

# Subverting The Ideosphere

Broward Horne

DefCon 14

Aug 4-6, 2006

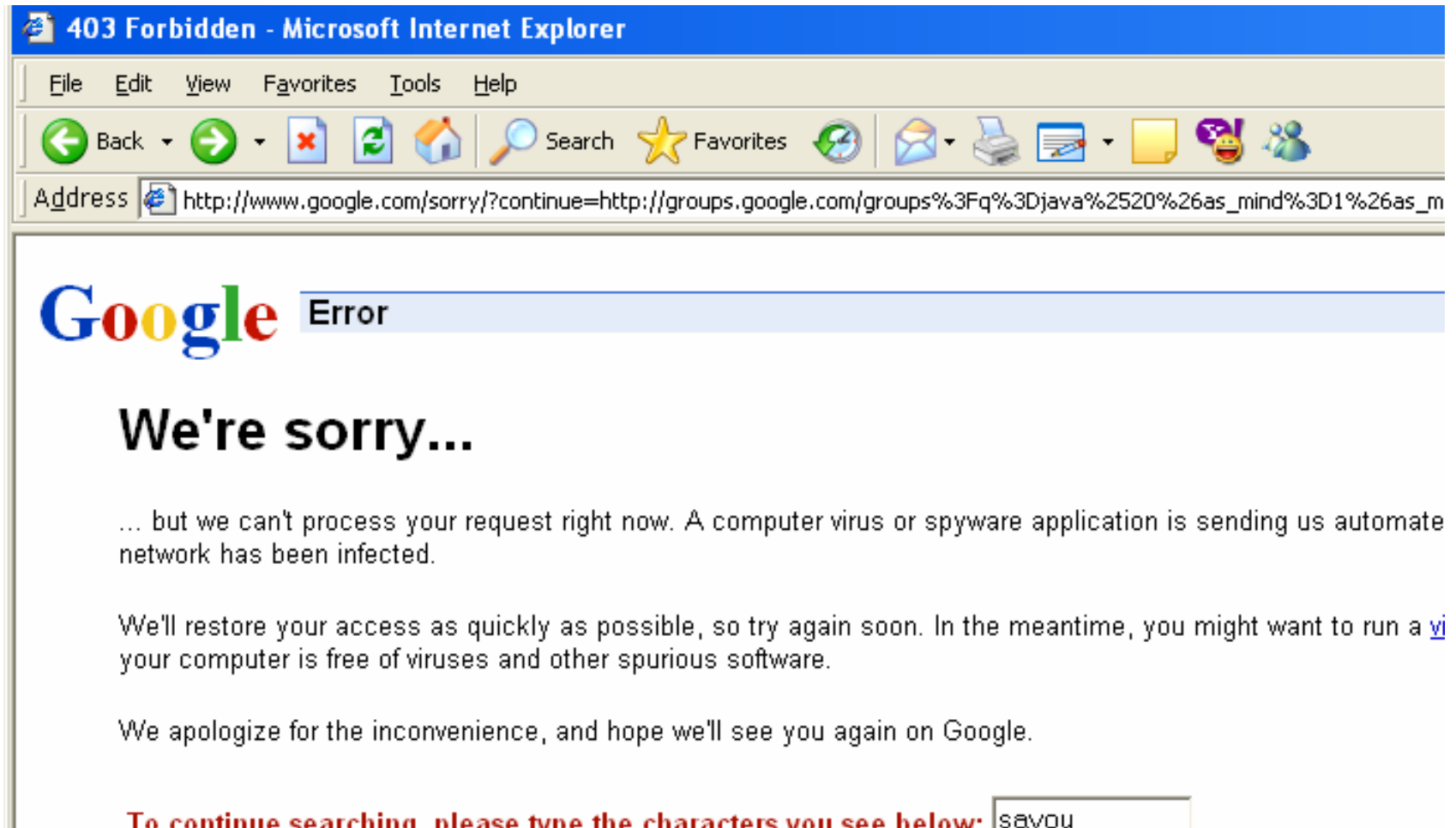
# Expectations

- Nebulous Examples
- Outrageous Ideas
- A Little Black Magic
- Some Weird Science
- If You're Lucky... A Few BDSM Jokes!

# Meme Miner

- DefCon 13 Submission (kinky!)
- “Poor Man’s Data-mining Tool”
- Was DefCon An Appropriate Venue?

# Meme Miner Banned!



The screenshot shows a Microsoft Internet Explorer browser window. The title bar reads "403 Forbidden - Microsoft Internet Explorer". The menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The toolbar contains icons for Back, Forward, Stop, Refresh, Home, Search, Favorites, and several utility icons. The address bar shows the URL: "http://www.google.com/sorry/?continue=http://groups.google.com/groups%3Fq%3Djava%2520%26as\_mind%3D1%26as\_m".

**Google** Error

## We're sorry...

... but we can't process your request right now. A computer virus or spyware application is sending us automate network has been infected.

We'll restore your access as quickly as possible, so try again soon. In the meantime, you might want to run a [vi](#) your computer is free of viruses and other spurious software.

We apologize for the inconvenience, and hope we'll see you again on Google.

To continue searching, please type the characters you see below:

# Meme Miner Expanded

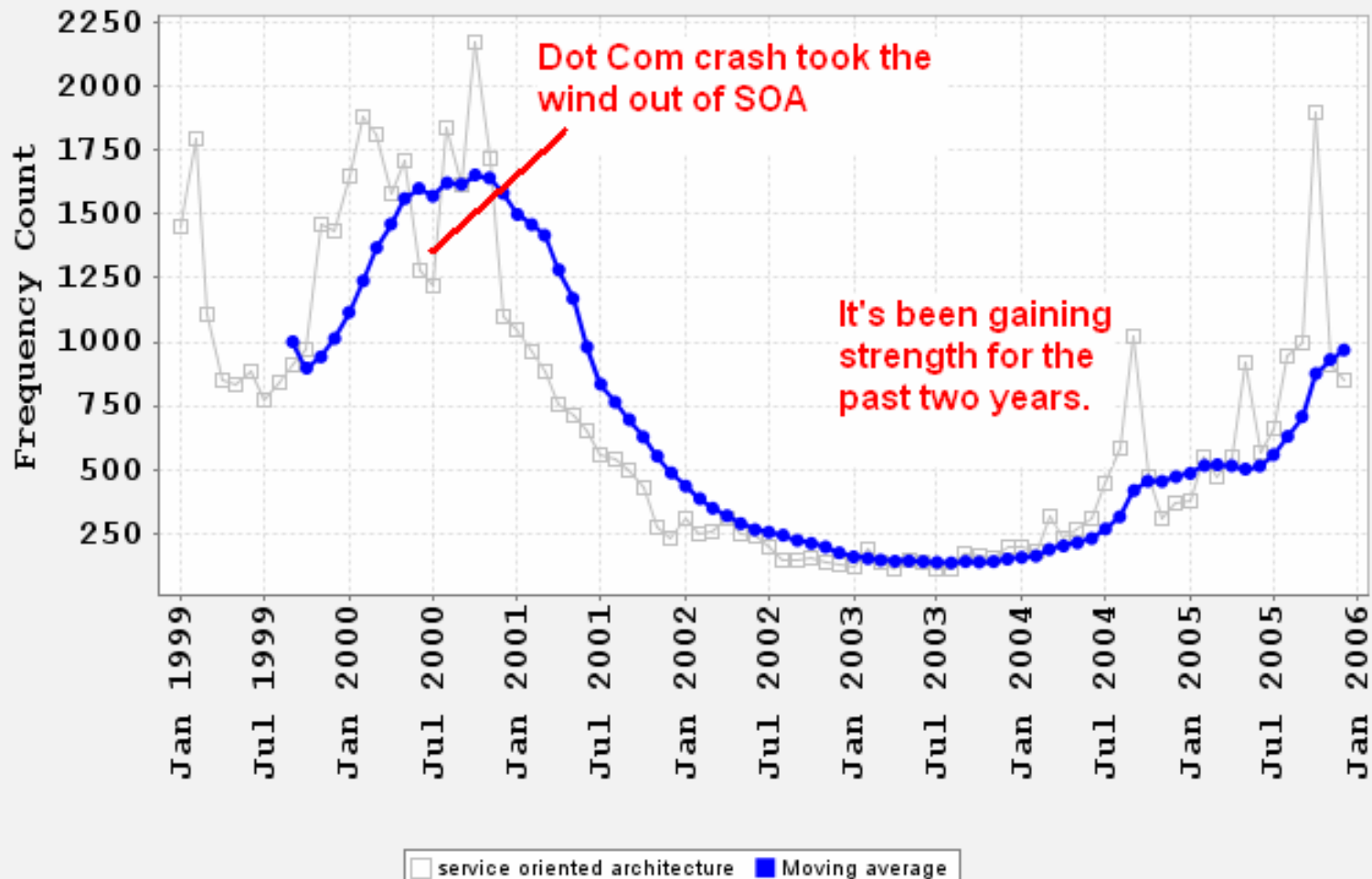
- Latency
- Sentiment
- Diffraction
- Cultural Fingerprinting
- Relative Bandwidth Comparisons

# “Service Oriented Architecture”

Dejanews MemeGraph For: 'service oriented architecture'

Meme Miner 1.1

<http://www.realmeme.com>

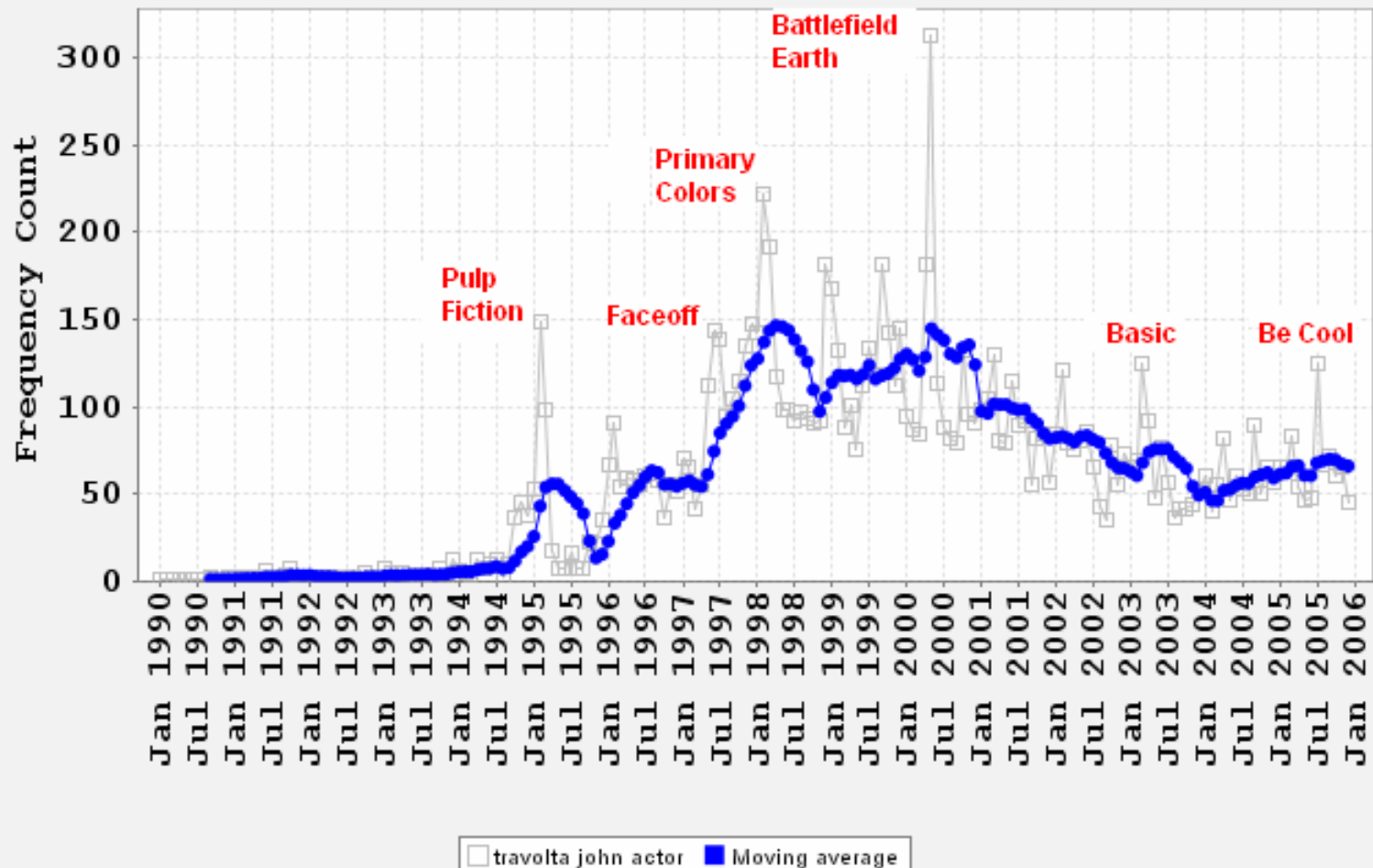


# “Travolta” Meme

## Dejanews MemeGraph For: 'travolta john actor'

Meme Miner 1.1

<http://www.realmeme.com>



# Why Use Dejanews?

- Centralized Hierarchy
- Balanced Taxonomy (binary tree)
- Long History
- Predictable Growth
- Can RSS Version Duplicate Results?

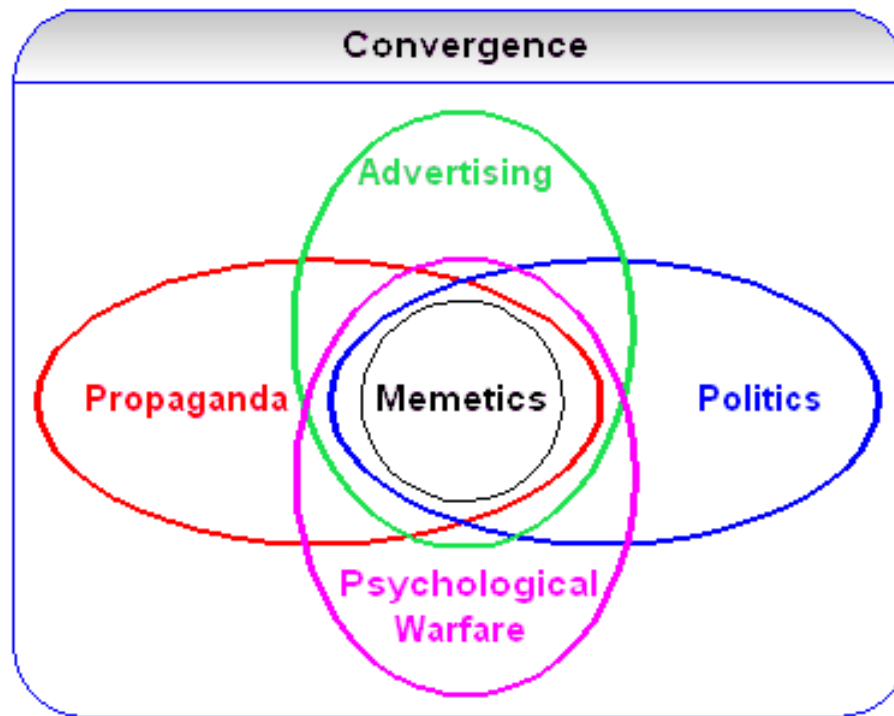


# NSA & Data-mining

Need article reference here

# Convergence

- Internet Has Measurable Feedback
- Internet Maintains Historical Results

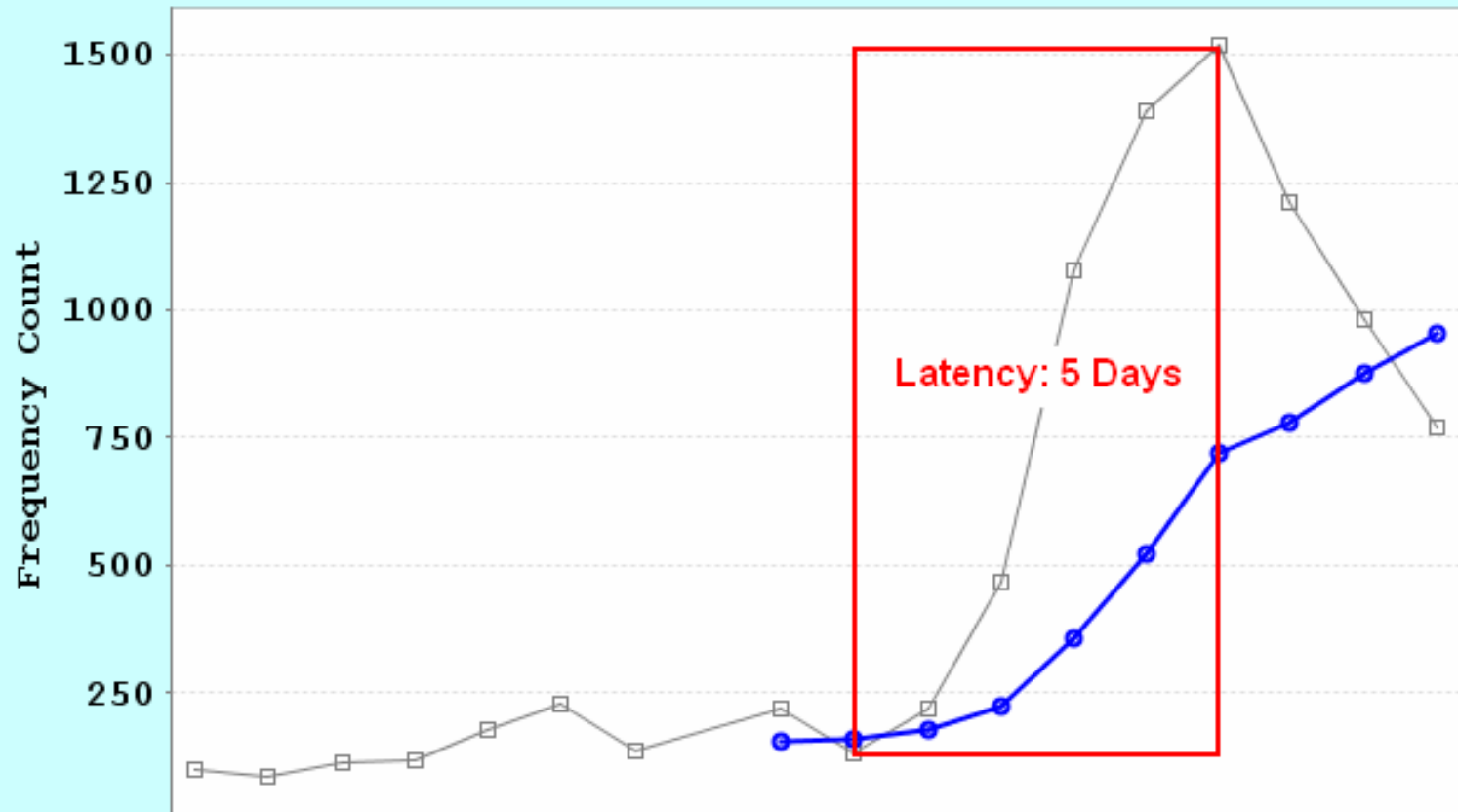


# Latency

## Dejanews MemeGraph For: 'pope death'

Meme Miner 1.1

<http://www.realmeme.com/miner>



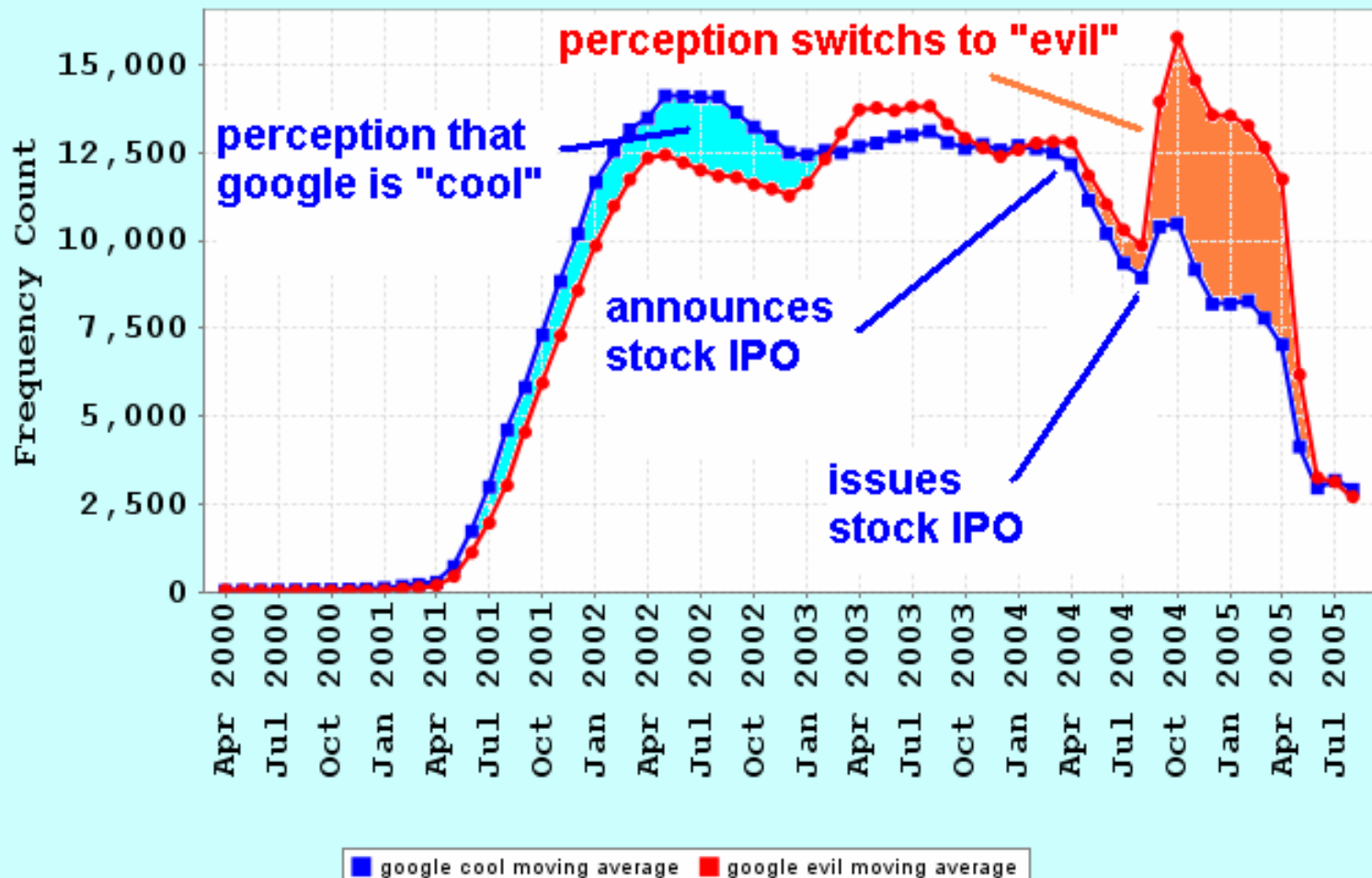
□ pope death    □ pope death moving average

# Sentiment

Dejanews MemeGraph For: 'google cool vs. google evil'

Meme Miner 1.1

<http://www.realmeme.com>

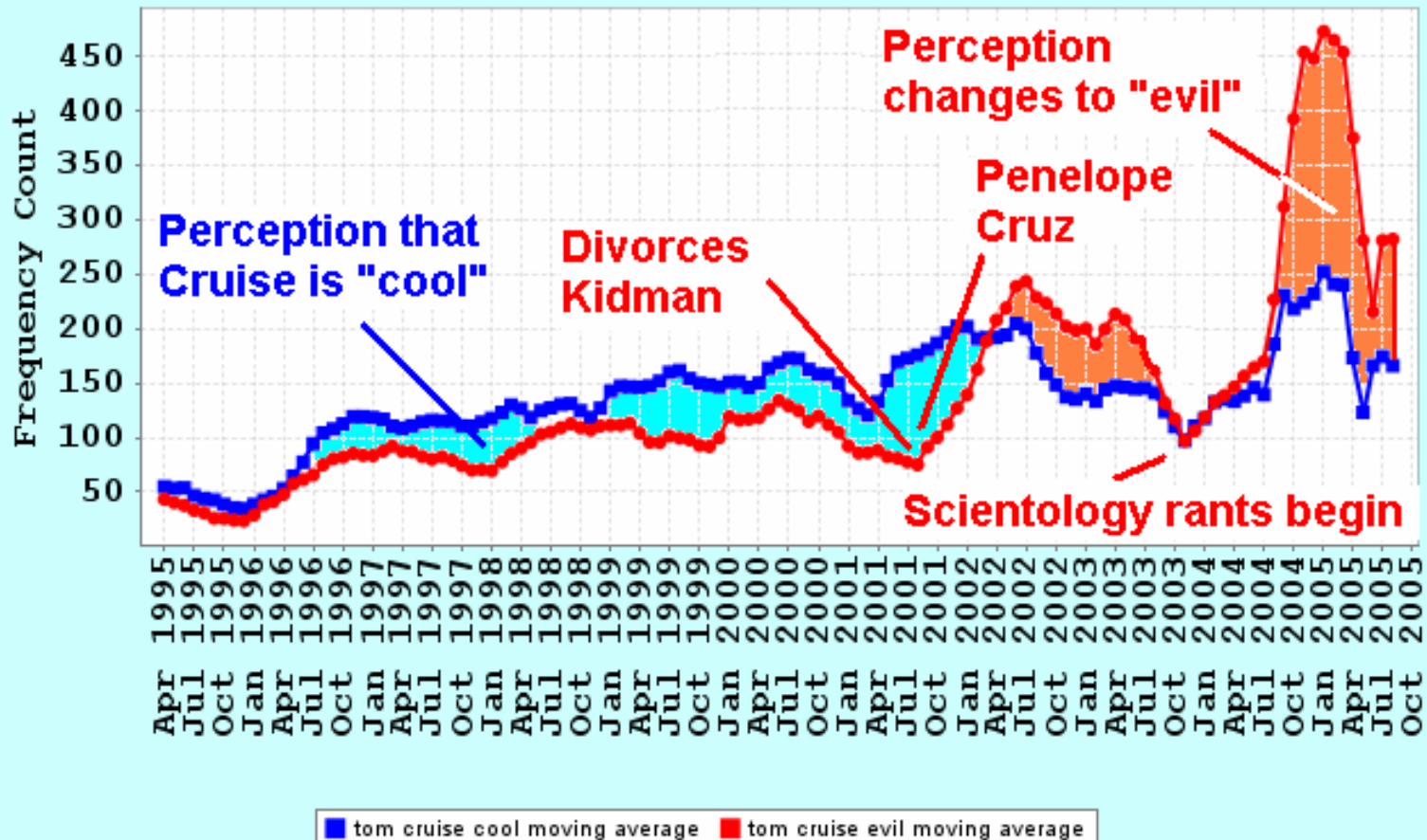


# Sentiment

Dejanews MemeGraph For: 'tom cruise cool vs. tom cruise evil'

Meme Miner 1.1

<http://www.realmeme.com>



# Cultural Fingerprinting

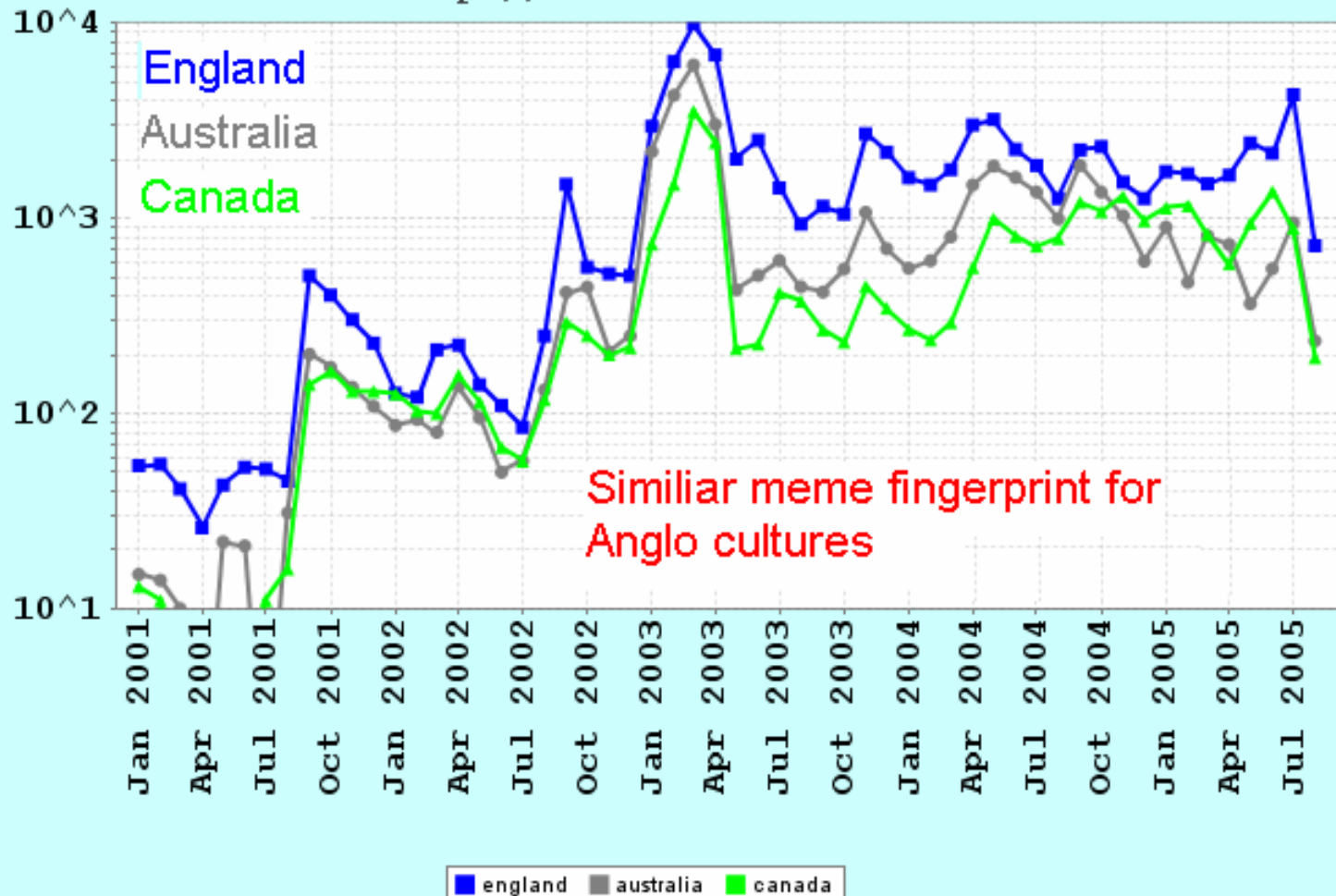
- Theory – Each culture displays a different memetic fingerprint for events
- The Internet allows empirical measurement of each fingerprint

# Cultural Fingerprinting

Dejanews MemeGraph For: 'iraq war'

Meme Miner 1.1

<http://www.realmeme.com>

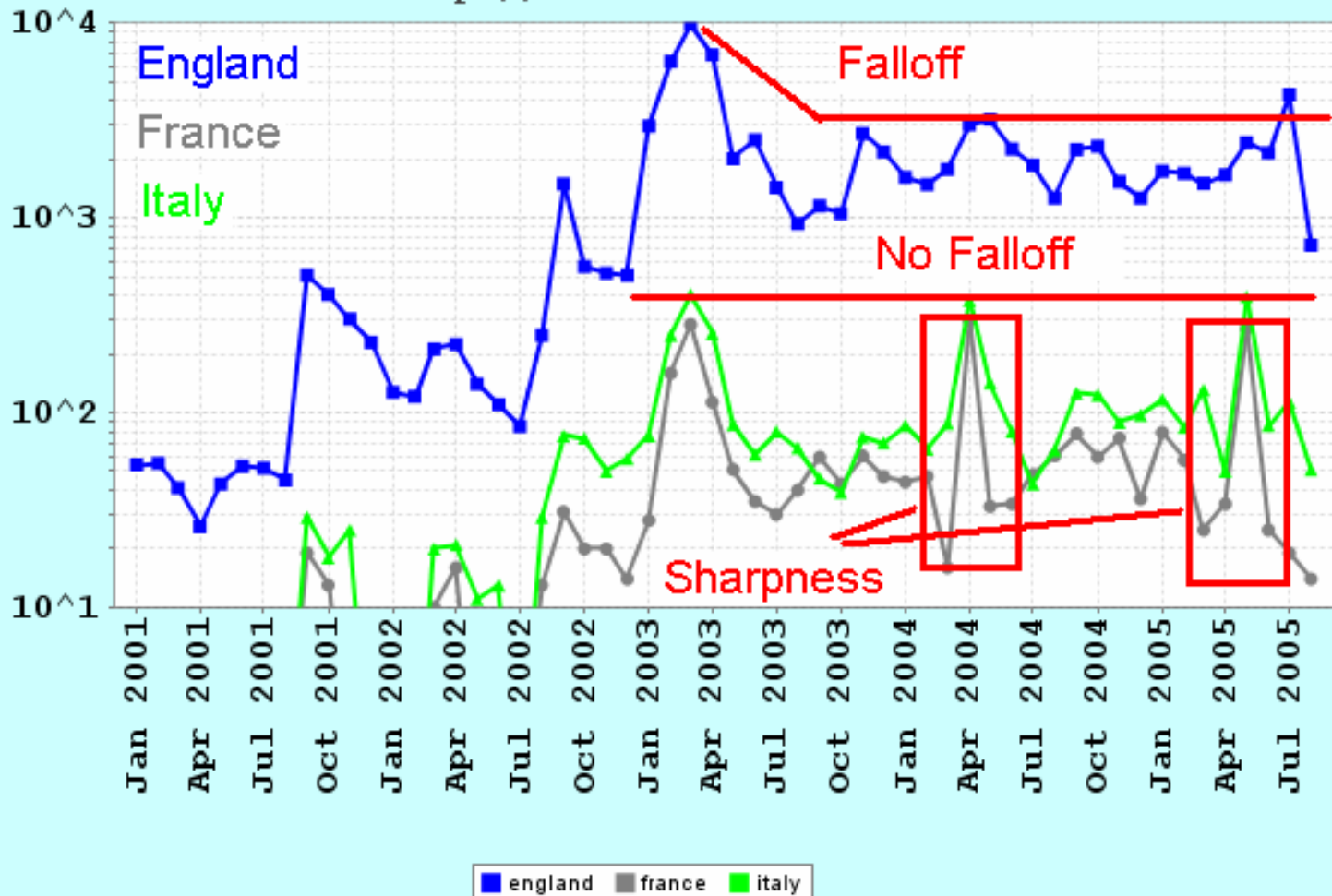


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<http://www.realmeme.com>



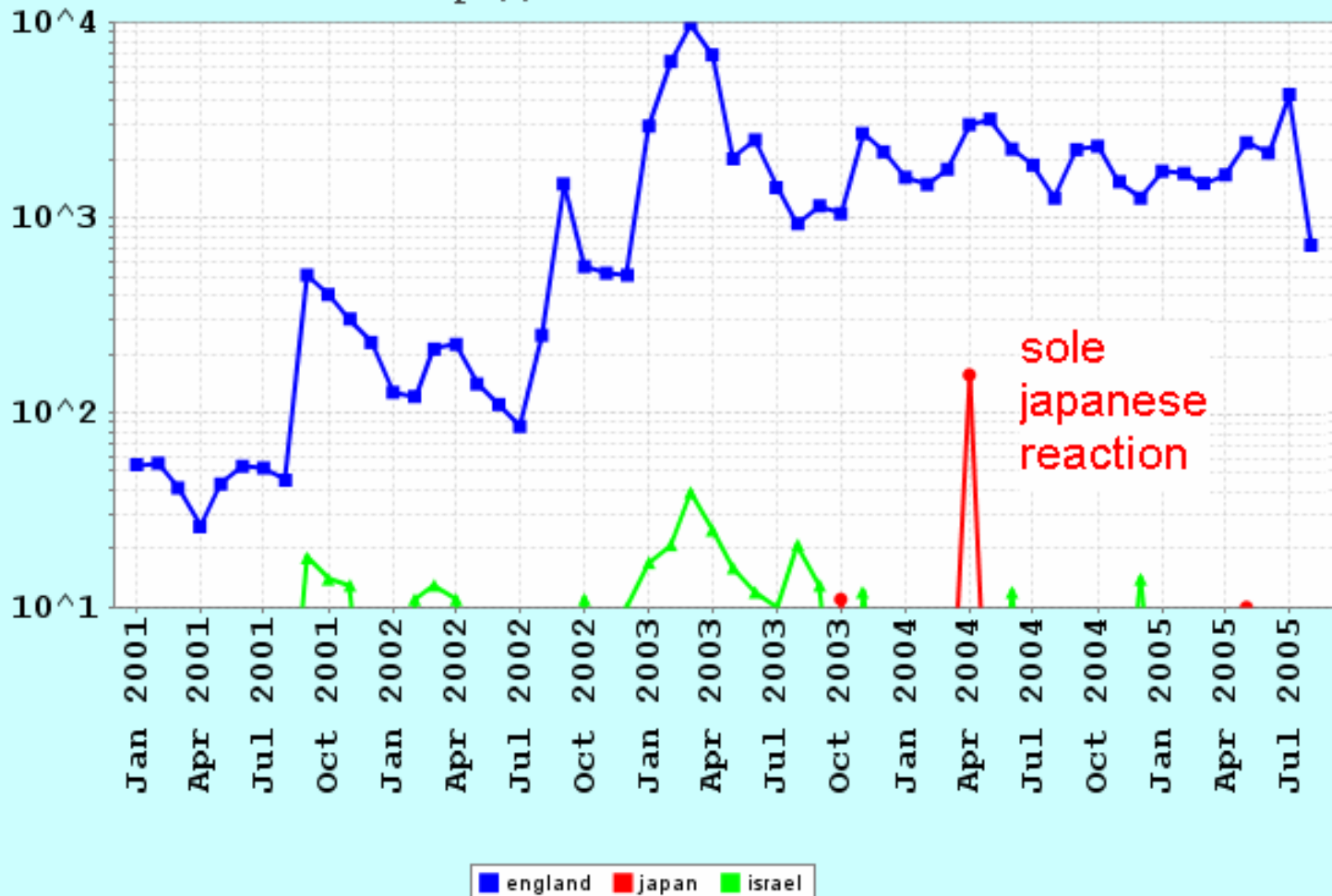


# Cultural Fingerprinting

Dejanews MemeGraph For: 'iraq war'

Meme Miner 1.1

<http://www.realmeme.com>



# Saleslogix

- Saleslogix Background
- Definition of “decimate”
- The Disruption Plan

# Saleslogix Disruption

This disruption was a function of three factors –

- 1) Common context bound by stock options and a central point of communication (Yahoo)
- 2) Operational mismanagement of a producing team for political reasons
- 1) Strategic management issued questionable statements, eroding credibility

# Saleslogix Disruption

#1 set the transport, the conduit of attack (Yahoo board).

#2 defined the object of attack, the damaged team.

#3 defined the method of attack - ridicule.

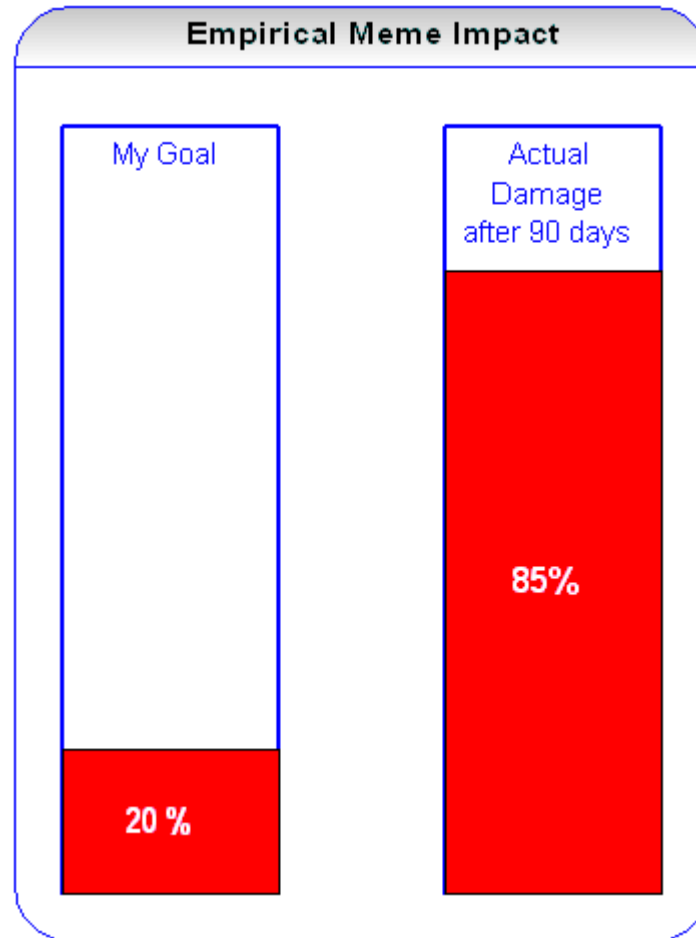
(Example – “You deserve a Pat on the back”)

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# Saleslogix Disruption



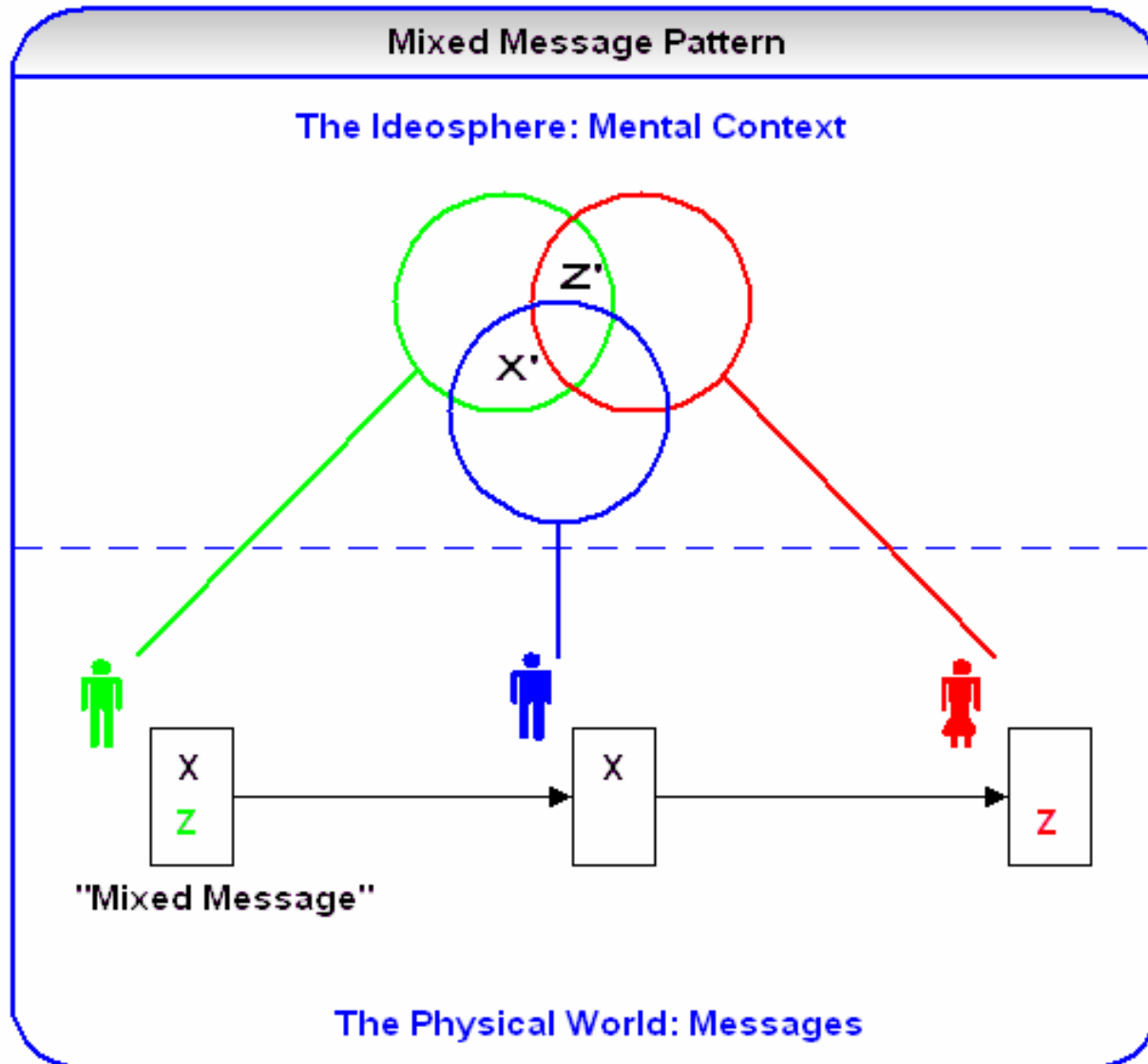
# Saleslogix Disruption Results



# Meme Devices

- What Is An Active Device?
- Active Devices For Meme Proagation
- Mixed Message Pattern
- Flea Pattern
- KeyRing Pattern

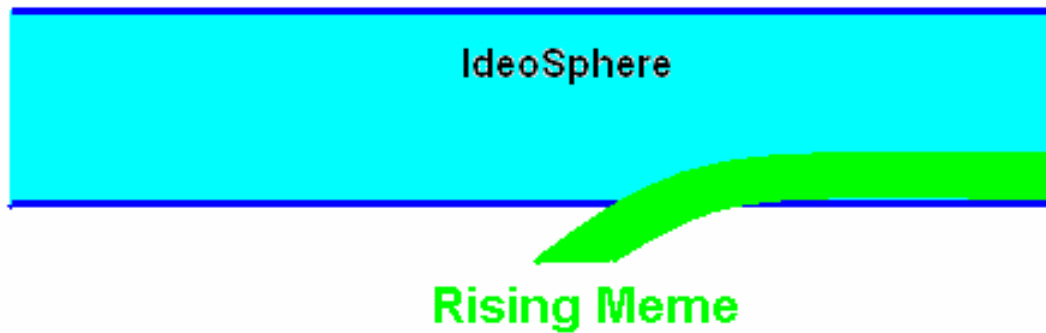
# Mixed Message Pattern





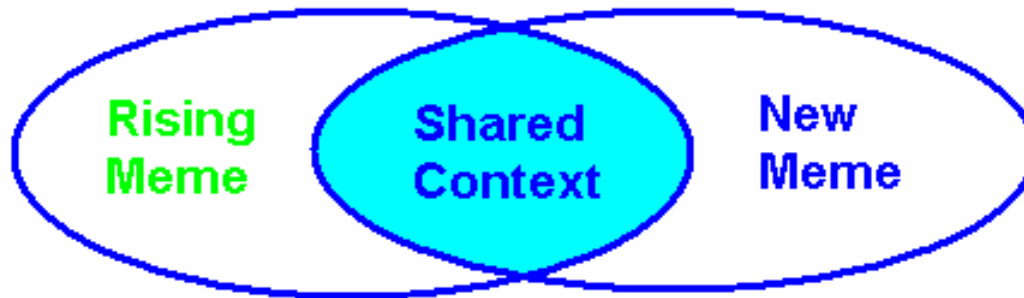
# Flea Pattern

- Identify A Rising Meme



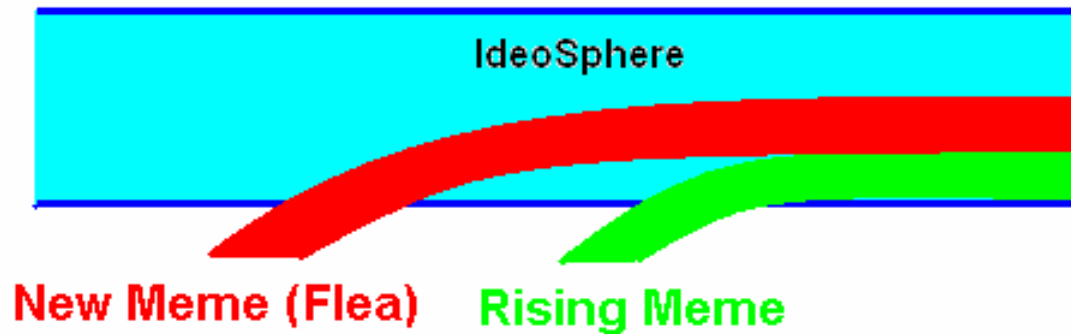
# Flea Pattern

- Bind The Context Of Your Meme



# Flea Pattern

- With any luck, the new meme will nab a share of the diffracted bandwidth.

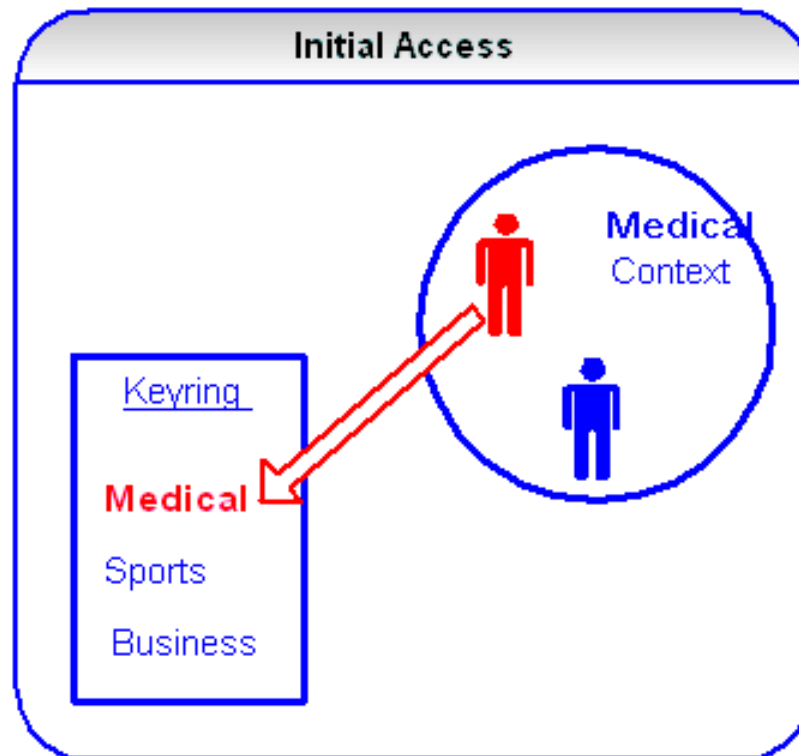


# Keyring Pattern

- The keyring pattern is the meme equivalent of differentiated (or segmented) marketing strategy
- The keyring page contains graphs which span a wide range of **contexts**; technology, sports, music, business, investment

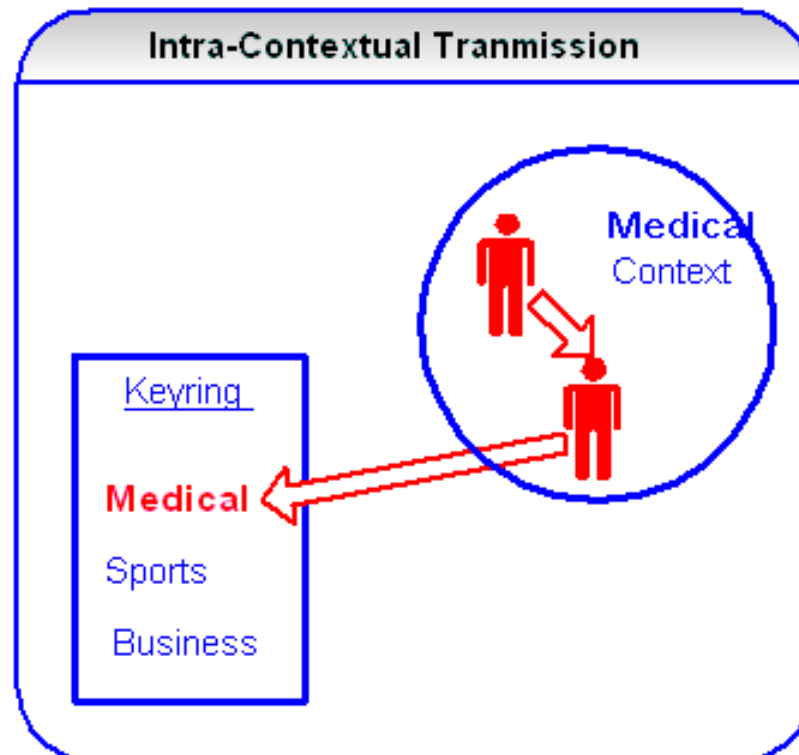
# Keyring Pattern Access

- The user finds something of interest



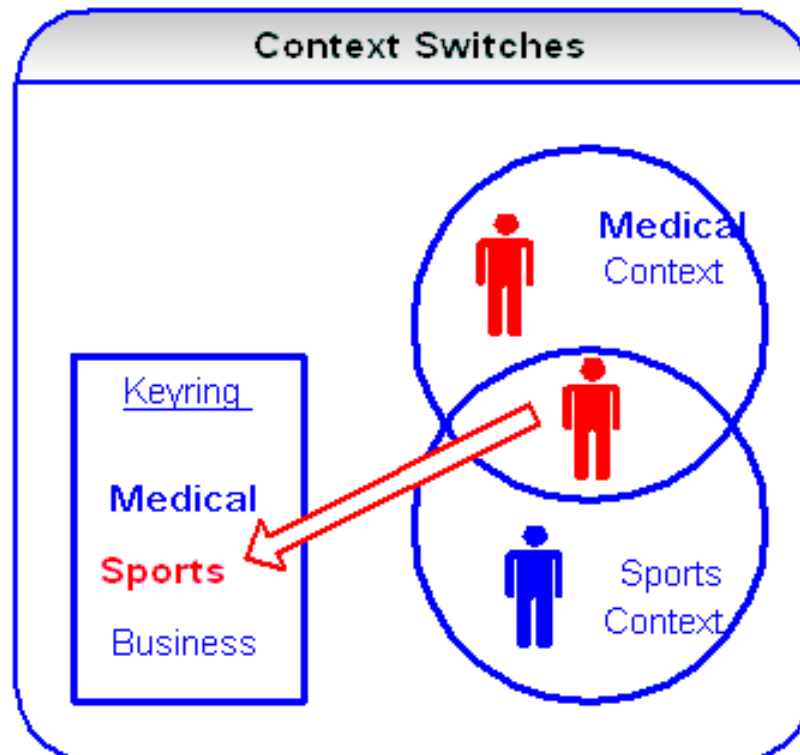
# Keyring Pattern Transmit

- The user forwards a link to a co-worker with similar interests



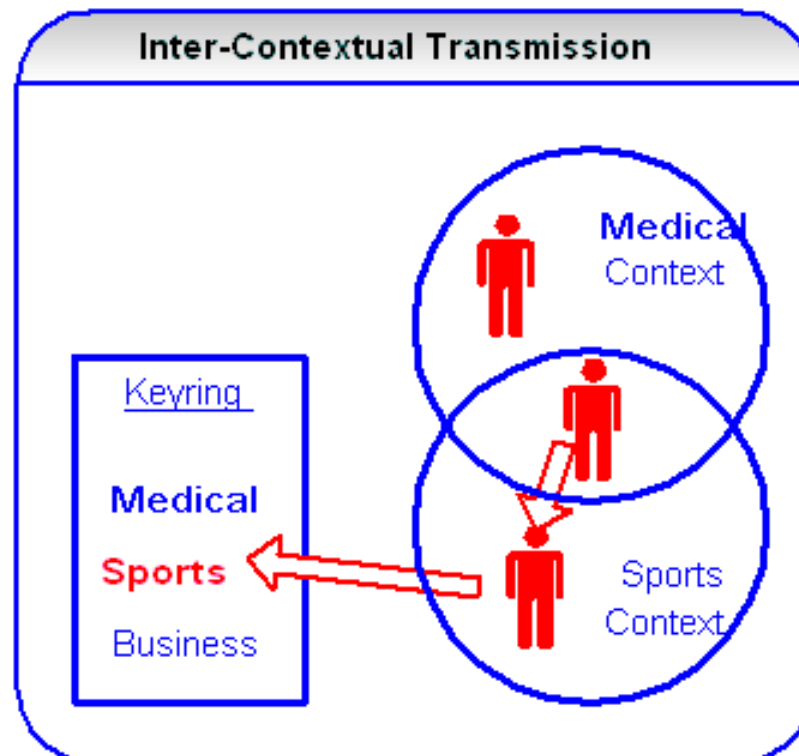
# Keyring Pattern Context

- The second user finds another interest on the page



# Keyring Pattern Final

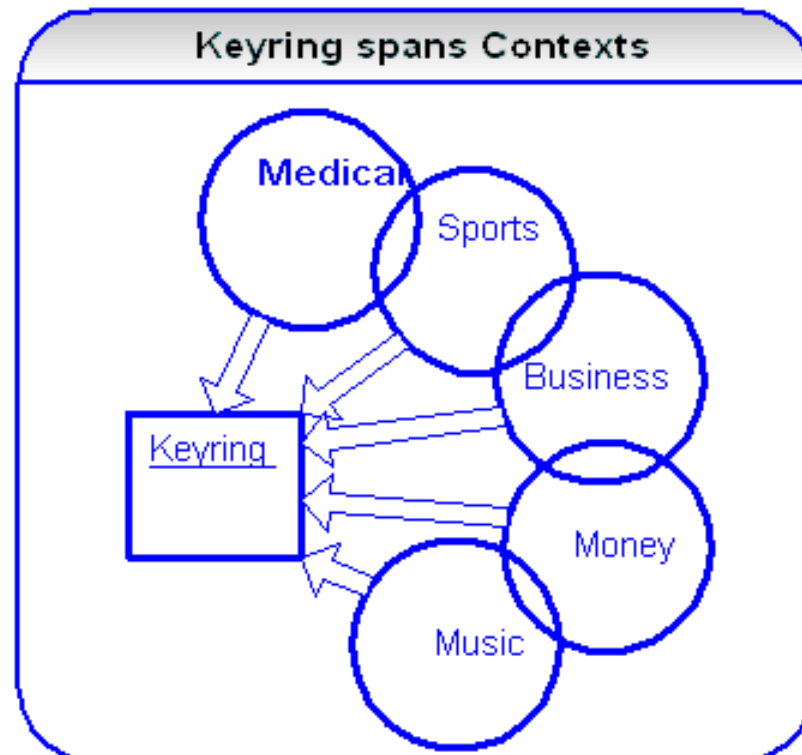
- The second user now forwards a link within a different context



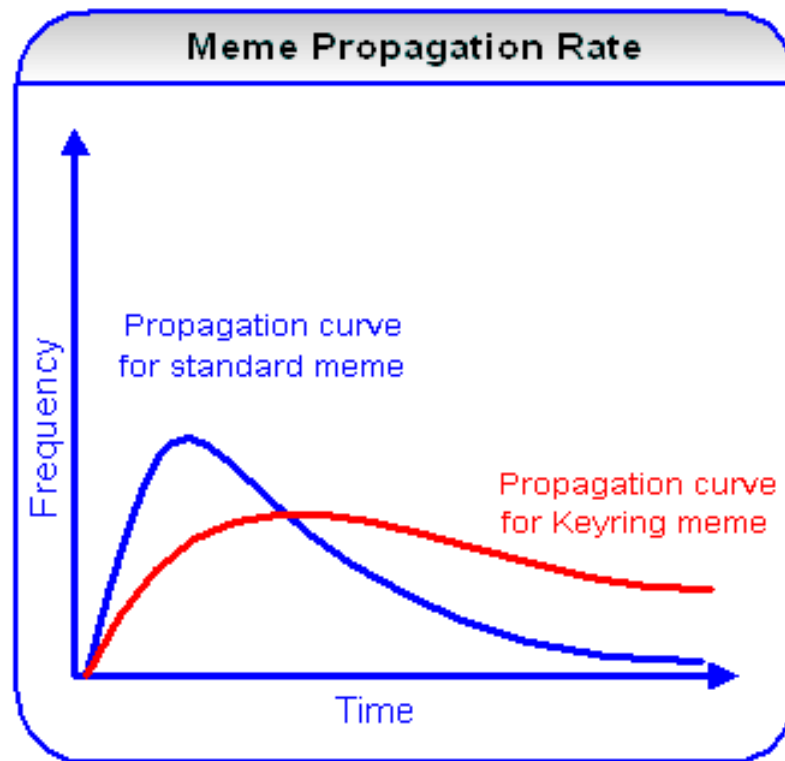


# Keyring Pattern Domain

- The meme propagates across several knowledge domains.



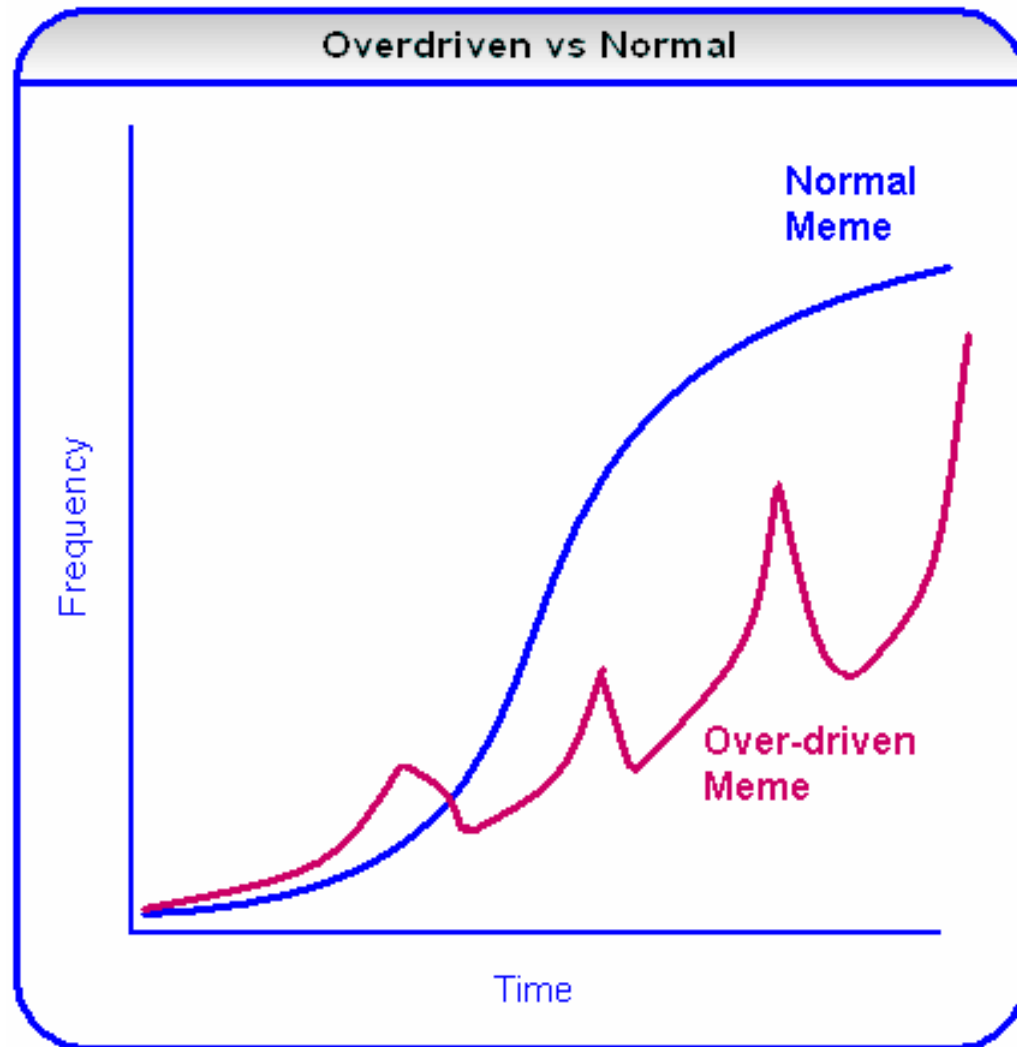
# Keyring Propagation Curve



# Meme Manipulation

- Overdriven Meme Example
- Personal Knowledge Of Overdriven Memes
- Suspicious Graphs
- Expect To See More Manipulation

# Overdriven Meme

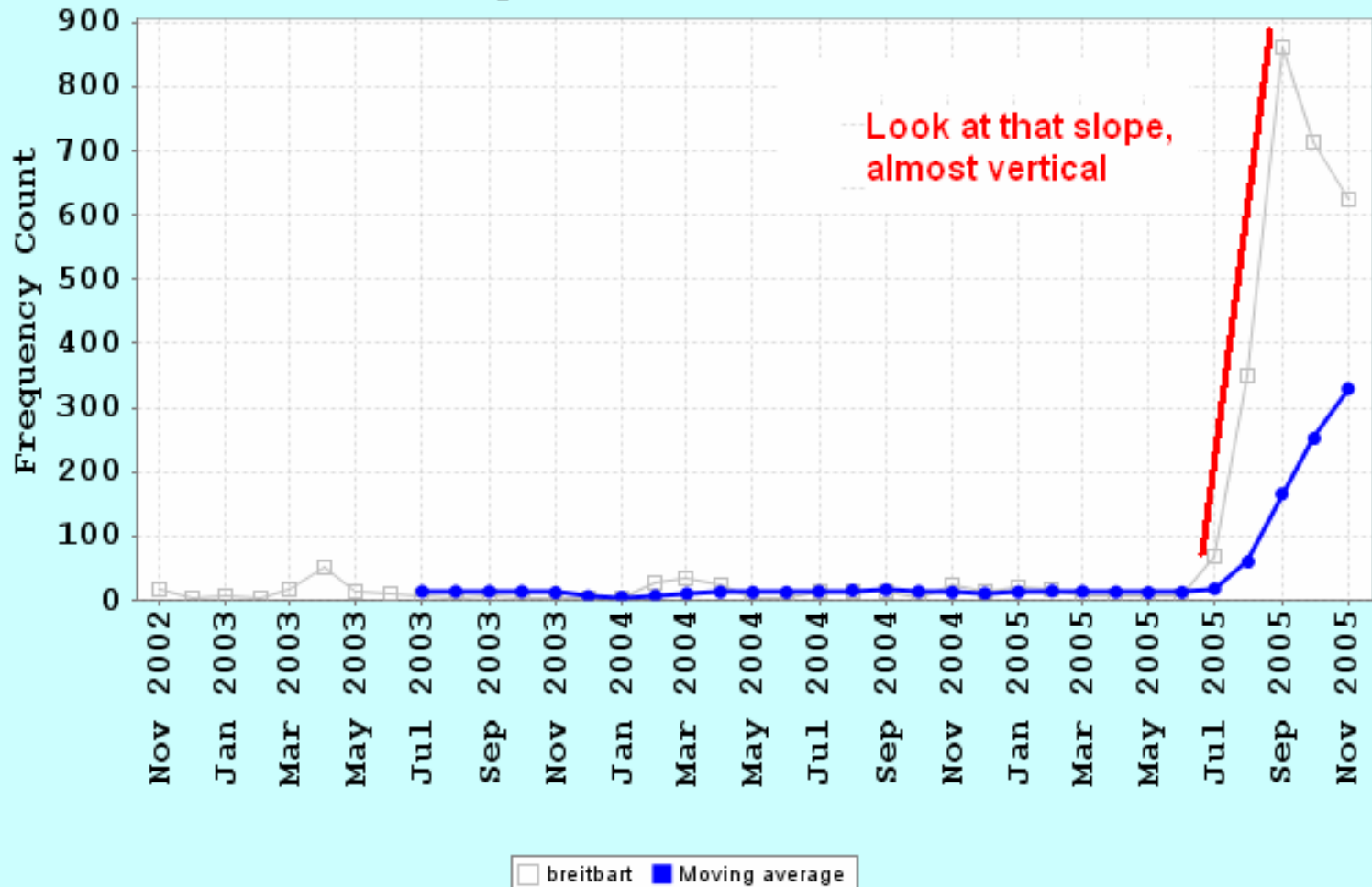


# Breitbart Meme (initial)

Dejanews MemeGraph For: 'breitbart'

Meme Miner 1.1

<http://www.realmeme.com>

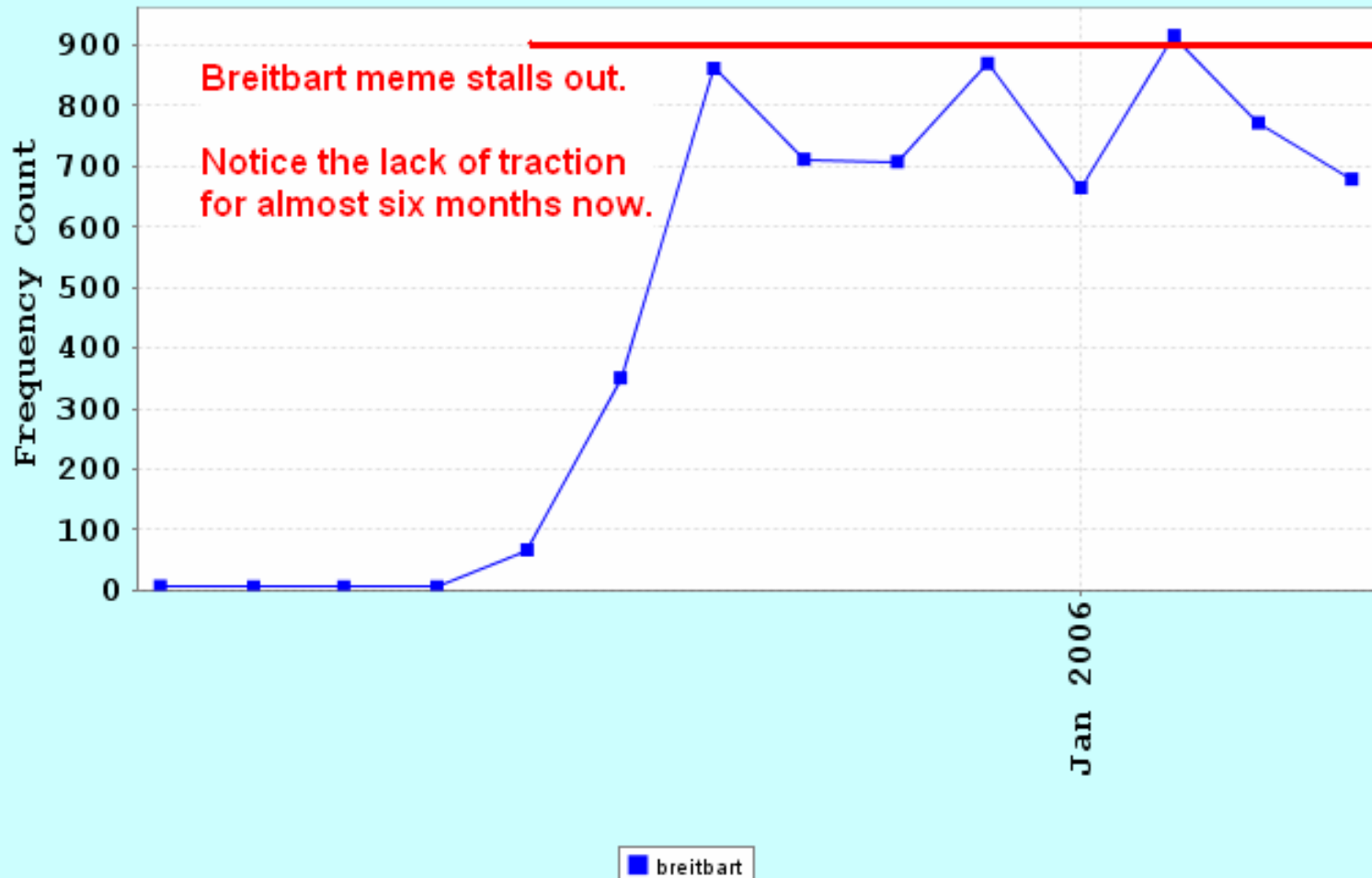


# Breitbart Meme

Dejanews MemeGraph For: 'breitbart'

Meme Miner 1.1

<http://www.realmeme.com>

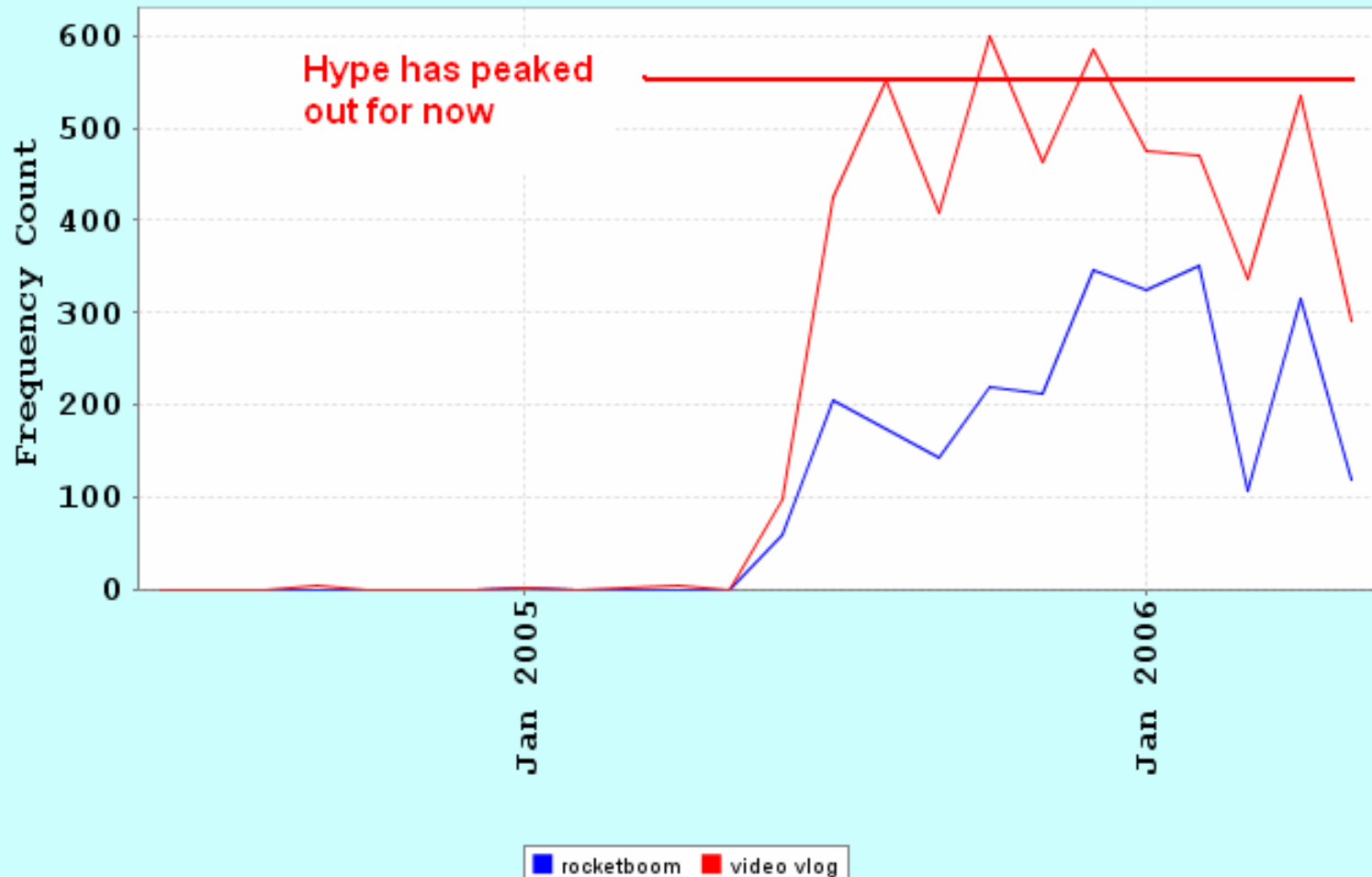


# RocketBoom Meme

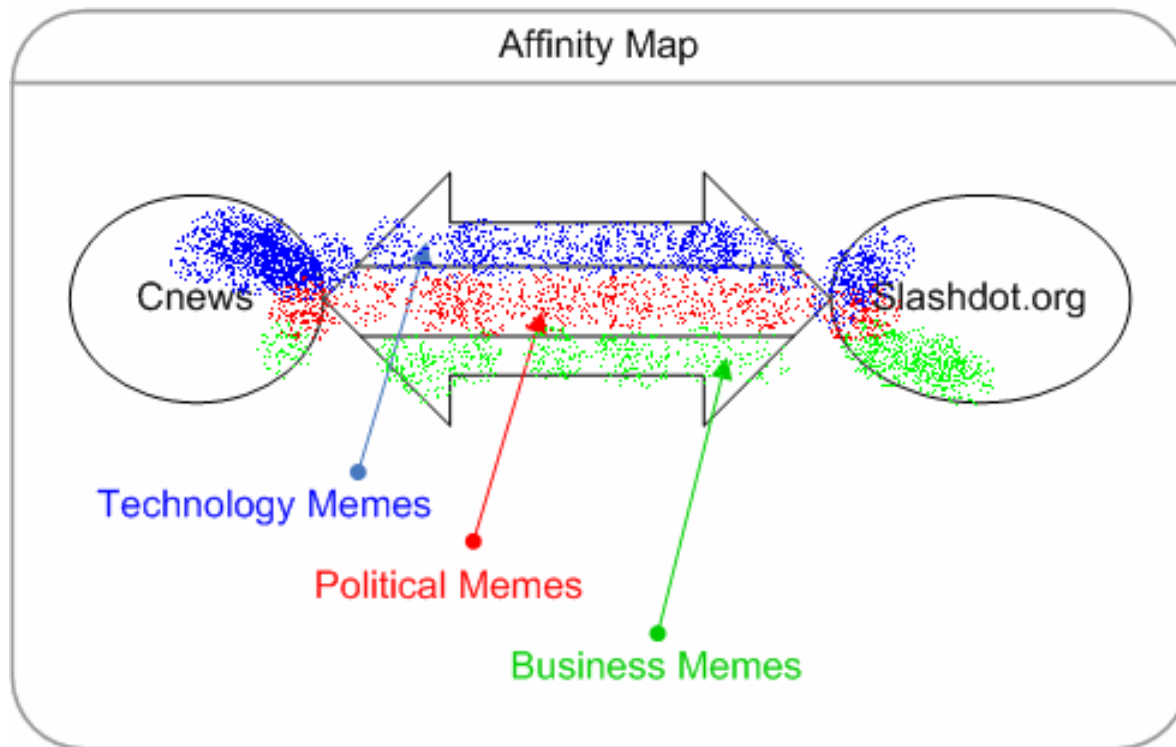
Dejanews MemeGraph For: 'rocketboom vs. video vlog'

Meme Miner 1.1

<http://www.realmeme.com>



# Meme Injection Map





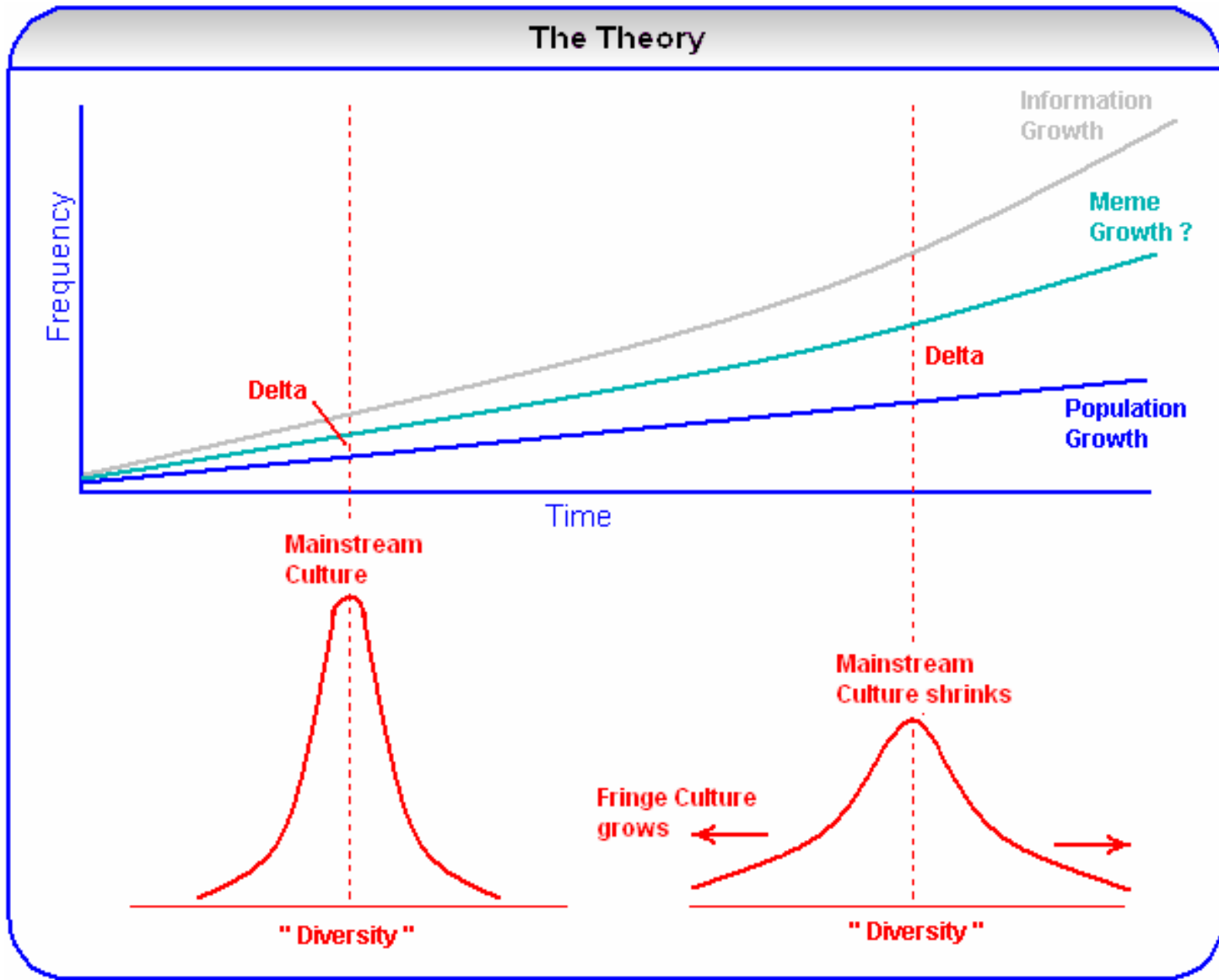
# The Vector Web

- Search Engines Already Collect The Data
- Add A Vectoring Component
- Determine Initial Meme Entry Point
- Categorize Meme In A Taxonomy
- Record Meme Frequency
- Map Propagation Through Web

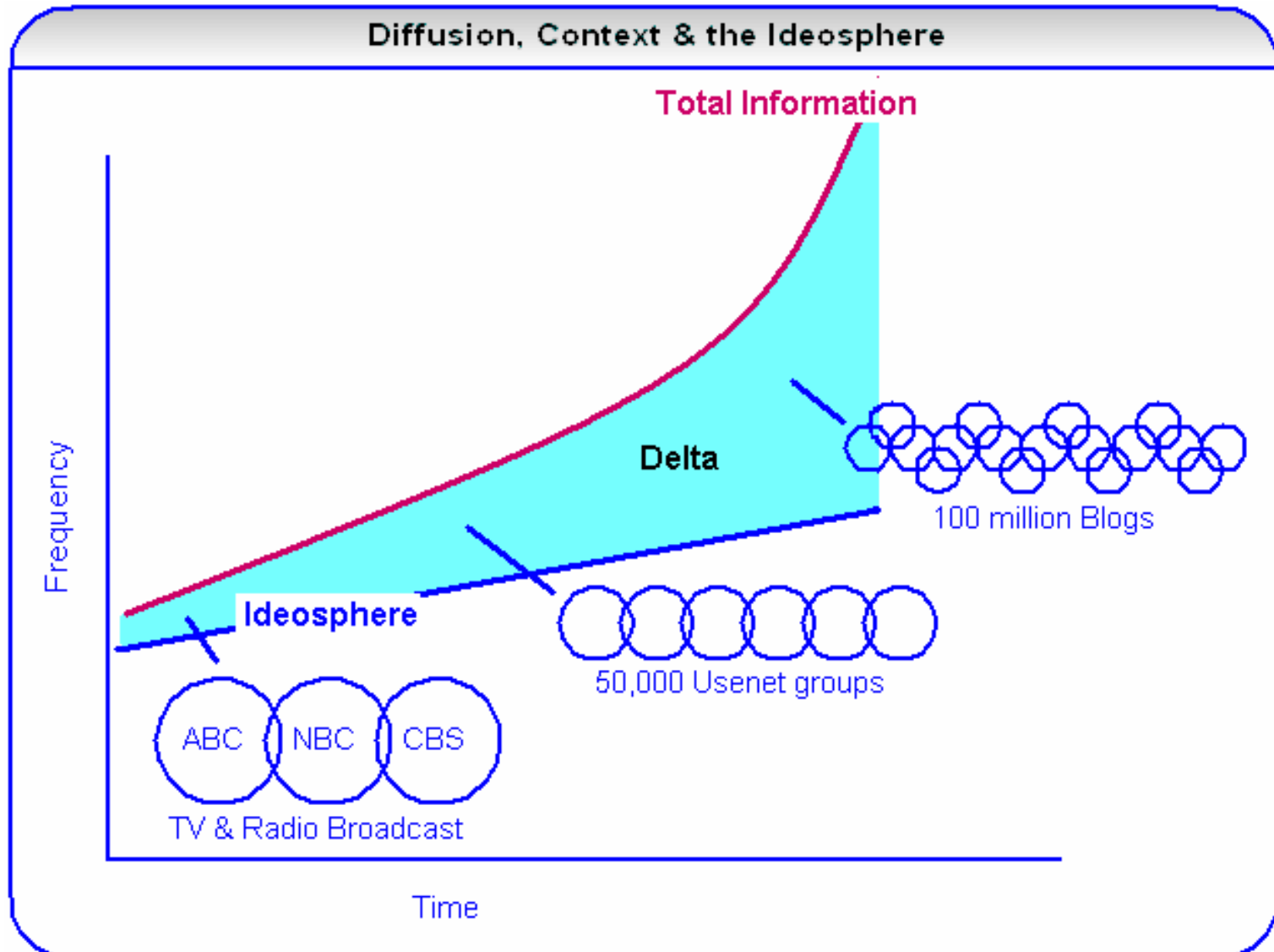
# Cultural Diffusion

- Total information grows faster than human population and it's easily duplicated, so the finite space of each skull gets a greater diversity of information than ever in history
- If this is true, then a "cultural diffusion" should occur; mainstream culture should shrink as fringe cultures spawn and grow

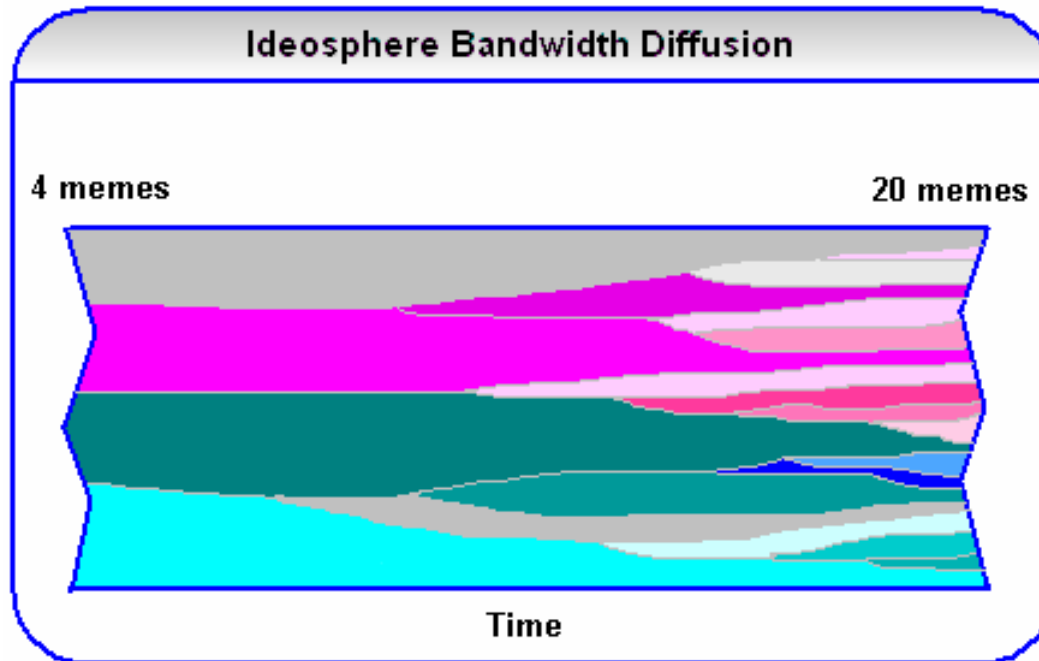
# Cultural Diffusion



# Operational View



# Meme Stream View

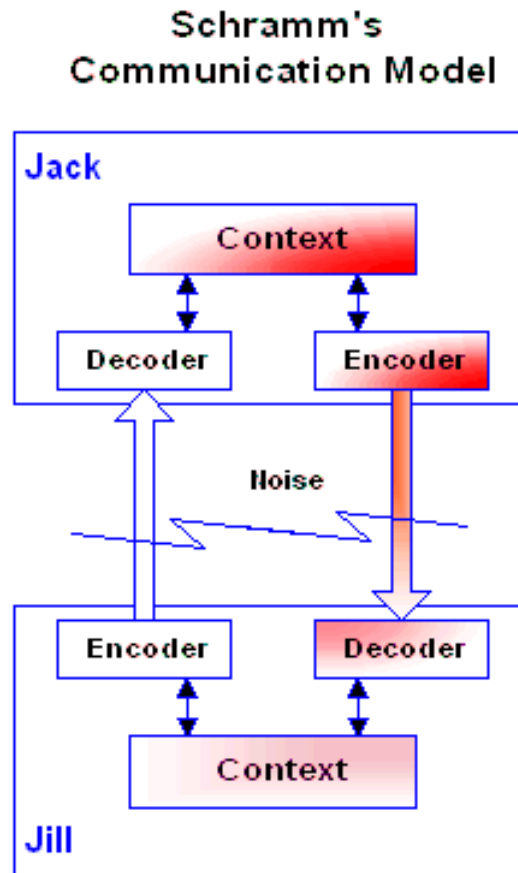


# Biodiversity

- Conformity Produces Susceptibility
- Diversity Produces Infertility
- Apply Extremes To the Cultural Diffusion

# Schramm Model

- RealMeme.com Was Built On Schramm



# Schramm & Context

## Transaction Costs & Context



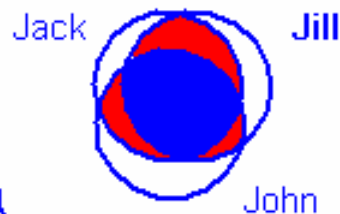
A context is a set of semantic meanings, expectations and social beliefs



When Jack & Jill have overlapping contexts, conflict and transaction cost are minimal



As contexts diverge, transaction costs rise  
conflict increases



Context is a geometrical function,  
costs & conflicts rise faster than participants