

How Google was "Weaponized" to take down anyone who doesn't agree with The Silicon Valley Cartel

DOE applicants placed thousands of websites on servers, around the world, and proved that Google was systematically targeting them for "down-ranking", web hiding, deletion and "mood manipulation". When they confronted Google, in writing with the charges, Google said: TOUGH!

The proof is clear: Eric Schmidt, Elon Musk, John Doerr, Steve Jurvetson, and their associates, used Google to consciously, maliciously and in a manually implemented manner, attack defame and economically damage competitors in the Department of Energy funding program!

The test metrics prove it. The witness testimony proves it. The EU evidence proves it and the 5 year long test analytic studies prove it.

The applicants are seeking a contingency law firm to sue Google for it's intentional, and malicious attacks.

Eric Schmidt, Elon Musk, John Doerr, Steve Jurvetson, and their associates, are campaign financiers, fixated on crafting the world into their egotistical, arrogant billionaire-skewed vision of "how things should be".

Few, if any, voters, and normal American's, share their "vision".



Silicon Valley holds the U.S. record for producing more news coverage about intern rapes, institutionalized misogyny, the refusal to hire blacks or women, "White Boy Frat House discrimination

clubs", start-up collusion (see "[Angelgate](#)" and "[No Poaching Conspiracy](#)" news coverage), Hooker murders, Escort clubs, "sex Islands", trophy wives and wife-slavery, Flash Boy stock market manipulation, and other horrific social ills. Almost every Silicon Valley VC has now been discovered to have come from one of the fraternity houses now charged, in the media, as "rape factories".




This Cartel does not seem to be qualified to be making decisions on behalf of society, yet, here they are, controlling what the public sees on the internet.

When applicants had media "hit jobs" put on them, largely by Google, they hired experts to figure how it was done and how Elon Musk got every negative article about him hidden by Google. Here is what they discovered:

How Silicon Valley Works:

You Work Hard 

You Pay Taxes 

Washington gives your tax money to Silicon Valley VC's as "green" kickbacks in exchange for campaign funds

Your retirement fund gives your invested money to Silicon Valley VC's who steal a "finders fee" off the top just for making a few phone calls



VC's & their frat-boy CEO's buy hookers with your money



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Google and the Obama White House, sitting in a tree? The search giant's relationship with the president stretches back to 2007 and is cozy as can be

- Google employees donated \$1.6 million to President Barack Obama's two White House bids
- The company told Daily Mail Online that it has spoken with the Federal Trade Commission about antitrust concerns; it was investigated in 2011 but later let off the hook
- In the 2012 election, the company's search algorithm customized results for Obama but not for Republican Mitt Romney
- Google execs who have left to work in the White House include Obama's chief technology officer
- Hillary Clinton also poached her new tech chief from Google this week

By [DAVID MARTOSKO](#), US POLITICAL EDITOR FOR DAILYMAIL.COM

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Proving That Google Manipulates The Internet For Elections And Stock Market Results For Its Investors: How It Was Done

- Technical testing arrays were built, by numerous groups, which spent long periods testing the internet
- Results prove that “mood manipulation” technology is intentionally used and operated by Google management
- Google accused of running “NAZI-LIKE” mind experiments on the public without their knowledge

Google's Internet search engines may be influencing elections

By

[David Shultz](#)

“What we’re talking about here is a means of mind control on a massive scale that there is no precedent for in human history.” That may sound hyperbolic, but Robert Epstein says it’s not an exaggeration. Epstein, a research psychologist at the American Institute for Behavioral Research in Vista, California, has found that the higher a politician ranks on a page of Internet search results, the more likely you are to vote for them.

“I have a lot of faith in the methods they’ve used, and I think it’s a very rigorously conducted study,” says Nicholas Diakopoulos, a computer scientist at the University of Maryland, College Park, who was not involved in the research. “I don’t think that they’ve overstated their claims.”

In their first experiment, Epstein and colleagues recruited three groups of 102 volunteers in San Diego, California, who were generally representative of the U.S. voting population in terms of age, race, political affiliation, and other traits. The researchers wanted to know if they could influence who the Californians would have voted for in the 2010 election ... for prime minister of Australia.

So they built a fake search engine called Kadoodle that returned a list of 30 websites for the finalist candidates, 15 for Tony Abbott and 15 for Julia Gillard. Most of the Californians knew little about either candidate before the test began, so the experiment was their only real exposure to Australian politics. What they didn’t know was that the search engine had been rigged to display the results in

an order biased toward one candidate or the other. For example, in the most extreme scenario, a subject would see 15 webpages with information about Gillard's platform and objectives followed by 15 similar results for Abbott.

As predicted, subjects spent far more time reading Web pages near the top of the list. But what surprised researchers was the difference those rankings made: Biased search results increased the number of undecided voters choosing the favored candidate by 48% compared with a control group that saw an equal mix of both candidates throughout the list. Very few subjects noticed they were being manipulated, but those who did were actually *more* likely to vote in line with the biased results. "We expect the search engine to be making wise choices," Epstein says. "What they're saying is, 'Well yes, I see the bias and that's telling me ... the search engine is doing its job.'"

In a second experiment, the scientists repeated the first test on 2100 participants recruited online through Amazon's labor crowdsourcing site Mechanical Turk. The subjects were also chosen to be representative of the U.S. voting population. The large sample size—and additional details provided by users—allowed the researchers to pinpoint which demographics were most vulnerable to search engine manipulation: Divorcees, Republicans, and subjects who reported low familiarity with the candidates were among the easiest groups to influence, whereas participants who were better informed, married, or reported an annual household income between \$40,000 and \$50,000 were harder to sway. Moderate Republicans were the most susceptible of any group: The manipulated search results increased the number of undecided voters who said they would choose the favored candidate by 80%.

"In a two-person race, a candidate can only count on getting half of the uncommitted votes, which is worthless. With the help of biased search rankings, a candidate might be able to get 90% of the uncommitted votes [in select demographics]," Epstein explains.

In a third experiment, the team tested its hypothesis in a real, ongoing election: the 2014 general election in India. After recruiting a sample of 2150 undecided Indian voters, the researchers repeated the original experiment, replacing the

Australian candidates with the three Indian politicians who were actually running at the time. The results of the real world trial were slightly less dramatic—an outcome that researchers attribute to voters' higher familiarity with the candidates. But merely changing which candidate appeared higher in the results still increased the number of undecided Indian voters who would vote for that candidate by 12% or more compared with controls. And once again, awareness of the manipulation enhanced the effect.

A few percentage points here and there may seem meager, but the authors point out that elections are often won by margins smaller than 1%. If 80% of eligible voters have Internet access and 10% of them are undecided, [the search engine effect could convince an additional 25% of those undecided to vote for a target candidate](#), the team reports online this week in the *Proceedings of the National Academy of Sciences*. That type of swing would determine the election outcome, as long as the expected win margin was 2% or less. “This is a huge effect,” Epstein says. “It’s so big that it’s quite dangerous.”

But perhaps the most concerning aspect of the findings is that a search engine doesn’t even have to intentionally manipulate the order of results for this effect to manifest. Organic search algorithms already in place naturally put one candidate’s name higher on the list than others. This is based on factors like “relevance” and “credibility” (terms that are closely guarded by developers at Google and other major search engines). So the public is already being influenced by the search engine manipulation effect, Epstein says. “Without any intervention by anyone working at Google, it means that Google’s algorithm has been determining the outcome of close elections around the world.”

Presumably Google isn’t intentionally tweaking its algorithms to favor certain presidential candidates, but Epstein says it would be extremely difficult to tell if it were. He also points out that the Internet mogul will benefit more from certain election outcomes than others.

And according to Epstein, Google is very aware both of the power it wields, as well as the research his team is doing: When the team recruited volunteers from the Internet in the second experiment, two of the IP addresses came from

Google's head office, he says.

“It's easy to point the finger at the algorithm because it's this supposedly inert thing, but there are a lot of people behind the algorithm,” Diakopoulos says. “I think that it does pose a threat to the legitimacy of the democracy that we have. We desperately need to have a public conversation about the role of these systems in the democratic processes.”

Posted in [Brain & Behavior](#), [Technology](#)

- **PSYCHOLOGIST'S TRICKS USED BY GOOGLE:**



- [Andrew Fishman](#)

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Aug. 7 2015, 6:18 p.m.

- A British psychologist is receiving sharp criticism from some professional peers for providing expert advice to help the U.K. surveillance agency GCHQ manipulate people online.
- The debate brings into focus the question of how or whether psychologists should offer their expertise to spy agencies engaged in deception and propaganda.
- Dr. Mandeep K. Dhami, in a 2011 [paper](#), provided the controversial GCHQ spy unit JTRIG with advice, research pointers, training recommendations, and thoughts on psychological issues, with the goal of improving the unit's performance and effectiveness. JTRIG's [operations](#) have been referred to as “[dirty tricks](#),” and Dhami's paper notes that the unit's

own staff characterize their work using “terms such as ‘discredit,’ promote ‘distrust,’ ‘dissuade,’ ‘deceive,’ ‘disrupt,’ ‘delay,’ ‘deny,’ ‘denigrate/degrade,’ and ‘deter.’” The unit’s targets go beyond terrorists and foreign militaries and include groups considered “domestic extremist[s],” criminals, online “hacktivists,” and even “entire countries.”

- After [publishing](#) Dhami’s paper for the first time in June, *The Intercept* reached out to several of her fellow psychologists, including some whose work was referenced in the paper, about the document’s ethical implications.
- One of the psychologists cited in the report criticized the paper and GCHQ’s ethics. Another psychologist condemned Dhami’s recommendations as “grossly unethical” and another called them an “egregious violation” of psychological ethics. But two other psychologists cited in the report did not express concern when contacted for reaction, and another psychologist, along with Dhami’s current employer, defended her work and her ethical standards.
- A British law firm hired to represent Dhami maintained that any allegations of unethical conduct are “grossly defamatory and totally untrue.”

- The divergent views on the paper highlight how the profession of psychology has yet to resolve key ethical concerns around consulting for government intelligence agencies. These issues take on added resonance in the context of the uproar [currently roiling](#) the American Psychological Association over the [key role it played](#) in the CIA torture program during the Bush administration. The APA's Council of Representatives [voted](#) Friday to bar psychologists from taking part in national security interrogations or to advise on confinement conditions. Dhami's consultation with JTRIG and the APA's role in support of the CIA torture program are disparate — there is no suggestion that Dhami advised on interrogations involving torture nor that her paper was part of an ongoing relationship with JTRIG — but Dhami's GCHQ work, like the APA scandal, provokes heated disagreement and criticism.

• **Psychologists respond strongly to ethical issues**

- Some peers are outspoken against Dhami's paper.

They do not believe it is possible to engage ethically with the deceitful activities of a unit like JTRIG at any level. Arguments in defense of assisting psychological operations, meanwhile, include the notion that doing so helps ensure they are conducted in a responsible fashion and can help obviate the need for operations that are violent.

- Dr. Stephen Soldz, Director of Center for Research Evaluation and Program Development at Boston Graduate School of Psychoanalysis
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- Photo: Alamy
- Dr. Stephen Soldz, co-founder of the Coalition for an Ethical Psychology and co-author of [two reports](#) from Physicians for Human Rights on health professionals' role in the CIA torture program, told *The Intercept* that the recommendations in Dhami's report highlight the moral hazard of "operational psychology," in which psychological expertise is used to further military and intelligence operations.
- Soldz condemned the "deeply disturbing and grossly unethical recommendations" in Dhami's JTRIG report. He added that "the psychology profession and the public must grapple with developing proper ethical constraints on the activities of operational psychologists."
- For Dr. Bradley Olson, who is past president of

APA [Division 48](#), which studies peace, conflict, and violence, using one's training to assist in a mission like JTRIG's, which involves the deception and manipulation of unsuspecting targets, is inherently problematic. Using one's "expertise, research, or consultation to guide deceptive statements, even the statements of others, when the deceptive intentions are clearly documented ... that is against psychological ethics," according to Olson, who has collaborated with Soldz, including as a co-founder of the Coalition for an Ethical Psychology. "This is a terrible, terrible violation of psychological ethics" and a violation of the APA's ethical standards, he added.

- Dhami is not currently a member of the APA, but was a member of an APA Division at the time the report was written. According to [APA bylaws](#), "Divisions must comply with all APA Bylaws, Association Rules and current policies." Her online [profile](#) at Middlesex University, where Dhami is a professor, currently lists her as a member of [APA Division 41](#) and a fellow of [Division 9](#). A representative of APA Division 9, the Society for the Psychological Study of Social Issues, said that Dhami stopped paying dues in 2013 and is therefore no longer a member. The APA and an officer of Division 41, the American Psychology-

Law Society, acknowledged receiving but did not respond to questions from *The Intercept*.

- Dr. Christian Crandall, a professor in the University of Kansas' social psychology program, disagrees with Dhami's critics. "In my perusal, it seemed that she was writing a brief that would lead to research opportunities, consulting opportunities, and the like," he said. "Because this brief was commissioned and written prior to the Snowden revelations ... we might give Prof. Dhami the benefit of the doubt, that she might not [have] know[n] or anticipate[d] the extent of misconduct in the intelligence agencies."
- Crandall is also a council member at SPSSI, the APA division that honored Dhami as a fellow in 2007, and, emailing in that capacity, said he sees nothing unethical about Dhami's report for JTRIG. After a "fairly quick look at the document," he said the report did not merit an investigation. "What should SPSSI do? Nothing. Nothing at all, until evidence of actual unethical conduct appears. And we have not seen it."
- "It is certainly possible that JTRIG acts badly, spies on domestic (or American) targets, or even breaks international law. It is a stretch to hold Prof. Dhami responsible for this," Crandall wrote. "[The report is] quite a bit like what the U.S. Army

teaches their strategic communication officers. It's less offensive than the behaviors of Karl Rove. It's not benign. But Dhami specifies two relevant ethical codes ... and two relevant UK laws ... and recommends that JTRIG follow the relevant laws."

• **“I do not think that JTRIG requires a set of ethical guidelines that is different from those that are relevant to the rest of humanity.”**

- Dhami was contacted for this article and responded to questions from *The Intercept* through Schillings, a British law firm, and Culhane Meadows, a U.S. firm. A letter from Schillings said that Dhami had “upheld the highest ethical standards” throughout her academic career and had never sought to hide her association with GCHQ. “The work undertaken by our client has been focused on helping GCHQ to accurately understand and responsibly apply

psychological science,” the letter stated. “In working with the government our client typically provides advice on how to improve specific aspects of their work” and is “not therefore actively engaged in the day-to-day business of these departments, but rather an independent observer/commentator” with a “strong track record of publishing critiques of existing Government policies.”

- Schillings also said Dhami was “legally restricted in terms of the responses that she is able to give” to *The Intercept's* questions “by virtue of the government agency involved,” adding that no “adverse inferences” should be drawn from this. Asked about Dhami’s report, GCHQ said in a statement that the agency is “aware of the responsibility that comes with the nature of its work and in addition to the legal accountability we also take the ethical considerations surrounding our mission seriously.”
- Middlesex University defended Dhami’s work, writing: “Middlesex University has robust ethical procedures and is committed to operating in an ethical way to ensure the highest possible standards of decision-making and accountability. Professor Dhami’s work for Middlesex University is carried out in strict accordance with the ethical

codes of the organisation, which in turn conform to the standards laid down by the British Psychological Society.”

• **Psychological advice for covert propaganda unit**

- Dhami appears to have been a senior lecturer in criminology at Cambridge University when she wrote the report, as well as a social psychologist with the Defence Science and Technology Laboratory, an agency sponsored by the U.K. Ministry of Defence. During this period, she was temporarily transferred, or “seconded” to GCHQ, according to a version of Dhami’s [CV](#) posted online.
- The top-secret document, titled “Behavioural Science Support for JTRIG’s (Joint Threat Research and Intelligence Group’s) Effects and Online HUMINT Operations,” appears to have been written during this stint at the spy agency. (The term “HUMINT” commonly refers to human intelligence.) It was based on interviews with 22 JTRIG staffers and seven support staff from GCHQ. In it, Dhami provides advice on how JTRIG

can improve its approach and attain desired outcomes, for example, by applying theories and research around persuasive communication, compliance, obedience, conformity, and the creation of trust and distrust.

- “Compliance can be achieved through various techniques,” reads the “obedience” section of Dhami’s report, “including: Engaging the norm of reciprocity; engendering liking (e.g., via ingratiation or attractiveness); stressing the importance of social validation (e.g., via highlighting that others have also complied); instilling a sense of scarcity or secrecy; getting the ‘foot-in-the-door’ (i.e., getting compliance to a small request/issue first); and applying the ‘door-in-the-face’ or ‘low-ball’ tactics (i.e., asking for compliance on a large request/issue first and having hidden aspects to a request/issue that someone has already complied with, respectively).”
- In other cases, Dhami presents a menu of possible effective approaches grounded in specific psychological research that is formally cited throughout the body of the paper, in a “recommended reading list,” and in a “list of training requirements for JTRIG staff.”
- “Propaganda techniques include,” Dhami writes,

“Using stereotypes; substituting names/labels for neutral ones; censorship or systematic selection of information; repetition; assertions without arguments; and presenting a message for and against a subject.”

- Dhami’s 42-page report came nearly three years before the world became aware of JTRIG and of its methods of deception, dissemination of online propaganda, and acquisition of human intelligence. The unit’s existence was first revealed through leaked documents provided by NSA whistleblower Edward Snowden and published by [*NBC News*](#) and [*The Intercept*](#). JTRIG’s tactics include seeding propaganda on social media, impersonating people online, and creating false blog posts to discredit targets.
- Dhami recommends that staff be trained on the various specific techniques she outlines, that a social influence research program be developed, that the possibility of compiling psychological profiles for exploitation in intelligence operations be explored, that a catalog of online crime prevention techniques be developed, that processes for assessment of risk and effectiveness be established, and that JTRIG develop guidelines for operational best practices.

• **‘JTRIG has now acquired this material’**

- Some of the psychology research texts Dhami recommends are marked with an asterisk indicating “JTRIG has now acquired this material.” *The Intercept* attempted to contact the authors of materials that had been “acquired” by JTRIG.
- One of those authors, Peter Smith, emeritus professor of psychology at University of Sussex near Brighton, England, raised questions about Dhami’s paper.
- “Some of the reported actions of JTRIG are clearly contrary to the ethical guidelines of the British Psychological Society,” Smith wrote in an email. “The descriptions that [s]he provides of the social psychology of influence are broadly accurate, but the use of this knowledge to deceive people or distort the information that they receive is not advocated in any of the sources that [s]he cites.” He added: “I am certainly not comfortable with the ways in which Dr. Dhami has used [her] knowledge of social psychology.”
- Dhami’s profile at Middlesex University does not list the British Psychological Society among her

current professional affiliations.

- Other psychologists cited by Dhimi did not criticize her paper but rather disclaimed any control over her use of their material. Susan Fiske, a Princeton psychologist and fellow of six APA divisions, also had her work acquired by JTRIG. She told *The Intercept* by email, “Anyone can buy my book. When you write a textbook, it’s in the public domain, and anyone can use it. I have no control over what happens after it is published.”
- Joseph Forgas, a psychology professor at the University of New South Wales in Australia, had his work on the list as well. He responded: “This is published research that is in the public sphere and is openly available to anyone. So, I have no further control over its use, and I see [no] problem at all with anyone using it. If there are indeed any ethical issues here, it is the responsibility of democratic governments to supervise such activity. I am not aware of any abuse, and on the whole, I don’t see any real issues here.”
- Eleven other psychologists whose work was cited by Dhimi did not respond to emails from *The Intercept*.

• A 'bespoke' code of ethics

- Dhami does directly address ethical concerns in part of her report. But her treatment of ethics is brief. JTRIG, she writes, operates under “no specific guidelines on ethical practice.” She notes that professional codes of conduct exist, such as those of the British Society of Criminology and the British Psychological Society, but determines that “clearly, not all of the aspects of the above codes will be relevant or applicable to JTRIG’s operations” and the codes “do not identify best practice in all of the types of online interactions that JTRIG staff might be involved in.” “Thus,” she concludes, “JTRIG may need to develop a bespoke code” that complies with the U.K. legislation governing intelligence agencies.
- Smith, the University of Sussex psychologist whose work was acquired by JTRIG, views the issue differently. “Dr. Dhami neither condemns nor directly endorses the reported actions of JTRIG, but suggests that their actions may need to be guided by a ‘different’ ethical code,” he wrote. “I do not think that JTRIG requires a set of ethical guidelines that is different from those that are

relevant to the rest of humanity.”

- The very idea of a “bespoke code” that “complies” with the law but merely considers established ethics codes “that may be pertinent,” without being bound by them, is controversial, but not novel. It’s far from clear that there is an ethically correct way to engage in acts to discredit, deceive, denigrate, and degrade unsuspecting targets, and it’s decidedly possible that developing guidelines that purport to do so will only lend legitimacy to unsavory behavior.
- A change to the [APA’s Ethics Code](#), adopted in August 2002, allowed psychologists, for the first time, to “adhere to the requirements of the law, regulations, or other governing legal authority” in cases where those regulations could not be squared with ethical standards.
- That same month, the Bush Justice Department issued one of the key, then-secret “[torture memos](#),” which suggested that interrogators could avoid prosecution for torture if they believed in “good faith” their actions would not result in “prolonged mental harm”; demonstration of such “good faith” included “consulting with experts.”
- Three years later, after [images](#) of the [Abu Ghraib](#) torture scandal had shocked the world, the

APA Presidential Task Force on Psychological Ethics and National Security [affirmed](#) the organization's support for psychologists' participation in government interrogations. "The Task Force believes that a central role for psychologists working in the area of national security-related investigations is to assist in ensuring that processes are safe, legal, and ethical for all participants," it stipulated.

- This institutional posture gave psychologists the ethical cover to participate in interrogations, which in turn provided interrogators with the legal cover, in accordance with the DoJ memos, to engage in "enhanced interrogation tactics."
- In 2010, the APA removed the clause added to the Ethics Code in 2002, which could open the door to the so-called "[Nuremberg Defense](#)." The 2005 PENS report was retracted in 2013.

• **‘Propaganda for democracy’**

- Social scientists and medical professionals have long struggled with the moral and ethical dilemmas inherent in operational work on behalf of militaries and intelligence agencies.

Proponents of such work posit that so-called psychological operations can limit conflict and save lives — particularly when used tactically, for limited applications within a battlefield, as opposed to strategically around the world.

- Critics maintain that because the potential for abuse is inherent, scholars have an obligation to combat, rather than enable, psychological operations.
- Dr. Sara B. King, chair of the psychology department at Saint Francis University in Pennsylvania, summarizes the argument in [her study](#) of military social influence. Some propaganda critics, she writes, “have argued that ‘propaganda for democracy’ is simply a contradiction in terms, because pervasive propaganda inevitably shapes totalitarian, rather than democratic, psychological process.” In describing strategic psychological operations “planned and executed at the national level,” King explains: “These broad-based military perception management initiatives, argue some, have the potential to endanger both science and democracy.”
- According to King, this debate was most fervent in the period between the two world wars, was largely quashed during the anti-Communist

McCarthy era, and became a relative whisper in the post-9/11 era, when the APA changed its ethical posture to enable psychologists to participate in interrogations.

- In a published response to King, [Dhami argued](#) in March 2011, the same month the JTRIG report was issued, that military use of psychology is inevitable, and therefore civilian psychologists have a responsibility to monitor its application in order to prevent misuse.
- “The integrity of our psychological science is threatened by the great potential for its misinterpretation and misapplication in military social influence campaigns,” Dhami wrote. “The harm that may be caused by remaining detached from such campaigns, perhaps because of the element of deception and invasion of privacy involved, may far outweigh the benefits of striving for the welfare and rights of the campaign targets.”
- Even in the wake of today’s APA vote, the debate over Dhami’s paper shows the profession of psychology is still grappling with questions over the ethical limits of involvement in government intelligence programs.
- “Psychologists should use their unique insights into human behavior to promote human welfare

and dignity, not undermine or harm individuals,” Sarah Dougherty, a lawyer and senior fellow of the U.S. Anti-Torture Program at Physicians for Human Rights, told *The Intercept*. “The JTRIG allegations merit further investigation.”

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Google's Use of "Mood Manipulation" on the Public: Psychologists Approve Ban on Role in National Security Interrogations

By **JAMES RISEN**

Photo

The Washington headquarters of the American Psychological Association, the nation's largest association of psychologists. CreditStephen Crowley/The New York Times

TORONTO — The American Psychological Association on Friday overwhelmingly approved a new ban on any involvement by psychologists in national security interrogations conducted by the United States government, even noncoercive interrogations now

conducted by the Obama administration.

The council of representatives of the organization, the nation's largest professional association of psychologists, voted to impose the ban at its annual meeting here.

The vote followed an emotional debate in which several members said the ban was needed to restore the organization's reputation after a scathing [independent investigation](#) ordered by the association's board.



[U.S. Psychologists Urged to Curb Questioning Terror Suspects](#) JULY 30, 2015



[Outside Psychologists Shielded U.S. Torture Program, Report Finds](#) JULY 10, 2015

That investigation, conducted by David Hoffman, a Chicago lawyer, found that some officers of the association and other prominent psychologists colluded with government officials during the Bush administration to make sure that association policies did not prevent psychologists from involvement in the harsh interrogation programs conducted by the C.I.A. and the Pentagon.

Nadine Kaslow, an association board member and head of a special committee established by the board to oversee the investigation into the organization's role in interrogations, said she was pleased by the overwhelming vote in favor of the measure. "This is a very resounding 'yes,' " Ms. Kaslow said. The ban was approved by the association's council by a vote of 156 to 1. Seven council members abstained, while one was recused.

"I think this was a tremendous step in the right direction," said Susan McDaniel, the association's president-elect, who was the chairwoman of Friday's meeting. She expressed hopes that Friday's vote would persuade psychologists who quit the organization because of its involvement with Bush-era interrogations to rejoin the group.

Many A.P.A. leaders and members said they were stunned by the lopsided vote in favor of the ban, and its backers said that as late as Thursday night they were not certain it would pass. Just before Friday's vote, the measure's supporters agreed to change some of the ban's language, which may have won over some wavering council members. Two of the ban's advocates on the council, psychologists Scott Churchill and Steven Reisner, insisted that the changes did not weaken the ban. "This was a momentous day," said Mr. Churchill.

The ban passed on Friday says that "psychologists shall not conduct, supervise, be in the presence of, or otherwise assist any national security interrogations for any military or intelligence entities, including private contractors working on their behalf, nor advise on conditions of confinement insofar as these might facilitate such an interrogation." The measure's backers added language on Friday that stated that psychologists may consult with the government on broad interrogation policy, but may not get involved in any specific interrogation or consult on the specific detention conditions for detainees.

The final vote was met by a standing ovation by many of the council members, as well as the large crowd of observers, which included anti-torture activists and psychology graduate students who had come to the meeting to support the ban. Some wore T-shirts proclaiming "First, Do No Harm," a reference to the physicians' Hippocratic oath.

"I'm really happy they didn't vote no," said Deb Kory, a clinical psychologist from Berkeley, Calif. "I think that would have been the death knell for the A.P.A."

Some psychologists did speak out in opposition to the ban, or at least expressed reservations about it during the debate before the vote on Friday morning, arguing that it went too far. "I'm concerned about unintended consequences," said Larry James, who represents the A.P.A.'s division of military psychology on the council.

The ban would only prohibit involvement in what the association

defines as national security interrogations, which are those conducted by the American military or intelligence agencies, or by contractors or foreign governments outside traditional domestic criminal law enforcement inside the United States.

It would not prohibit psychologists from working with the police or prisons in criminal law enforcement interrogations.

President Obama signed an [executive order in 2009](#) banning the use of the harsh interrogation techniques employed against terrorism suspects during the Bush administration. But there are still some psychologists involved in the interrogation programs now used in terrorism cases by the Obama administration.

Most interrogations of important terrorism suspects now are conducted by the [High Value Detainee Interrogation Group](#), an interagency unit led by the F.B.I. that includes C.I.A. and Pentagon personnel. The group also includes psychologists, who both conduct research and consult on effective means of interrogating terrorism suspects.

Pentagon officials have said that psychologists are also still assigned at the American military prison at Guantánamo Bay, Cuba, where they oversee voluntary interrogations of detainees.

A.P.A. officials said that psychologists could be subject to ethics complaints if they continued to be involved in national security interrogations after a new association ethics code was in place to reflect Friday's ban.

Ms. McDaniel said that she did not know how many A.P.A. members were now involved in national security interrogations. But the measure passed Friday calls for the A.P.A. to send a letter to Mr. Obama and other top government officials informing them of the new policy, and requesting that psychologists be removed from Guantánamo Bay and other sites where national security interrogations are conducted, so that they do not violate the new ethics policy.

Psychologists played crucial roles in the post-9/11 harsh interrogation programs created by the C.I.A. and Pentagon, and their involvement helped the Bush administration claim that the abusive interrogation techniques were legal. The involvement of psychologists in the interrogations enabled the Justice Department to issue secret legal opinions arguing that the interrogations were safe because they were being monitored by health professionals, and thus did not constitute torture.

Even before Friday's vote, the Hoffman report and its unsparing findings of collusion during the Bush administration had already had a dramatic impact on the A.P.A. Four top association officials, including its chief executive and his deputy, have left the organization since the report was released in July.

Friday's vote in favor of the ban prompted an immediate reaction among military psychologists who are members of the A.P.A.

After the vote, about 50 members of the A.P.A.'s military psychology division, including several who were in uniform, held a separate meeting in another conference room in the hotel that hosted the annual meeting. They expressed frustration and anger.

Tom Williams, the president of the A.P.A.'s military psychology division, said that he thought the language of the ban was overly broad.

"I think the wording could have a large effect on any psychologist in a national security setting," said Mr. Williams, a retired Army psychologist. He said that the group may consider splitting off from the A.P.A.

"We are keeping our options on the table," Mr. Williams said.

Correction: August 7, 2015

An earlier version of this article misspelled the name of a psychologist who supported a ban on involvement by psychologists in national security interrogations. He is Steven Reisner, not Reissner.

Google

THE INCREDIBLE SHRINKING Google Google MARKET POWER TAKES A DIVE

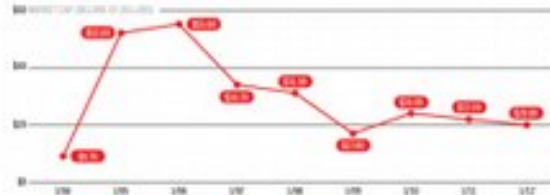
There was a time when Google ruled the web. Alongside its contemporaries MSN and a much younger Bing, the search engine was a formidable internet presence in the late 1990s and early 2000s and showed little sign of slowing down.

Unfortunately, those days are no longer. Due to the company's struggle to keep up with competitors, Google has been shrinking in size and power since the middle of the last decade. Below, we explore how far Google has fallen and what its prospects look like today.

A TUMBLING MARKET CAP

One of the most pronounced signs of Google's distress is its ever-decreasing market cap, which has been on a downward trend for the last 8 years.

Google's DEFLATING MARKET CAP



Google

\$18.8
BILLION

As of April 2012, Google's market cap sits at just \$18.8 billion.

2006

\$54.9
BILLION

Additionally, Google's enterprise value has fallen 88.1 percent in the past 8 years.

2007

\$17.28
BILLION

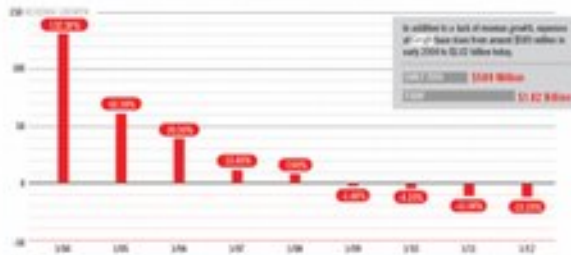
Google

There is still the question of what price premium the company can fetch in the next several years.

FALLING REVENUE GROWTH

Another key indicator that Google is straining is the stability of company earnings to gross revenue. In fact, their revenue growth has been falling steadily since 2004.

REVENUE GROWTH FALLS BELOW ZERO



In addition to a lack of revenue growth, revenue of -11.8% has been from around \$100 billion in early 2009 to \$11.2 billion today.

2009 Revenue: \$100 Billion
2012 Revenue: \$11.2 Billion

NO CREDIBILITY LEFT. MOST PEOPLE CONSIDER GOOGLE TO BE A SHAM

Revenue isn't the only part of Google that is shrinking.

2008



In 2008 only 20% of Google's White House bribes and Search Engine Rigging was discovered.

2012



From 2012, forward, most of Google's White House bribes and Search Engine Rigging was discovered along with Google's sex pervasions, law rigging, tax evasion, lies, wild yuppie ass-hole owners and a bunch of other bad things about Google.

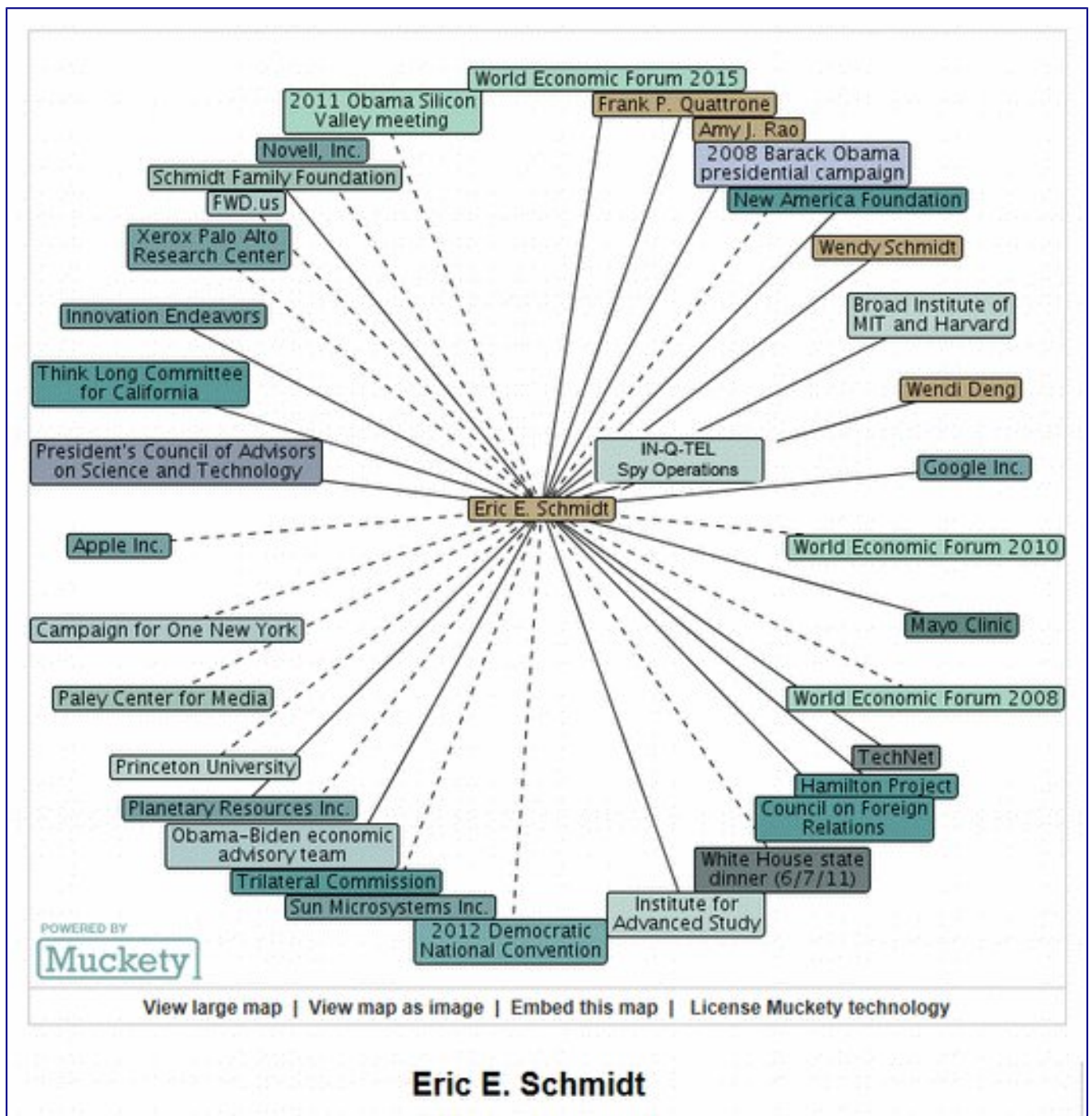
THE FUTURE OF Google



Google

Google

DEAD



How Google Could Rig the 2016 Election

Google has the ability to drive millions of votes to a candidate with no one the wiser.

By Robert Epstein



America's next president could be eased into office not just by TV ads or speeches, but by Google's secret decisions, and no one—except for me and perhaps a few other obscure researchers—would know how this was accomplished.

Research I have been directing in recent years suggests that Google, Inc., has amassed far more power to control elections—indeed, to control a wide variety of opinions and beliefs—than any company in history has ever had. Google's search algorithm can easily shift the voting preferences of undecided voters by 20 percent or more—up to 80 percent in some demographic groups—with virtually no one knowing they are being manipulated, according to [experiments](#) I conducted recently with Ronald E. Robertson .

Given that many elections are won by small margins, this gives Google the power, right now, to flip upwards of 25 percent of the national elections worldwide. In the United States, half of our presidential elections have been won by margins under 7.6 percent, and the 2012 election was won by a margin of only 3.9 percent—well within Google’s control.

There are at least three very real scenarios whereby Google—perhaps even without its leaders’ knowledge—could shape or even decide the election next year. Whether or not Google executives see it this way, the employees who constantly adjust the search giant’s algorithms are manipulating people every minute of every day. The adjustments they make increasingly influence our thinking—including, it turns out, our voting preferences.

What we call in our research the Search Engine Manipulation Effect (SEME) turns out to be one of the largest behavioral effects ever discovered. Our [comprehensive new study](#), just published in the *Proceedings of the National Academy of Sciences* (PNAS), includes the results of five experiments we conducted with more than 4,500 participants in two countries. Because SEME is virtually invisible as a form of social influence, because the effect is so large and because there are currently no specific regulations anywhere in the world that would prevent Google from using and abusing this technique, we believe SEME is a serious threat to the democratic system of government.

According to [Google Trends](#), at this writing Donald Trump is currently trouncing all other candidates in search activity in 47 of 50 states. Could this activity push him higher in search rankings, and could higher rankings in turn bring him more support? Most definitely—depending, that is, on how Google employees choose to adjust numeric weightings in the search algorithm. Google acknowledges adjusting the algorithm 600 times a year, but the process is secret, so what effect Mr. Trump’s success will have on how he shows up in Google searches is presumably out of his hands.

Our new research leaves little doubt about whether Google has the ability to control voters. In laboratory and online experiments conducted in the United States, we were able to boost the proportion of people who favored any candidate by between 37 and 63 percent after just one search session. The impact of viewing biased rankings repeatedly over a period of weeks or months would undoubtedly be larger.

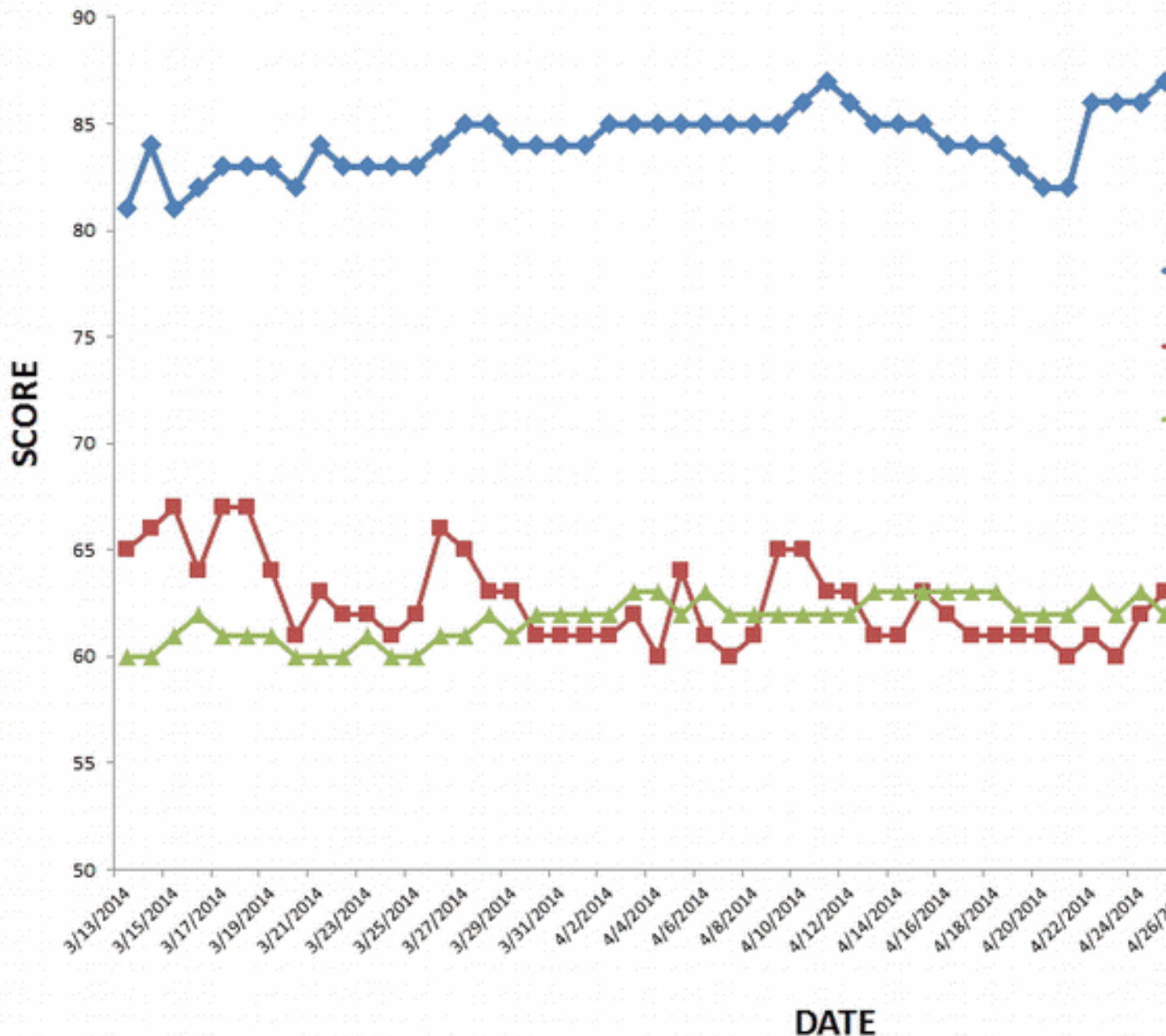
In our basic experiment, participants were randomly assigned to one of three groups in which search rankings favored either Candidate A, Candidate B or neither candidate. Participants were given brief descriptions of each candidate and then asked how much they liked and trusted each candidate and whom they would vote for. Then they were allowed up to 15 minutes to conduct online research on the candidates using a Google-like search engine we created called Kadoodle.

Each group had access to the same 30 search results—all real search results linking to real web pages from a past election. Only the ordering of the results differed in the three groups. People could click freely on any result or shift between any of five different results pages, just as one can on Google’s search engine.

When our participants were done searching, we asked them those questions again, and, *voilà*: On all measures, opinions shifted in the direction of the candidate who was favored in the rankings. Trust, liking and voting preferences all shifted predictably.

More alarmingly, we also demonstrated this shift with real voters during an actual electoral campaign—in an experiment conducted with more than 2,000 eligible, undecided voters throughout India during the 2014 Lok Sabha election there—the largest democratic election in history, with more than 800 million eligible voters and 480 million votes ultimately cast. Even here, with real voters who were highly familiar with the candidates and who were being bombarded with campaign rhetoric every day, we showed that search rankings could boost the proportion of people favoring any candidate by more than 20 percent—more than 60 percent in some demographic groups.

GOOGLE SCORES PRIOR TO CLOSE OF 2014 INDIAN ELECTION



Given how powerful this effect is, it's possible that Google decided the winner of the Indian election. Google's own daily data on election-related search activity (subsequently removed from the Internet, but not before my colleagues and I downloaded the pages) showed that Narendra Modi, the ultimate winner, outscored his rivals in search activity by more than 25 percent for sixty-one consecutive days before the final votes were cast. That high volume of search activity could easily have been generated by higher search rankings for Modi.

Google's [official comment](#) on SEME research is always the same: "Providing relevant answers has been the cornerstone of Google's approach to search from the very beginning. It would undermine the people's trust in our results and company if we were to change course."

Could any comment be more meaningless? How does providing "relevant answers" to election-related questions rule out the possibility of favoring one candidate over another in search rankings? Google's statement seems far short of a blanket denial that it ever puts its finger on the scales.

There are three credible scenarios under which Google could easily be flipping elections worldwide as you read this:

First, there is the Western Union Scenario: Google's executives decide which candidate is best for us—and for the company, of course—and they fiddle with search rankings accordingly. There is precedent in the United States for this kind of backroom king-making. Rutherford B. Hayes, the 19th president of the United States, was put into office in part because of strong support by Western Union. In the late 1800s, Western Union had a monopoly on communications in America, and just before the election of 1876, the company did its best to assure that only positive news stories about Hayes appeared in newspapers nationwide. It also shared all the telegrams sent by his opponent's campaign staff with Hayes's staff. Perhaps the most effective way to wield political influence in today's high-tech world is to donate money to a candidate and then to use technology to make sure he or she wins. The technology guarantees the win, and the donation

Robert Epstein is senior research psychologist at the [American Institute for Behavioral Research and Technology](#) and the former editor-in-chief of Psychology Today. Follow him on Twitter [@DrREpstein](#).

Read more: <http://www.politico.com/magazine/story/2015/08/how-google-could-rig-the-2016-election-121548#ixzz3t5xp1aH>



KYLE SMITH

NEWS



Google controls what we buy, the news we read – and Obama’s policies

By Kyle Smith

March 26, 2012 | 5:00pm



Photo: EPA



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It's 2020. The New England Patriots, winners of six straight Super Bowls, are having yet another routine meeting with the Commissioner's Office.

Deputy NFL Commissioner Tom Brady and his chief of staff, Rob Gronkowski, OK a rule change that forgives the Patriots for illegally tagging other teams and deflating football over the preceding years. Meanwhile, members of the Patriots continue to happily contribute funding for the commissioner's new 45-room castle in Turks and Caicos, and Bill Belichick agrees to continue coaching the commissioner's 12-year-old son in Pop Warner football.

Would that bother anyone? Because the above is pretty much going on today, only the team is called Google and the commissioner is the president of the United States.

Google falls from grace

Analysis

"I think Google is likely 75% fucked," Paul Kedrosky, a venture capitalist, wrote in an email to *Mashable*. "Nothing's totally fucked, but... they're at a precipice, and no one is calling them on it."



IMAGE: VIRGINIA MARYLAND ASSOCIATED PRESS



BY SETH
FEIGERMAN

1 DAY AGO

Analysis

"I think Google is likely 75% fucked," Paul Kedrosky, a venture capitalist, wrote in an email to *Mashable*. "Nothing's totally fucked, but... they're at a precipice, and no one is calling them on it."

Just a few years ago — heck, even a few months ago — that statement would have come

The League of INSANE BILLIONAIRES



SEX... POWER... TOO MUCH MONEY...
WHAT DO YOU GET A 'PRINCE'
THAT HAS EVERYTHING?

Why Google Is the New Evil Empire

By Steve Tobak / ValleyBeat / Published April 20, 2015 / FOXBusiness



Today we have Google ([GOOGL](#)). Don't let the geeky façade, whimsical multicolored logo and "don't be evil" mantra fool you. Google may very well be the most sinister threat and wicked incarnation of them all.



Steve Tobak

"We don't need you to type at all because we know where you are. We know where you've been. We can more or less guess what you're thinking about ... Is that over the line?" – Google Chairman Eric Schmidt

 Print

A long time ago in a galaxy far, far away there was a Galactic Empire, a beady-eyed Emperor and his heavy-breathing sidekick, Darth Vader. Ever since, we've identified the corporate villains we



JOHN CRUDELE

BUSINESS



Stock market rigging is no longer a 'conspiracy theory'

By John Crudele

March 23, 2012 | 1:43pm



Photo: Getty Images



MORE FROM JOHN CRUDELE

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Dear John: Swift sailing in rigged market

The stock market is rigged.

When I started making that claim years ago — and provided solid evidence — people scoffed. Some called it a conspiracy theory, tinfoil hats and that sort of stuff. Most people just ignored me.

But that's not happening anymore. The dirty secret is out.

With stock prices rushing far ahead of economic reality over the last six or so years, more experts in the financial markets are coming to the same conclusion — even if they don't fully understand how it's being rigged or the consequences.

Ed Yardeni, a longtime Wall Street guru who isn't one of the clowns of the bunch, said flat out last week that the market was being propped up. "These markets are all rigged, and I don't say that critically. I just say that factually," he asserted on CNBC.



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TECHNOLOGY

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Key FTC staff wanted to sue Internet giant after finding 'real harm to consumers and to innovation'



Google's Eric Schmidt testified in 2011 about the Internet giant's business practices and defended how it displayed search results. PHOTOS: GETTY IMAGES

By BRODY MULLINS, ROLFE WINKLER and BRENT KENDALL

49 COMMENTS

Updated March 19, 2015 7:38 p.m. ET

WASHINGTON—Officials at the Federal Trade Commission concluded in 2012 that Google Inc. used anticompetitive tactics and abused its monopoly power in ways that harmed Internet users and rivals, a far harsher analysis of Google's business than was previously known.

The staff report from the agency's bureau of competition recommended the commission bring a lawsuit challenging three Google practices. The move would have triggered one of the highest-profile antitrust cases since the Justice Department sued Microsoft Corp. in the 1990s.

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The 160-page critique, which was supposed to remain private but was inadvertently disclosed in an open-records request, concluded that Google's "conduct has resulted—and will result—in real harm to consumers and to innovation in the online search and advertising markets."

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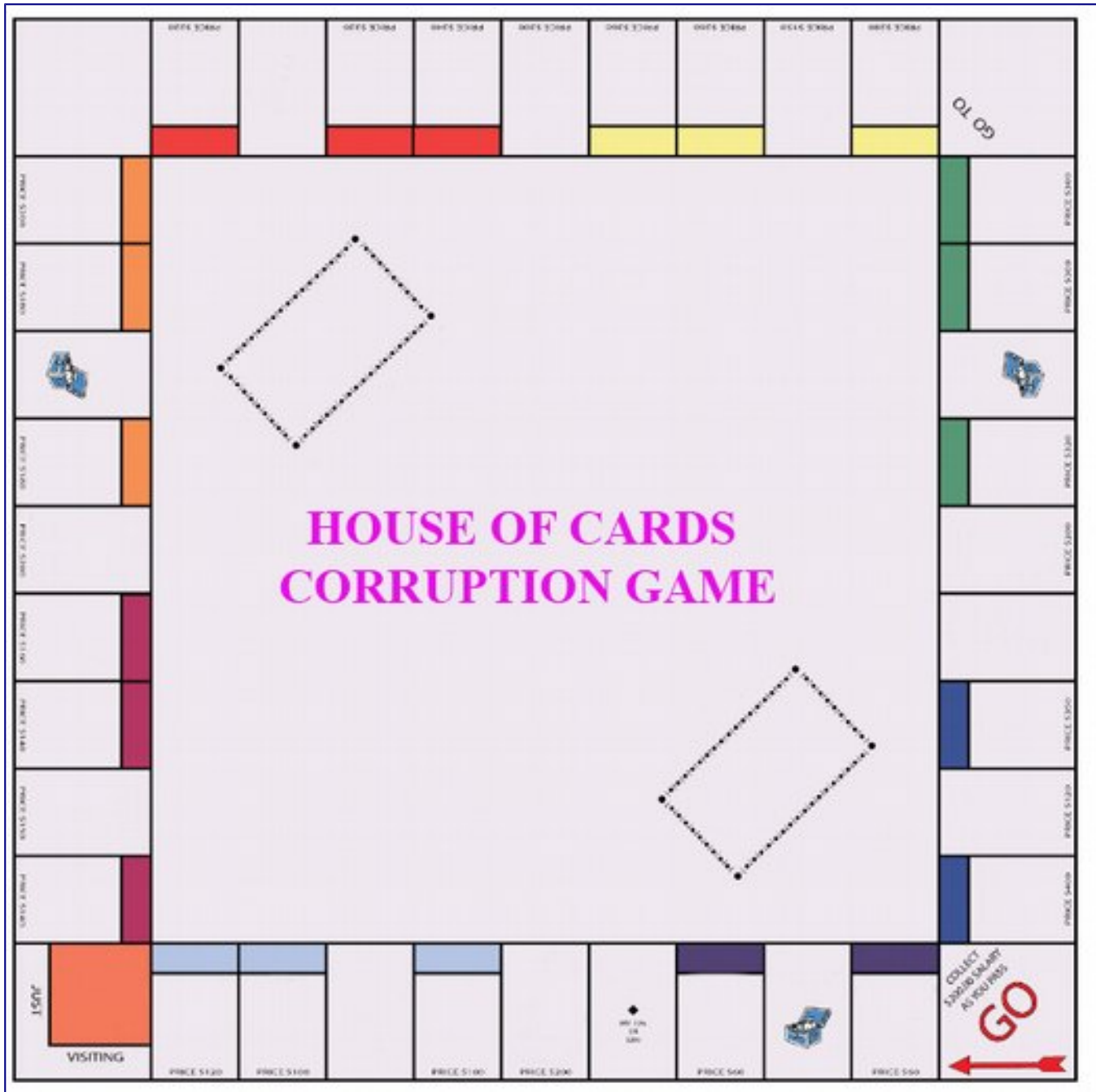


**...NOW I DON'T
FEEL SO DIRTY
& THEY CAN'T
CENSOR ME
ANY MORE”**



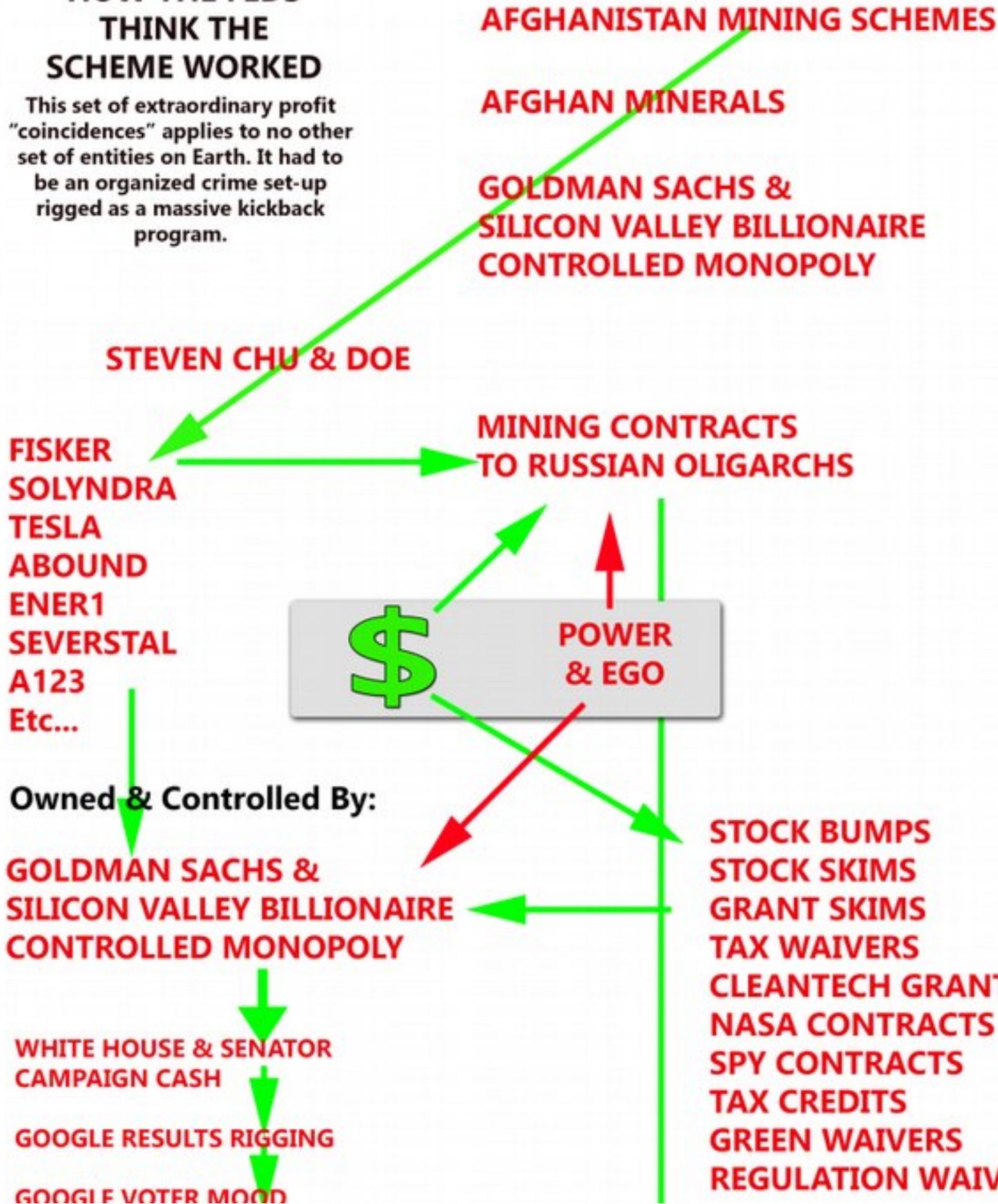


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