

J. MICHAEL STATTELMAN

PLATFORM WEAPONIZATION

EXCERPT FROM THE BOOK "CONTENT
WEAPONS"

CONTENT WEAPONS

Strategies for Total Domination
in the Attention Economy.

PLATFORM WEAPONIZATION

EXCERPT FROM THE BOOK

“CONTENT WEAPONS”

I have to get this acknowledged; I am the one that 1st used this term in a public space. I was also the one that created the Wikipedia page for this specific term as well. As I told you before yes, I have used these tools and techniques myself. In essence, I have and will continue to drink my own “Kool-Aid”. But enough of that lets keep things moving.

Platform Weaponization is becoming more and more widely used nowadays, despite the fact that it also leads to the misuse of social media and tech platforms as a whole. Unfortunately, Platform Weaponization brings in bad connotations to technology, and it’s extremely important to learn how all of this comes together, why there are problems and what we can do in order to tackle these issues the right way.

What is Platform Weaponization?

At its core, Platform Weaponization is a type of psychological warfare or information warfare focused on misusing technological platforms to fulfill unlawful tasks

“FUTURE”

Brilliant breakdown of how content is evolving and the leveraging of platforms to be weaponized.

and ideas. A lot of people are talking about Platform Weaponization and see it as weaponized design.

It's also a bit tricky to define and identify Platform Weaponization. That's because this is not a cybersecurity problem, as the tech platforms and systems are working as expected. There's no information breach or anything like that. But the way the system is used is very close to illegality, or it ultimately infringes the rights for a lot of people.

Is Platform Weaponization legal?

Obviously, Platform Weaponization is in a very grey area when it comes to illegality. Even if it doesn't infringe the terms and conditions of tech platforms, it can in some instances instigate unlawful and downright violent acts, and it continues to bring people's focus consistently towards the negative and continues to drive it in that direction.

It goes to show that social media and tech in general can be used for great things, but there are always people that will try to use it for bad things. A good example of Platform Weaponization would be the use of bots on Facebook and Twitter during the 2016 US elections. There were lots of paid ads and other tools on social media designed to manipulate people and make them vote a certain way.

What can Platform Weaponization be used for?

As you can imagine, Platform Weaponization is very dangerous, and it can be used to target groups, industries and individuals. It can cause financial, economic, political problems and so on. It even brings in a risk of weaponizing services and just making them unsafe for daily users and people that just want to stay safe in the online world.

Should we be concerned?

It's never ok to see social and tech platforms in general used for anything else other their intended purpose. These technologies were originally intended to help people, not to instigate them and push them against a particular idea. That's why Platform Weaponization needs to be accounted for. But in order to do that, leadership, designers and developers tasked with creation and oversight should actively be taking measures to eliminate any improper behavior and ensure the safety of their users. But like most things in life, doing that is easier said than done.