

Information warfare in cyber space is defined as constructing a specific image of the world in people's minds organized by a given country. It is linked to psychological warfare. Facebook engaged in information warfare not only by collecting and storing information on its users but by affecting people's mindset through "dark ads", misinformation through news articles and images, and through Russian information ops agency. Facebook is partly responsible for the outcome of the 2016 Trump election because they let all this information through propaganda on their site even though they said they did not intentionally let this happen. In this Case Analysis I will argue that Contractarianism shows us that Facebook did engage in information warfare because they let their social media platform be influenced in such a way that it lead its users into a rabbit hole of extremist with its content and news feed, and further that they were partly responsible for the election outcome because they let third parties like Cambridge Analytica and other entities to present information on users to change their political viewpoint.

In Prier's copy, "Commanding the Trend: Social Media as Information Warfare" a concept presented on page 59 underneath social networks and social media, "Along the lines of social networking and propaganda, people are more willing to believe things that fit into their worldview. Once source credibility is established, there is a tendency to accept that source as an expert on other issues as well, even if the issue is unrelated to the area of originally perceived expertise." What Prier is saying here is that if someone sees an article or picture of something that fits into their political view, they are more likely to agree with it and accept that source for future notice. Regarding the Atlantic article, "What Facebook Did to American Democracy" by Alexis Madrigal, this is exactly what the author is portraying. It all started with Facebook's experiment to see if people would be more inclined to vote if they saw their other friends doing so and using the "I Voted" button on Facebook. Alexis states, "the people who voted the way we wanted them to, when asked why, often cited the message they learned from the Facebook ads." People are becoming so easily persuaded beginning with Facebook's "I Voted" experiment that it is not surprising that users will believe simple news articles that obviously are not true but because they have the same political viewpoint that they are inclined but mislead to believe it. In a contractarianism viewpoint, this kind of scenario would not be accepted due to the point of if it were the other way around the people trying to control the users would not want to be seeing such extremist content on their news feed and be controlled by the content itself. As stated in our contractarianism module, "We'd want to give absolutely everyone all the rights and abilities that can be given simultaneously to everyone: freedom of thought and religious practice, self-determination, social mobility, ability to vote and participate in governance and so." You would not want to have to believe in something or vote for someone that you otherwise would not. Users on social media have limited freedom pertaining to the content that is personalized to each individual since they have been profiled into someone that they are not, and they do not see all the content that they possibly could if ads and posts were not customized for them to explore and read more into, and they certainly would not see the same content as their friend or family member. People cannot have educated conversations anymore because their news feed is distracting them from what is really going in the world.

Another concept covered in Prier's copy is presented on page 74, "Russian activists, he (Adrian Chen) interviewed claimed that the purpose of the trolls "was not to brainwash readers, but to overwhelm social media with a flood of fake content, seeding doubt and paranoia, and destroying the possibility of using the Internet as a democratic space." The Russian troll's sole purpose is to make content they want people to see and believe was to make the content believable with so many likes and

shares that you would not doubt that it was fake or misleading for the Republicans advantage since they were working for them in this social operation. Regarding the Atlantic article, this is a key example that the author shows with the rise of fake news, this is the actions of the trolls. In fact, Facebook's trending algorithm promoted fake news so individuals cannot say that Facebook did not have any responsibility for the 2016 Trump election because Facebook is best known for its algorithms making its users adjust to their news feed settings and seeing the content, they have provided for them from their profiling of each user. In a contractarianism standpoint, a social contract is something that should apply to everyone, and it should not make a person's life worse than it would be if they did not agree to it. By making people be forced to see content that was chosen upon them is not fair and to be compelled to figure out if the content is real or fake is unacceptable and is showing how information warfare is linked to psychological warfare at its best. Having the user do more work or fall into the trap of believing what the trolls are posting for it to be on the trending charts is immoral and they are taking advantage of its users since they have no other options. The social contract is not being applied to every user on Facebook and not using the platform would be better for the users in this case since it is making their lives worse by being manipulated.

In Scott's copy, "A Second Amendment for Cyber? Possession, Prohibition and Personal Liberty for the Information Age" a concept presented is on the second page stating, "From the standpoint of Information Warfare and 'fake news', the open distribution of software which allows the editing of sound and video to in effect make anyone say and do anything to and with anyone means that politics, bullying and cyberstalking are going to become even darker and crueler than the present." This concept is defined as a realistic point that Scott is making if we don't make the use of computing licensed and registered then people can use it however they want and it can only get worse from here on out. This is a form of propaganda in videos instead of images where it can be made out to look like a public figure or even presidents are saying things that they have never said before and some people will think it is true based on how real it looks. Most times you can tell an image has been edited but videos are harder to identify if they have been edited from its original format. The Atlantic article shows just that in how social media platforms can change your political viewpoint and thus changing the outcome of a presidential election. You cannot believe everything you read or see on the internet because you are being watched and are treated like lab rats in multiple experiments. Using contractarianism, this is unfair in a society where technology is becoming advanced and where people are becoming more and more tech-savvy. Most people have no clue that they are being persuaded one way and it does not make a person's life better, individuals need to have transparency and be able to trust social media platforms when accepting their terms and conditions because this is fair and clear. Using veil of ignorance, it is meant to show us that in order to be reasonable, we must be willing to accept the same obligations we would expect of other people and that we are not unique within the social contract, we are all the same. Everyone has the freedom to speech, religious practice and the ability to vote for whoever they choose in the US but on Facebook they are being pushed to believe otherwise and this goes against contractarianism.

In conclusion, Facebook engages in Information Warfare everyday by letting third parties buy ad space on their platform and using it as a scheme against Facebook users. Facebook is also responsible for the outcome of the 2016 Trump election because without the Cambridge Analytica experiment and Russian trolls being in favor of Donald Trump, Hillary Clinton would have won and became president of the US. Instead of trying to change people's viewpoints on the world how about trying to persuade

people to do better things for the environment for example, just something good instead of bad. If we keep traveling down this rabbit hole who knows what will happen, but it cannot be good. Facebook needs to take responsibility for their actions and for letting all these things happen, reporting that they did not know is not an excuse. If Facebook does not get in trouble for this, they will continue to let this happen and nothing will change. We need to make a change by requiring users to be licensed and registered to use a computer like driving a car. That way we can regulate users and charge them when and if they commit anything illegal in cyber space. This will reduce the number of crimes happening on the Internet and the psychological warfare occurring.