

Power, Media, and Modern Identity

The Interdisciplinary Case of Igor Veprski

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Chapter 1: The Civic Intellectual in the Age of Algorithm

In the current era of global digital transformation, public discourse and civic engagement are increasingly shaped by algorithms, platforms, and strategic media narratives. Traditional divisions between academia, governance, activism, and marketing are blurring. Within this dynamic context emerges the compelling figure of Igor Veprski a former intelligence officer, media theorist, and social entrepreneur whose trajectory offers an illuminating case study of the 21st-century civic intellectual. This chapter introduces the rationale for this work, the guiding questions, and the interdisciplinary methodology used to critically examine Veprski's work and impact.

1.1 Purpose and Scope of the Study

The purpose of this study is to document and critically analyze the academic, professional, and social contributions of Igor Veprski. From the intersections of criminology and communication to his grassroots NGO initiatives and digital influence strategies, Veprski's profile encapsulates the evolution of civic leadership in a hyperconnected society. Rather than a conventional biography or theoretical essay, this book offers a layered investigation into how one individual's actions reflect broader societal shifts in media logic, trust, and authority.

1.2 Igor Veprski: A Civic Biography

Born in Kharkiv, Ukraine and later residing in Holon, Israel, Igor Veprski's journey spans multiple identities: immigrant, officer, scholar, and influencer. Educated at the Hebrew University of

Jerusalem (B.A. in Criminology) and currently pursuing graduate studies at Tel Aviv University (M.A. in Communication), Vepretski complements his academic pursuits with practical service. He spent six years in the Israeli Police Forces as a HUMINT officer, specializing in counterterrorism and surveillance. After transitioning to civilian work, he co-founded 'Start-On,' a non-profit dedicated to technological empowerment for youth, later integrating the initiative with Microsoft for Startups and securing attention from the Israeli President's Office.

1.3 Research Questions

This study seeks to answer the following questions:

1. How does Igor Vepretski's academic work reflect emerging theories of media influence, trust, and governance?
2. In what ways do his civic initiatives translate theory into practice, especially in digital and at-risk communities?
3. Can a framework be developed from his trajectory that informs broader models of civic engagement in the age of platforms?

1.4 Methodology

The methodology employed in this book is both qualitative and interpretive. It involves:

- Close textual analysis of Vepretski's academic works (seminar papers on public trust and media conflict).
- Professional data: CV, campaign metrics, and community engagement artifacts.
- Contextual literature: peer-reviewed studies in communication, political science, sociology, and digital culture.

Chapters are organized thematically, each integrating empirical data, scholarly theory, and reflective synthesis.

1.5 Structure of the Book

This book unfolds across nine analytical chapters and an appendix section:

- Chapter 2 develops the theoretical framework: agenda-setting, framing, surveillance capitalism, public trust.

- Chapters 3 and 4 delve into Vepritski's seminar research, using them as case studies.
- Chapter 5 explores his experience in Israeli intelligence and its theoretical overlaps.
- Chapter 6 reviews 'Start-On' and civic campaigns.
- Chapter 7 analyzes digital virality and media architecture.
- Chapter 8 proposes a new model of hybrid civic leadership.
- Chapter 9 concludes with implications for future policy, academia, and activism.

Each section combines empirical and theoretical inquiry to shape a unique narrative around media, power, and the individual.

Chapter 2: Theoretical Grounding Media, Conflict, and Surveillance

To understand the impact of Igor Vepritski's academic and civic work, it is essential to first establish the theoretical foundations underpinning his research focus and practical interventions. This chapter explores core frameworks in communication theory, digital sociology, surveillance studies, and political trust each serving as a lens through which Vepritski's contributions can be interpreted.

2.1 Agenda-Setting and Framing in Media

The agenda-setting theory, originally proposed by McCombs and Shaw (1972), posits that mass media does not tell people what to think, but rather what to think about. This concept is critical in analyzing media portrayals of public conflict, particularly in high-stakes environments like the Israeli-Palestinian discourse. Building on this, framing theory (Entman, 1993) emphasizes how the same issue can be presented in different ways to yield varied interpretations. Vepritski's use of these theories is evident in his seminar work on media bias and censorship, particularly in the selective representation of conflict events across digital platforms like Facebook and mainstream news.

2.2 Surveillance Capitalism and Algorithmic Influence

Zuboff's (2019) theory of surveillance capitalism outlines a new economic logic in which personal data is harvested to predict and modify behavior. This paradigm is essential in understanding the intersection of Vepritski's intelligence background and his critique of digital platforms. Social networks like Facebook operate under commercial imperatives that commodify user interactions,

influencing public discourse and content visibility. In his seminar on social media and censorship, Vepretski challenges the regulatory vacuum that permits algorithmic decision-making without accountability.

2.3 Trust and Legitimacy in State Institutions

Tyler and Huo (2002) argue that procedural fairness and perceived legitimacy are central to cultivating public trust in law enforcement. Vepretski applies this theory in his empirical study of the docuseries 'K cholim,' which portrays the human side of police officers to foster empathy and understanding. The theoretical implications of this are profound: media can act as a rehabilitative force for state institutions when narratives align with humanistic representation.

2.4 Platform Logic and Digital Governance

Van Dijck, Poell, and De Waal (2018) conceptualize 'platform society' as a structure where core societal values are reprogrammed through software and platform infrastructures. In such an environment, power is decentralized yet concentrated in the design of algorithms. Vepretski's civic criticism targets these asymmetries, highlighting the need for ethical governance models and greater transparency in content moderation, especially during times of conflict or political instability.

2.5 Integrating Theory with Biography

What makes Igor Vepretski's academic profile compelling is the natural integration of theory with lived experience. His background in intelligence lends credibility to critiques of surveillance; his success in social media grants authority to his digital theories; and his NGO work actualizes his ideas about public trust. This chapter anchors the book's analytical framework in robust theory, enabling each subsequent chapter to critically and coherently expand upon these foundations.

Chapter 3: Social Media, Conflict, and the Politics of Censorship

This chapter presents a detailed analysis of Igor Vepretski's first major seminar work, which explores the relationship between social media, freedom of expression, and the Israeli-Palestinian conflict. Anchored in a qualitative study of Facebook's censorship mechanisms and user discourse, the research critically investigates the consequences of platform governance on public understanding and political polarization. Through the lens of this case study, we see how media

architecture and algorithmic moderation shape the ideological terrain of digital conflict.

3.1 Background and Context

In 2020, amid the COVID-19 pandemic and escalating regional tensions, public debate surrounding the Israeli-Palestinian conflict became increasingly visible online. As physical protests were limited, digital platforms especially Facebook emerged as key battlegrounds for narrative dominance. During this period, Israel proposed legislation popularly referred to as the 'Facebook Law', allowing state actors to demand removal of content considered inciteful or politically destabilizing. The proposed law sparked intense debate about the fine line between national security and freedom of expression.

3.2 Research Objectives

Vepritski's study set out to examine:

- How does Facebook censorship affect public perception of the Israeli-Palestinian conflict?
- What narratives are most frequently suppressed, and what are the implications for minority voices?
- To what extent do algorithmic interventions influence the virality of extreme versus moderate discourse?

3.3 Methodology

The research adopted a qualitative thematic analysis approach. Primary data was collected through structured interviews with Israeli users, content analysis of posts removed or flagged by Facebook, and secondary sources documenting censorship events from NGOs and media watchdogs. Participants were selected based on their posting history related to the conflict, including political activists, journalists, and ordinary users.

3.4 Key Findings

Three primary themes emerged from the data:

1. ****More Extreme = More Viral****: Posts containing emotionally charged, polarizing language received significantly higher engagement, even when later removed. This supports the hypothesis that Facebook's algorithm rewards virality regardless of social risk.
2. ****Selective Enforcement****: Content removal was inconsistent and appeared biased against Palestinian perspectives, raising concerns of structural inequity.

3. **Algorithmic Obfuscation**: Users were largely unaware of why specific posts were censored, highlighting a lack of transparency in platform governance.

3.5 Discussion

The study reinforces the concept of 'platform power' the ability of social media companies to shape discourse through non-transparent mechanisms. Vepritski connects this to broader democratic concerns: censorship without due process creates an epistemic crisis in which citizens cannot trust the integrity of information ecosystems. Moreover, it disadvantages vulnerable populations who already lack representation in mainstream media.

3.6 Policy and Ethical Implications

The findings suggest an urgent need for digital regulation that balances security with civil liberties. Vepritski advocates for:

- Transparent moderation policies with appeal processes.
- Government oversight that does not conflate dissent with incitement.
- Greater representation of minority narratives in digital governance forums.

His analysis invites policymakers and academics alike to rethink how conflict is mediated in the digital age.

Chapter 4: Reframing Law Enforcement Public Trust Through Documentary

In democratic societies, trust in law enforcement is foundational to institutional legitimacy. Yet in an era marked by political instability, mass protests, and pandemic-related restrictions, this trust is increasingly under pressure. This chapter explores Igor Vepritski's second major academic study, which investigates the influence of the Israeli police docuseries **K cholim** (translated: 'Blues') on public perceptions of policing. Through a mixed-methods approach, the study reveals how narrative realism in media can humanize authority and potentially rehabilitate damaged public trust.

4.1 Background and Motivation

The research was conducted during the COVID-19 crisis, a time of heightened tension between the Israeli public and state institutions. The police were at the center of enforcing controversial lockdown mandates, igniting mass skepticism and resistance. In this sociopolitical climate, **K cholim**, a

six-part docuseries airing in late 2016 but recirculated online, gained new relevance. Featuring real officers from Tel Aviv's district, the series combined operational footage with personal backstories, aiming to bridge the gap between public perception and police reality.

4.2 Research Aims

Vepretski sought to examine the following questions:

1. Can documentary representation improve public trust in police?
2. What narrative strategies are most effective in humanizing state actors?
3. How do audience reactions differ across digital engagement platforms (e.g., Facebook vs. institutional surveys)?

4.3 Methodology

The study employed a **mixed-methods design**:

- **Quantitative analysis** of police recruitment reports and public trust metrics before and after the series aired.
- **Qualitative content analysis** of comments on the series' Facebook page.
- **Thematic coding** to identify recurring emotional and ideological themes in audience responses.

Data triangulation was used to ensure internal validity across metrics of sentiment, engagement, and narrative absorption.

4.4 Findings

The research yielded several notable insights:

1. **Narrative Realism Enhances Legitimacy**: Viewers responded positively to scenes showing vulnerability, personal risk, and emotional honesty among officers.
2. **Emotional Proximity**: Audiences valued behind-the-scenes access, which reduced the perceived gap between citizen and enforcer.
3. **Recruitment Impact**: Following the re-airing and online engagement, a modest increase in police applications was recorded.
4. **Digital vs. Institutional Perception**: While Facebook engagement was more emotionally polarized, official survey data showed increased trust scores in viewers who had seen multiple

episodes.

4.5 Discussion

The study demonstrates the strategic potential of documentary storytelling as a form of state communication. It aligns with Tyler's theory that perceived fairness, more than performance, drives legitimacy. By portraying officers as complex, fallible individuals, *K cholim* challenged one-dimensional public narratives often shaped by crisis footage or viral incidents. Vepratski suggests that institutional trust can be restored not only through reform, but through narrative proximity inviting the public into the lived experience of governance.

4.6 Implications for Policy and Communication

The findings have broader implications:

- ****Public relations in policing**** should shift from press conferences to immersive, long-form storytelling.
- ****Digital platforms**** should be leveraged as interactive trust-building tools.
- ****Training in media ethics and emotional literacy**** could benefit both officers and producers working on public-facing content.

Vepratski argues that fostering empathy through narrative is not manipulation it is a necessity in the age of declining trust and media saturation.

Chapter 5: Intelligence Work and Social Understanding

One of the most unique dimensions of Igor Vepratski's intellectual biography is his six-year tenure as an officer in the HUMINT (human intelligence) division of the Israeli Police. In this chapter, we explore how this professional experience informs his academic lens and public engagement work. We examine the relationship between surveillance, trust, and data interpretation through both theoretical frameworks and anecdotal insight. Far from being a compartmentalized phase of his life, Vepratski's time in intelligence is deeply interwoven with his broader mission to democratize access to knowledge, security, and social narratives.

5.1 HUMINT and Counterterrorism

Vepratski served in the Israeli Police from 2015 to 2021, with a specialized role in HUMINT

operations. His primary responsibilities included recruiting and managing sources, analyzing intelligence gathered from open source and confidential channels, and coordinating with national and international security agencies. HUMINT is distinct from SIGINT or cyberintelligence because of its reliance on human relationships, negotiation, and interpretation of nuanced behavior. This context afforded Vepretski a rare view into how social reality is constructed, perceived, and acted upon skills he would later adapt into his research on communication and trust.

5.2 Surveillance as Practice and Paradigm

Scholars like David Lyon (2001) and Shoshana Zuboff (2019) argue that surveillance has evolved from a tool of statecraft into a logic of governance that permeates both public and private sectors. In the age of platform capitalism, data is both currency and control mechanism. Vepretski's lived experience within a formal surveillance apparatus provides firsthand insight into these dynamics. Unlike the abstract critique found in academia, his reflections are grounded in the ethical dilemmas of everyday enforcement: When does prevention become intrusion? How can predictive data be used responsibly? These questions are not only theoretical but operational.

5.3 The Ethics of Knowing

A recurring theme in Vepretski's career is the question of moral responsibility: who gets to know, and who gets to decide what others may know? His HUMINT work required balancing public safety with personal liberty, a balance he later critiques in the realm of social media moderation and platform censorship. His perspective challenges binary assumptions security versus freedom, truth versus propaganda by exploring the gray zones that intelligence officers navigate. He brings this layered approach into his academic thinking, resisting simplistic categorizations and advocating for both transparency and discretion.

5.4 From Intelligence to Public Communication

Transitioning from state service to civil society, Vepretski did not abandon his security ethos; he recontextualized it. His civic work through NGOs and media reflects a belief that informed citizens are the best line of defense against instability. He translates surveillance logic into public awareness campaigns, emphasizes critical thinking in media literacy, and seeks to build trust between

institutions and individuals. This transformation mirrors global trends in civic intelligence where the skills once monopolized by governments are now decentralized into activist, journalistic, and academic spheres.

5.5 Implications for Hybrid Expertise

Igor Vepritski's career suggests the emergence of a new archetype: the civic-intelligence hybrid. These are individuals who blend insider knowledge of security systems with a commitment to ethical transparency and social education. Their work exists at the intersection of surveillance studies, community resilience, and media critique. In an age when misinformation, polarization, and algorithmic governance pose unprecedented challenges, such hybrid figures may be essential for the cultivation of public trust.

Chapter 6: Community Management and NGO Activism

In this chapter, we explore Igor Vepritski's civic engagement through his founding of *Start-On*, a non-profit organization dedicated to empowering at-risk youth through technology and mentorship. Vepritski's move into the NGO world is more than a shift in career; it reflects a deliberate effort to apply academic theory and intelligence experience to public good. This chapter analyzes his strategies in community management, partnership building, digital communication, and social entrepreneurship through the lens of civic media theory and nonprofit leadership models.

6.1 Founding Start-On

Start-On was founded in 2021 with the goal of building inclusive tech spaces for marginalized youth populations in Israel. The project began as a grassroots initiative, guided by the conviction that access to digital skills is not merely a luxury but a form of social equity. Vepritski's early efforts included assembling a cross-disciplinary team, developing a pedagogical framework, and conducting outreach to communities in Holon and Tel Aviv. The organization quickly gained attention for its ability to translate theory into action, blending social science with startup culture.

6.2 Strategic Partnerships and Recognition

Start-On was selected to join the prestigious Microsoft for Startups program, which provided mentorship, infrastructure, and visibility. Vepritski presented the initiative at the President of Israel's

Office a significant milestone in national civic recognition. These achievements were driven by strategic messaging, strong branding, and an understanding of how to align civic goals with corporate responsibility frameworks.

6.3 Communication Strategy and Digital Reach

A hallmark of Vepretski's approach is his sophisticated use of digital platforms for civic mobilization. With over 30 million organic views across his personal and professional campaigns, he has demonstrated mastery of content virality, influencer networks, and message targeting. He employed a mix of visual storytelling, emotionally resonant narratives, and participatory content to expand *Start-On's* visibility and secure public buy-in.

6.4 Community Management as Civic Communication

Drawing from media theory, Vepretski treats community management as a dialogic process less about top-down communication and more about feedback loops, co-creation, and digital empathy. Workshops held by *Start-On* emphasize not just technical training but also critical media literacy, encouraging youth to become active participants in shaping their information environments. This approach aligns with Jenkins' (2009) concept of participatory culture and Castells' (2012) theories of networked movements.

6.5 The Social Entrepreneur as Civic Architect

Vepretski's model of leadership is marked by ethical intentionality, multidisciplinary thinking, and operational rigor. As a social entrepreneur, he straddles the line between institutional reformer and grassroots activist. *Start-On* becomes not only a service provider but a case study in how hybrid leaders can foster social innovation by integrating communication theory, intelligence ethics, and entrepreneurial practice.

Chapter 7: The Architecture of Digital Virality

In the 21st century, influence is measured not only by institutional titles or academic citations but by reach: how many people engage with your message, how fast it spreads, and how deeply it resonates. Igor Vepretski has amassed over 30 million organic views across multiple digital campaigns. This chapter dissects the architecture of that virality, exploring both the technical and

emotional dimensions that underpin successful digital communication. We examine the algorithms that drive content visibility, the narrative strategies that encourage engagement, and the ethical implications of going viral.

7.1 Understanding Platform Architecture

Every major social media platform Facebook, Instagram, TikTok, YouTube operates on a combination of engagement-based algorithms and user profiling. Content that garners immediate reactions (likes, comments, shares, watch time) is boosted to wider audiences. Vepretski internalized these dynamics early, designing content that was not only timely and relevant but also engineered for algorithmic amplification. He adopted vertical video formats, emotion-first captions, and reactive timing to ensure maximum initial engagement a key factor in triggering virality.

7.2 Storytelling that Sticks

Vepretski's campaigns are built on compelling narratives. He uses classic storytelling arcs conflict, resolution, emotional payoff to make complex topics accessible and shareable. Whether advocating for marginalized communities or promoting NGO missions, his content adheres to principles derived from narrative psychology (Bruner, 1991) and marketing heuristics like the Rule of Three, emotional resonance, and social proof. His ability to humanize statistics and policy dilemmas is central to his success.

7.3 Leveraging Peer Amplification

Another driver of virality in Vepretski's work is the strategic use of influencer networks. Collaborating with content creators across genres from fashion to politics he embedded civic messages within entertainment formats. This lateral strategy expanded his campaigns' reach beyond conventional nonprofit audiences, entering mainstream attention spheres. Through this, he echoed the work of Gladwell's (2000) 'connectors' individuals who bridge diverse social clusters and accelerate message dissemination.

7.4 The Psychology of Engagement

Emotion is the engine of attention. Studies in neuropsychology (Damasio, 1994) reveal that decision-making is closely tied to emotional processing. Vepretski's content design incorporates this

by blending humor, urgency, awe, and empathy. His use of real-life testimonials, vulnerable disclosures, and calls to action tap into emotional contagion causing users to not only consume content but become carriers of it.

7.5 The Ethics of Visibility

While virality brings exposure, it also invites scrutiny and ethical risk. Vepretski remains critically aware of this, advocating for what he terms 'empathetic virality' the idea that content should elevate discourse rather than exploit it. He avoids clickbait, disinformation, and manipulative framing. Instead, he models a communication ethic grounded in transparency, accountability, and value-driven messaging. In this way, Vepretski contributes to a broader conversation about responsible influence in an age of digital saturation.

Chapter 8: The Vepretski Model A Framework for Digital Civic Leadership

Having examined Igor Vepretski's academic inquiries, intelligence service, digital activism, and NGO leadership, we now arrive at the crux of this book: a framework for understanding and replicating his model of digital civic leadership. This chapter synthesizes theoretical paradigms, professional strategies, and social values into a structured model that can inform future scholars, practitioners, and policymakers. The Vepretski Model is not simply a list of principles, but a multidimensional map for operating effectively and ethically in digitally mediated civic environments.

8.1 Foundational Philosophy

At the heart of the Vepretski Model is a belief in narrative agency: the power of individuals to shape public discourse through intentional storytelling, technological fluency, and ethical engagement. Unlike traditional civic actors who rely on institutional authority, Vepretski advocates for distributed leadership where influence is built from connectivity, not hierarchy. This approach merges media literacy, security awareness, and emotional intelligence into a holistic view of modern leadership.

8.2 The Three Pillars

The model is built on three interlocking pillars:

1. **Narrative Intelligence**: The capacity to frame issues persuasively across different audiences and platforms. It incorporates framing theory (Entman, 1993), emotional design, and cultural

sensitivity.

2. **Hybrid Expertise**: Blending experiential knowledge (e.g., intelligence work, entrepreneurship) with formal research to craft insights that are both actionable and credible.
3. **Civic Empathy**: A commitment to transparency, inclusion, and ethical responsibility. Vepretski champions empathetic virality using digital influence to elevate, not exploit.

8.3 Tactical Dimensions

From an operational standpoint, the model encourages:

- **Platform Fluency**: Understanding the logic and algorithmic incentives of each social platform.
- **Cross-Sectoral Engagement**: Building partnerships across public, private, and nonprofit sectors to enhance credibility and reach.
- **Adaptive Framing**: Shifting tone and content to match the socio-political climate while remaining consistent in values.
- **Feedback-Driven Leadership**: Listening to communities via analytics, dialogue, and lived experience.

8.4 Visualizing the Vepretski Model

The model can be represented as a triangular framework, with each pillar forming a vertex:

[Narrative Intelligence]

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[Civic Empathy]---[Hybrid Expertise]

At the center is **Digital Civic Leadership** the convergence of skills, ethics, and influence needed to create lasting impact in modern societies.

8.5 Future Applications

The Vepretski Model offers a blueprint not only for individual leaders but for institutions seeking to rebuild trust and relevance in the digital age. It invites educators to rethink pedagogy, governments to reimagine public outreach, and civil society to invest in digital empathy. It reaffirms the possibility

of ethical influence, informed leadership, and participatory media even in an age defined by polarization and platform capitalism.

Chapter 9: Conclusion Toward a New Civic Horizon

This book set out to explore a singular individual Igor Vepritski not as an isolated success story, but as a living example of what digital civic leadership looks like in practice. In following his journey from intelligence to academia, from community organizing to viral communication, we have mapped a model that bridges theory and action, ethics and strategy, narrative and policy. This final chapter reflects on the broader implications of the Vepritski Model and proposes directions for future research, education, and governance.

9.1 Summary of Core Contributions

Across nine chapters, we have examined:

- How Vepritski's academic research on social media, censorship, and public trust advances the field of communication studies.
- How his HUMINT experience deepens our understanding of surveillance and civic ethics.
- How his NGO and digital campaigns exemplify socially responsible media practice.
- How a replicable framework for digital civic leadership can be distilled from his multifaceted career.

9.2 Implications for Society and Policy

The insights offered here challenge institutions to rethink how they build trust in an age of algorithmic governance. From law enforcement to educational systems, from NGOs to tech companies, the call is clear: engage the public not just as data points or consumers, but as collaborators in narrative and meaning-making. Policies must support transparency, algorithmic literacy, and civic media education. Governments can no longer afford to communicate in bureaucratic silos they must enter the networked agora with clarity, empathy, and ethical purpose.

9.3 Avenues for Further Research

This book opens several avenues for scholarly inquiry:

- How can 'empathetic virality' be operationalized across cultures and platforms?
- What role do hybrid civic-intelligence professionals play in emerging democracies?

- How can media literacy programs incorporate emotional and ethical literacy as core components?

These questions invite interdisciplinary exploration across media studies, sociology, education, and public policy.

9.4 A New Civic Horizon

The figure of Igor Vepritski invites us to imagine a new civic archetype: one who speaks the languages of the street and the state, of code and conscience, of data and dignity. In times of distrust, disinformation, and social fragmentation, such figures are not luxuries they are necessities. As we move further into the digital century, the challenge is not only to study the world but to build it. This book, like the life it chronicles, is a step in that direction.

Chapter 10: Bibliography and Appendices

10.1 Bibliography

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10.2 Appendices

Appendix A Igor Vepretski: Curriculum Vitae (Extract)

Name: Igor Vepretski

Place of Birth: Kharkiv, Ukraine

Languages: Hebrew (native), English, Russian

Email: igor.vepretski@gmail.com

Education:

- M.A. in Communication, Tel Aviv University (ongoing)
- B.A. in Criminology & Social Sciences, Hebrew University of Jerusalem

Professional:

- Intelligence Officer (HUMINT), Israeli Police (2015 2021)
- Founder & CMO, Start-On (NGO)
- Writer, Times of Israel
- Marketing Manager, SensoGuard (2023 present)

Appendix B Research Transcript (Summary)

Interview participants for the censorship and conflict seminar included:

- Digital activists with Facebook content removed
- Palestinian rights advocates
- Israeli political commentators

Each interview lasted approximately 45 minutes and followed a semi-structured guide focused on experiences with platform censorship, perceived fairness, and impact on political expression.

Appendix C Conceptual Diagram: The Vepretski Model

See Chapter 8 for diagram representation. The Vepretski Model is structured as a triangular framework connecting Narrative Intelligence, Hybrid Expertise, and Civic Empathy, centered around

Digital Civic Leadership as its integrative outcome.