ORIGINAL RESEARCH PAPER

Engineering

Cyber World and its influence

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ABSTRACT

This paper explores influence in the cyber-world and the ability and effectiveness of influence campaigns in this medium. It examines the possibilities of influence in the online world as examines the potential of mobile technologies in this area. The contentious link between influence and behavioral change is investigated. Counterinfluence in the context of radicalization is also looked at. Whilst it is inevitable that the digital medium is and will be used for influence campaigns and will be influential regardless if there are concerted 'campaigns' or not, it effects in terms of behavioral change are still open to question. The present paper is an attempt to highlight the influence of cyber world on every person.

INTRODUCTION

Many studies have been conducted on the various features of cyberspace, its connection to social media, and how it influences professional, intimate, and cordial relationships. Although many spectators are convinced that society's frequent use of cyberspace has taken a turn down the wrong path, cyberspace has opened up many opportunities for professional relationships to establish, such as the relationship between Facebook usage and an increase in work values in Taiwan (Lin, Le, Khalil, & Cheng, 2012). However, contradictory results suggest that heavy use of the internet by people may be a factor of producing negative social well-being. In order to fully understand how social cyberspace affects every day.

The Possibility of Online Influence

The development of the Internet and associated software has meant that the model of communication has shifted somewhat from a centralized 'push' mode where messages sent are 'Consumed' by target populations to one where messages are sent into networks where they are changed by the consumers of those messages. The development of products such as social networking sites, texting, and 'communal' gaming sites has meant that communicating has an immediacy that makes long term tactical planning for influence campaigns become, by necessity, more tactical in nature. Radical groups with their innate flexibility in relation to government entities have had the advantage in exploiting a situation, and as an important elements of influence is get your interpretation of events in the population first. Of course, there is still a need for the credibility of the source and message to be accepted. The official televised execution of Saddam Hussein is a case in point – the silent edited images were in stark contrast to those taken by a mobile telephone posted on the Internet soon afterwards. The disparity between the official almost dignified, official presentation and the chaotic, abusive unofficial version destroyed the credibility of official sources.

Mobile Influence

The development and expansion of mobile technologies have had a profound effect on the communication of information. This has enabled the ability to influence individuals directly and groups indirectly (via a virally spread story from targeted individuals to their peer network). The nature of mobile device usage is that it can be assumed that a target can be reached 24 hours a day. The features of this technology mean that users can be targeted at an individual user basis, or be chosen by their geographic position, in fact, when coupled with databases and search engines any criteria stored in those databases can be used if they can be linked to user numbers. At a service level this can mean that all mobile devices in a geographic area can be alerted to some impending peril such as a bush fire, or at a more devious level, a group with an age range can be targeted to sell a product or an idea wherever they are Mobile devices have become ubiquitous in the last decade and are ideal for influence campaigns.

Explain the attractiveness of mobile digital devices and offer three metaphors to explain their attraction. The heart metaphor: we love them the wristwatch metaphor: they are always with us .The magic wand metaphor: they have so much capability.

Influence of Internet usage on Youth

One of the greatest and most useful discoveries of the late centuries with remarkable impact is the information super high way the internet contains tremendous impact in today's society .The growth of internet provides developing prospects for online information and to useful books for students across the globe. The internet is a global network of computer largely based on platforms of wireless communication which provides ubiquitous capacity of multi model, interactive communication in chosen time and transcending space.

The internet thus creates new ways for individuals to communicate, congregate and share information of their social life .It is obvious that the internet has and will continue to change the way we live. How it has changed the way we live, and will continue to change our lives , is the reason for so many evolving discourse. The internet therefore has changed the field of education, health and business and even politics in the world. We can thus recognize the fact that the internet ,expands social , political and economic activities of today's peoples all over the world .However, internet has impacted our society in almost all areas of human endeavors, especially in the field of education, students can get access to areas of their interest and most importantly, people today can study online with the emergence of internet .This is why I suggest that government at all levels should introduce computer and internet study from the elementary schools for our youngest ones to be computer literate , because I noticed that most undergraduate students are computer literate in our universities today. Similarly, internet has proven to be a double edge sword for education. Teachers and students benefit immensely from the unprecedented access to information the internet provides, as well as the ability to share knowledge across the globe. These millions of books, journals and other useful materials of learning are available on internet .However, the use of internet, as important as it is to knowledge and education, has many negative effects on people, especially our youths. This is obvious in view of how much time and resources people spend hours playing online games, pornographic videos .A child or student who spends more time on the internet more than he or she pays attention to studying will definitely fail in his educational or academic pursuit.

Information on the internet that you receive can make you positive or negative. It is changing every second with the speed of technology.

On the Internet, every information looks important. That important-looking information actually makes people positive and

negative. And people connected to the negatives information and sources on the Internet, helped the producers to spread rumors knowingly and unknowingly without personal analysis and institutional judgment. And now it's impacting everyone lives. Internet impact on society is now making economic, social, and political changes around the globe. It's obvious because billions user, communities, cultures using the internet in their daily life. And our actions, thoughts and communication skills on the internet are impacting society positively or negatively.

CONCLUSION

This chapter presented a system modeling approach for increasing understanding of those phenomena that may be important, when studying the cyber world for developing security in the society. The complex adaptive system theory was applied for understanding the nature of the cyber world and a social system model was introduced as a method to approach the cyber world. The chapter showed how some of the emergent phenomena of the complex cyber world can be identified by using Cyber World as a Social System 41 the social system model. The model was applied for studying the change in the public media focus concerning the cyber-related news. The system modeling approach seems to support the recognition of the significant issues of the cyber world. However, this approach outlines rough pictures of the cyber world. More exact modeling approaches and methods are needed for producing information that is sufficient for forming of simple rules of the cyber world. These approaches and methods include strategy planning and implementation methods such as metrics analysis. In addition, there is a need for continuing the research work with empirical data collected from several sources and representing longer time periods for verification and validation of the presented system modeling approach. The results of the media surveys show that the organizing of the cyber world is likely to be in the front of us. It seems that in the current cyber-era the structures of the changing world are unclear. Decision-making apparatus is changing and goals reveal themselves in a different way than before. The global field is becoming more complex requiring new skills for those acting there. Cyber advanced countries, enterprises and social networks have been interconnected together in a non-cancellable way. That interconnected world forms the modern sphere where relevant or even vital activities take place. In a positive future scenario, collectively acting communities reach towards their good future connected together within all areas of exchanging information that guarantees relevant activities. The changes in the structures and decision-making systems of a society need to be addressed by the security planning and implementation efforts. Cultural systems are more solid than the other structures of a society. Values interact with culture and influence on norms of the society. So, the security planning and implementation activities should be focused on the security culture development and regulation preparation for assuring security in the rapidly changing cyber world. Discussions in the society are needed to be raised for increasing mutual understanding about the interpreting of values concerning security culture and norms covering the cyber world. People will adopt the security culture and accept the norms if the culture and norms are based on the mutual understanding of values. In the long run it seems that the security planning and implementing activities will move on from the regulation preparation to the cyber world community building.

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