



NATO STRATCOM COE

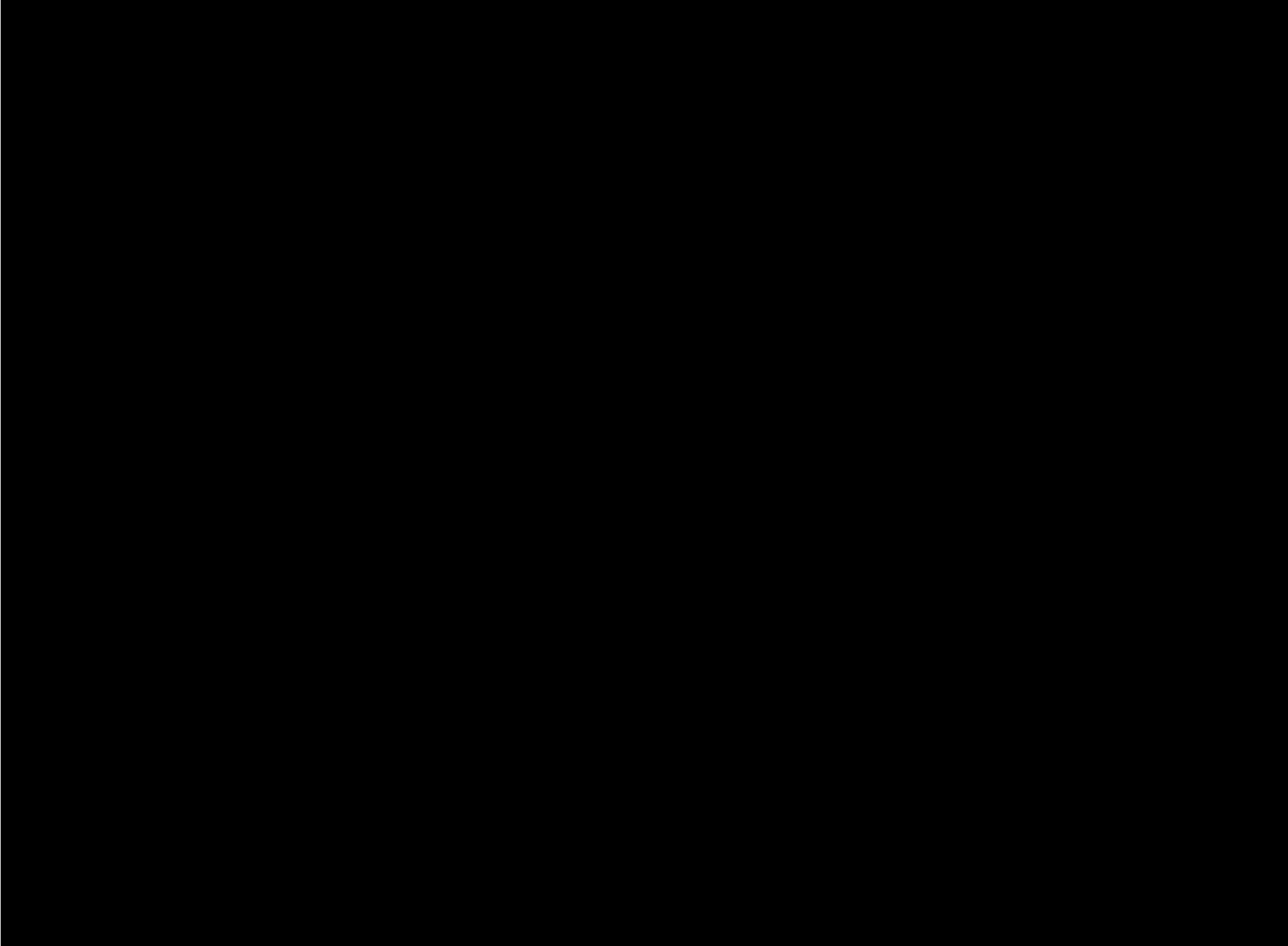
JĀNIS SĀRTS, DIREKTORS

We send the EU **£350 million** a week

let's fund our **NHS** instead  Vote Leave

Let's take back control







GregSpicy
@GregSpicy



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The explosion occurred at the
[#ColumbianChemicals](#) Co. Chemical plant
located in Centerville, St. Mary Parish, LA.

Reply Retweet Favorite Instapaper More

CNN
EDITION: INTERNATIONAL | U.S. | MÉXICO | ARABIC
TV: CNN | CNN en Español
Set edition preference

Home Video World U.S. Africa Asia Europe Latin America Middle East Business World Sports

September 11, 2014 - Updated 13:10 GMT (21:10 PKT) Edited by Peter Wilkinson in London

EDITOR'S CHOICE Scenes from the field · Pistorius verdict · ISIS threat · Apple Watch · Scotland vote

Obama: 'We will degrade, ultimately destroy' ISIS

"Difficult speech" for Barack Obama: President announces U.S. airstrikes will hit targets in war-ravaged Syria as well as Iraq. [FULL STORY](#)

- Obama's address, as it happened
- Watch the full address
- Obama: 'ISIL is not Islamic'

ISIS ADDRESS ANALYZED

Plant Explosion in Centerville Caused Panic

The plant explosion at Columbian Chemicals Company, Centerville, LA, caused the wave of panic among the residents of the nearest towns.

Murder verdict: How the judge will decide

Pistorius: Triumph and tragedy mark life

Meet woman deciding Oscar Pistorius' fate

RETWEETS
637

FAVORITE
1



5:57 PM - 11 Sep 2014

Flag media



Anna Russel
@AnnRussela



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Chemical plant exploded in Centerville,
Louisiana [#ColumbianChemicals](#)

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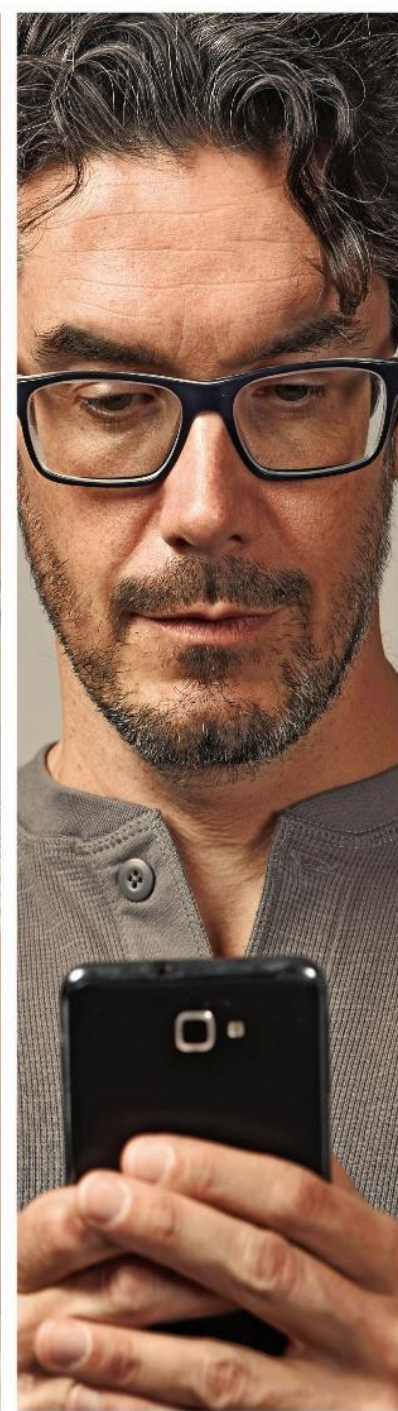
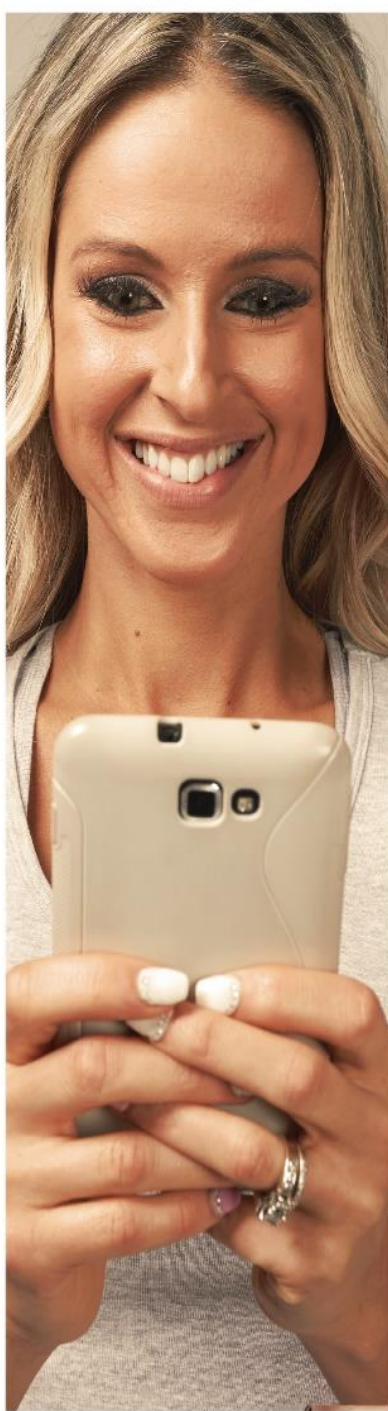
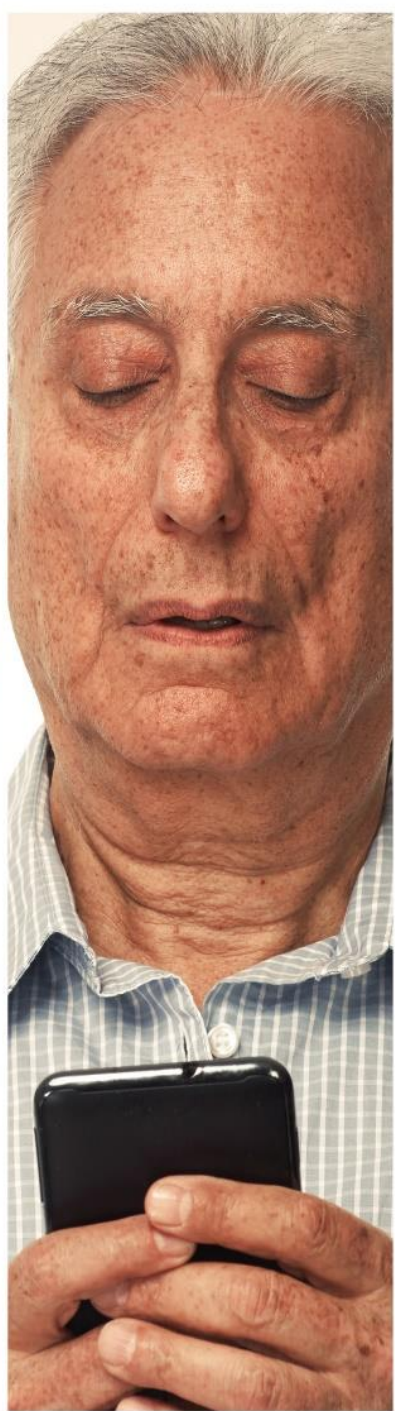


RETWEETS
376

FAVORITES
2



8:29 AM - 11 Sep 2014



«Nevaldāmā» informācija?

- Tehnoloģijas *de facto* dod iespēju indivīdiem un **visu līmeņu** organizācijām piedalīties viedokļa veidošanā
- «Augša» ir zaudējusi informācijas izplatīšanas monopolu



Ekspertīzes devalvācija

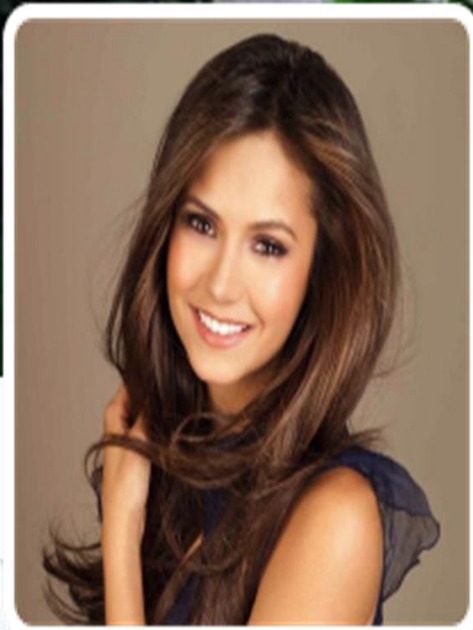
- Jebkurš var tikt sadzirdēts
- Jebkuram ir iespēja ietekmēt sabiedrības viedokli
- Jebkurš var komentēt jebko:
 - ❑ *Death of expertise?*
 - ❑ Troļļi
- Vienlaicīgi, zināma daļa ir ievainojamāka, jo:
 - ❑ Dzīvo savā **slēgtā informācijas burbulī**



Jaunie “efekti”



- Informācijas burbuļi
- Uzticība “kaimiņam”



TWEETS
10.4K

FOLLOWING
5,993

FOLLOWERS
6,735

LIKES
3

LISTS
2

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Яна Филатова

@missis_filatova

Мы не столько нуждаемся в помощи друзей, сколько в уверенности, что она будет.

 Рыбинск, Россия

 Joined April 2010

Tweets

Tweets & replies

Media



Pinned Tweet



Яна Филатова @missis_filatova · Apr 17



Cik izmaksātu ASV senatora sociālo mediju konta manipulācija

Instagram

2000 «patīk»

50 komentāri

USD: 10,89

Facebook

2000 skatījumi

30 komentāri

USD: 8,12



**The
Economist**

MAY 6TH–12TH 2017

Crunch time in France

Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells

The world's most valuable resource

**Data and the new rules
of competition**

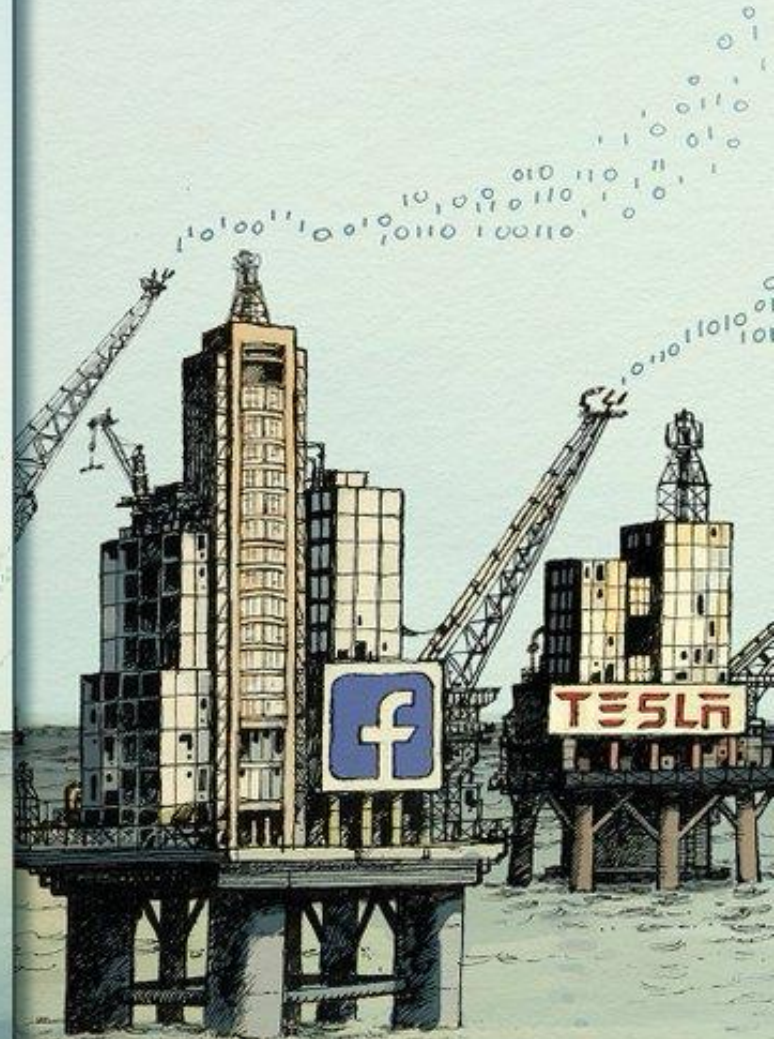
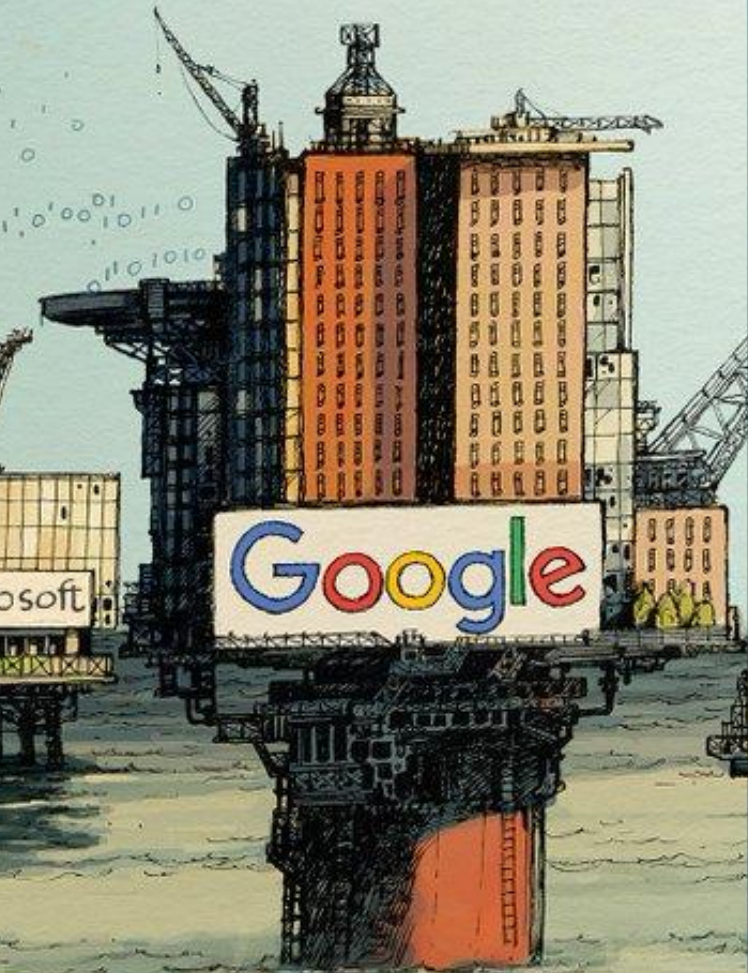
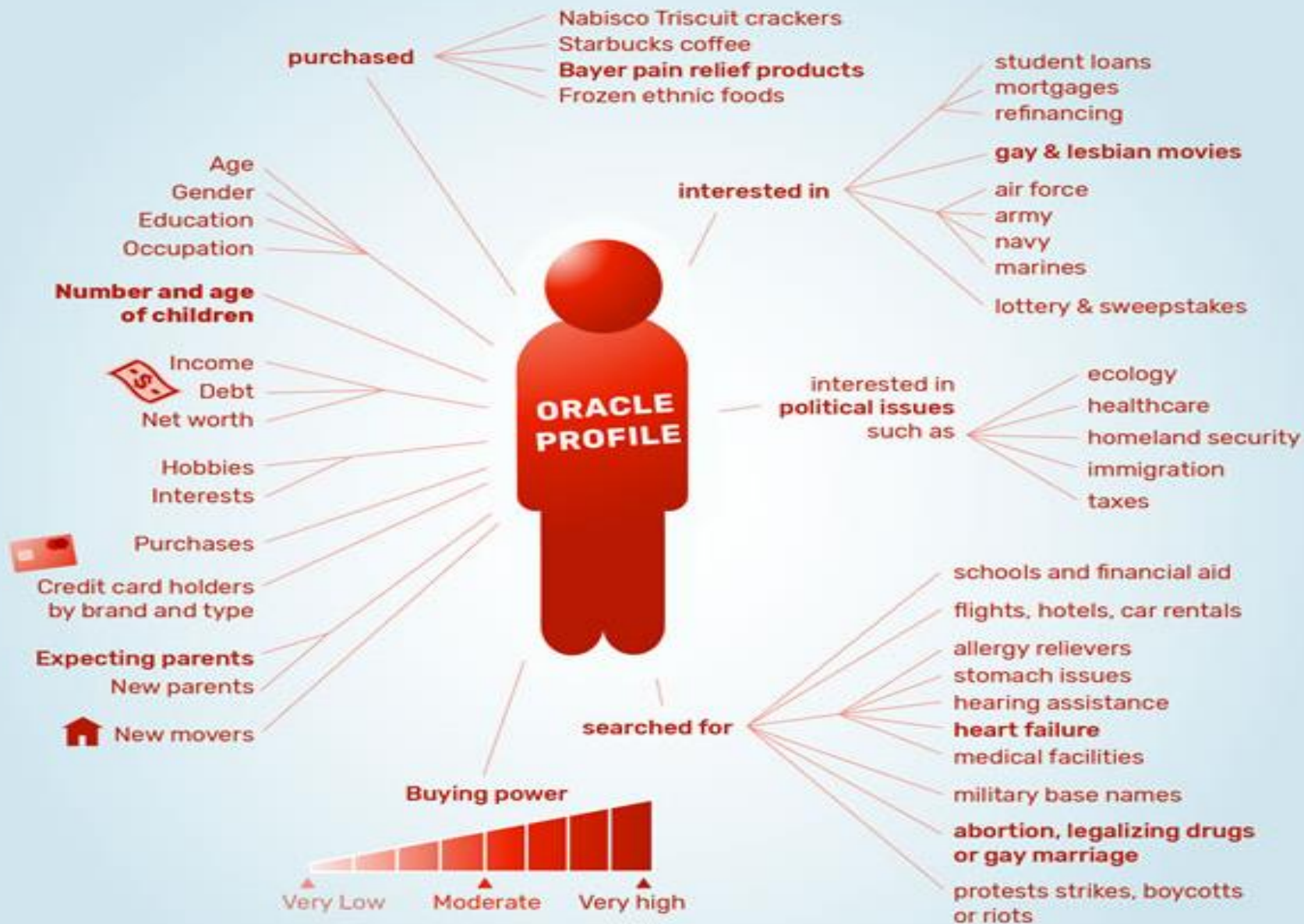


Image source: @TheEconomist



Oracle sorts people into thousands of categories
and provides > 30,000 attributes on 2 billion consumer profiles







Kā komunicēt?

- Konsekventi un saprotami
- Precīzi un savlaicīgi
- Ticami
- Uz naratīviem balstīti
- Vadības virzīti
- Pilnībā integrēti
- Iedrošinot
- Iesaistot



Integrētā komunikācija

Saprotama komunikācija caur:





Galvenais uzvars uz...

- **Uzticamības** veidošanu
- Jūsu **uzticamības** nosargāšanu
- **Uzticamu** atbalstītāju tīkla veidošanu
- **Izpratni** par informācijas efektiem



Washington

11:48 AM ET

THE POPE COMES TO AMERICA

POPE FRANCIS ARRIVES FOR U.S. BISHOPS' MEETING

LIVE

CNN

DOW -94.44

BAMA: POPE'S MESSAGE OF MERCY "MEANS WELCOMING THE STRANGER W AT THIS HOUR



Improving NATO Terminology



Protecting Elections



Robotrolling



Hybrid Threats Report