department, the Intelligence Community, other agencies, and the private sector as well. Senator Joe Lieberman, in introducing me at my confirmation hearing, said I was the 'supreme allied commander in the war of ideas.'

Our mission today in the war of ideas is highly focused: it is to use the tools of ideological engagement - words, deeds, and images - to create an environment hostile to violent extremism.

Модель прагматической сложности:

Steven Corman

Главное не «мессадж», а система интерпретации «мессаджа



Отношения как индикатор сетевой мощи государства:

America's Edge: Power in the Networked Century,
Foreign Policy, January-February 2009

"In this world, **the measure of power is connectedness**."

"Networked power flows from the **ability to make the maximum number of valuable connections.**"

Anne Marie Slaughter

"Now, where you are from means where you can, and do, go back to -and whom you know and trust enough to network with."

U.S. has, "a clear and sustainable edge", in ability to reach audiences through network in the new information environment. "In a networked world, **the United States has the potential to be the most connected country**."

К «гонке отношений»:

Judith Mc Hale

"We are not the only ones who see the significance of increased engagement. Friends, competitors, and adversaries are moving quickly. The Chinese are building infrastructure and cultural centers across the world, developing long-term relationships in Africa, Latin America, and elsewhere. The Iranian public diplomacy network in the Middle East and beyond includes satellite television and radio networks in several languages, more than 100 newspapers and magazines, and thousands of web sites and blogs. And of course al-Qaeda and other extremists continue to engage aggressively using a range of new and old media. This is not a propaganda contest – it is a relationship race. And we have got to get back in the game."

"The goal of this kind of person-to-person engagement has always been to form lasting relationships. This is now a foundation of our communications strategy as well. In a crowded media environment, relationships offer a way to break through the clutter. If we do this right, we can forge relationships that become part of people's daily lives and endure long after the latest sound bites have faded away."

Участники «гонки отношений»:

UNCLASSIFIED

The world we face: Competing influences

A broad and increasingly active set of players is filling the global space for engagement and communications. For example:

- **Extremists** have developed **sophisticated media strategies** and are increasingly adept at shaping the narrative and recruiting new followers.
- **China's global influence** is increasing through **broad outreach programs** and expanded **Chinese language teaching**.
- Aggressive **marketing of higher education** opportunities in the **EU, Singapore, and Australia** has diminished a key appeal of the U.S. for the world's best and brightest.
- **Russia's media presence** has expanded in **former USSR countries.**
- **Iran's cultural centers and political linkages** have created broader influence with key publics.

Развитие дигитального сетевого ресурса:

In her remarks to the Forum for the Future, Secretary Clinton announced **Civil Society 2.0, which will help grassroots organizations around the world use digital technology to tell their stories, build their memberships and support bases, and connect to their community of peers around the world.**

Building the **capacity of grassroots civil society organizations** will enable them to do the work that, in the past, Western NGOs and governments have done. With increased capacity, communities are better able to initiate, administer and sustain **their own programs and solutions to shared problems.**

Речь о Свободе Интернета

(Хилари Клинтон, Февраль, 2010)

- **Искусство дипломатии и государственного управления 21 века:** «осваивание силы сетевых технологий и использование их в дипломатических целях».
- **Стратегия, ориентированная на развитие сетевой мощи.**
- США как сетевой полюс/ глобальный хаб.
- В новой сетевой реальности увеличивается потенциал влияния одной **личности** как фактора, который способен вызвать **цепную реакцию в глобальной сети.**

Институционная трансформация:

International Information Programs (IIP): A new profile

Creative engine of Public Diplomacy

- **Translates** policy guidance from S and R into **innovative strategies, plans, and programs for engagement** leveraging traditional and new information platforms
- New leader with **management experience** and **understanding of international markets**

Cauldron of innovative applications for technology

- **Department lead on harnessing cutting edge technology** to communicate with the world and engage new audiences
- Given **freedom and flexibility to experiment** with new forms of outreach

Market intelligencer

- Keeps **finger on the pulse of latest trends** in communications technology and opinions
- Scaled-up **market research function** will inform **matching of approach to target audiences**

Dynamic manager of strategic campaigns

- **Mobilizes functions** across Department in **support of targeted campaigns** for priorities (e.g. climate change, food security)
- **Supports posts** with innovative tools for executing campaigns

Инициативы:

- The Bureau of Democracy, Human Rights and Labor - projects that assist users in using **mobile communications safely**; increase access to uncensored content on the Internet; or assist organizations in protecting their data and communications systems.
- USAID is launching a public-private partnership with the Knight Foundation to implement the MATADOR (Media Assistance utilizing Technological Advancements and Direct Online Response) program, which **trains** and supports civil society groups and non-governmental organizations in the use of new media **technologies**.
- The Middle East Partnership Initiative will support a series of pilot projects that will use **new media to connect people**—particularly young people—to expand civic participation and increase the capabilities of civil society in the Middle East and N. Africa.
- The State Department will begin working in **partnership with industry, academia**, and non-governmental organizations on harnessing the power of connection technologies to advance the United States' foreign policy agenda.

http://www.state.gov/r/pa/scp/fs/2010/136702.htm

CENTER FOR SOCIAL MEDIA
School of Communication
American University

February 2009

Public Media 2.0:
Dynamic, Engaged Publics

Futureofpublicmedia.net

Jessica Clark
Director, Future of Public Media Project
Center for Social Media

Patricia Aufderheide
Director, Center for Social Media

A Future of Public Media Project, funded by the Ford Foundation

Howcast

Creating Grassroots Movements for Change: A Field Manual

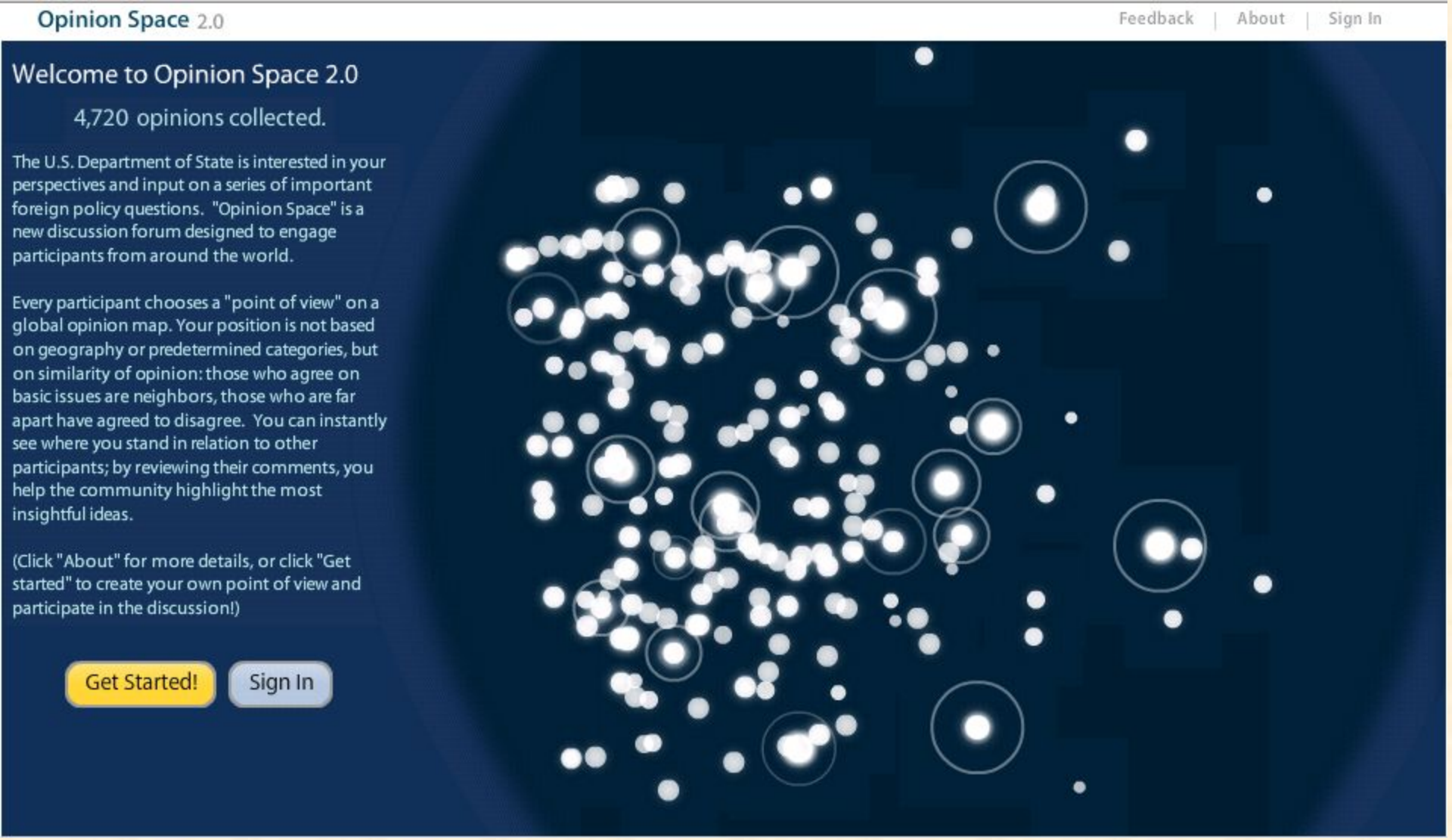
VERSION 1.0

ALLIANCE OF YOUTH MOVEMENTS | Summit

SSI

YOUTUBE WAR: FIGHTING IN A WORLD OF CAMERAS IN EVERY CELL PHONE AND PHOTOSHOP ON EVERY COMPUTER

Cori E. Dauber

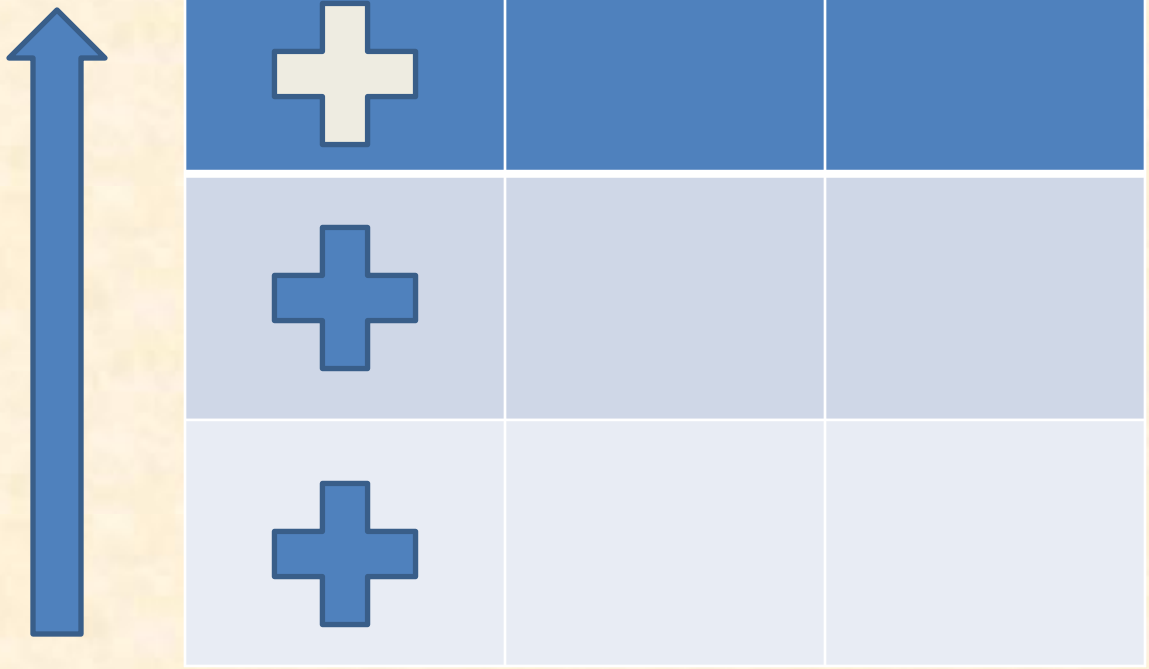


Secretary of State Hillary Clinton: "This is an example of what we call 21st century statecraft and an opportunity to extend our engagement beyond the halls of government directly to the people of the world."

Developed by the State Department and Center for New Media, Berkeley' University.

Израильская модель

- Государство
- Общество
- Индивид



GIYUS.ORG - Give Israel Your United Support - Microsoft Internet Explorer

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Links Aladin Catalog Gelman RefGrab-It

Address http://www.giyus.org/

User Count

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15,000
10,000
6,000
4,000
2,500
1,500
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GIYUS.ORG Give Israel Your United Support

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Today's conflicts are won by public opinion.
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Модель ситуационного центра по работе с Новыми Медиа:

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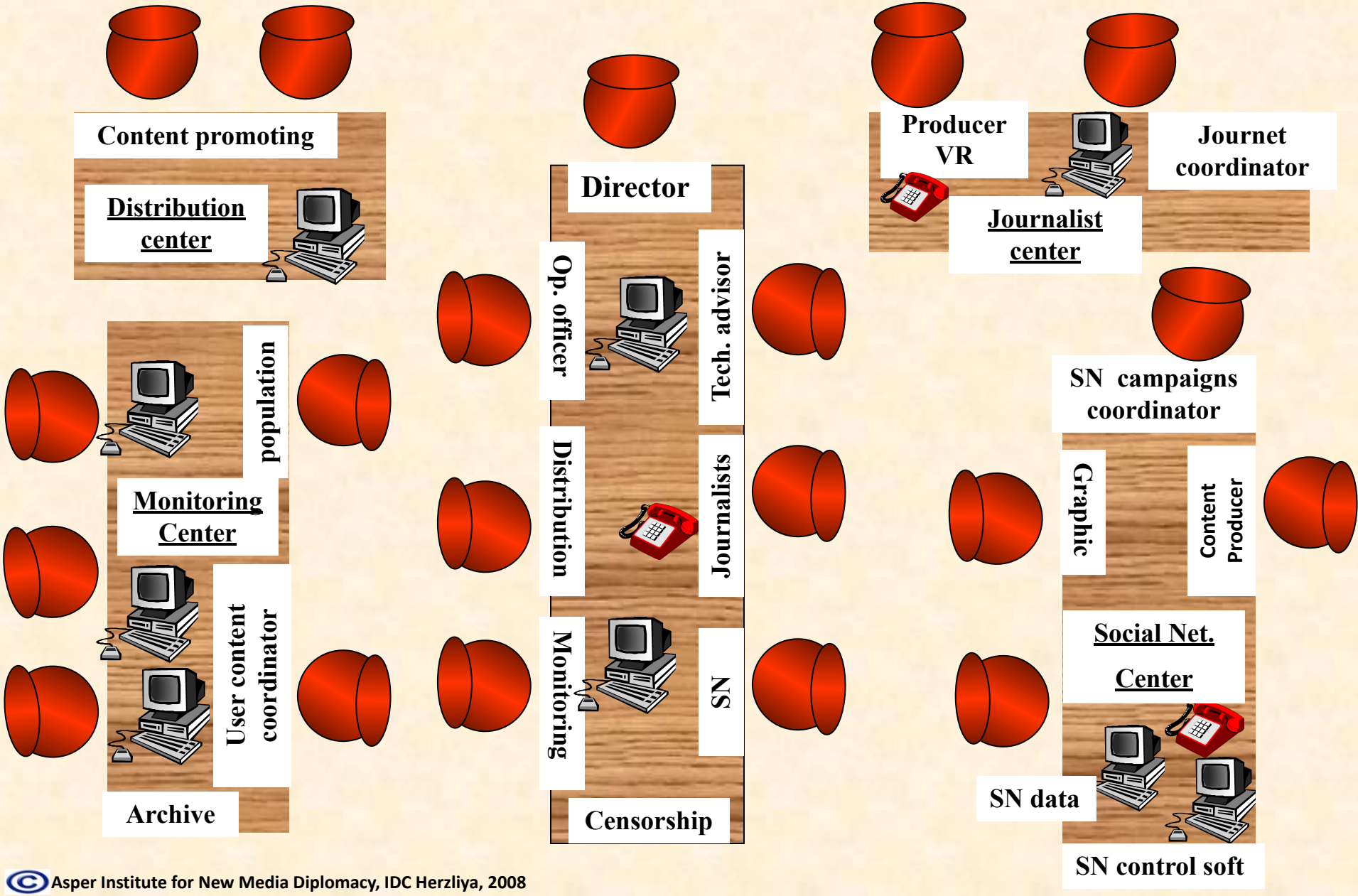

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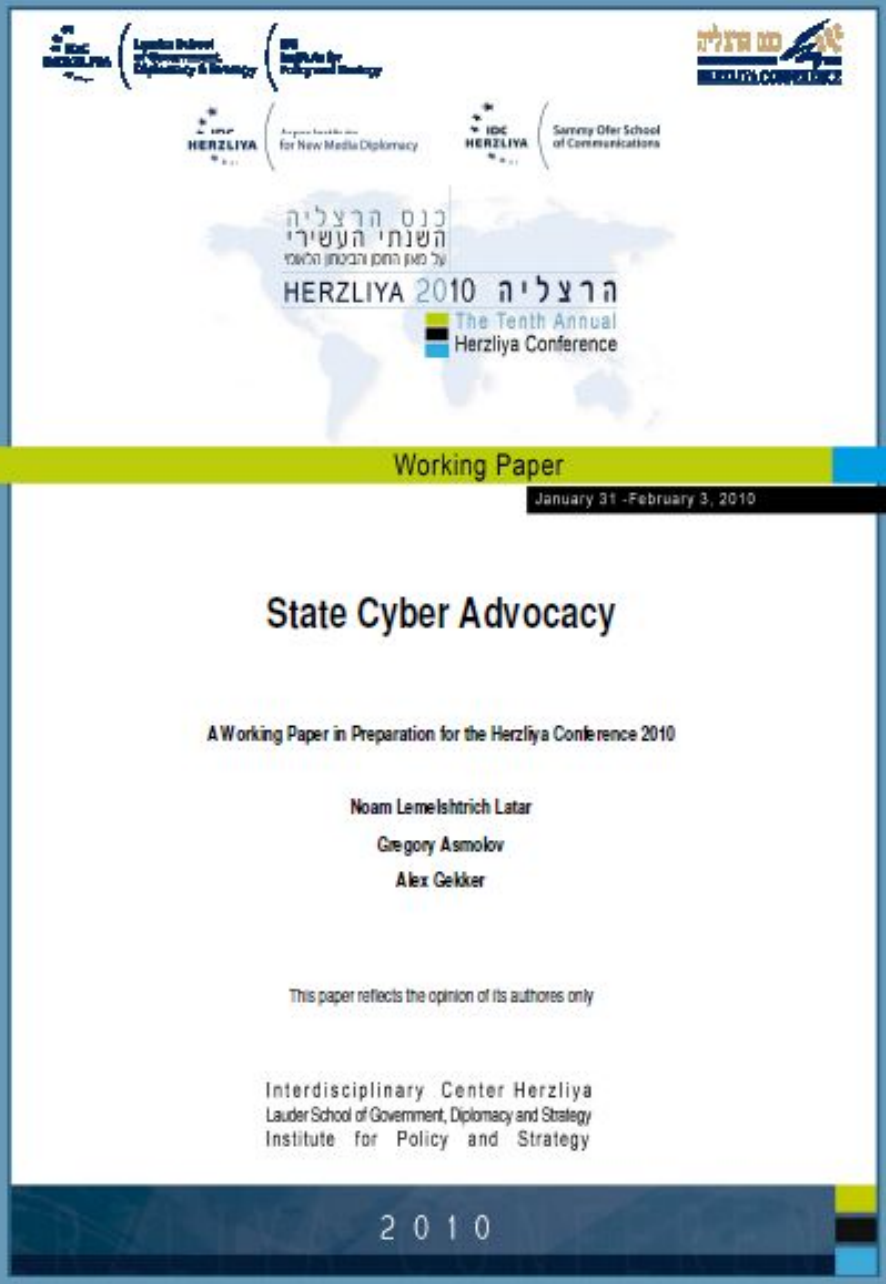
Модель сетевой кооперации:

	State	Non-state	Global Civil Society
Who?	Government	Advocacy NGO Academic Institutions Tech. Experts	Social networks

What?	information footage message	Coordination (MMM) Monitoring Network expanding Tech. assistance Guiding Content editing	Live status Writing blogs/ Twitter Social bookmarking Chain letters/ viral msg Balancing Creating content


for New Media Diplomacy
Sammy Ofer School of Communications
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HERZLIYA 2010 הרצליה
The Tenth Annual
Herzliya Conference
Working Paper
January 31 -February 3, 2010
State Cyber Advocacy
A Working Paper in Preparation for the Herzliya Conference 2010
Noam Lemelshtrich Latar
Gregory Asmolov
Alex Gekker
This paper reflects the opinion of its authores only
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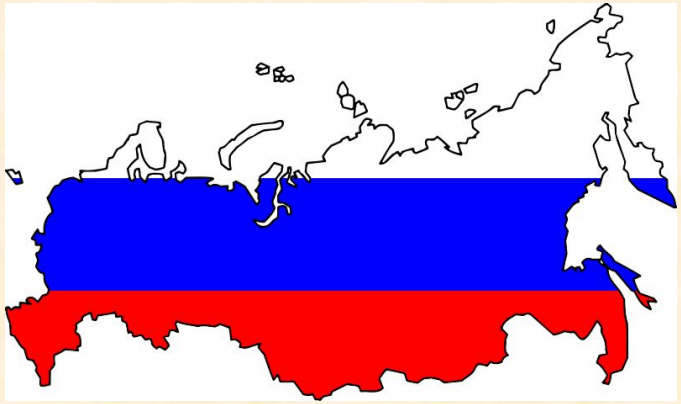
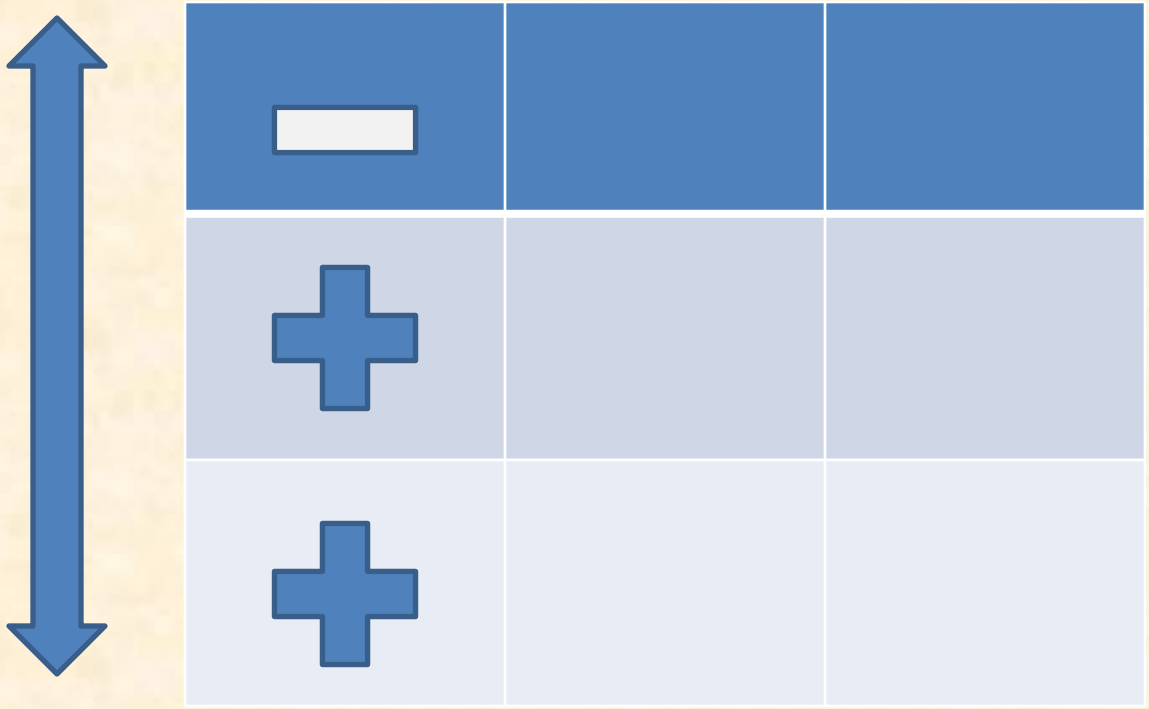
Lauder School of Government, Diplomacy and Strategy
Institute for Policy and Strategy
2010



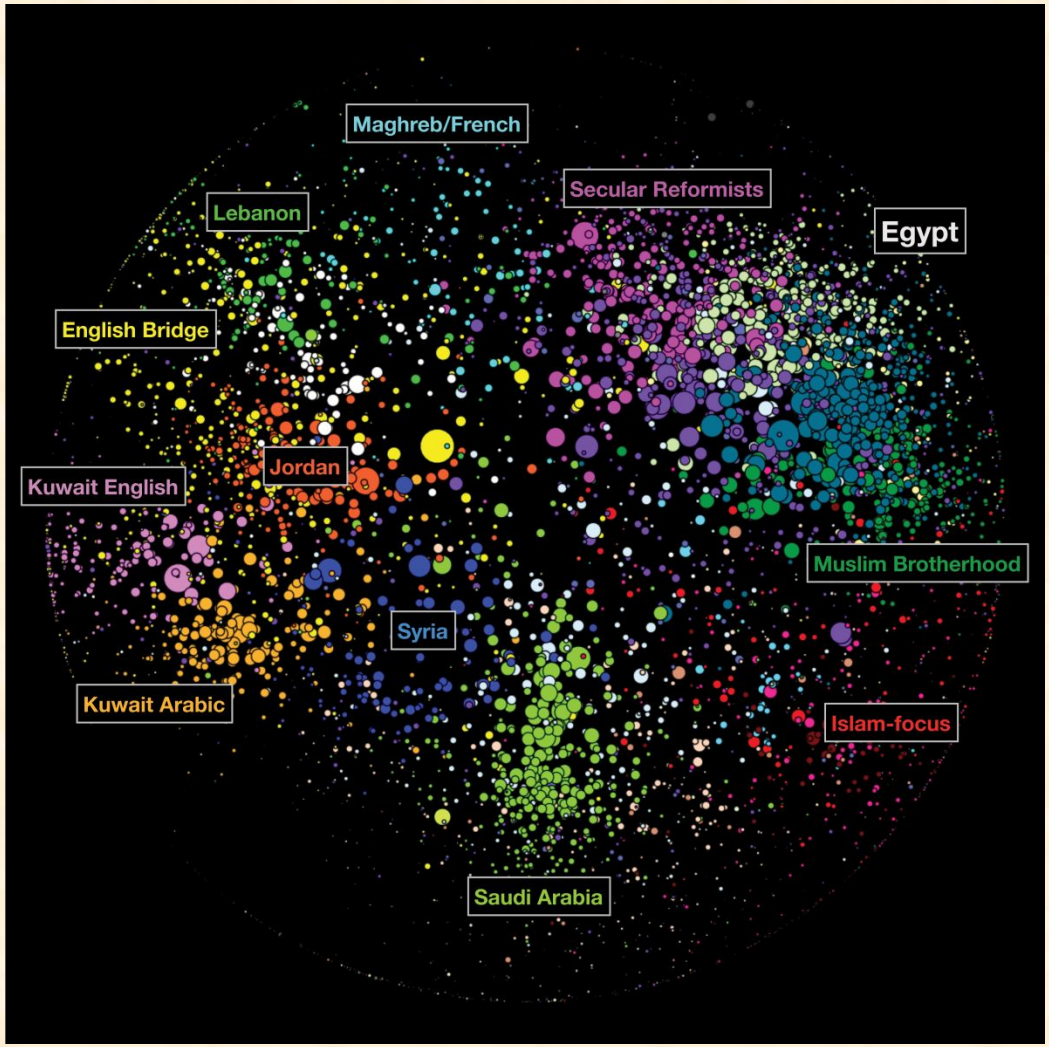
Российская модель

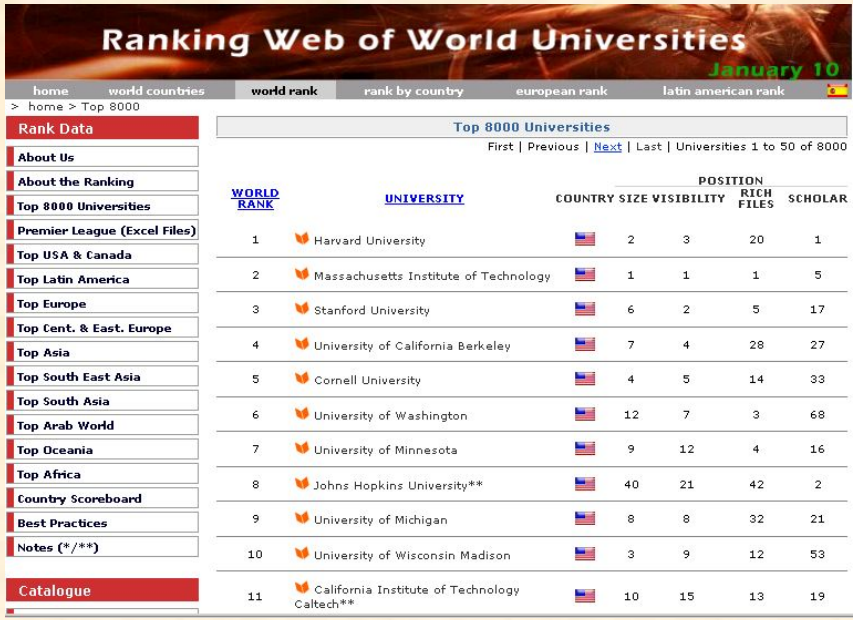
Росси
я:

- Государство
- Общество
- Индивид



Измерение сетевой мощи:





Index of Networked Power?

Принципы формирования сетевого лидерства

Открытая модель сетевого общества:

- формирование атрактивной риторики (идентичности)
- развития прозрачных эффективных механизмов кооперации и сотрудничества с сетями.
- государства превращения в «**сетевой хаб»** в сети своих граждан и глобальном сетевом пространстве.
- **культура сетевого активизма**, в котором инициатива исходит не от хаба-государства, а от рядовых узлов сети.
- концепция **«Развития виртуальной личности»** и **Сетевого лидерства»** как основные факторы, **на микроуровне** индивида, позволяющие развитие сетевой мощи на **макроуровне**.

Механизм сотрудничества: от идеи менеджмента или контроля **к развитию механизмов кооперации**.

Институционная адаптация: оптимизации сетевой мощи требует адаптации и трансформации государства к новой информационной реальности на институционном уровне.

Идентификация структур сетевых аудиторий вне границ страны.

Модель развития сетевого лидерства:

Content

1. Dynamic and interesting content
2. Balance between private and public
3. Multiplatform, multimedium and multilanguage outreach

Content platforms:
Flickr (photo)
Youtube (video)
Things

Identity

1. A framework for sustainable online presence
2. A motivation for development of relationship without offline references
3. Attractor to interaction

Blogs, personal websites

Interaction

1. Development of network
2. Facilitation through interaction

Social networks

Формирование сетевой социальной идентичности:

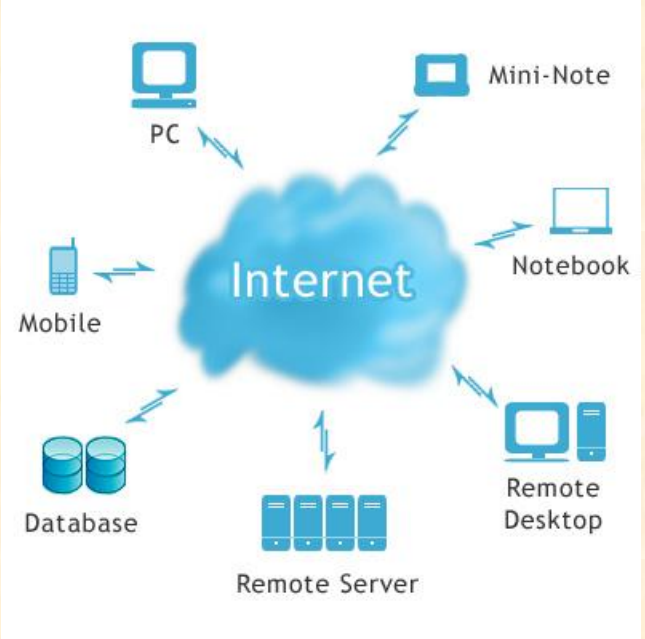
Model by Gaurav Mishra

Технологии и сетевая мощь:

- Интернет вещей
- 3-D
- Надстроенная реальность/конвергенция
- Геолокация
- Мобильные устройства - Ipad

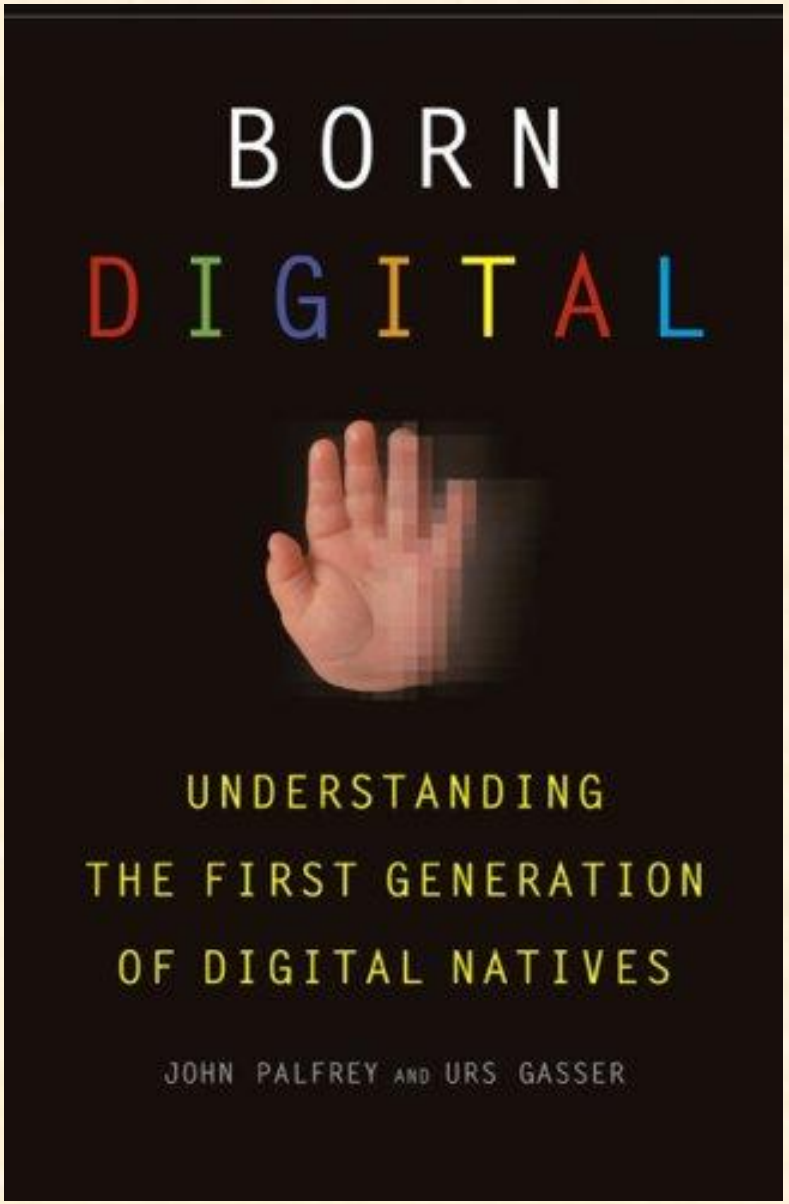
Cloud computing:

- Хранение информации
- Обработка информации
- Личность/государство как облако

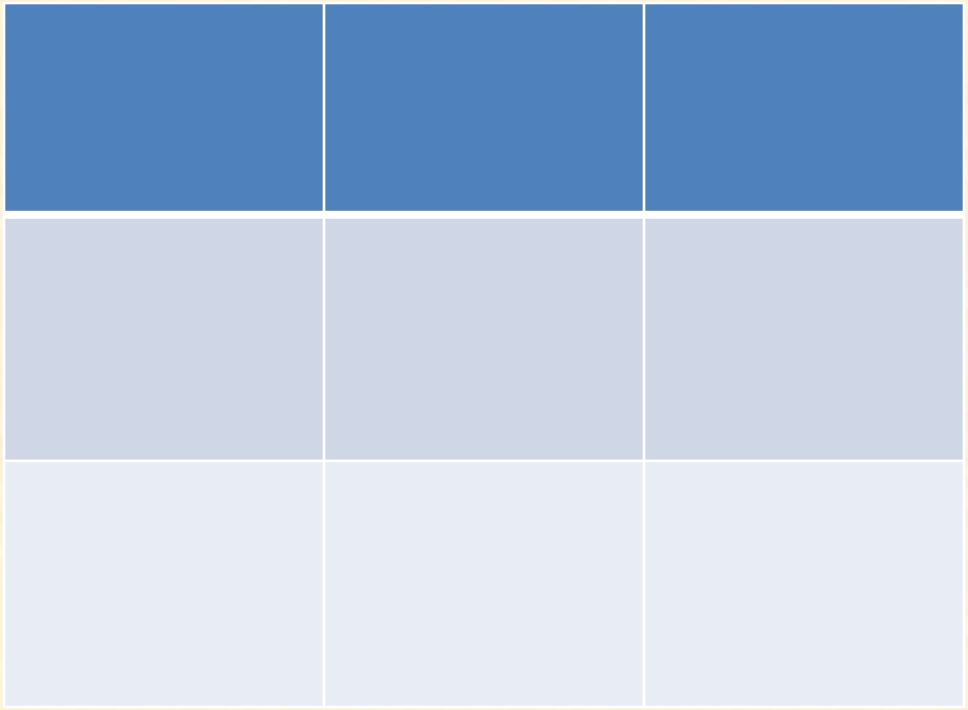


Системная эволюция (Chris Anderson):

- Новая экономика
- Новое производство


BORN
DIGITAL
UNDERSTANDING
THE FIRST GENERATION
OF DIGITAL NATIVES
JOHN PALFREY AND URS GASSER

gregory.asmolov@gmail.com

Россия:

- Государство
- Общество
- Индивид