Never has mankind lived in a time where the general public is too dangerously powerful for their own bad. Technology has allowed for many voices to be heard, but also allows for leaders to brainwash populations.

Originating in ancient Greece but later adapted to suit newer generations, democracy is a state that is ruled by members chosen by the citizens. This idea is well embraced all over the world because the citizens feel involved, as opposed to dictatorships where the leaders decide the fate of the state all on their own. The late novelist George Orwell writes about his experience with power and corruption during WWII, the time of the soviet reign. Animal Farm comes to the conclusion that if a person/animal is given power and recognition he/she will end up corrupt and arrogant. If the person succumbs to his natural behaviour and seeks personal gain, then the whole concept of a democracy suddenly breaks. Taking over a democratic can be approached in a variety of ways like playing with the polls etc. The powerful and smart way to go is to sway the public your way. Technology is opening up a window of opportunity for leaders to exploit public citizens by feeding them the information that they want them to know, not necessarily always the truth. Due to technology the integrity of the democracy has been challenged all over the world, even in the powerful United States of America.

The power that technology and the media possess is deeper than most citizens realizes. Subliminal advertising and messaging has been illegal for years showing just how effective everyday messages and reading can truly influence a brain. Once a brain becomes habituated to a certain idea that has been repeated to them enough times then it starts convincing itself that it is true and start making their life decisions based on that. When leaders of a democracy use this as an approach for personal gain it makes a democracy essentially no different than a dictatorship, and due to consistence dictatorships become more efficient. Technology that we use everyday as a vital part of our routine is wired to mend our thinking so that an ‘elite’ circle can have improved lives. The threat that the technology and artificial intelligence bring while studying personalized behaviour of individuals is that it pushes forward the topics and ideas that you have shown interest in, distorting your understanding of the real world and the different sides to it. If you go on the internet and only see your own interests chosen to you by an algorithm you stop becoming a human with thoughts and opinions but a happy blind slave to a system that you don’t understand.

Everything in life can be used for a better cause but unfortunately humans are not perfect. When Swedish chemist, Alfred Nobel, invented dynamite his intentions were to develop the mining and drilling industry, instead mankind used it for self harm. Much like dynamite, technology has the potential to revolutionize a system for a better future by empowering the citizens that participate in the public life. When high up in the hierarchy of wealth and authority you get the option to exploit a system for personal gain by influencing peoples’ thoughts and paths. In very recent events, the U.S presidential elections Mr. Donald Trump and his entourage used Facebook ads, among other tactics as well, to win the election. These ads promote Mr. Trump and defame his runner ups. Similar situations occur worldwide leading one to think that if the problems are rooted in humans then there can be no democracy. Continued exploitation will give citizens the impression that they live in a democracy luring them to think they have a say, when in reality nothing is further from the truth. All their thoughts as individuals are wired directly and indirectly by technology produced by the cunning leaders of society. With technology controlling the public it becomes easier to rise into authority to the top of the hierarchy even when unqualified and unfit. All while giving the public a sense of democracy and freedom, but given that in the end this system is made and managed by humans, it is rendered unreliable. This begs the question, is practical democracy just a controlled dictatorship? Throughout history ‘democratic’ leaders have used their position of power entrusted upon them for personal gain, with Mr. Trump being an on-going example of a president expanding his businesses. Technology will remain a threat to democracy if the right action does not take place. New and improved regulations to keep up with the pace of technology.

If the technology becomes regulated, people can expect more honest, and well rounded facts about the world and therefore create a better and fairer democracy system.

For the world to continue growing and prospering, it must start allocating its resources and technologies for the better cause. With better management of the existing systems we can yield far better results thus a new found hope for the future.

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