



Spinning Intelligence: Why Intelligence Needs the Media, Why the Media Needs Intelligence

By Robert Dover, Michael S. Goodman

C Hurst & Co Publishers Ltd. Paperback. Book Condition: new. BRAND NEW, Spinning Intelligence: Why Intelligence Needs the Media, Why the Media Needs Intelligence, Robert Dover, Michael S. Goodman, Throughout the twentieth century, especially during wartime and the Cold War, intelligence agents routinely used the media to publish and broadcast material that would deceive external enemies, thwart domestic subversion or simply to change the way readers thought about fascism or communism. Today stories are channelled to journalists in order to promote a news agenda deemed favourable to MI5, MI6 or to the CIA, or to 'spin' the coverage of key issues. Investigative reporters often have a more adversarial relationship with the security services, seeing them as over-mighty agents of the state who should be subjected to forensic scrutiny of what they get up too - allegedly for the public good. The furore over 'rendition' of terrorist suspects by the CIA and the complicity of British agencies in this process is but one example of journalists uncovering practices that the intelligence community would rather have kept secret. The contributors to this book, drawn from former intelligence officers, the media and academia, explore this intriguing and often fraught contest, shedding light on...



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However, recent advances in artificial intelligence (AI) could make harnessing this collective wisdom much easier, making us more effective at our jobs and better able to solve pressing social challenges. “We know that the future of work is all about collaboration and problem solving,” says Peter Baeck, who leads the Centre for Collective Intelligence Design at Nesta, a UK charity that funds and promotes research into groundbreaking ideas. “One of the most obvious opportunities is using AI to better create connections within often quite chaotic messy networks of people who are working on a com Why do we need research to ensure that artificial intelligence remains safe and beneficial? What are the benefits and risks of artificial intelligence?” “Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before” as long as we manage to keep the technology beneficial.” Max Tegmark, President of the Future of Life Institute.

We’ve already covered what media intelligence is, and how it gathers the important data on the narrative of your brand, but why does it matter? Well, people like to be heard. Knowing your audience has always been a hallmark of traditional marketing. The exponential growth in people logging on in 2020 has only amplified the need for the comprehensive service of media intelligence. Traditional reactive ways of gathering information from your audience are being surpassed by more proactive ones. So unless you want to miss the good word on your brand, you need media intelligence to tune that ringing in your ear to the right frequency. One alternate type of intelligence often mentioned in popular media is “emotional intelligence”, developed by Daniel Goleman and several other researchers. This refers to an individual’s ability to understand and be aware of your own emotions, as well as those of people around you. This ability enables you to handle social interactions and relationships better. Are You Intelligent? Or Just Clever? In the educational context, a person’s intelligence is often equated with their academic performance but this is not necessarily correct. Certainly, a person’s ability to think analytically and use t

Media intelligence uses data mining and data science to analyze public, social and editorial media content. It refers to marketing systems that synthesize billions of online conversations into relevant information. This allow organizations to measure and manage content performance, understand trends, and drive communications and business strategy. Media intelligence can include software as a service using big data terminology. This includes questions about messaging efficiency, share of voice Artificial Intelligence " the topic everyone in the world should be talking about. " Nothing will make you appreciate human intelligence like learning about how unbelievably challenging it is to try to create a computer as smart as we are. Building skyscrapers, putting humans in space, figuring out the details of how the Big Bang went down "all far easier than understanding our own brain or how to make something as cool as it. Though focused primarily on issues in Britain " Spinning Intelligence: Why Intelligence Needs the Media, Why the Media Needs Intelligence (Columbia/Hurst) " provides lessons for anyone, anywhere, who wants to learn about espionage, media reporting and what citizens need to know. A series of essays by representatives of media, government and intelligence-gathering agencies reveals the linkages and tensions that exist as information is gathered, withheld, selectively leaked or reported to the world at large. It is how that information reaches the public--its veracity, its completeness