TIK TOC! TIK TOC:
ESCALATING TENSION BETWEEN U.S. PRIVACY RIGHTS AND NATIONAL SECURITY VULNERABILITIES

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ABSTRACT

Cyber attacks upon American interests have been attributed to North Korea, Iran, China, Russia, and others. By now, Russian-linked activity and exploitation resulting in Kremlin led disruption of the 2016, 2018, and 2020 U.S. elections, through the use of global hate campaigns and propaganda warfare are well documented. The Mueller Report and two studies conducted for the United States Senate Select Committee on Intelligence (SSCI), by: (1) Oxford University's Computational Propaganda Project and Graphika; and (2) New Knowledge, provide considerable new information and analysis about the Russian Internet Research Agency (IRA) influence operations targeting American citizens.

It is now apparent that a number of influential and successful high growth social media platforms had been used by nation states for propaganda purposes. All interested parties: social media users; shareholders; boards of directors; government regulatory agencies such as the Federal Trade Commission (FTC) and Securities and Exchange Commission (SEC); defense and intelligence agencies; and Congress, must now figure out this new threat environment and what to do about it. Several massively popular social media platforms such as short-form video provider TikTok now utilize personalized content algorithms for each consumer. This article contributes to the literature by providing background and an account of what is known to date and posits recommendations for corrective action.