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## **Redefining Peace and Security Using Social Networks**

People only need to watch a news broadcast for five minutes to appreciate just how vast an impact social networking has had on promoting change throughout the world. Websites such as Facebook and Twitter have begun to change not only the way that news is delivered but also how people interact with one another. These websites have quickly become the preferred medium for individuals and organizations to promote social causes and put pressure on corrupt and totalitarian governments. Wikileaks, though not a social networking website, makes governments more transparent by exposing classified information. This paper will explore the benefits of how a new type of website can combine elements of social networking and open-source collaboration (a wiki) in order to better promote peace and security both on a national and global scale.<sup>1</sup>

While it is true that societies need experts in their fields, the most innovative ideas for change do not always come from so-called subject matter experts. Computer programmers should design software and surgeons should perform surgery. I am neither of those things. In a perfect world, I should never be asked to fix the bugs in the latest version of Microsoft Word nor should I be asked to perform a kidney transplant. However, who is to say that a non-computer programmer could not conceive of an easier user-interface for a computer? Who is to say that a non-medical professional couldn't come up with a better idea for conducting laser surgery? The same principles should apply for peace and security. There will always be a strong need for professional soldiers, peace-makers, and humanitarian workers. That axiom is probably truer

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<sup>1</sup> Wiki (n) – A website or database developed collaboratively by a community of users; allowing any user to add or edit content. (Definition taken from Oxford Dictionary online, accessed April 11, 2011 [http://oxforddictionaries.com/view/entry/m\\_en\\_gb0975445#m\\_en\\_gb0975445](http://oxforddictionaries.com/view/entry/m_en_gb0975445#m_en_gb0975445))

now than it has ever been but we should not overlook the power of innovation when it comes to promoting peace and security. Unfortunately, many who make suggestions on how to develop a more peaceful world are often dismissed on the basis that they are not subject matter experts.

It is logical that the most innovative ideas regarding peace and security can best be spread through the use of the internet and mass communication. Nearly 30% of the world's population has regular access to the internet and these figures are likely to grow as internet technology expands until it eventually reaches market saturation.<sup>2</sup> Facebook, the world's premiere social networking site, has over 500 million users and is also growing exponentially.<sup>3</sup> The internet is far from being the panacea for the world's security related problems. For individuals who wish to influence policies and make the world a safer place, they may stand a better chance if they utilize the power of mass communication and social networks.

### The Lost Boys

I have a vivid memory from my childhood of my father leaving the house late one night to join civil authorities and volunteers in helping to search a local state forest where some children had gone missing. A dog belonging to one of the boys had apparently gone exploring in the woods with them but had decided to come back earlier while they continued playing in the forest. As nightfall approached, the parents of the children grew worried and called the authorities for help.

Word soon reached the local radio and news stations and volunteers poured into the state forest near Dartmouth, Massachusetts. Men came from far and wide with their packs of hunting dogs ready to help out in the search. Unfortunately, the Massachusetts State Police quickly took

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<sup>2</sup> "World Internet Users and Population Stats." Accessed April 7, 2011 at <http://www.internetworldstats.com/stats.htm>.

<sup>3</sup> "Facebook Press Room", Accessed April 8, 2011 at <http://www.facebook.com/press/info.php?statistics>.

charge of the investigation and tried to bar volunteers from going into the woods. As I recall the story from my father and his friend, one man addressed the officer in charge of the search and said in basic terms, “Well, if you don’t want to use my purebred bloodhounds, you should at least let the boy’s dog loose and see what you come up with.” Those words went unheeded. Many of the volunteers then chose to ignore the warnings of the police and decided to venture into the forest regardless.

The police, other official agencies, and volunteers searched until the morning for the lost boys. The authorities used helicopters, all-terrain vehicles, and infrared equipment while the volunteers used just good old fashioned searching. Sometime during the night a very fortuitous event occurred. The boy’s dog broke from his leash and found the boys huddled behind some large trees. Unfortunately, there was no person at the other end of the leash. The boys were found soon afterwards and they suffered only mild injuries. The police officer in charge of the search later stated to the press that, “the next time we have a case like this, I’ll be sure to assign an officer to follow around the family dog.”<sup>4</sup>

What do three lost boys, a police chief, and man who trained bloodhounds nearly twenty years ago have to do with security and peace in the digital age? Potentially everything. The man who knew dogs was ignored in favor of more high-tech equipment. Let us not suggest that the authorities should not have assisted or organized the search and rescue but only that they should not have ignored the sage advice of an outsider looking in on the situation. The man who trained bloodhounds may not have known how to interrogate a suspect or how to make an arrest but he did know how to find people in the woods better than the police. The same lessons can be applied to help solve certain security and peace related issues that consistently plague us. A man

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<sup>4</sup> Bob Hoehler, *The Boston Globe*, “Clinging to hope Dartmouth boys recount being lost in swamp,” February 19, 1993.

might not be a doctor, but he might know how to effectively encourage people to use mosquito nets in sub-Saharan Africa and thereby limit the spread of malaria.

It was not necessary for the man who knew dogs to start his own social network or website dedicated to using bloodhounds and the family dog to find the kids who were lost in the woods. The situation did not warrant him establishing his own web page nor was that even possible twenty years ago. However, the man who knows how to effectively encourage people to use mosquito nets in sub-Saharan Africa could certainly be more effective if he used certain methods of mass communication and social networking in order to broadcast his message.

### The BP Oil Spill

The lost boys of the town of Dartmouth were saved despite the fact that certain ideas were ignored. I highly doubt that many local people would even remember the incident or who the kids were. A more pressing issue affecting world security that is still at the forefront of our collective minds is of the British Petroleum (BP) oil spill which happened roughly a year ago today. The environmental and economic damage that the oil spill wreaked upon the Gulf Coast of Mexico and its inhabitants has been estimated as high as \$40 billion and is possibly still rising. This does not even take into account the professions and lives of those who have been continuously affected by this tragedy.<sup>5</sup>

There was a strong outpouring of companies and individuals who offered their expertise and equipment in helping to curtail the devastating effects of the Deepwater Horizon spill. It was readily apparent that both BP and certain government agencies were unprepared to deal with an environmental catastrophe of such magnitude. BP even set up a hotline at its Houston

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<sup>5</sup> Graeme Werden, "BP oil spill costs to hit \$40 Bn," *The Guardian*, November 2, 2010. Accessed on April 12, 2011 at <http://www.guardian.co.uk/business/2010/nov/02/bp-oil-spill-costs-40-billion-dollars>.

headquarters in order to field calls concerning how to contain the blown wellhead and limit the spread of oil throughout the Gulf of Mexico. Despite the vast resources which may have been available to BP, many of these calls offering legitimate advice and help were unanswered or mired by a tangling bureaucratic process.<sup>6</sup>

Whether or not BP or U.S. agencies were prepared to handle an oil spill of this magnitude is not the point of this article. The point is that despite the hundreds of ideas that would not have helped clean up the oil spill effectively, there were still many ideas that could have had a significant impact on reducing the environmental damage. BP and government agencies did not do as stellar of a job in handling the situation and they did not yield any immediate innovative solutions in combating the problem. Concrete and innovative ideas in dealing with the crisis came from outsiders. Glenn Rink, the founder of AbTech Industries, approached BP with a unique solution for cleaning up a good portion of the oil spill. AbTech Industries created Smart Sponge which is a polymer type sponge which absorbs only oil and not water. Many of the major news networks felt it was a good idea so they granted Mr. Rink multiple interviews. Unfortunately, BP was unable to implement this new technology en masse and in time to prevent further environmental and economic damage.<sup>7</sup> Though AbTech used mass media to broadcast the benefits of their technology, the full usage of the Smart Sponge was mired in corporate and governmental bureaucracy.

Corporations and governments have hopefully learned a valuable lesson from watching the inability of BP and the U.S. government to effectively battle the oil spill crisis on every possible front. This does not mean that BP and the U.S. government weren't trying to do

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<sup>6</sup> Bill Nasser, "Gulf oil spill: Americans pitch their ideas for cleaning it up," in *The Christian Science Monitor*, June 22, 2010, accessed on April 12, 2011 at <http://www.csmonitor.com/USA/2010/0622/Gulf-oil-spill-Americans-pitch-their-ideas-for-cleaning-it-up>.

<sup>7</sup> Fox News. "BP Discusses Oil Spill Solutions with Glenn Rink of AbTech Industries Offering Solutions," May 16, 2010. Accessed April 11, 2011 at [http://www.youtube.com/watch?v=kyAASY2wq\\_Y](http://www.youtube.com/watch?v=kyAASY2wq_Y).

everything they thought they could do to remedy the situation but hindsight is always crystal clear. It is now apparent that they both should have listened more intently to those who truly wanted to help. Could the employment of the Smart Sponge have alleviated a lot of the environmental and economic damage that was caused by the spill if it had been deployed earlier? It couldn't have hurt. If I was a shrimp fisherman who relied on the Gulf of Mexico to earn my living, I would not have minded so much if Glenn Rink and AbTech Industries got rich for selling their technology to BP and/or the U.S. government so long as I had a chance to keep my livelihood.

The examples of the Lost Boys and the BP oil spill show the impact that an individual can have on both a micro and macro scale if their solutions are taken seriously. These voices are all too often ignored or their genius is only recognized ex post facto. Can innovative ideas like Smart Sponge continue to have a voice? Sometimes these voices are lost in the noises of the crowd no matter how hard they yell. Let us now talk about what can happen when people's voices are actually heard and how they can affect change through the use of the internet and various other forms of social media.

### How Networks Can Create Positive Change

The age of globalization has challenged the pre-conceived notions that nations are created and sustained on the convergence of "capitalism and print technology" that was developed and propagated by Benedict Anderson in his acclaimed *Imagined Communities*.<sup>8</sup> Global mass communication and the internet age has assisted in erasing the "imagined communities" that were essential to helping nations establish their own separate histories through common language. The elements of globalization and liberal capitalism have partially undermined

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<sup>8</sup> Benedict Andersen, *Imagined Communities*, (New York, NY: Verso Publishing, Revised Edition 2003), 46.

various tenets of traditional nationalism but this is not necessarily a negative effect of globalization if it is approached in a positive manner. Conscientious citizens can establish and participate in their own transnational “imagined communities” and collaborate on peace and security issues that affect all of us.

Social networks have been redefined in recent years because of new technologies and user interfaces on the internet. Many organizations rely on a certain hierarchy that is fixed and this is referred to as a centralized network. However, social networks such as Facebook tend to create decentralized and distributed networks among as they connect groups of individuals together. There are clear benefits in terms of redundancy in decentralized and distributed networks as opposed to centralized ones. A decentralized network does not rely on any one single node for communication and information flow to continue throughout all the members of that network. This concept was made popular by Paul Baran of the RAND Corporation long before the internet was even conceived (See Figure Below).<sup>9</sup>

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<sup>9</sup> Paul Baran, “On Distributed Communication,” prepared by the RAND Corporation for the U.S. Air Force, (August, 1964), 2-3.

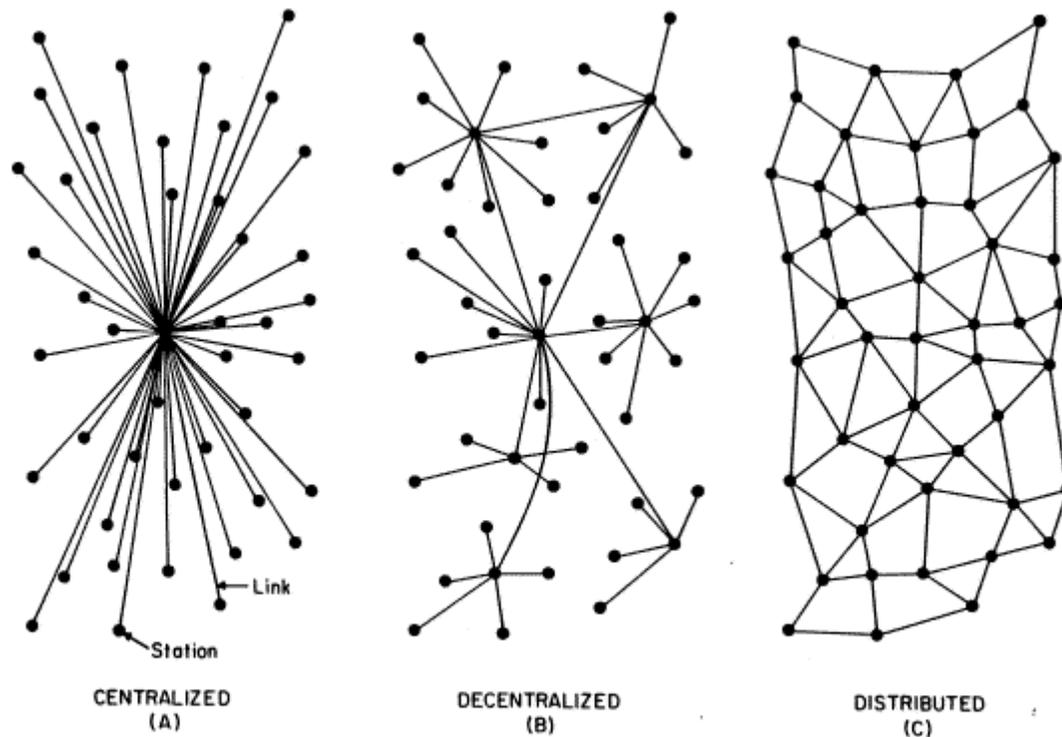


FIG. 1 – Centralized, Decentralized and Distributed Networks

Many social networks on the internet and in civil society have started to share similarities with distributed networks but they are still limited in certain regards. Social networks have certainly extended their reach geographically to cover a good portion of the developing world but there is still a great deal of untapped potential as far as networking goes. Most of the connections between people on these networks do not step very far from regional borders. Increasing the direct social and professional connections between the people of different countries and continents may still prove to be a daunting task.<sup>10</sup> This means that there are still potentially numerous people in the world who have innovative and positive solutions to creating a more secure and peaceful world and they have no proper outlet for expressing their voice.

<sup>10</sup> Markus Sabadello, "Fascinating Networks," talk given at ISES, Koszeg, Hungary, on March 14, 2011. Accessed April 10, 2011 at <http://vimeo.com/21153652>.

A perfect example of how one individual voiced his opinion to help create a safer world is that of Oscar Morales. Mr. Morales is a civil engineer who hails from Colombia and like most of his fellow Colombians, was unhappy with the practices of the Revolutionary Armed Forces of Colombia (FARC). His frustration and ire was particularly enraged on the FARC's ill treatment of a small boy who was held hostage for a number of years. He decided to create a separate Facebook page denouncing FARC and their illegal activities. His Facebook group grew by the day and even spread internationally outside the borders of Colombia. Eventually, the members of the group that Morales created decided to stage a public march on February 4, 2008, precisely one month after the group's online foundation. The result was that millions of people marched against FARC inside Colombia and millions more marched against FARC outside the borders of Colombia. All it took was a simple Facebook message and an outraged citizen to spark positive social action.<sup>11</sup>

The internet has played a key role in the revolutions that have swept certain countries such as Egypt, Libya, and Tunisia. Social network and media websites such as Facebook, Twitter, and You Tube were a fast and effective medium for expressing discontent and calling for sweeping democratic reforms. Experts were not able to predict just how fast that the call for democratic reform swept throughout these countries. They also did not predict that the use of certain websites would play such a key role in promoting demonstrations and protests. Some experts may even go so far as to say that these were revolutions that "began in the virtual world and moved to the real world."<sup>12</sup> Many of us wonder, even now, just when and where the next so called 'Facebook Revolution' will occur.

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<sup>11</sup> David Kirkpatrick, *The Facebook Effect*, (United Kingdom; Virgin Books, 2011), 2-6.

<sup>12</sup> David Perlmutter, "Facebook Revolution in Egypt shared at Queens," in *The Charlotte Observer*, February 24, 2011, accessed on April 8, 2011 at <http://www.charlotteobserver.com/2011/02/24/2086441/facebook-revolution-in-egypt-shared.html>.

There is a danger in saying that the internet and social media sparked revolution inside Egypt and other countries that remain under oppressive rule. Years of oppression and totalitarianism were the primary sparks that ignited protest while social media was merely the fan to the flame. Revolution may have occurred inside Egypt with or without the use of social media but it just may not have been as collaboratively organized or expediently efficient otherwise.<sup>13</sup> The American, French, and Bolshevik Revolutions all occurred because people in those respective countries felt oppressed and they managed to stage uprisings despite the lack of internet access. We must also remember that the final outcome of the Facebook Revolution throughout the Middle East has not yet been fully decided.

### The Dangers of Social Networks

This paper has illustrated some positive examples of how individuals and small groups can use social media to spark positive actions and enact calls for democratic reform. Unfortunately, social networks and the internet can also be used to promote violence and spread messages of hate and intolerance. Mass communication is essential to the continuing propagation of terrorist networks as their particular causes are internationalized.<sup>14</sup> The internationalization of terrorism through the mass media enables terrorists to draw financial and material assistance from a world-wide network of supporters. This is one example of how liberal values have actually created a mode by which terrorists can display and propagate their messages. The perversion of mass media as a rallying call for violence is a small but potent example of a globalization side effect that has had unintended and negative consequences.

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<sup>13</sup> Richard N. Haass, "Reflections on the Revolution," in *Project Syndicate*, February 13, 2011, accessed on April 12, 2011 at <http://www.project-syndicate.org/commentary/haass35/English>.

<sup>14</sup> Bruce Hoffman, *Inside Terrorism*, (New York: NY, Columbia University Press, 2006), 201.

A recent example of how social media was used to express and incite violence was the recent Intifada page that was placed on Facebook. The page, which allegedly began as a medium for peaceful protest by Palestinians against Israel, eventually deteriorated into calls for violence directed at Jewish civilians. An official spokesperson for Facebook was quoted, “we monitor pages that are reported to us, and when they degrade to direct calls for violence or expressions of hate – as occurred in this case – we have and will continue to take them down.” Fortunately, Facebook executives had the good sense to take down the page but not after it had gained over 350,000 fans.<sup>15</sup>

Social networks don’t always promote political or social change. Many of the applications and programs on these websites are considered juvenile and inane by a good majority of the population. Others simply use these websites more for entertainment purposes rather than promoting a political agenda or cause. Over 80 million users on Facebook use an application known as Farmville (a program where you can create and manage your own virtual farm).<sup>16</sup> Farmville is certainly not a danger to peace and security. However, its widespread popularity indicates that not all users who utilize Facebook on a daily basis are interested in anything more than just mere entertainment. These statements are not criticisms, just merely observations.

### Wikileaks – For Better or Worse?

Many of us are familiar with the recent controversy surrounding the non-profit organization known as Wikileaks. Wikileaks, which publishes classified government documents, has created a certain transparency to the actions of governments. Many argue that a certain level

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<sup>15</sup> “Facebook drops ‘intifada’ page for promoting violence,” in *BBC News*, March 29, 2011. Accessed April 10, 2011 at <http://www.bbc.co.uk/news/world-middle-east-12902273>.

<sup>16</sup> Kirkpatrick, 229-230.

of transparency is good governance and that Wikileaks and their supporters are merely acting within the realms of good journalism. Proponents of Wikileaks argue that those who run the website are no different than “respectable and responsible reporters working for top flight news organizations” and that it is their journalistic duty to report on classified information.<sup>17</sup>

Transparency in government and strong democracy are often associated with each other. However, many question the ethics and procedures of the Wikileaks organization stating that the publication of classified documents results in more harm than good. Certain critiques respect and support the right of Wikileaks to criticize governments but they caution that publishing material without properly vetting the data can lead to egregious consequences, “minimizing harm does not mean not damaging the public profile of government. It means not naming informants, human activists, or innocent third parties if that would prompt reprisals. It means not providing detailed information that would help terrorists attack a public institution.”<sup>18</sup>

This purpose of this paper is not to examine whether or not Wikileaks should be allowed to continue. That is a matter for the courts to decide. The main purpose of Wikileaks is to expose interactions between governments and make international relations more transparent. Exposing governments in some cases may make the world a more safer and peaceful place and in others that may make the world less safe and more violent. The creation of Wikileaks and websites like it may eventually force governments to change the way they conduct business with each other and with their citizens. That may be a good thing in many regards and in certain situations but there is likely to be great controversy over whether Wikileaks is the proper method for exacting change. Wikileaks may be many things to many different people but there is one

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<sup>17</sup> John Hudson, “Should Wikileaks Be Shut Down?” in *The Atlantic Wire*, August 3, 2010. Accessed April 9, 2011 at <http://www.theatlanticwire.com/politics/2010/08/should-wikileaks-be-shut-down/23503/>.

<sup>18</sup> Dana Lacey, “Let’s Kill Julian Assange! Wikileaks and the Power of Patriotism,” in *The Canadian Journalism Project*, December 14, 2010. Accessed on April 12, 2011 at [http://www.j-source.ca/english\\_new/detail.php?id=5928](http://www.j-source.ca/english_new/detail.php?id=5928).

thing that the website does not do. It does not offer common people a platform to express solutions to world security and peace.

### The Current Architecture of Peace and Security – Let's Learn a Lesson from Professional Sports

It is apparent that governments, militaries, and humanitarian workers often approach the business of promoting peace and security while still using a very centralized network structure. Naturally, agencies and governments often share information and work together to accomplish various missions but their networks are not always distributed. Agencies may consult other agencies and governments may consult other governments but they rarely utilize the expertise and the knowledge that might be found within the common people.

Appealing to expertise outside a certain industry is often considered a best practice by many companies and firms. Collaborative work on various projects and technologies is often necessary for certain institutions to stay competitive in the current global market and it has been this way for many years.<sup>19</sup> These business practices are likely to continue even as many countries are still faced with the dangers of economic recession. Successful international companies understand the importance of operating in this fashion so they can stay one step ahead of their competitors. They are not afraid to operate in a more distributed network when it is necessary. Our governments should also not be afraid to operate in such a fashion and they must be more adept at implementing innovative ideas when it comes to peace and security. In a more utopian sense of the concept, this should be easier for governments to initiate since the business of peace and security should not always be about turning profits.

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<sup>19</sup> Henry Etzkowitz, Andrew Webster, and Peter Healy, editors, *Capitalizing Knowledge: New Intersections of Industry and Academia*, (Albany, NY: State University Press, 1998), xii.

Governments often hire corporations and consulting companies to perform a security related service. Blackwater, DynCorp, and elements of Halliburton may often come to mind when one thinks of security consulting companies. The number of private defense contractors which operate in the United States has exponentially grown since the tragic events of 9/11.<sup>20</sup> The U.S. taxpayers already have to support increasing amounts of military expenditures but now they must also support the bill for the expertise and services of a plethora of other defense consulting firms. In all fairness, some of these defense and consulting firms from private enterprises do provide the U.S. government and military with much needed services. But should securitization and peace-building, both homegrown and abroad, be such a lucrative business? Are we really any safer or live in a more peaceful world than we did before 9/11? In some aspects we probably are and in other aspects we probably aren't. Feeling safe is subjective so you can decide for yourself.

Not everyone can be an expert in promoting peace and security; everyone has different interests and talents. Certain decisions and policies should be left to the experts and full transparency is not always a good thing in this regard. However, there are two things which must come about if we are truly to live in a safer and more peaceful world. One, people need to feel that they are empowered to make a difference in promoting peace and security and they must have a medium to express innovative ideas. Two, those who are in charge of securing and promoting peace and security must be willing to incorporate the innovative ideas of civilians into a more distributed architecture of peace and security.

Professional sports teams operate on much the same principles as governments should operate. The organizational levels of all teams in every sport know who the best players are and

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<sup>20</sup> Shannon D. Beebe, and Mary Kaldor, *The Ultimate Weapon is No Weapon*, (New York, NY: Public Affairs Group, 2010), 34.

they do what they can to sign those players or trade for them. However, they never discount the possibility of finding a diamond in the rough. That is why scouts from the New York Yankees hold open tryouts periodically throughout North America and that is why big name football clubs in Europe establish soccer schools in Africa. Is it probable that they will find the next superstar on any given day? No, but they can't afford not to look. The same principle should apply to ideas regarding peace and security.

Many will resist any new changes that threaten more conservative and traditional approaches in promoting peace and security. Some of this criticism will be warranted; anything new should always be approached with a certain degree of caution and healthy criticism. But unfortunately, the business of peace and security is an ever-expanding industry. Those who are making fortunes off of recent political events are likely to pursue the same methods for revenue. Certain programs are needed and not every dollar or euro spent on securitization is ill-gained or unnecessary. As a former U.S. Infantry Officer who served in Afghanistan and Iraq, I can personally tell you that certain military equipment and certain outsourced services that are provided to the military are worth their weight in gold. Unfortunately, a lot of those hard-earned tax dollars will go to security and peace related programs that do not work. We must hold certain programs to certain standards of accountability and ask whether or not throwing money at the problem is the answer. Some experts believe that, if current trends continue, over 100 billion dollars will be spent yearly on military technology and procurement by 2015 in just the United States alone. The question is, does all this expertise and knowledge in promoting peace and security need to come with such an exorbitant price tag?<sup>21</sup>

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<sup>21</sup> P.W. Singer, *Wired for War*, (New York, NY: Penguin Books, 2011), 39-60.

## Conclusion – [www.wikisecures.com](http://www.wikisecures.com)

Wikisecures.com was created several months ago by the author of this paper and two colleagues: Patricia Blocksome and Matthew Quigley. Our motto is “Collaboration for a Safer World.” We developed this website in the hopes that it will continue to be a medium by which a distributed network of people can share innovative and unique ideas that are relevant to promoting peace and security. As long as a user wants to publish an article or an idea that proposes a solution or a topic to creating a safer world, they can do so as long as they adhere to certain basic guidelines and etiquette. In some instances, visitors can even vote on whether or not they like the articles or ideas that have been proposed. The real challenge will still be making the voices of our growing network be heard by those who are in power.

Though all three of the founders of Wikisecures hail from the United States, we believe that many profound and unique ideas regarding peace and security will likely be found outside our borders and we certainly encourage those of other countries to share their ideas. An international distributed global network is likely to be the most effective way for citizens to positively influence their respective governments and make their voices heard to policy makers and government officials. Collaboration on an international scale has the potential to yield profound and lasting results and positively exact change. The end of the Cold War and increasing globalization has brought many new unique threats to peace and security and it will take a concerted effort to neutralize these threats. As these threats to peace and security evolve so must our approaches to the way we defeat them. People often criticize the faulty policies of governments or condemn the actions of politicians but rarely do they offer any alternative. Internet platforms such as Wikisecures are an excellent medium for a distributed network of global citizens who can and will offer alternative solutions.

Is wikisecures.com the panacea to solving the world's problems? Of course, we hope so, but we are not naïve. There are other social networks and websites that call for change and promote peace but there are still not enough to truly influence governments and populations in a profound way. Is it the best platform for the job? We are sure it could be better and we aim to increase the functionality of the site despite a low budget. Do we intend for the website to compete with Facebook or Wikileaks? No, we are filling a different niche. We do hope that this niche will continue to grow and thereby encourage individuals to engage in more constructive dialogue and share their ideas with each other. But with time and through the power of innovative ideas from average citizens, we aspire to help redefine the way that some governments and individuals address the problems that confront peace and security.

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