



How Trump Hacked The Planet

- No, nothing about Russian hackers in here
- Nothing about wiretapps, either 
- I described memetic patterns at Defcon 14
- Trump used these patterns to win the election
- This is a description of how and why it worked
- Plus extrapolations into the near future
- In keeping with this year's “retro-futurist” theme, here's the retro...



Defcon Review

- $E = I \times R$, equation for electronics
- Measures flow of electrons through a wire
- Started data mining the Internet in 1993
- So measure flow of words through the Internet?
- Which led to Meme Theory
- Defcon 13 - Meme Mining for Fun and Profit
- Defcon 14 - Meme Hacking the Ideosphere
- Defcon 15 – Click Fraud Detection

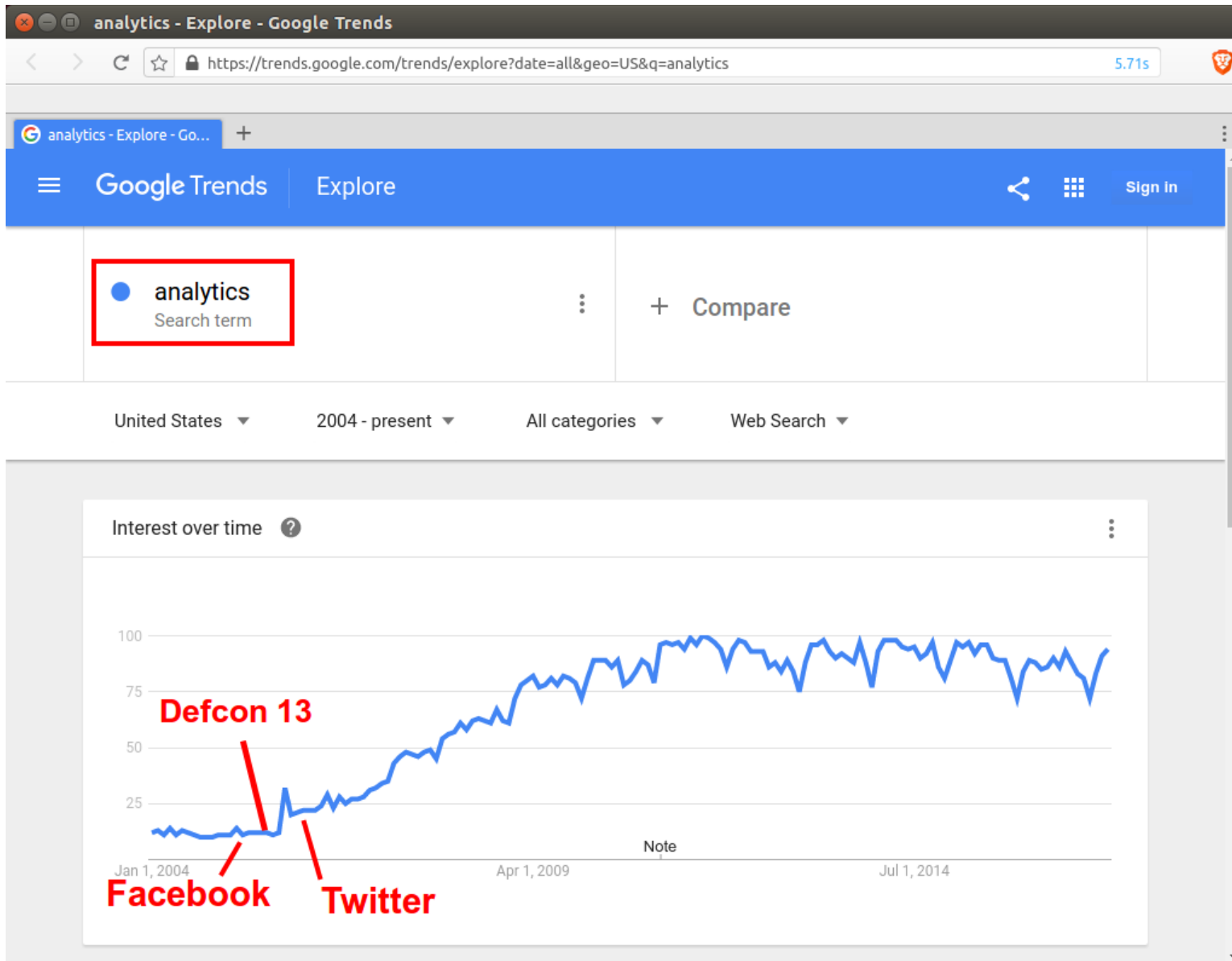


Meme Review

- My Defcon 14 presentation is most relevant but the pdf is missing from Defcon's archive!
- Is it... Coincidence... or Conspiracy?!
- A quick walk-through of Defcon 14...
- Slide 3 – Unconventional manipulation
- Slide 7 – Propaganda & politics
- Slide 23 – NSA & data mining
- Slide 26 – Meme devices, mixed message
- Slide 45 – Cultural diffusion (diversity)

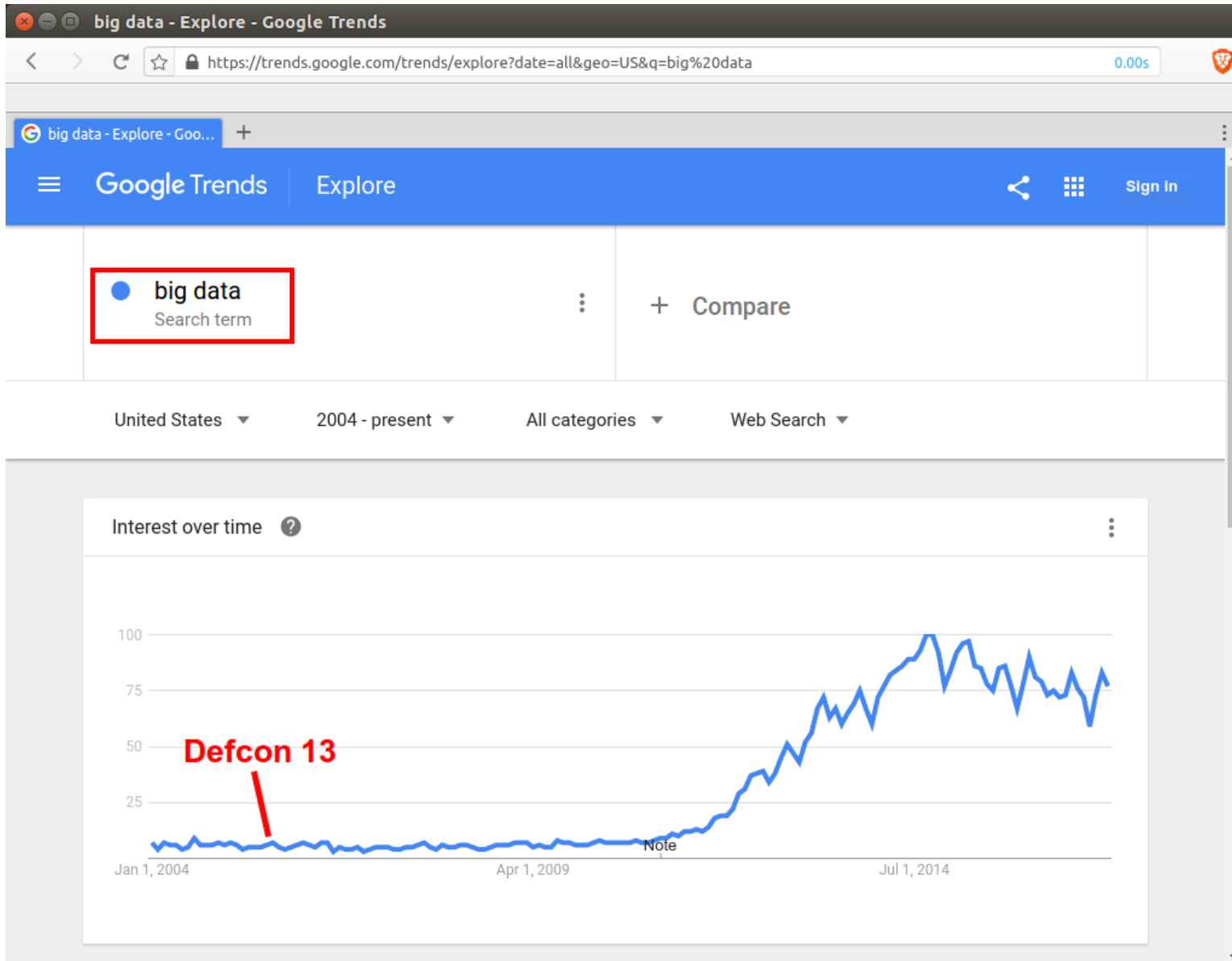


Post Defcon 13





Post Defcon 13





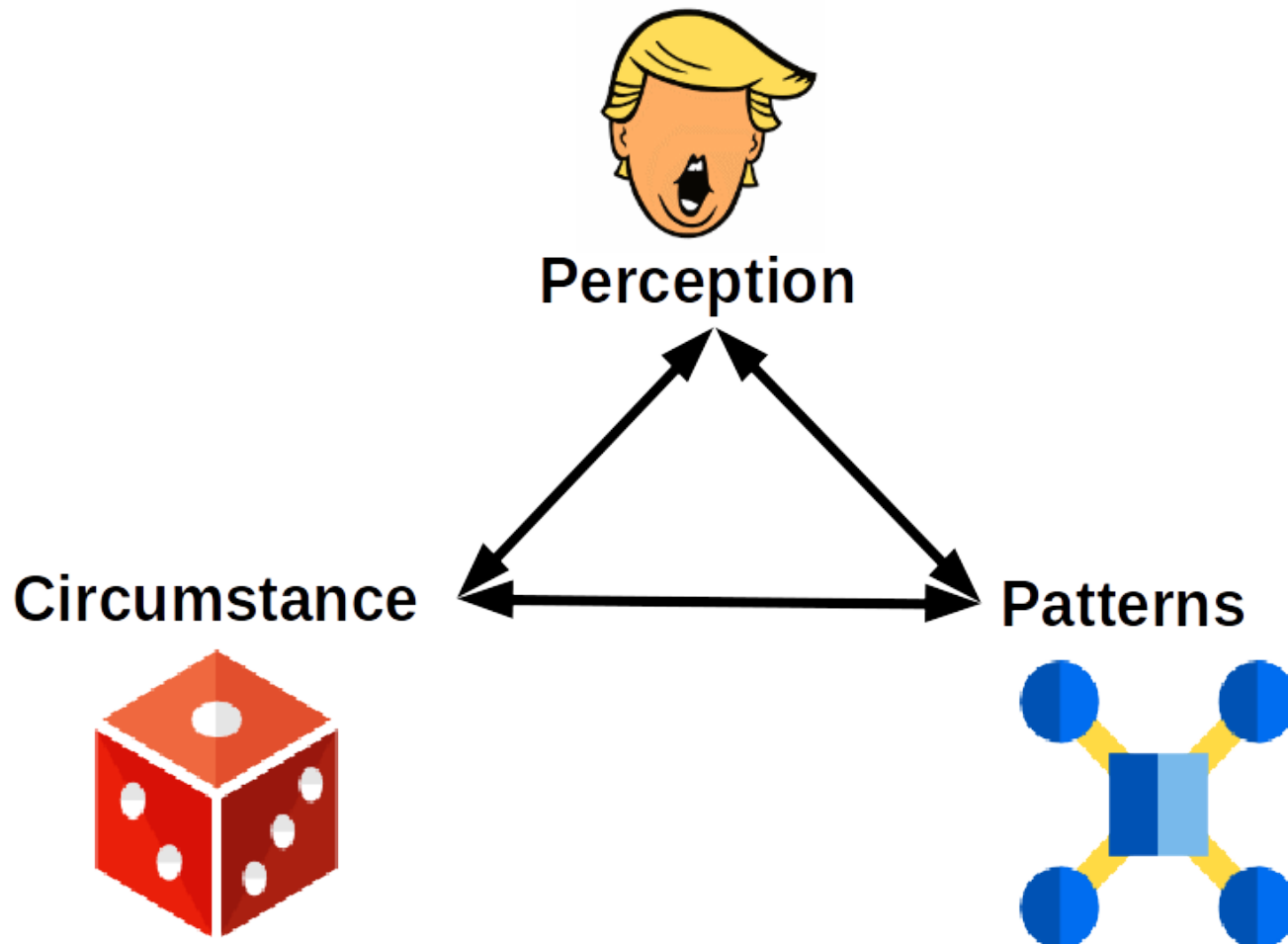
Post Defcon 13

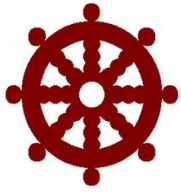
- USMC Meme Warfare Center Proposal (2006)
- 2013 National Defense Authorization Act (2012)
- Snowden (2013)
- Podesta Emails and CTR Troll Army (2016)
- Wikileaks Vault 7 (2017)
- The Russian Hysteria (2017)
- Conspiracy Theories Are Real!



Triagram Framework

- Trump's recognition of trend changes combined with informational patterns and a clear goal



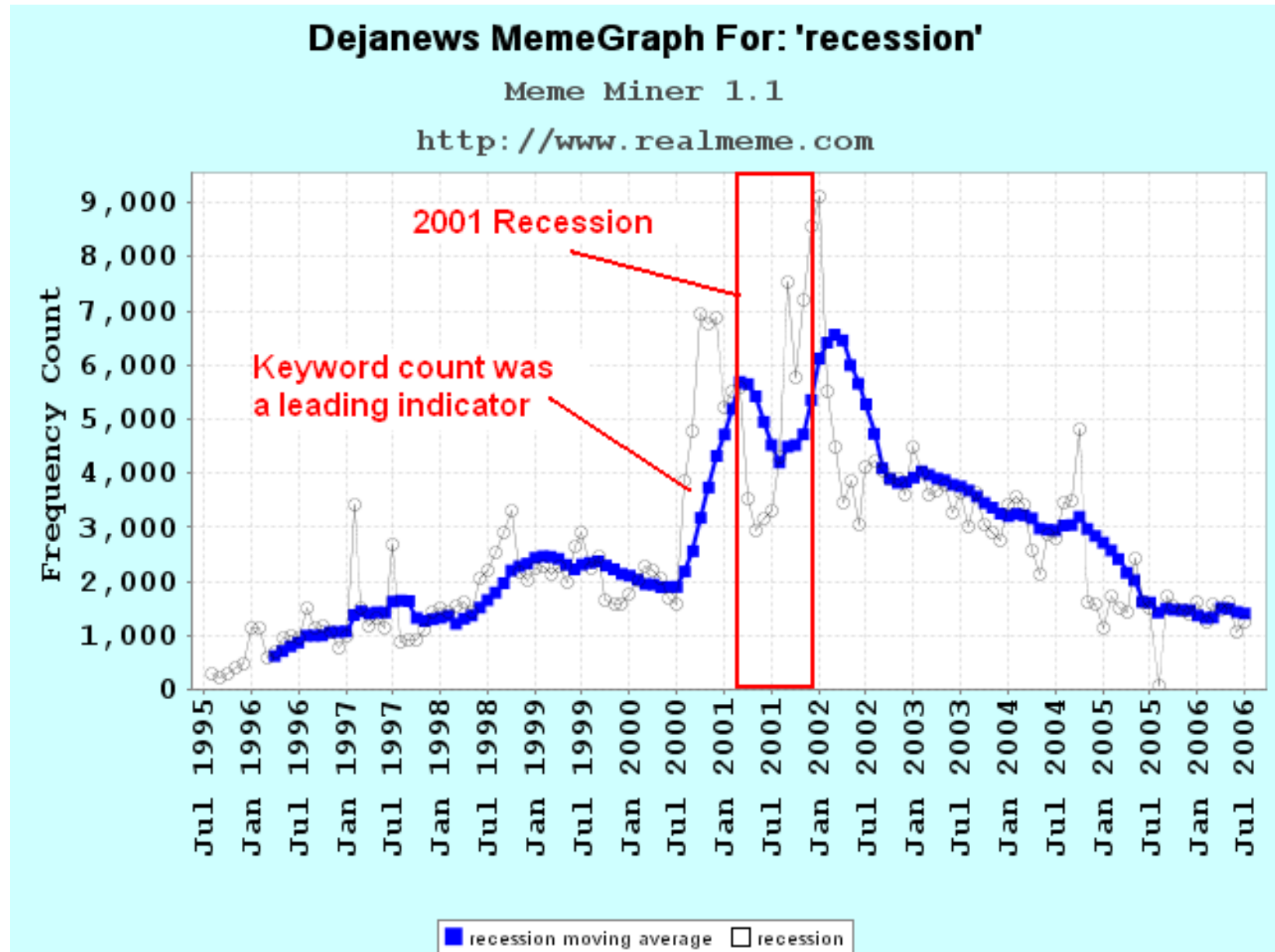


My Own Triagram

- I recognize Trump's technique, I used it in 2008
- Circumstance – I knew a recession was coming
- Patterns – I named it the Beartrap
- Clear goal – an alternate economic approach
- Buddhist Economics - “the Buddhist sees the essence of civilization not in a multiplication of wants but in the purification of human character”
- Laid a bear trap ahead of a bear market

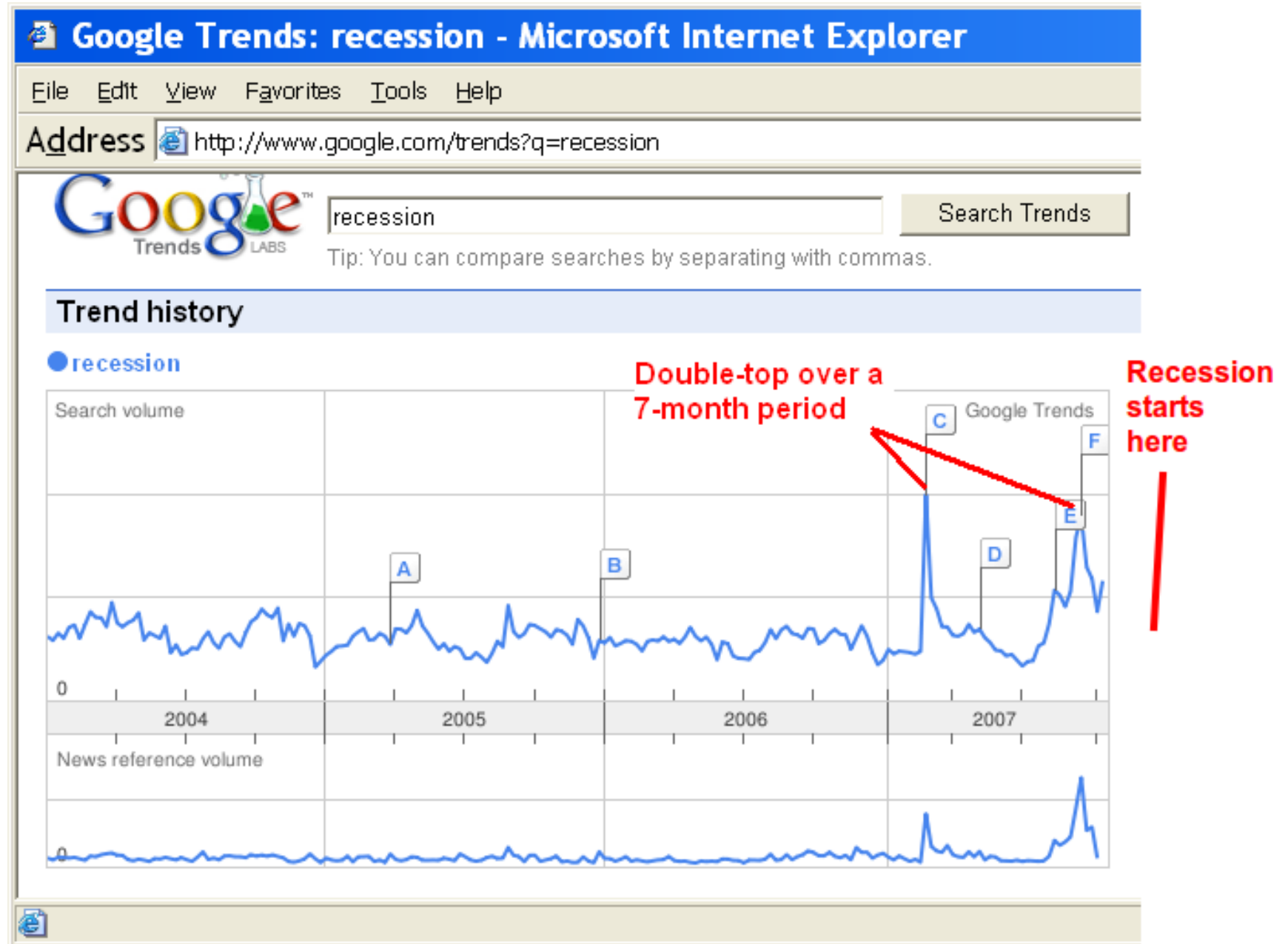


The 2001 Recession



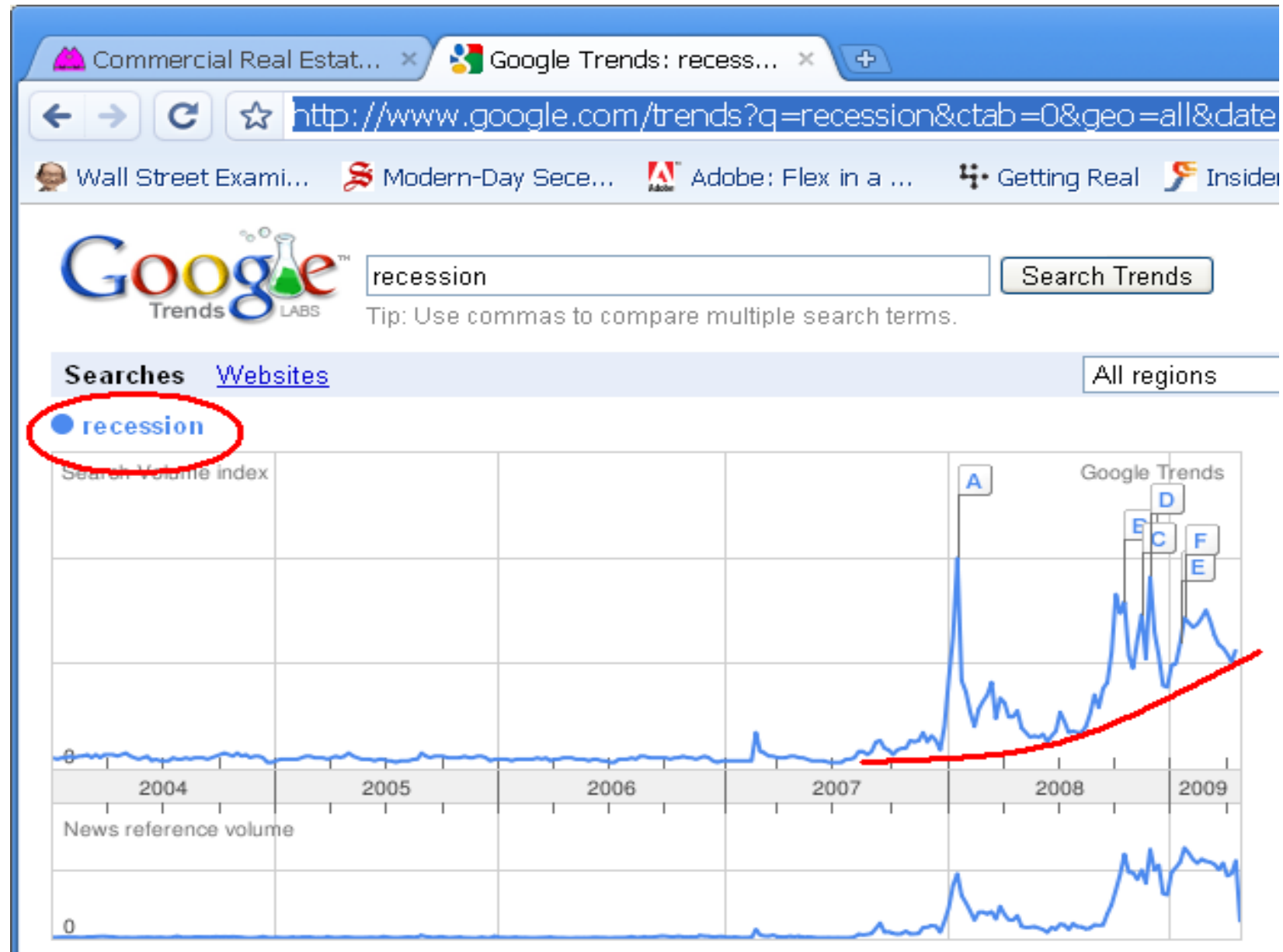


The Great Recession





The Great Recession





Buddhist Economics

buddhist economics



Web Search interest: **buddhist economics**. Worldwide, 2004 - present.



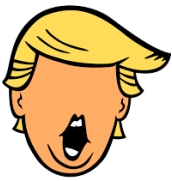
Interest over time [?]

The number 100 represents the peak search interest

☒ News headlines

☐ Forecast [?]





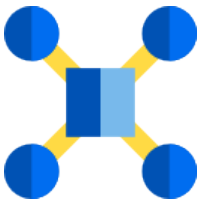
Triagram Details



- Bell Curve
- Margins of Models



- Kondratieff Wave (Credit Cycle, K-Wave)
- Transaction Costs



- Metameme
- Flea (appropriation)
- Diffraction (shock)
- Mixed Message (binding and unbinding)
- Moral Authority

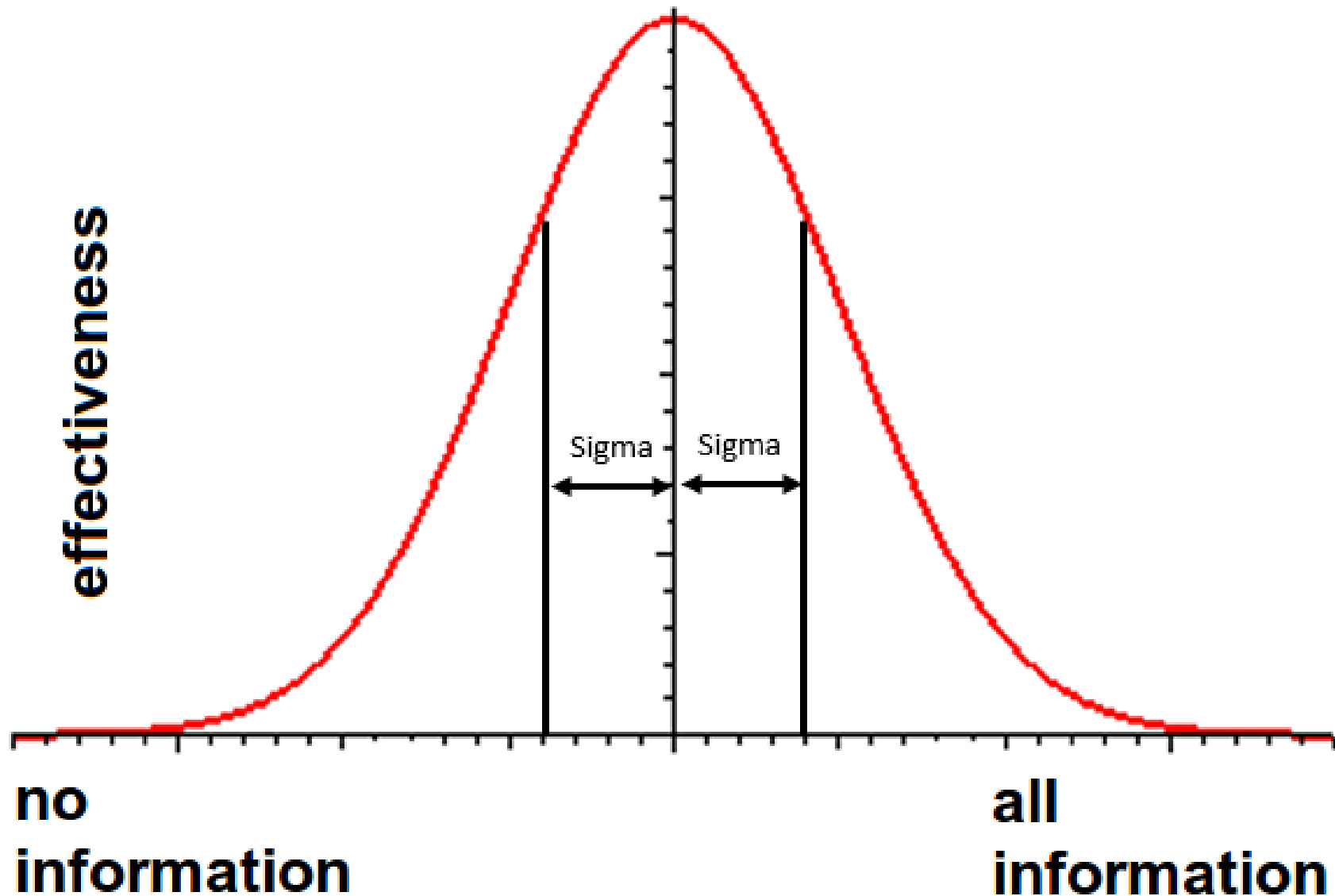


Normal Distribution Curve

- Common pattern
- Can optimize outcomes
- Extremes can be a binary switch
- Most abstract definition of “hacking”...
- How a system filters input is the most interesting
- ALL filter creates blindness
- NO filter creates susceptibility



Distribution Curve





Margins of Models

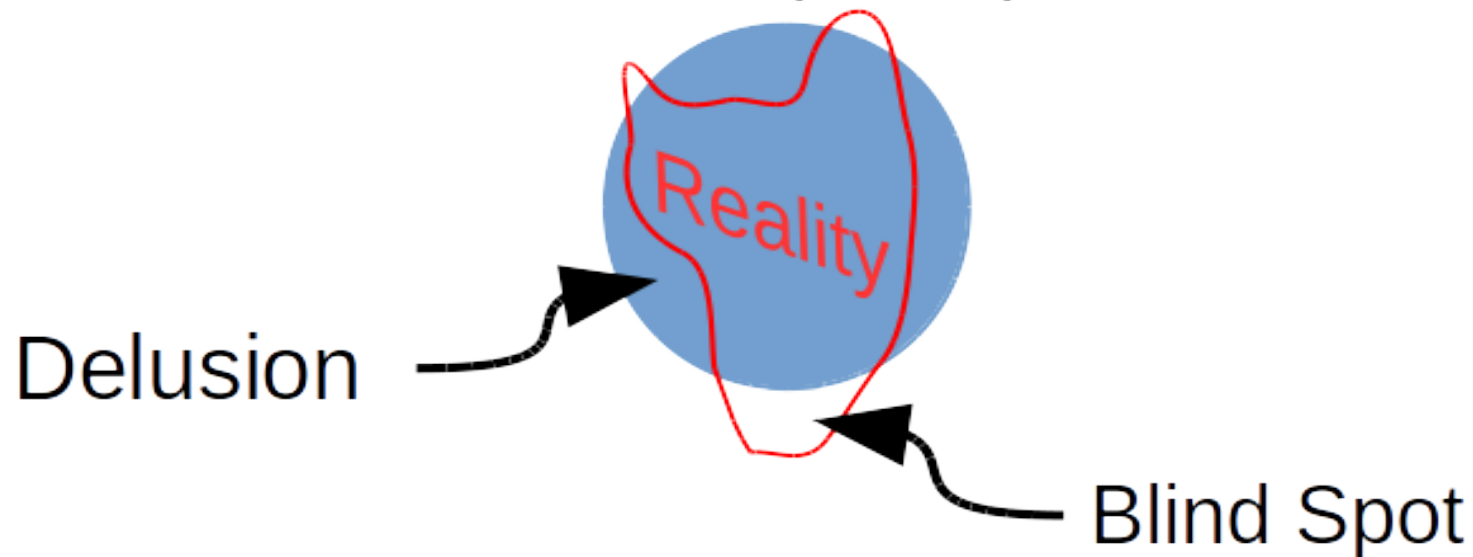
- Our minds are limited, so we use mental models
- 80% of information for 20% of effort
- Models have inherent accuracy issues
- Over time, reality and model can drift apart...
- “Cognitive Dissonance”
- Cognitive dissonance can be exploited
- How Gandhi defeated the British Empire
- “Who we are” versus “Who we believe we are”



Margins of Models

- Delusions and blind spots are unavoidable
- The model determines delusions and blind spots
- Cognitive dissonance: perception \neq reality

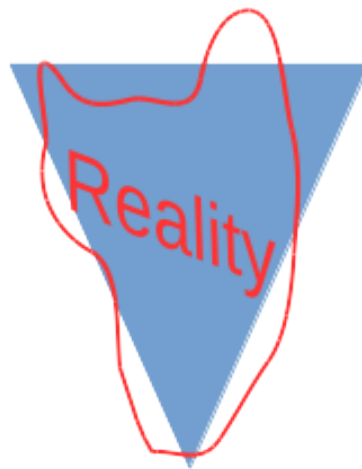
Blue circle is our perception model





Margins of Models

- Trump tapped into collective cognitive dissonance, thus the irrational hatred for him



Different perceptions change
our delusions and blind spots



Kondratieff Wave

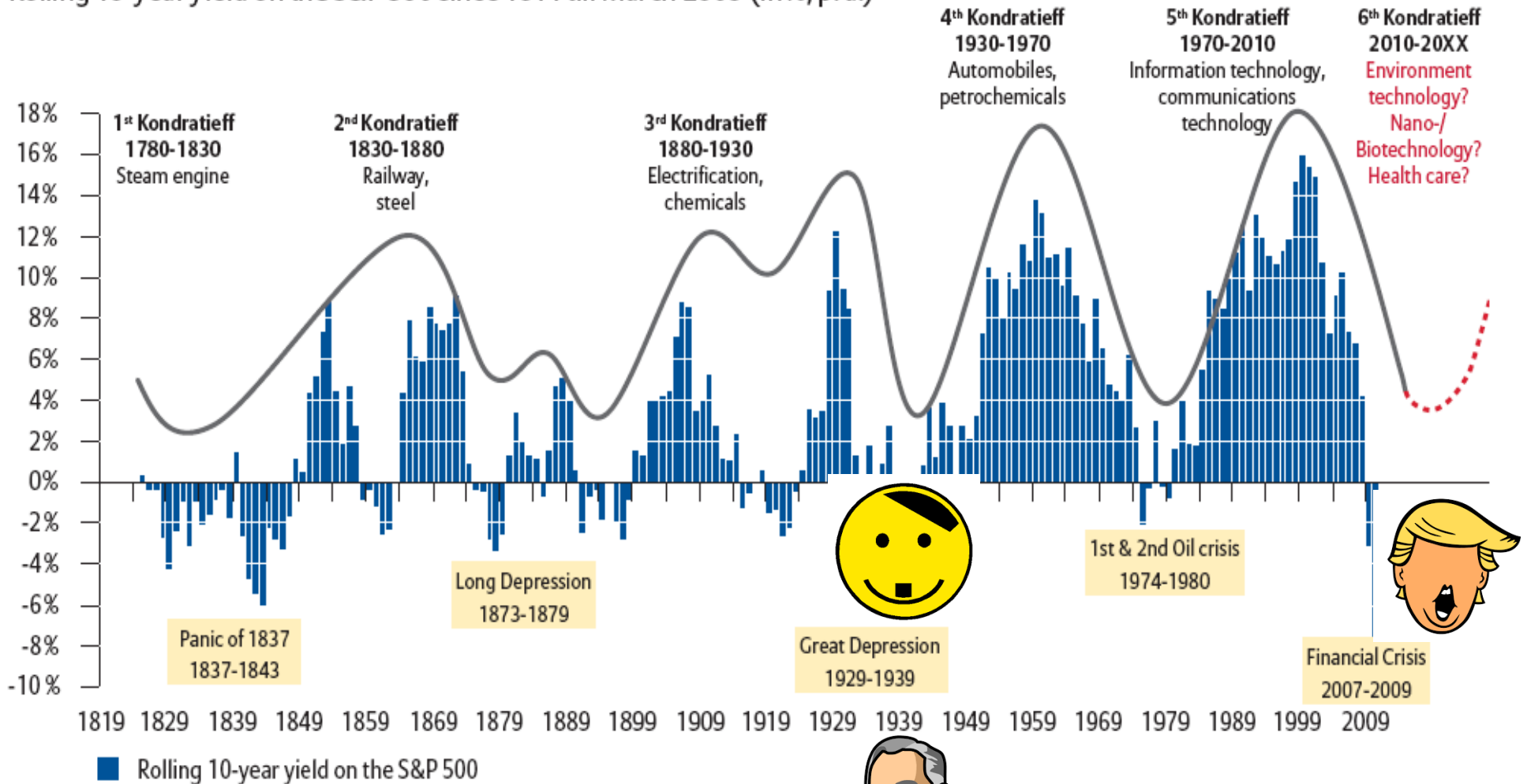
- Also known as Credit Cycle or K-wave
- A function of fractional reserve banking
- Trump as Hitler - half right, Trump as FDR, too!
- 2010 versus 1930
- Associated with capital spending
- Also real estate investment
- A generational pattern – once per 60/70 years



Kondratieff Wave

Kondratieff cycles – long waves of prosperity.

Rolling 10-year yield on the S&P 500 since 1814 till March 2009 (in %, p. a.)



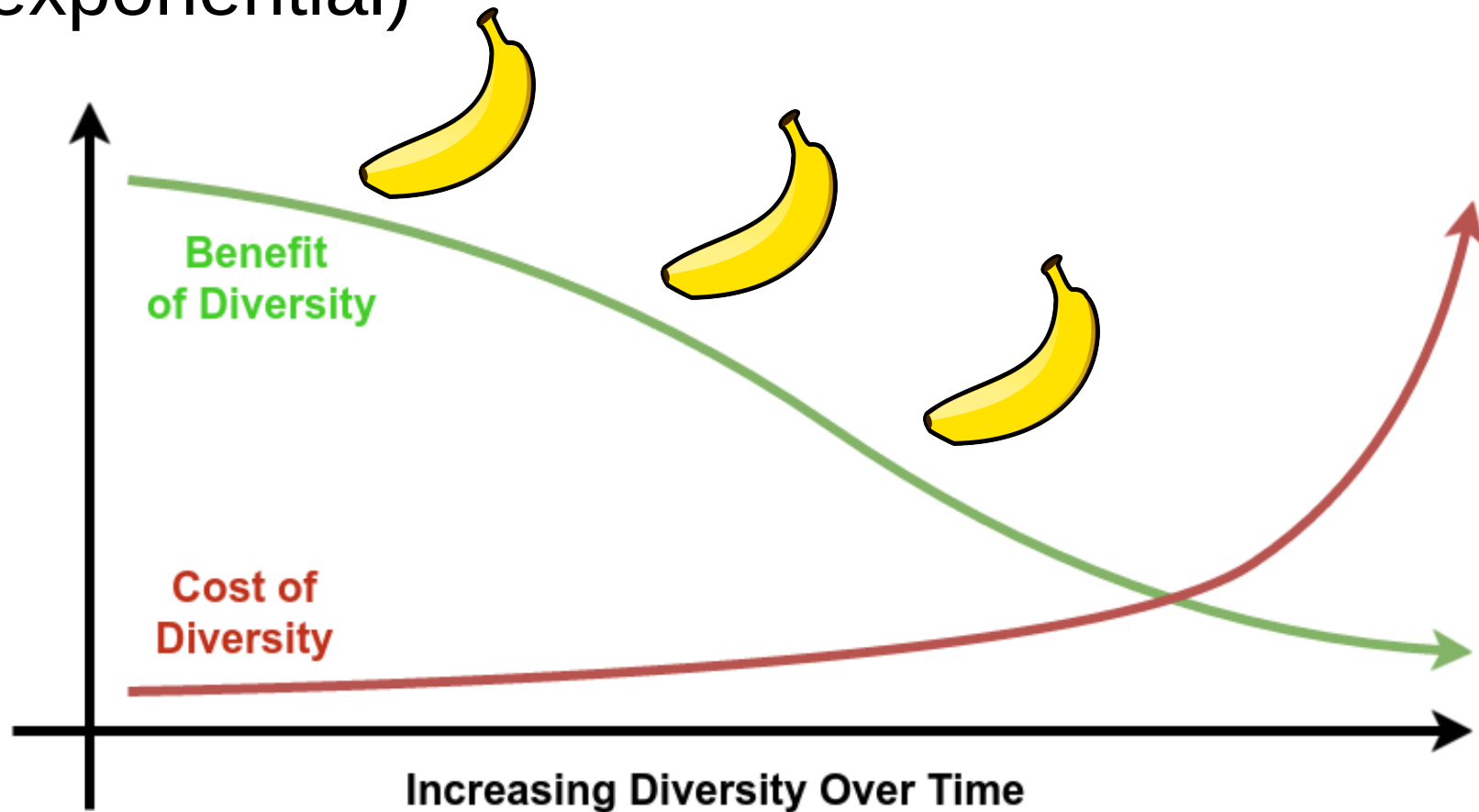
Source: Datastream; Illustration: Allianz Global Investors Capital Market Analysis





Transaction Costs

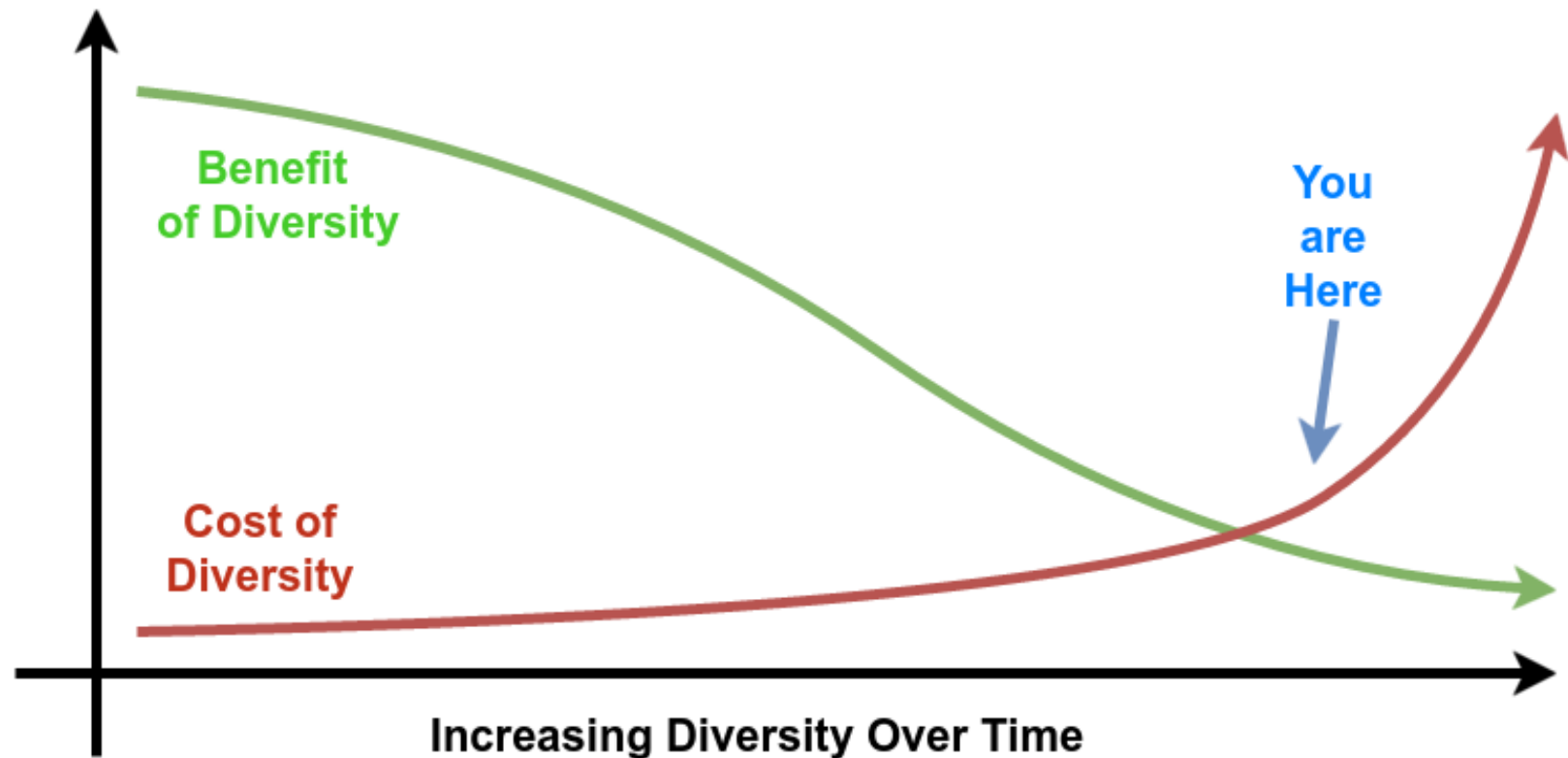
- Benefits have marginal utility (declining profit)
- Costs (complexity) tend to be multiplicative (exponential)

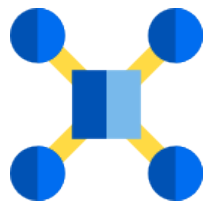




Transaction Costs

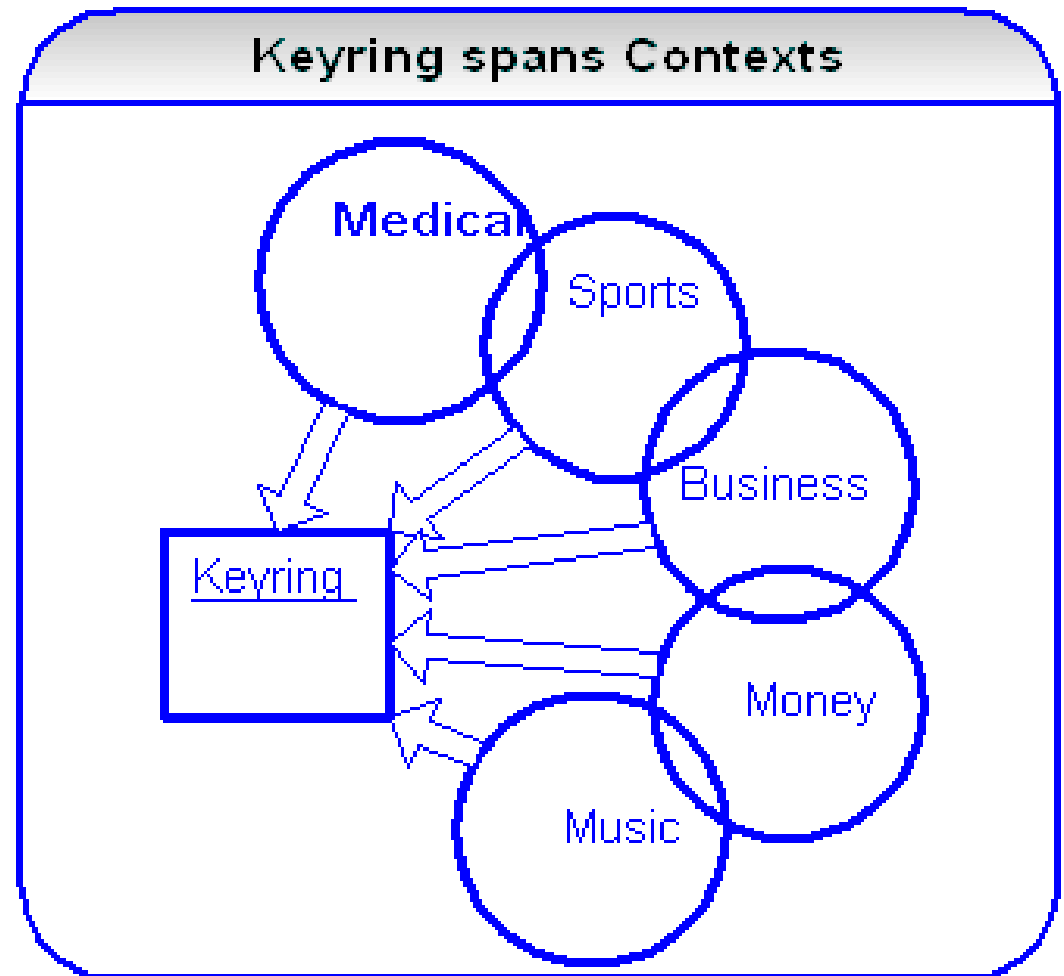
- One language... two... three
- Why not learn ALL programming languages?
- 800 languages? A benefit? Really? How?

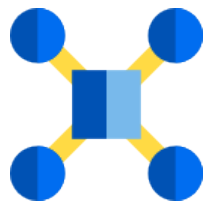




MetaMeme Pattern

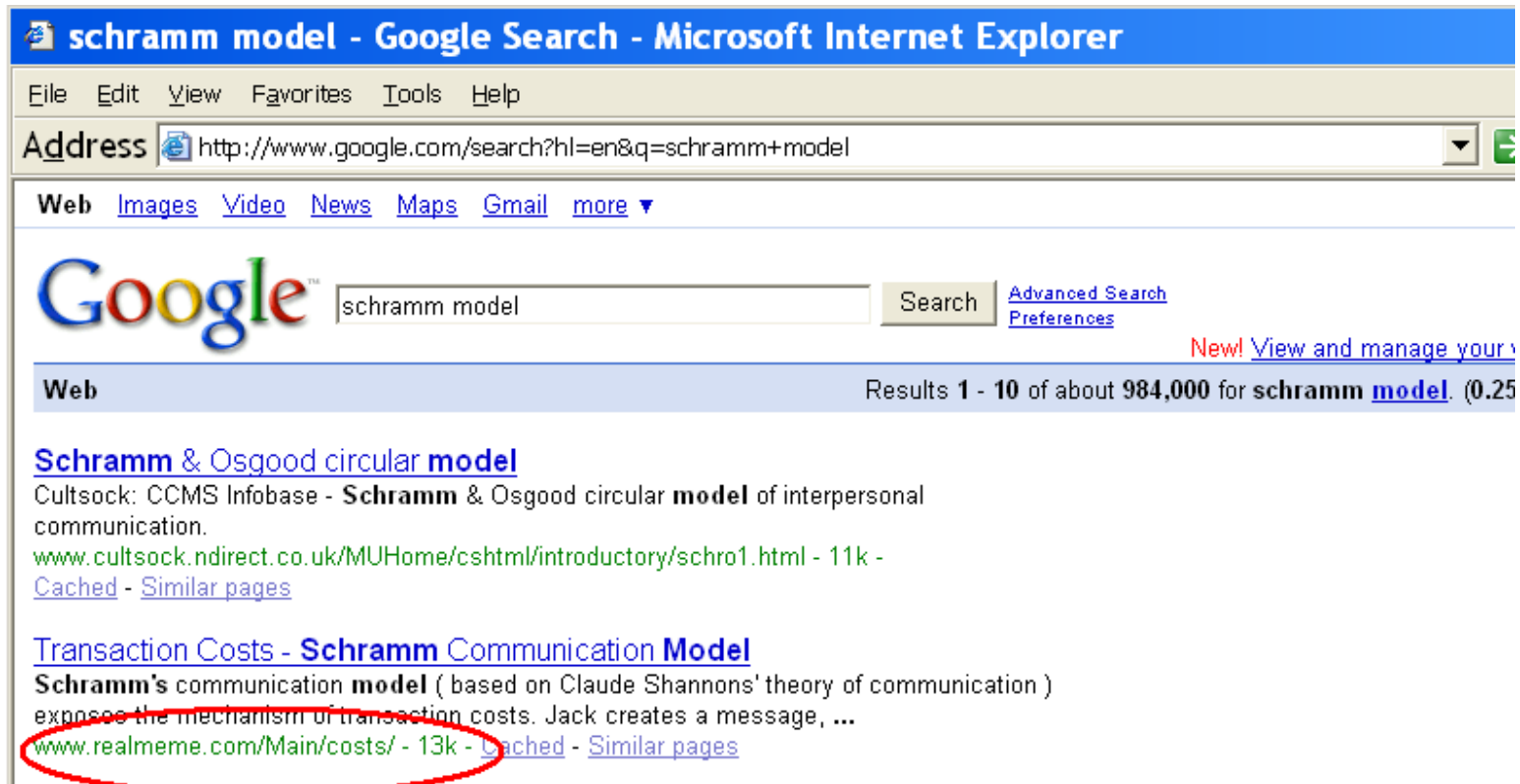
- Department store
- My website
- Amazon.com
- TMZ.com
- Trump & Twitter

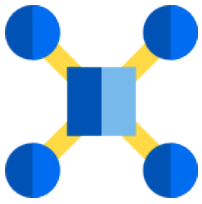




MetaMeme Pattern

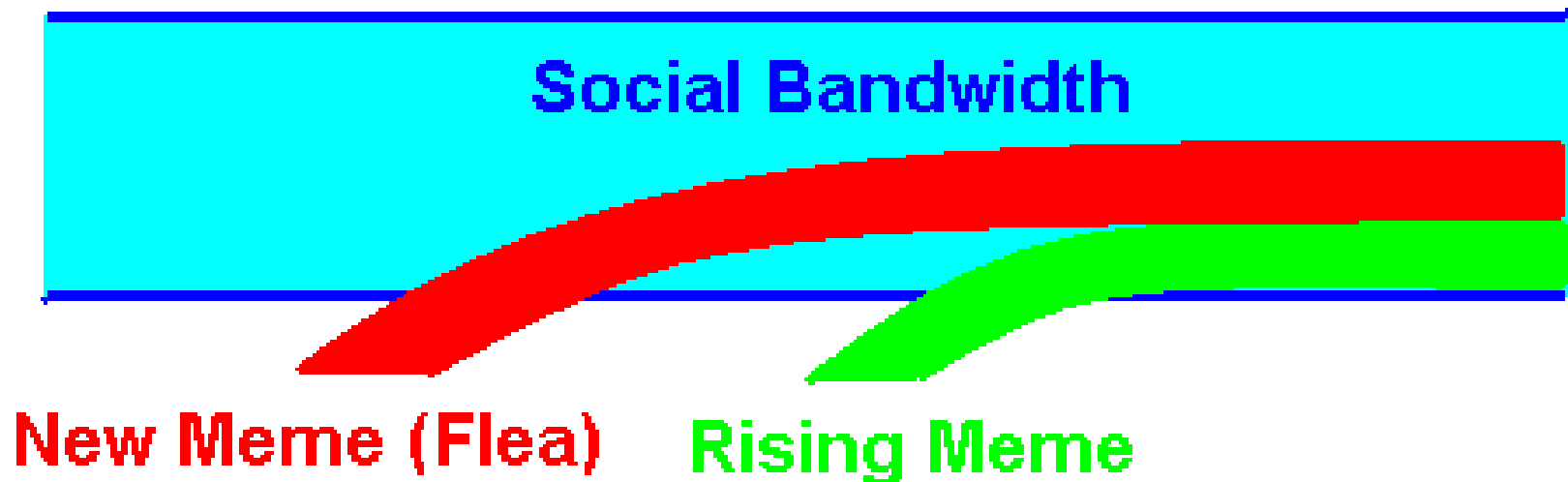
- Defcon 15 question, how I made my site work
- A pattern multiplier
- The Meme Of The Meme (thanks to Hex)

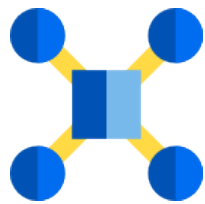




Flea Pattern

- Mental bandwidth is a zero-sum game
- So... “Cultural Appropriation”
- Easier to grab an existing meme than create one
- I realized this presentation is a Flea pattern

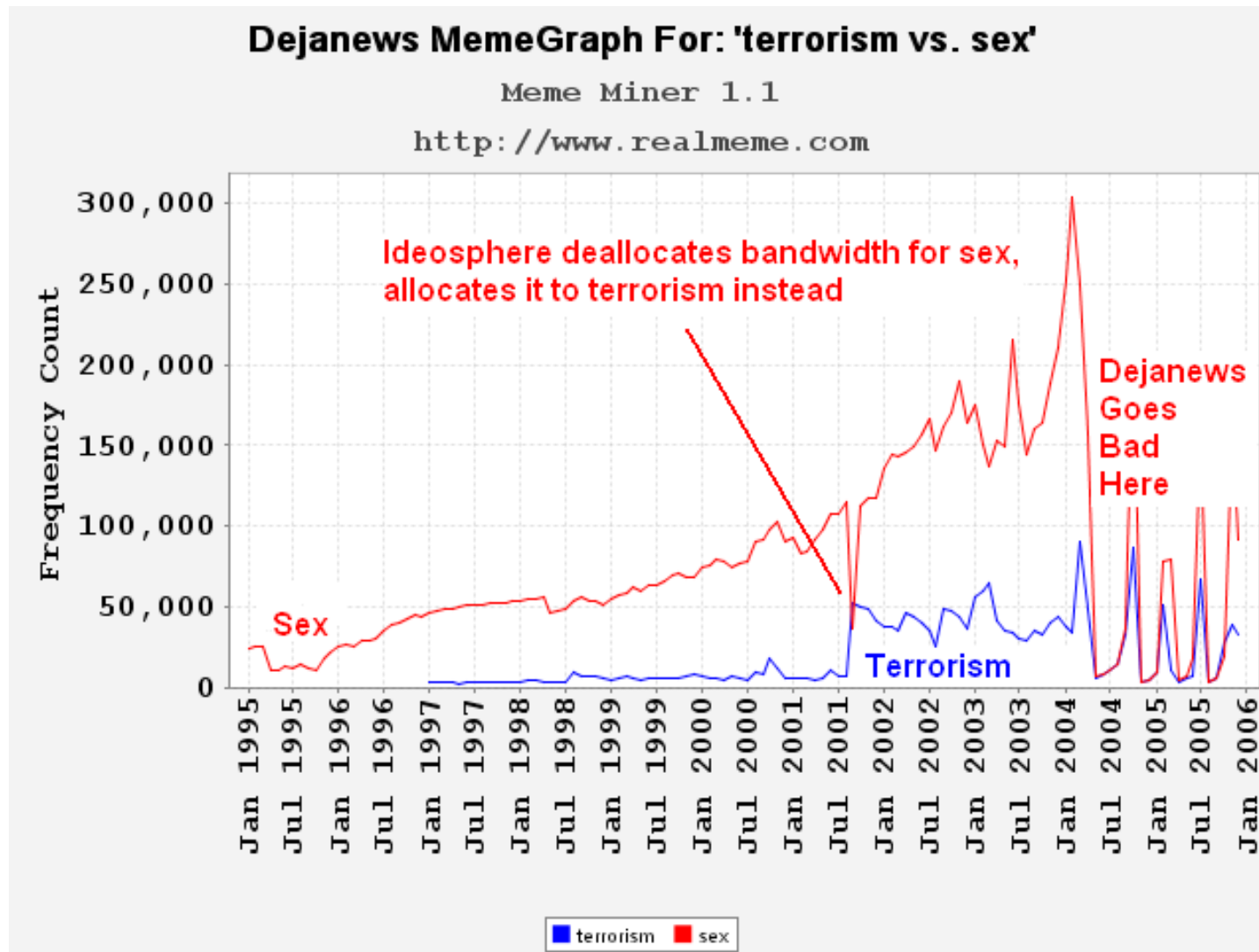


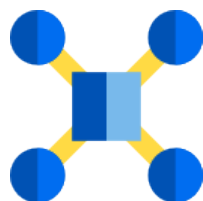


Diffraction Pattern

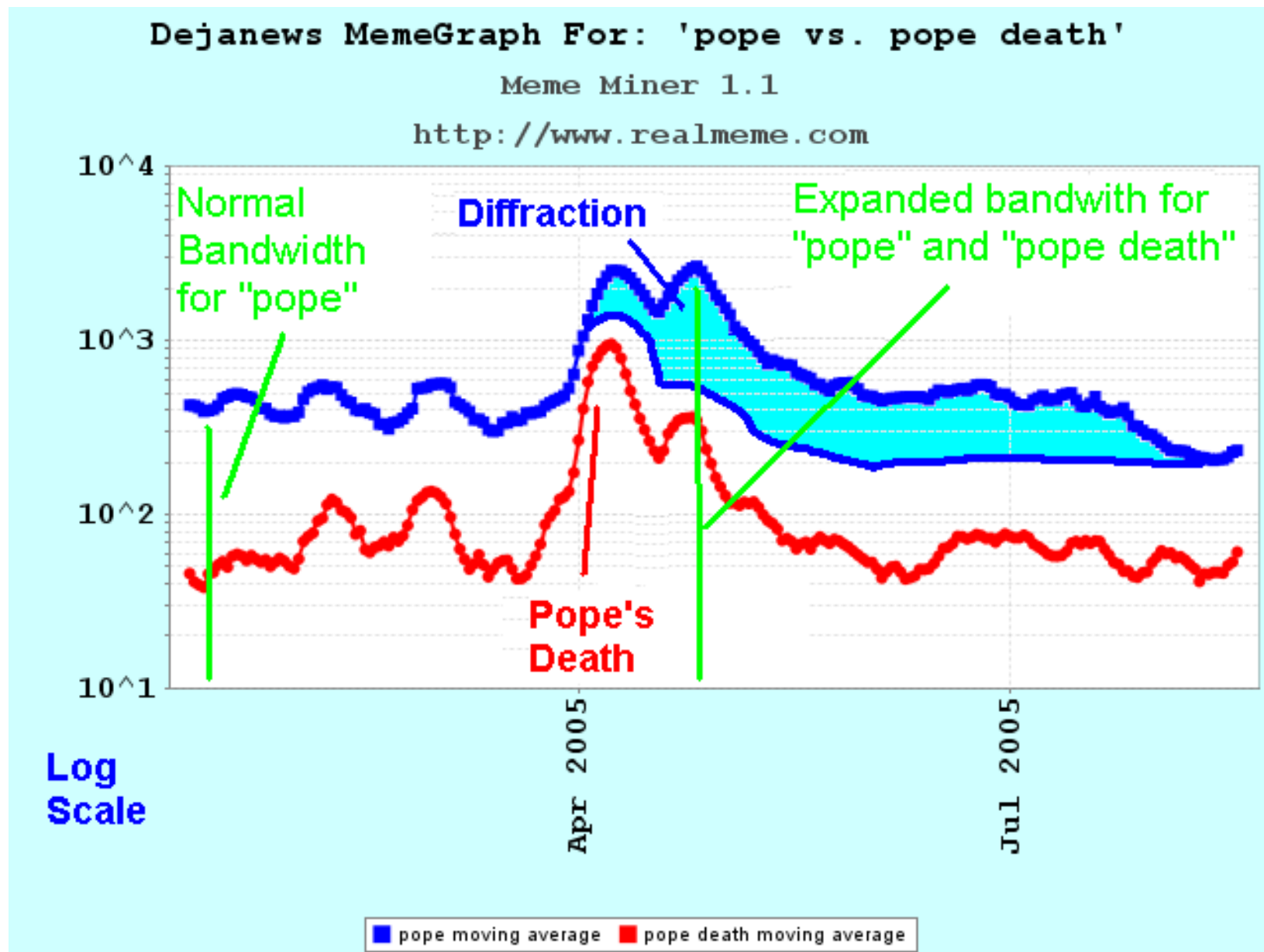
Naomi Klein - The Shock Doctrine (2007)

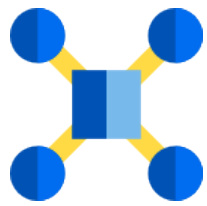
A sudden shock reduces resistance





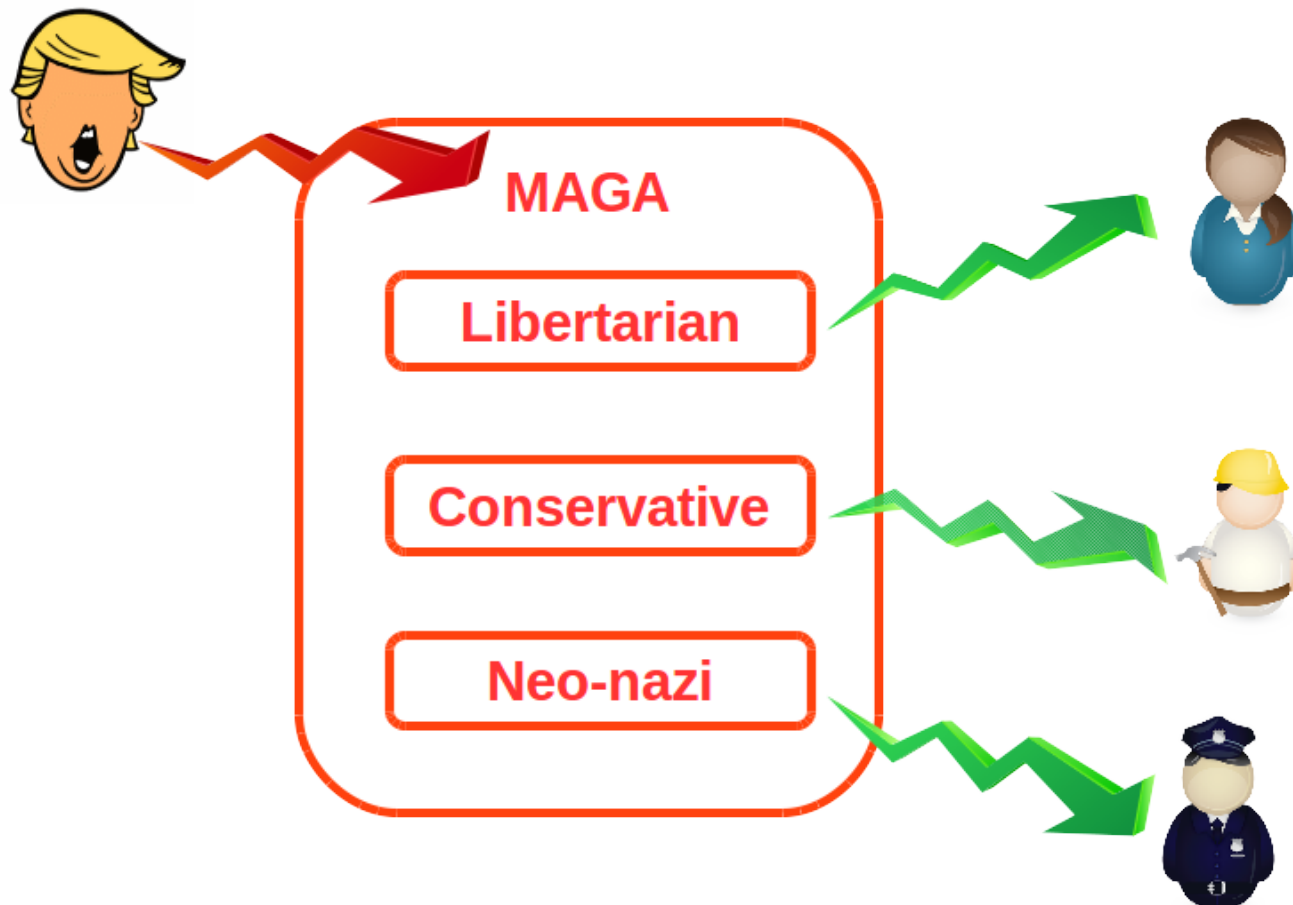
Diffraction Pattern

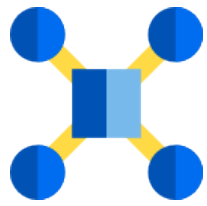




Mixed Message Pattern

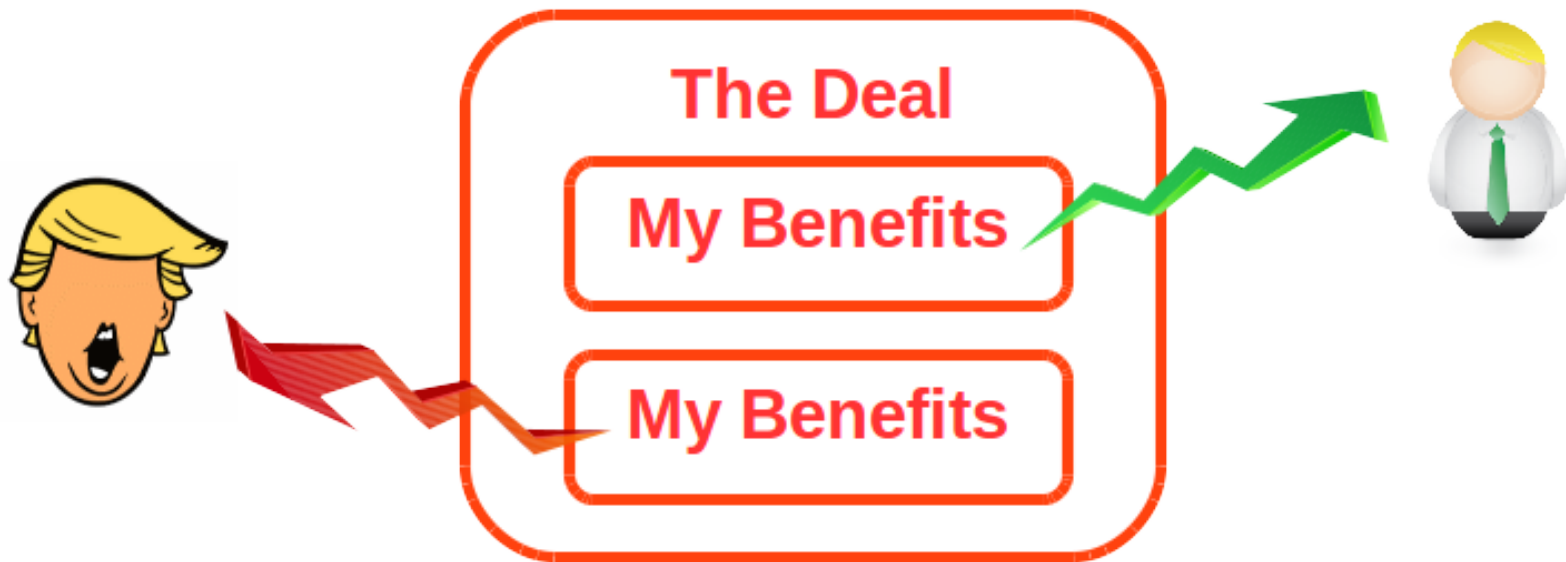
- Encoding multiple context-sensitive messages into a one abstract message

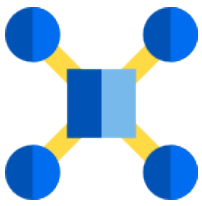




Mixed Message Pattern

- Art Of The Deal as a variation of MMP

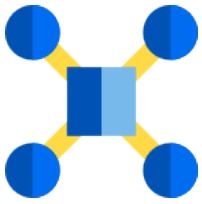




Mixed Message Pattern

- Power To Bind is also Power To Unbind

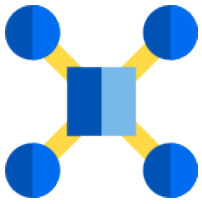




Mixed Message Pattern



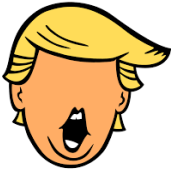
- DNC's Tony Perez



Moral Authority Pattern

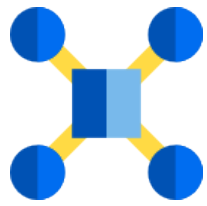
- “Crooked Hillary”
- “Lyin' Ted” Cruz
- “All the time when [Kasich's] eating”
- “Low energy Jeb Bush”
- Carly Fiorina’s looks
- “[Carson's] got a pathological temper”
- “Where's Hillary? Sleeping!!”

Do you see the common attack vector?



Trump Patterns

- Uses Twitter as a Metameme pattern
- Shocking tweets are Diffractions (Shock Doctrine)
- Buffoon persona as a feint tool
- Ego attacks during the campaign
- Mixed message pattern to bind diverse groups
- Mixed message pattern to create division
- Public Information Cycle





Moral Authority Pattern

- “Crooked Hillary” - **greed**
- “Lying Ted” Cruz - **dishonesty**
- “All the time when [Kasich's] eating” - **gluttony**
- “Low energy Jeb Bush” - **sloth**
- Carly Fiorina’s looks – **pride**
- “[Carson]'s got a pathological temper” - **wrath**
- Where's Hillary? Sleeping!!” - **sloth**

I call these “ego diseases”...



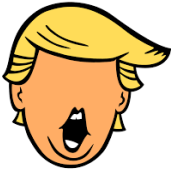
Ego Disease Vectors

- Greed – The 1% And wealth distribution 
- Pride – Selfies, Facebook
- Gluttony – Epidemic of obesity
- Wrath – Social Justice Warriors
- Envy – Facebook, the Free Shit Army
- Lust – Pervasive porn, hookup culture (Tinder)
- Sloth – Occupy movement 



Ego Diseases

- Rebranding of the 7 Deadly Sins
- “Triggering” as ego disease (cue Trigglypuff)
- A social attack surface for Trump
- 10 Commandments as a minimal attack surface
- Trump's public persona is a false attack surface of pride, greed, etc to attract attacks. It's a feint technique.
- Rebranding is another memetic pattern



Tweets as Diffraction Pattern

- Designed to garner a slice of your mental bandwidth and soften resistance to new ideas
- Often uses cognitive dissonance
- “I will make Mexico pay for that wall”
- ”I could have said, 'Mitt, drop to your knees.'”
- “If Ivanka weren't my daughter, perhaps I'd be dating her”
- “a total and complete shutdown of Muslims”
- “[McCain]'s not a war hero”

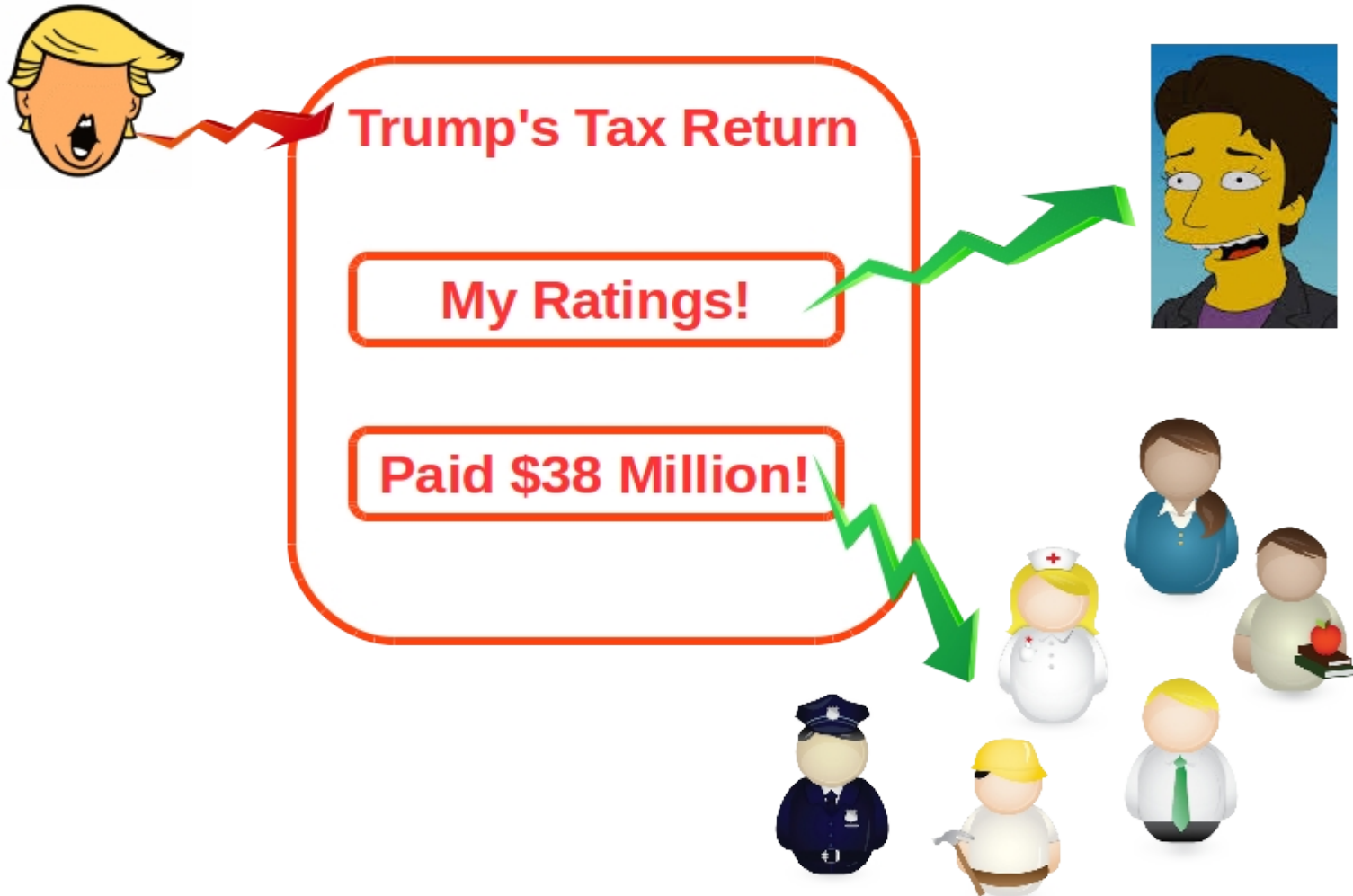


The Maddow Takedown

- Probably a mixed message pattern
- Exploited Maddow's ego (moral authority pattern)
- Positive exposure using her bandwidth (flea)
- Create division (mmp as unbinding):
 - Bill Maher - “a Help Trump burger”
 - Slate - “Cynical, self-defeating spectacle”
 - Rosie O'Donnell - “2005? seriously”
 - Van Jones - “a good night for Trump”
- Maddow's negatives – guesstimate 7:1 to 10:1

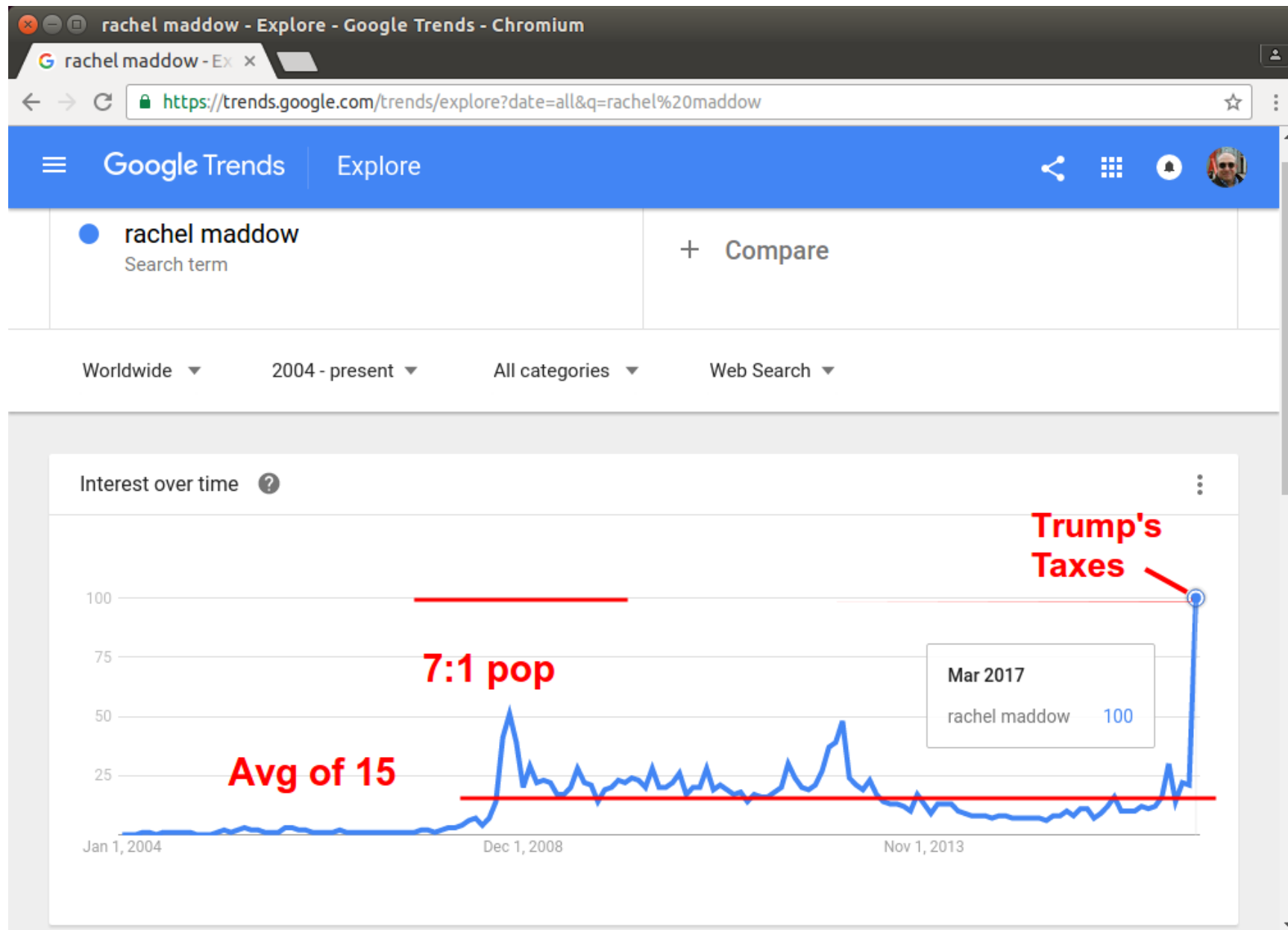


The Maddow Takedown



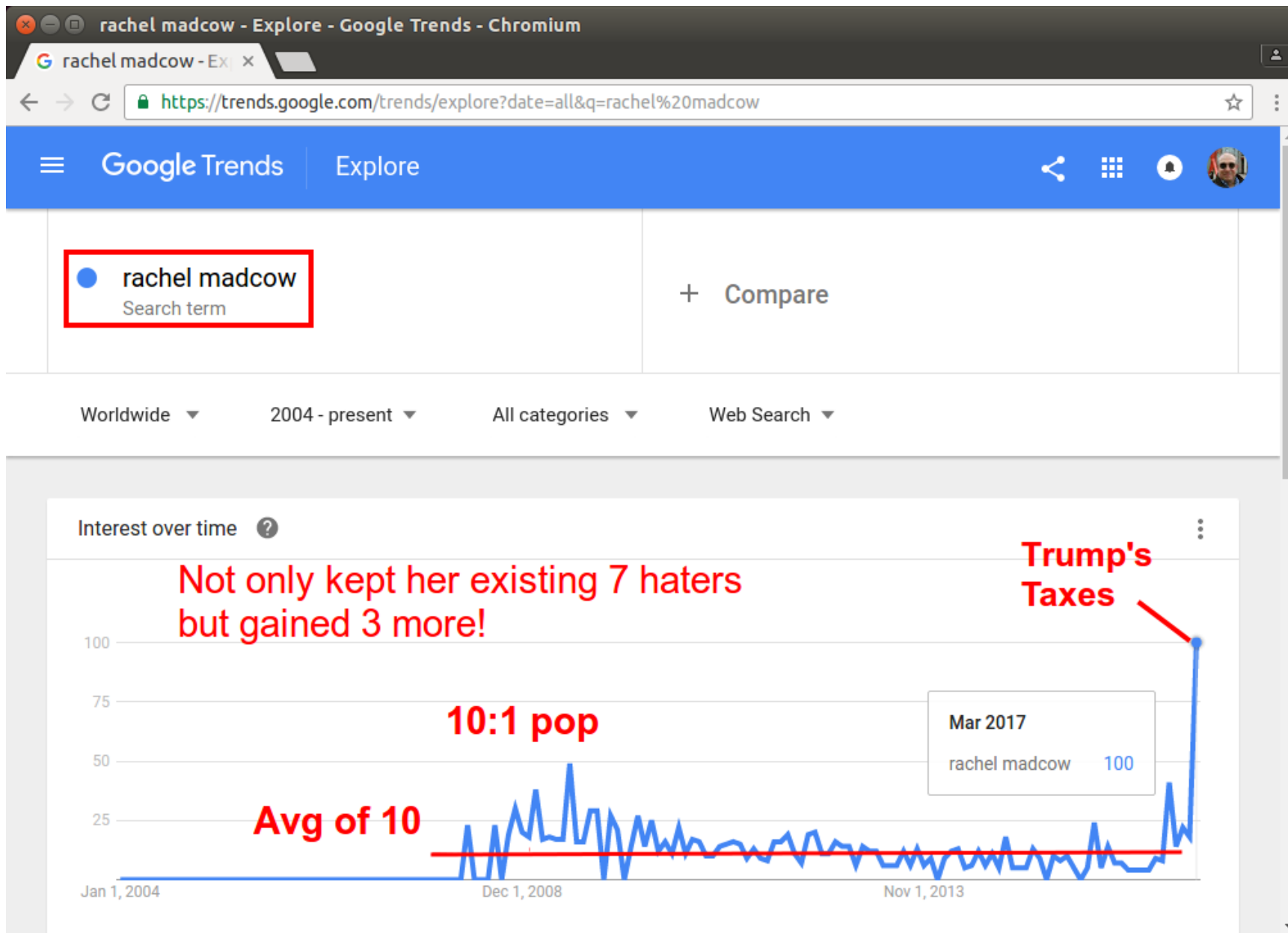


The Maddow Takedown





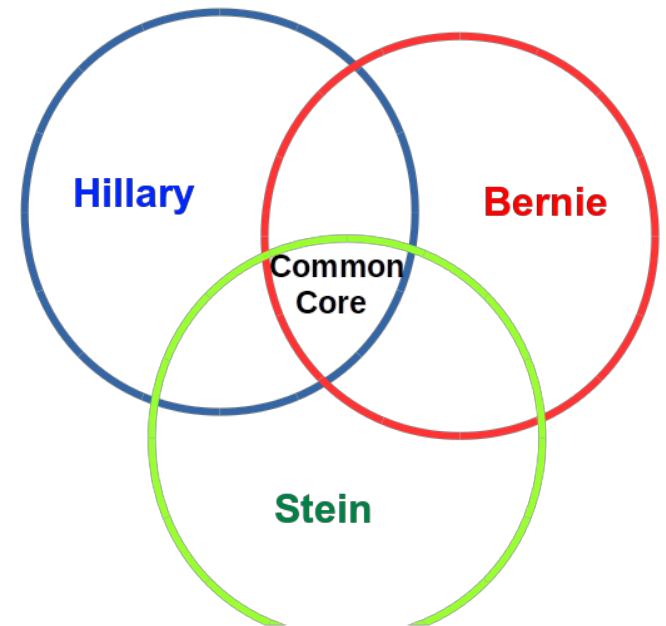
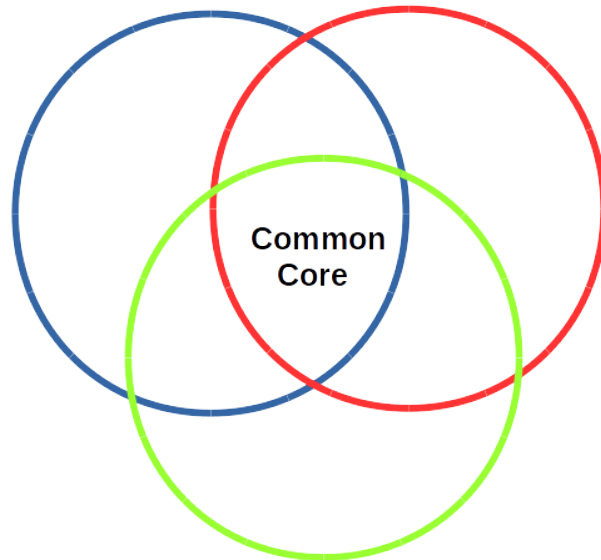
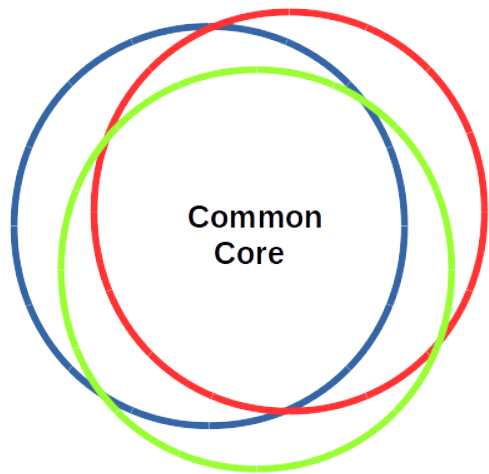
The MadCow Takedown





Diversity As Weakness

- Example of transaction costs & margins of models
- As diversity increases, commonality shrinks
- Democrat Party now split between candidates



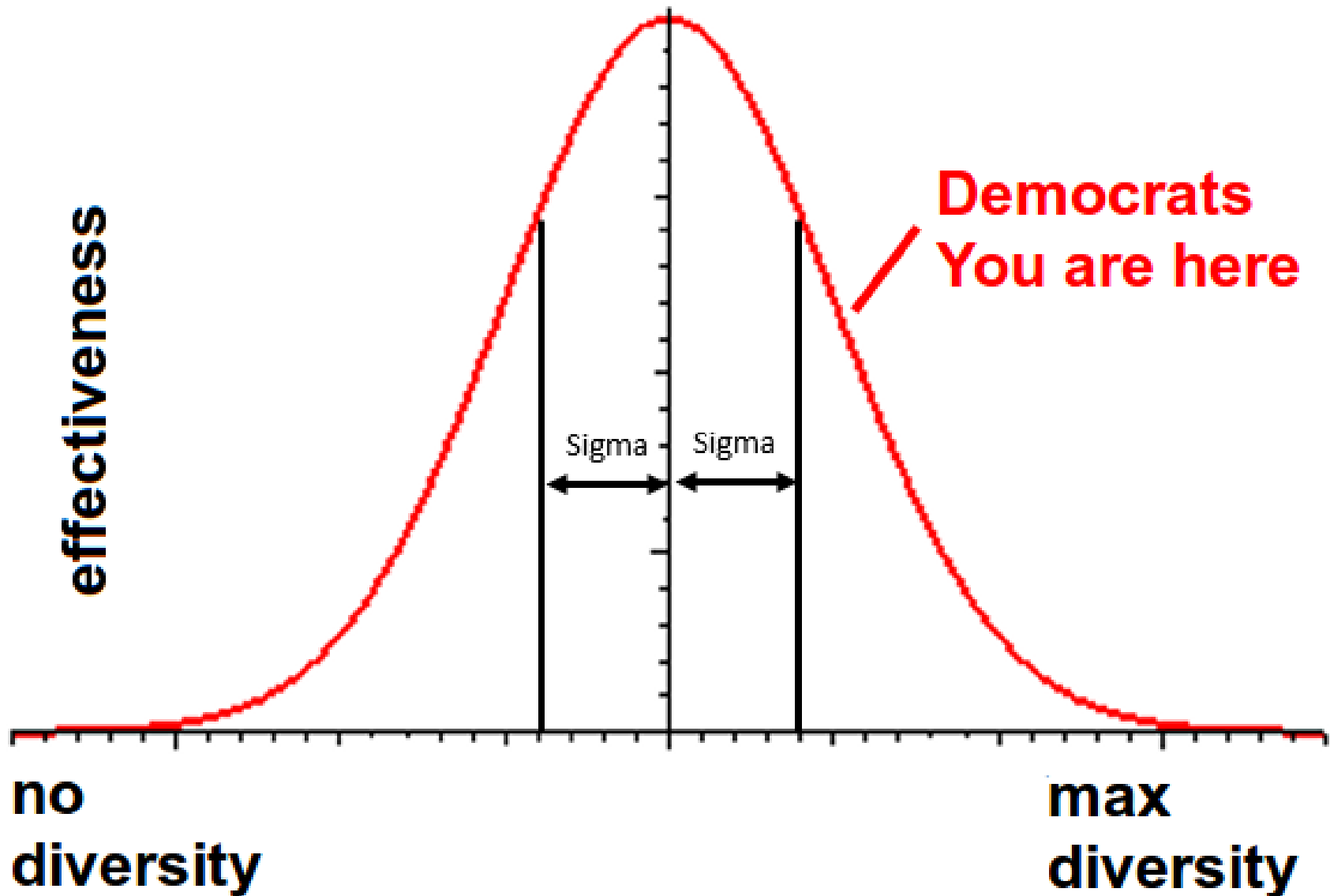


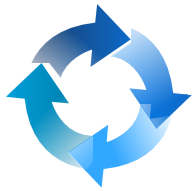
Diversity As Weakness

- We all know “Monoculture” as a security issue
- The opposite is too much diversity
- My mom used to say, “If a little perfume is good, then a lot must be better”
- Maximum diversity example – HWNDU location
- Still doubting? Look at Google, Twitter, Facebook and Youtube censoring “extremist” content. Their goal is now “consensus by force”, not diversity

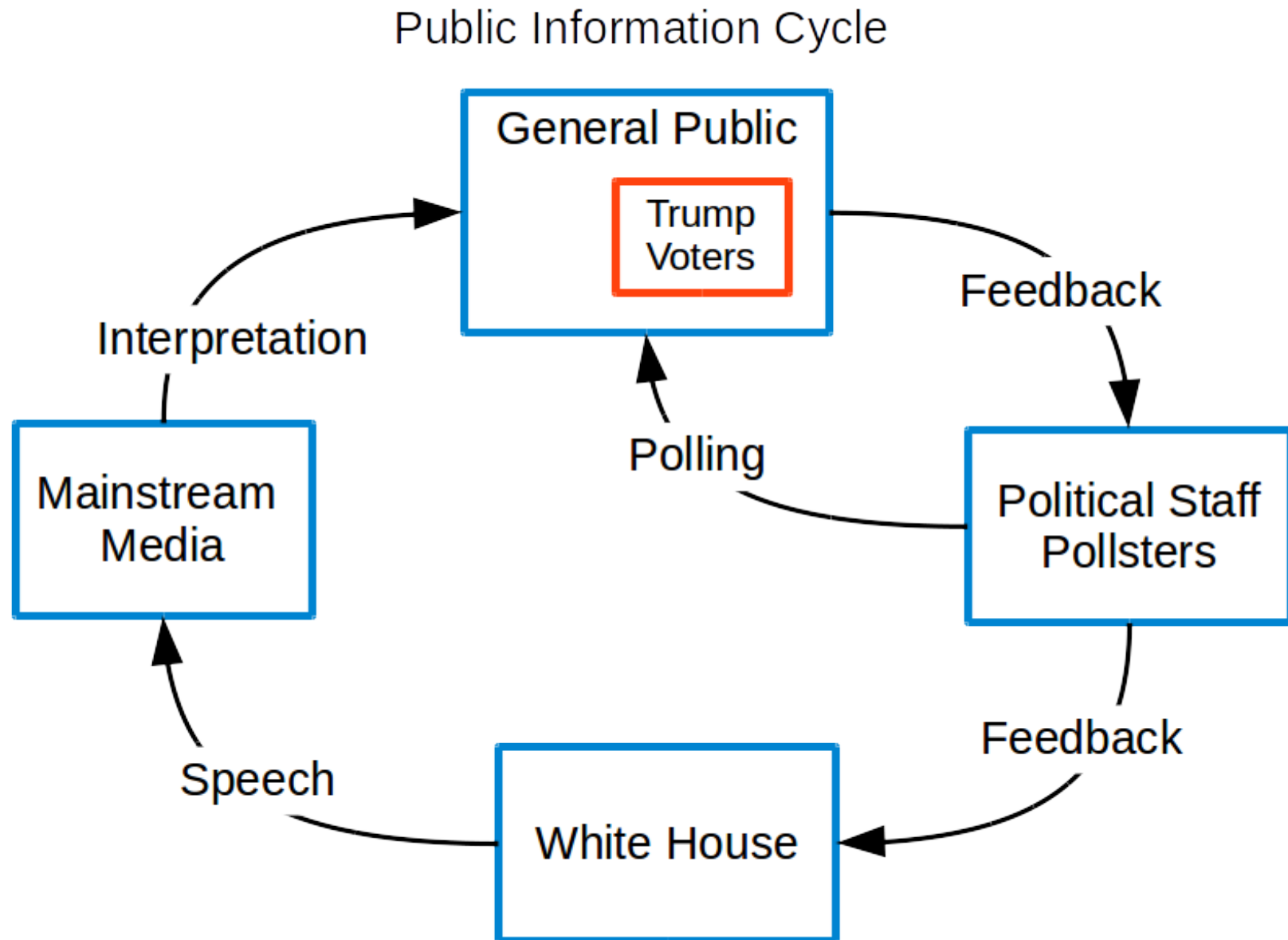


Diversity As Weakness





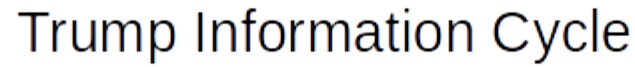
Public Information Cycle

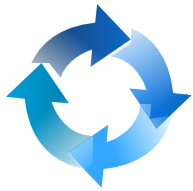




Personal Observation

- <https://www.isidewith.com> (description)
- I got a 76% match for Bernie and 74% for Trump
- I was a small donor to both so I get Trump's polls
- 2nd poll was the inspiration for this presentation
- I received an email to fill out the
“Mainstream Media Accountability Survey” and
less than 36 hours later, Trump sent the famous
“CNN is Fake News” tweet.
- After a few polls, this occurred to me...





Effects Of This Change

- Much faster cycle time (a day or two)
- Less exposure to hidden agendas
- Less buffer / deflection of responsibility
- Higher response to smaller, motivated group
- Re-enforcement of results == more donations

I think Trump is refining a “Hot Knife Through Butter” strategy

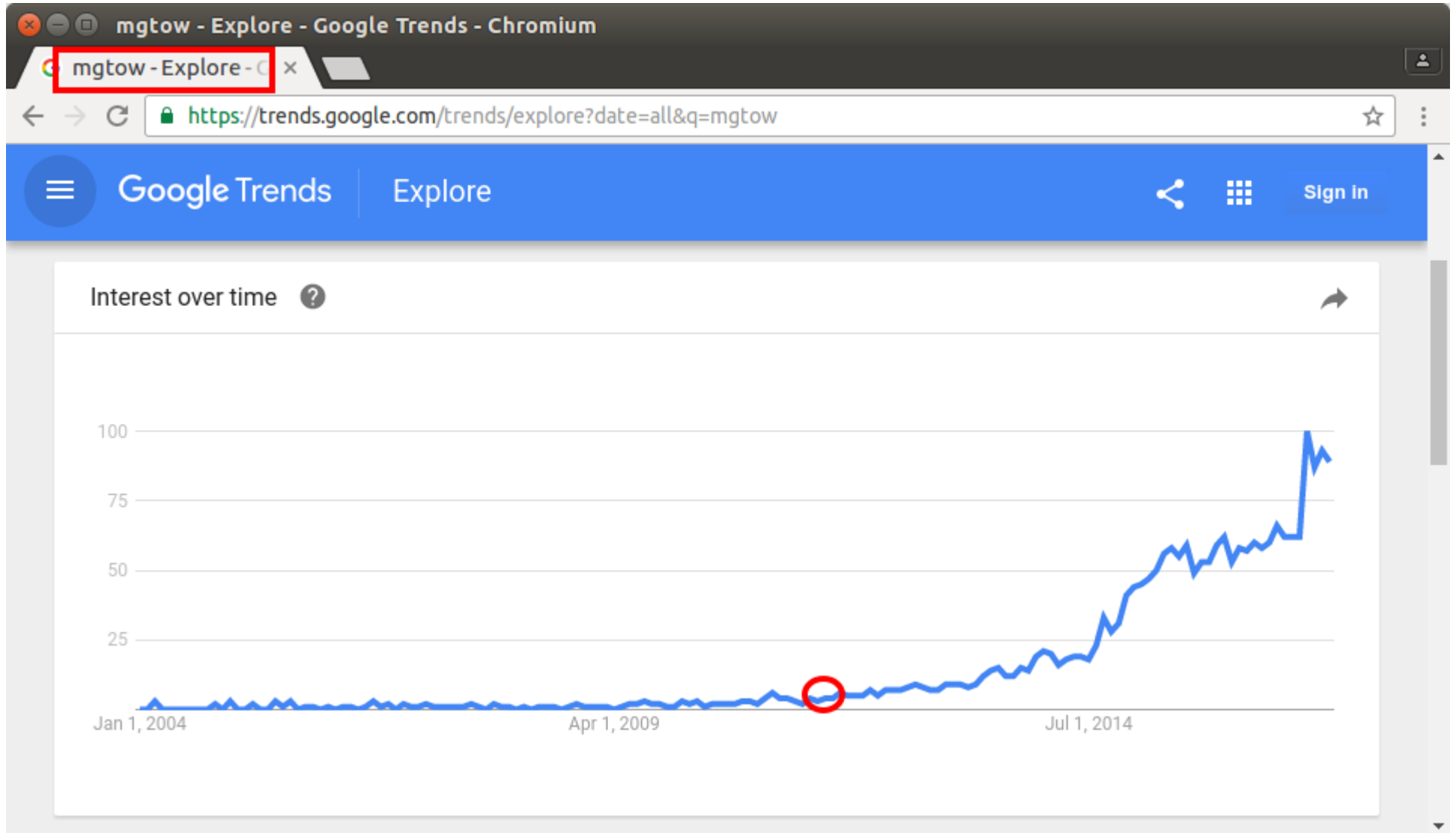


MGTOW Meme

- “Men Going Their Own Way”
- Likely consequence of the Kondratieff Wave
- USA's version of Japan's “herbivore men”
- I became part of MGTOW around 2011
- Didn't realize it was a social trend until 2014
- Concerted effort to censor it from web



MGTOW Meme





MGTOW Meme - Reddit

Red Pill = Reality, Blue Pill = Delusion

mgtow - Explore - Google Trends

https://trends.google.com/trends/explore?date=all&q=mgtow 0.01s

mgtow - Explore - Goog... +

Google Trends Explore Sign in

Related topics ?	Rising ▼
1 Reddit - Website	Breakout
2 female - Topic	Breakout
3 Red pill and blue pill - Topic	Breakout
4 Feminism - Political ideology	Breakout
5 male - Topic	Breakout

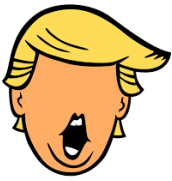
Related queries ?	Rising ▼
1 mgtow reddit	Breakout
2 reddit	Breakout
3 mgtow forum	Breakout
4 what is mgtow	Breakout
5 mgtow meaning	Breakout



MGTOW - KEK - HWNDU

- Reddit pol is a common factor
- Background grassroots movement
- HWNDU – cultural appropriation by Keksters (flea)





Extrapolations

Trump exploited trend shifts using information patterns. He has to navigate at least five issues which could derail him:

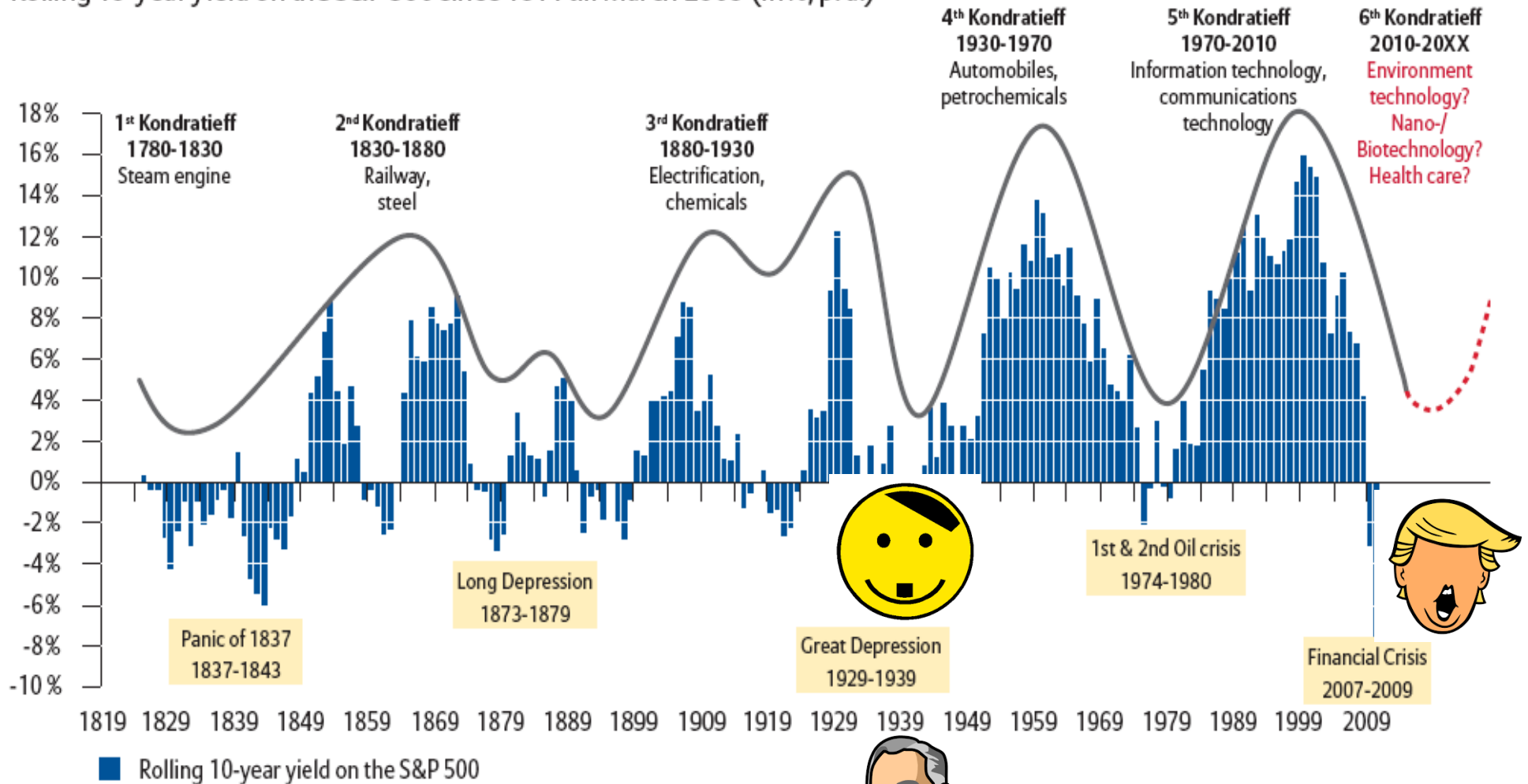
- Work
- Drugs
- Money
- Biology
- War



Kondratieff Wave

Kondratieff cycles – long waves of prosperity.

Rolling 10-year yield on the S&P 500 since 1814 till March 2009 (in %, p. a.)



Source: Datastream; Illustration: Allianz Global Investors Capital Market Analysis





Reduced Workweek

- Traditional Republican approach will likely fail
- 1933-1939 Great Depression: 48 to 40 hrs (FDR)
- 1873-1896 Long Depression: 60 to 48 hrs
- Work is finite and shrinks over time
- Zero-sum game, hence nations fight over jobs
- Huge cognitive dissonance for Left and Right
- Amazon 30-hour week



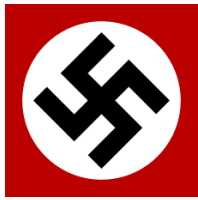
Marijuana Legalization

- Another potential pitfall for Republicans
- Prohibition as model for 1980s Drug War
- FDR repealed prohibition in 1933



Money

- 1934 - FDR devalued the \$\$\$ by 40%
- The 1% were losers, debtors were winners
- 1933 – Hitler cancels Versailles reparations
- USA has \$20 trillion debt
- This is why Trump mentions currencies and gold



War

- Hitler, Reichstag fire
- FDR, Pearl Harbor
- Trump, Syria sarin gas?

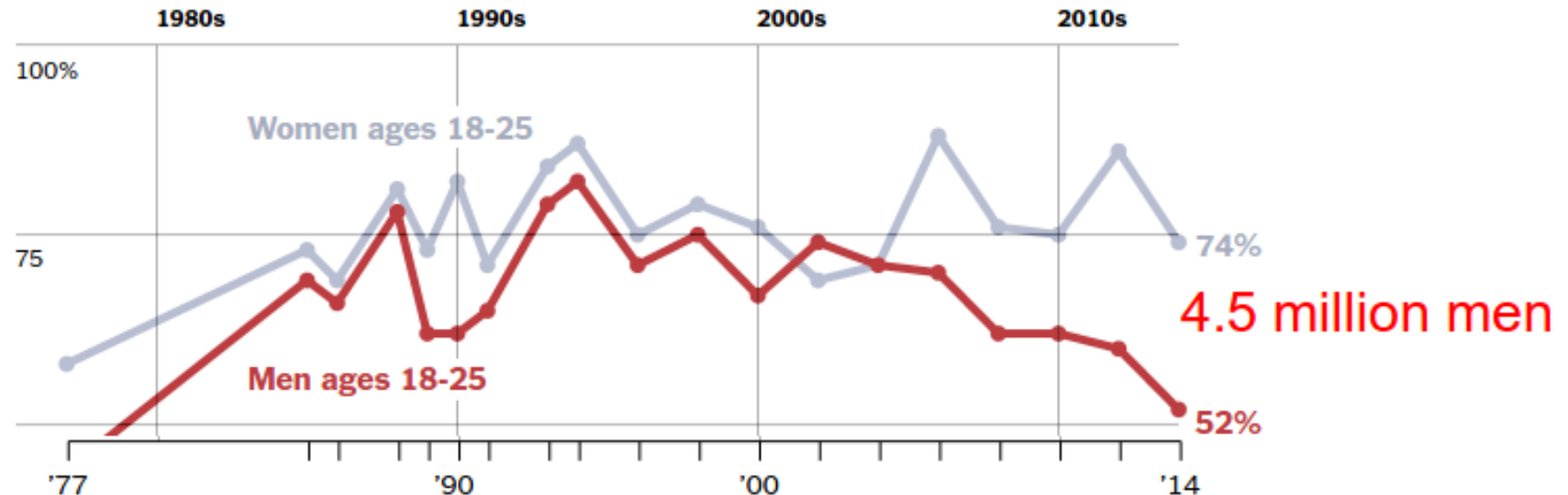


Biology

- Remember MGTOW meme?
- Millennial men and stay-at-home wives

Young People, Old-School Views

Percentage of young Americans who disagreed with this statement: “It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family.”



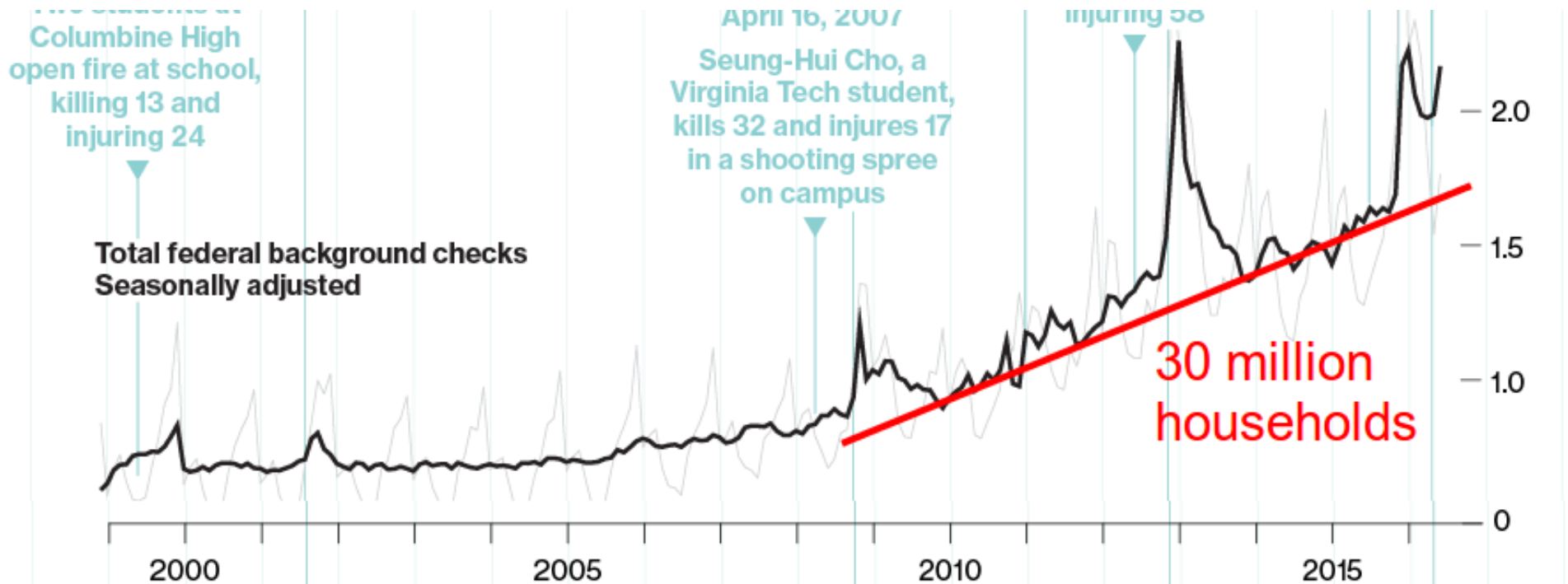
Source: General Social Survey

By The New York Times



Biology

- 90% of all murders are committed by men
- Patriarchy is a function of testosterone
- The final arbitrator of politics is violence





Biology

- System is being abandoned by many men
- For now, they generally support Trump
- Many women support Trump for this reason, although they're not socially allowed to admit it
- “The Future Is Female”? History says “no”, another cognitive dissonance
- Generally unwise to legislate against biology



Trump vs Dems Anecdote

- After the 2016 election, I realized that the election was not an “accident” and it reminded me of an anecdote from my consulting days:
- Hartford – insurance capital
- Visiting Texas claims adjuster
- APA strategy of defensive play
- Perception of our ability versus reality



The End

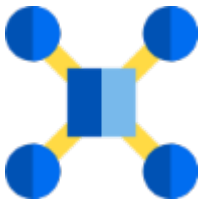
- Supplementary slides, just in case



“Needful Things”

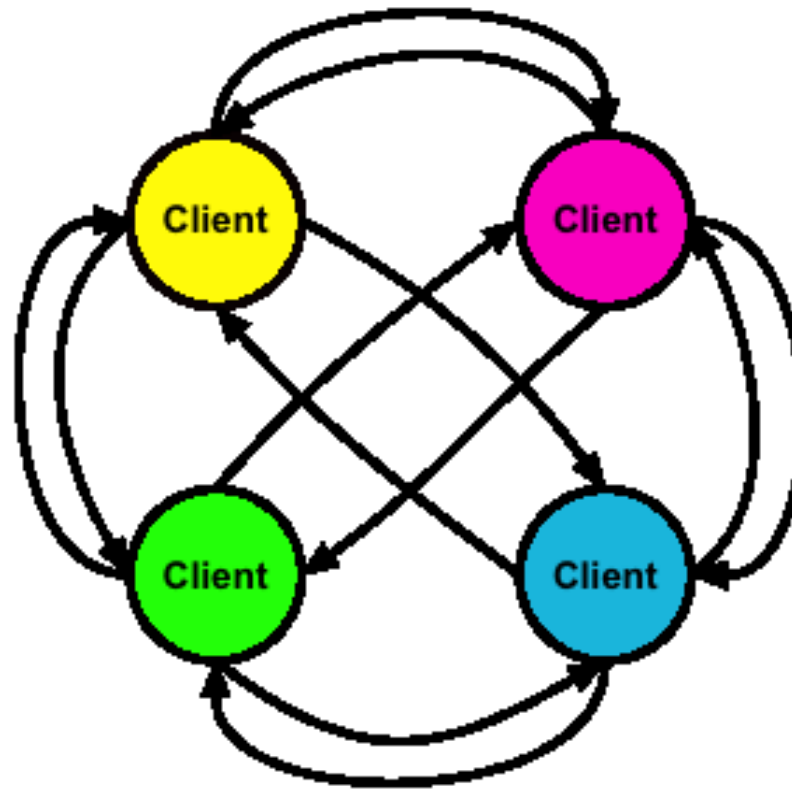
Stephen King movie adaption from 1993

- When a creepy older man named Leland Gaunt (Max von Sydow) moves to a small town in Maine and sets up an antique shop, bad things soon follow.
- Gaunt has the remarkable ability of selling people **exactly what they want most**, but his ideal purchases come at a price that involves more than just money.
- Through Gaunt's manipulation, the citizens of the town gradually turn on one another...

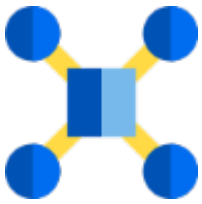


Transaction Costs

- Truth vs non-truth as a binary bell curve

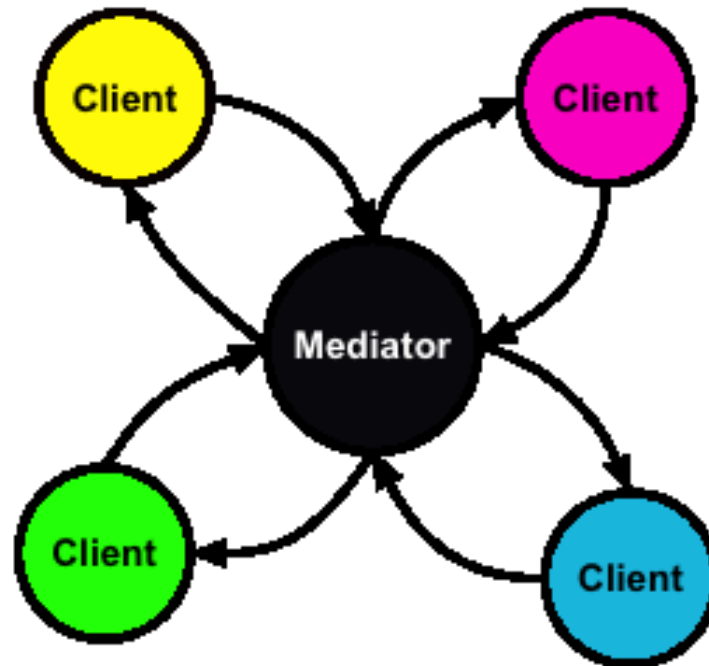


Pure P2P, 12 Transactions



Transaction Costs

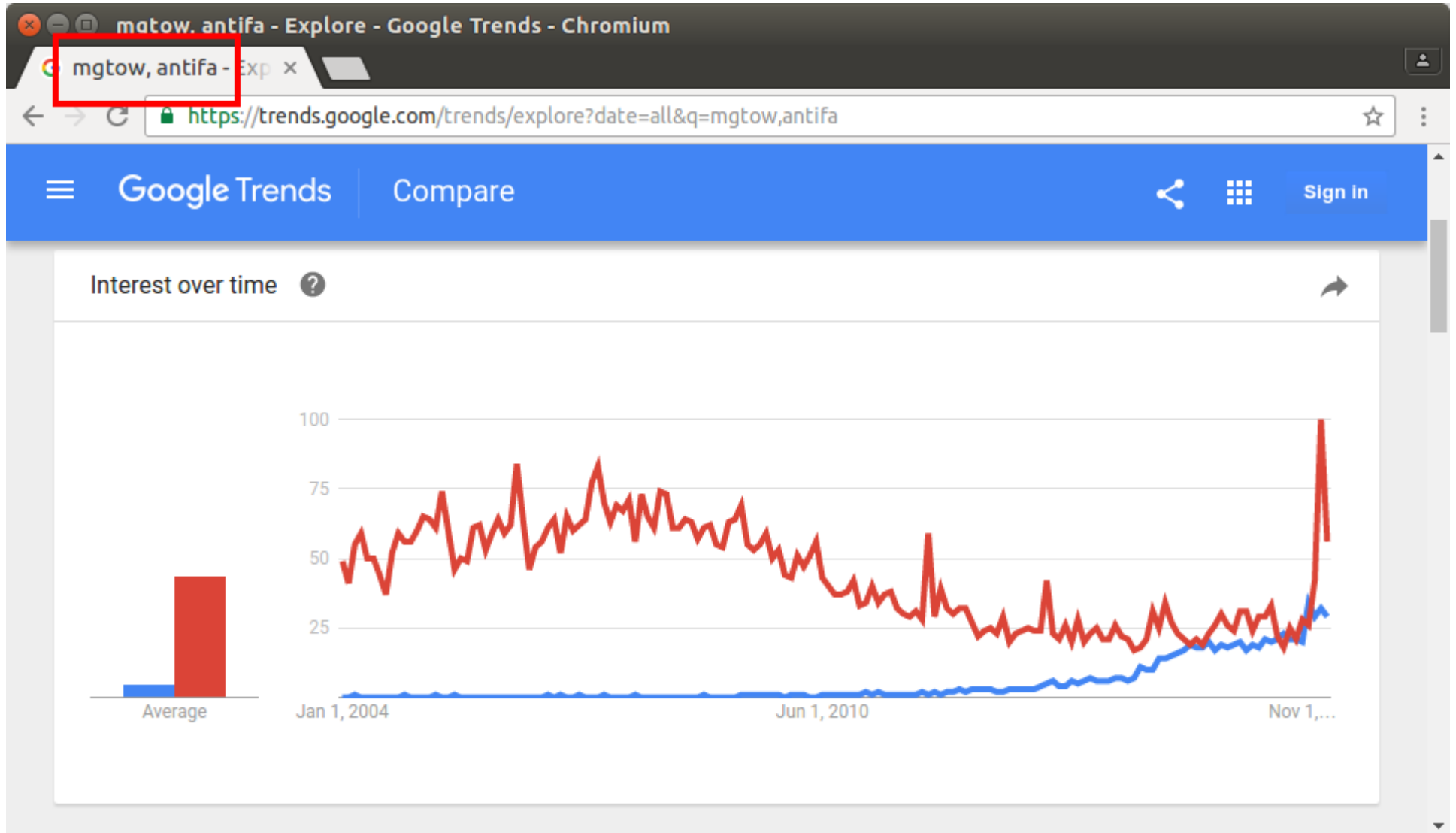
- Truth vs non-truth as a binary bell curve

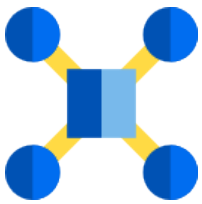


Mediator Pattern, 8 Transactions



MGTOW vs ANTIFA





Anti-memes

- Ridicule Conspiracy Theories To Prevent Formation Of Counter-Conspiracy Theories
- Google - “Do No Evil” So They Can Do Evil For NSA.

