Opposing surveillance

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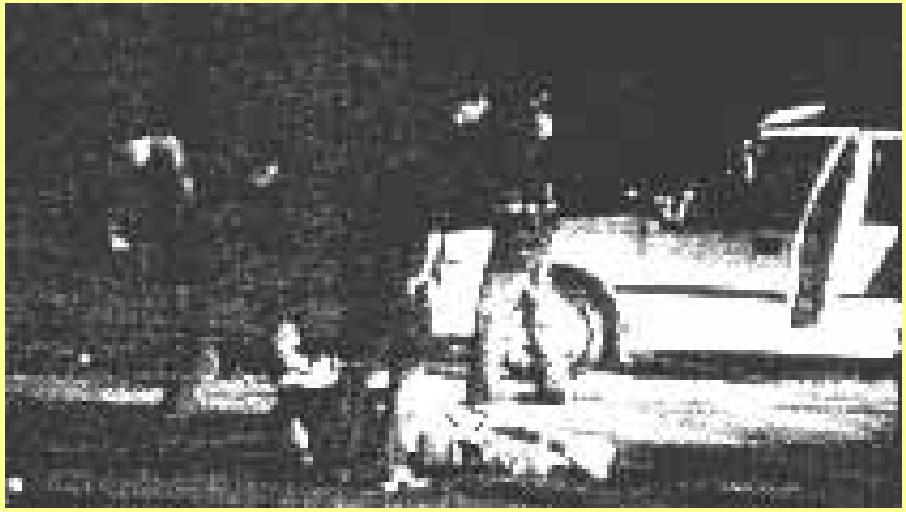
Rodney King beating



Rodney King beating

- Generated sympathy for Rodney King.
- Generated hostility to the police officers who did the beating.
- Generated adverse publicity for the Los Angeles Police Department.

Backfire

An attack can be said to backfire when it creates more support for or attention to whatever is attacked.

Conditions for backfire

- An action that is perceived as unjust, unfair, excessive or disproportional — a violation of a social norm.
- Communication to receptive audiences.

Rodney King beating backfire

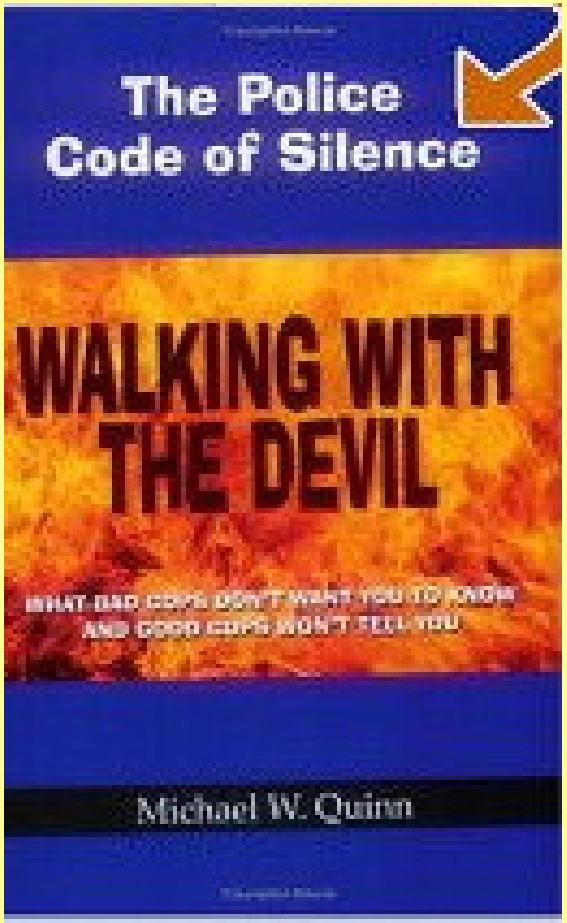
- **The beating was perceived as unjust in itself or as disproportionate to anything King had done.**
- **The beating was recorded on video and broadcast on television.**

How to inhibit outrage

- Cover up the action.
- Devalue the target.
- Reinterpret what happened.
- Use formal procedures.
- Intimidate or bribe people involved.

Rodney King beating: cover-up

- **Resistance to accepting complaints**
- **Police code of silence**



"It consists of one simple rule:
an officer does not provide adverse
information against a fellow officer"
— Christopher Commission, 1991, p. 168

Rodney King beating: devaluing the target

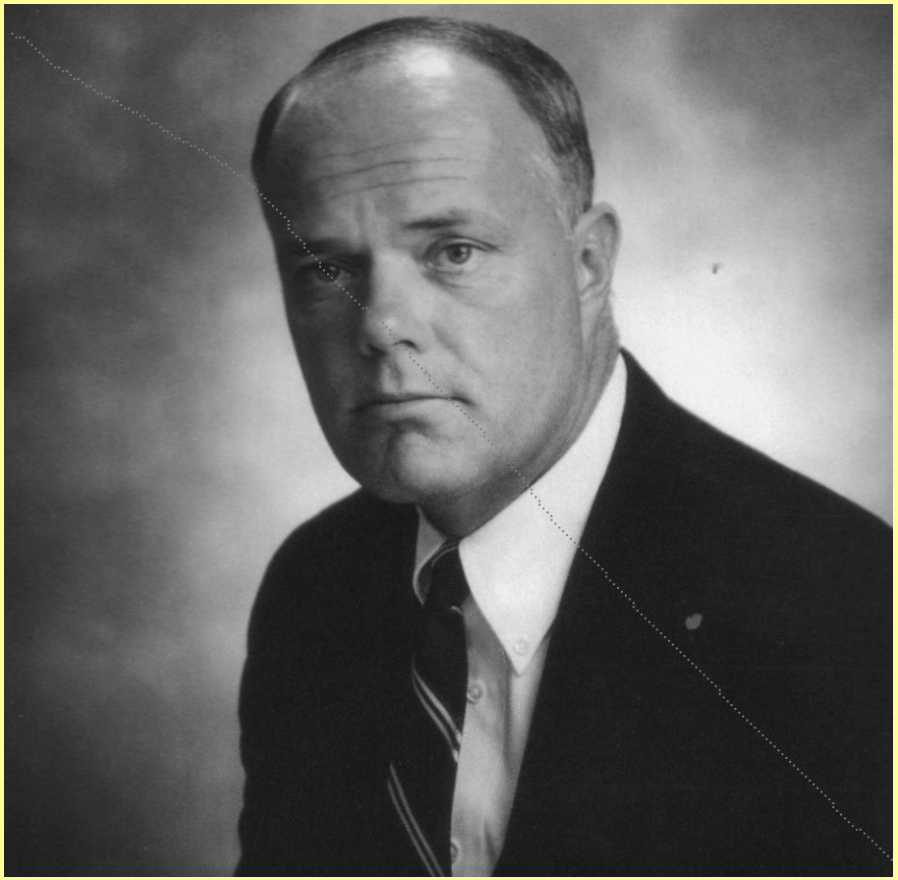
- Calling Rodney King a felony evader, a monster, an ex-convict
- Arrests of Rodney King, media on hand

Rodney King:
Once a Bum, Always a Bum
By David Horowitz
FrontPageMagazine.com* | *September 9, 2003

Rodney King beating: reinterpretation

- Rodney King was a threat to the police
- Police were doing their duty

- **The videotape proved that "Rodney King was always in control of the situation, not the officers" — Stacey Koon, *Presumed Guilty*, 1992, p. 182**



Rodney King beating: formal channels

- Christopher Commission
- Court case 1 against four police officers
- Court case 2 against four police officers
- Civil case against city, officers and police officials

Rodney King beating: intimidation

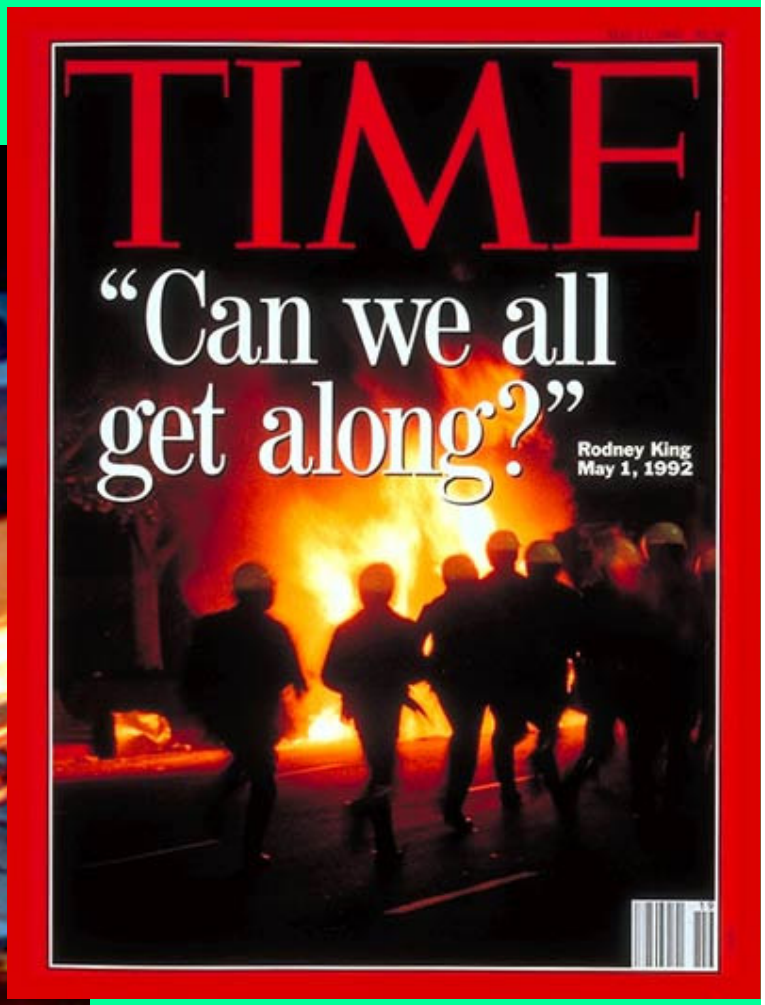
- **Witnesses did not come forward**
- **Police use-of-force experts refused to testify**

> "We talked to any number of other force and policy experts, who told us the video showed excessive force … but none of them would go on the record. They said it would end careers." — Alan Yochelson, quoted in Tom Owens, *Lying Eyes,* 1994, p. 266

Rodney King beating: inhibition of outrage failed

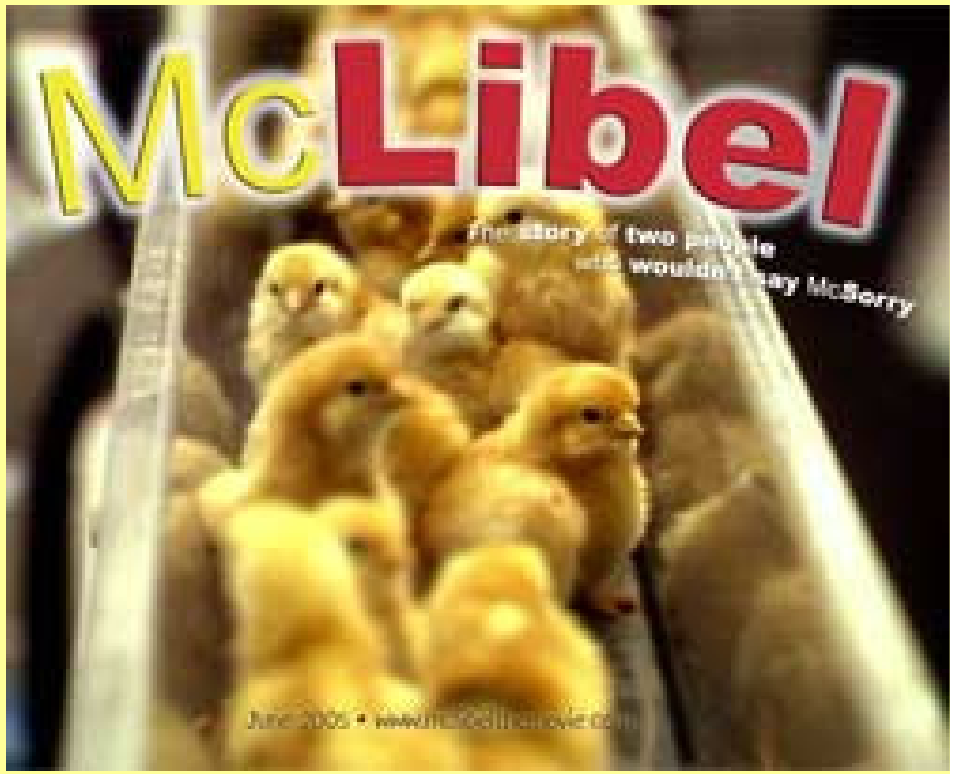
- Video did not subscribe to the police code of silence
- Video cut through media's normal use of official sources and interpretations
- Video was not intimidated

- **First trial verdict did not conform to popular perceptions of justice**



Defamation backfire

- People perceive defamation threats and actions as unjust in themselves or as disproportionate to anything a person has done.
- The treatment is exposed to the world.



How to inhibit outrage

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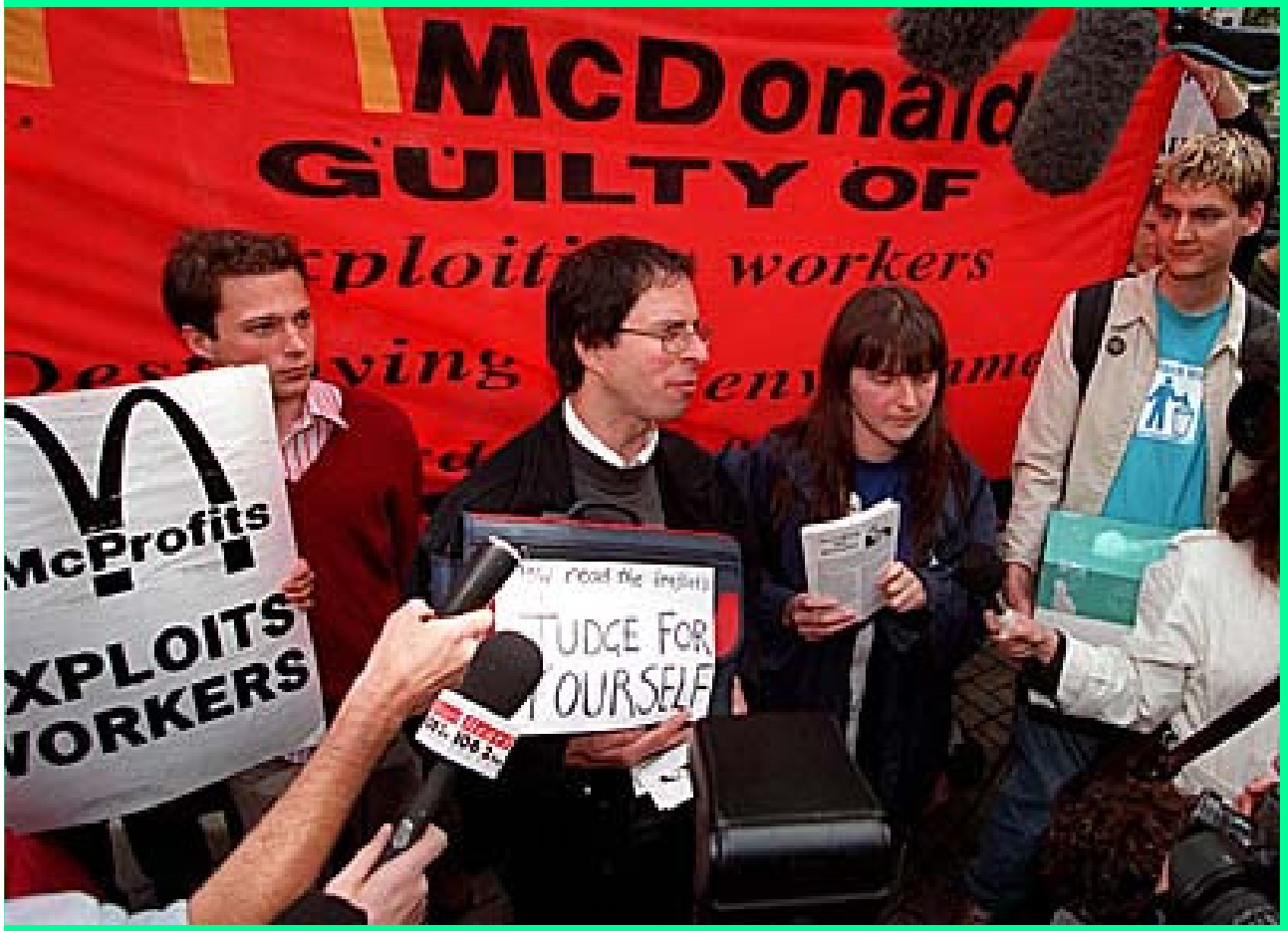
How to *promote* outrage

- Expose the action.
- Validate the target.
- Emphasise interpretation of the action as an injustice.
- Mobilise public concern (and avoid formal procedures).
- Resist and expose intimidation and bribery.

Promoting defamation outrage: exposure



- Leaflets, emails, website
- Use a support group
- Refuse silencing clauses

Promoting defamation outrage: validate the target

- Present an honest, principled image
- Personalise the story
- Behave well

Promoting defamation outrage: explain the injustice

- **Emphasise the frame of censorship and free speech**

Silencing The Critics

McDonald's Censorship Strategy

Promoting defamation outrage: focus on campaigning

- Avoid courts
- Don’t countersue

Promoting defamation outrage: resist intimidation

- Proceed with publicity
- Join with others

How to inhibit outrage

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surveillance: cover-up

- **Hidden cameras**

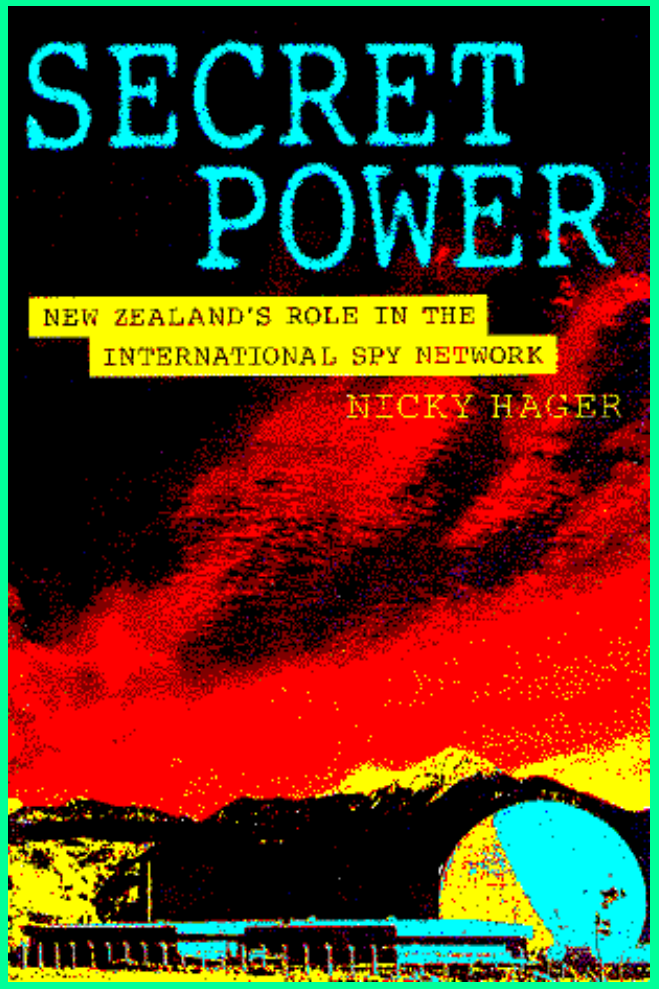
surveillance: cover-up

- **Database matching**

surveillance: cover-up

- **Secret operations**

Promoting surveillance outrage: exposure



- **Exposés**

Promoting surveillance outrage: exposure

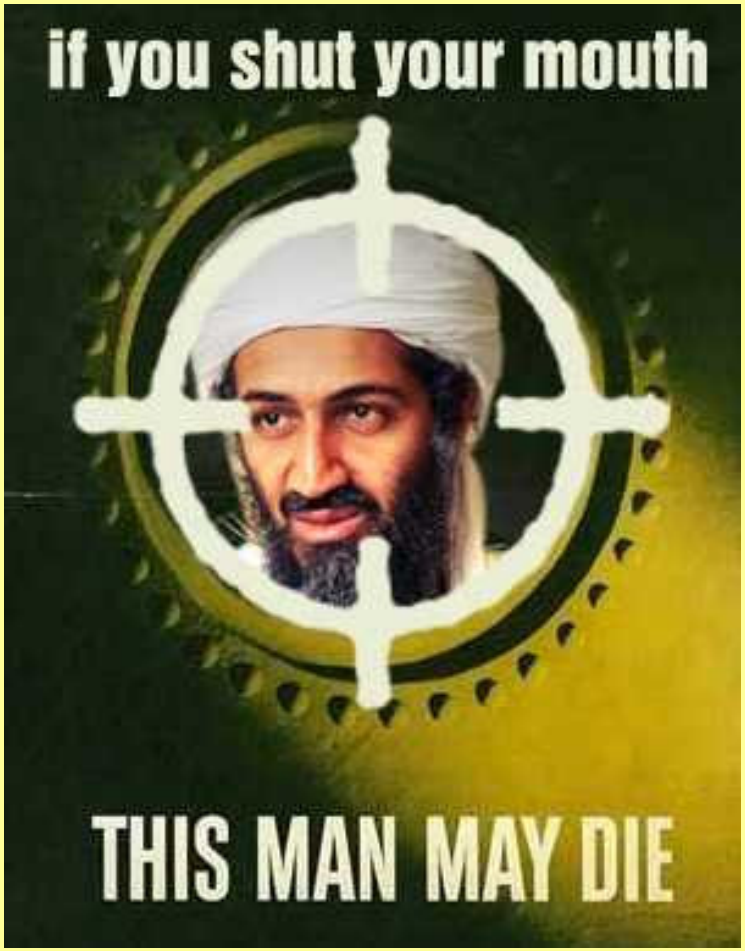
- **Media stories**

Promoting surveillance outrage: exposure

- **Publicity events**

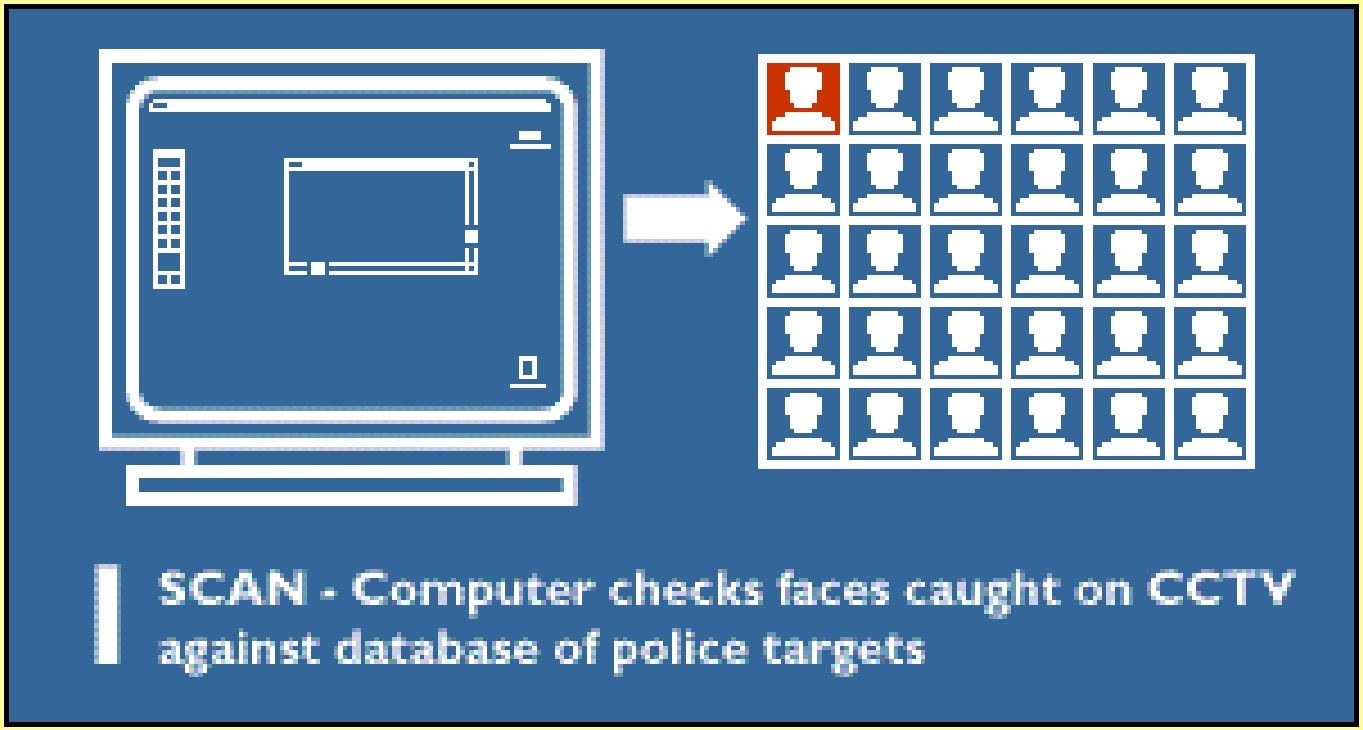
surveillance: devaluing the target

- **Label: terrorists**



surveillance: devaluing the target

- **Label: criminals**



surveillance: devaluing the target

- **Label: paedophiles**

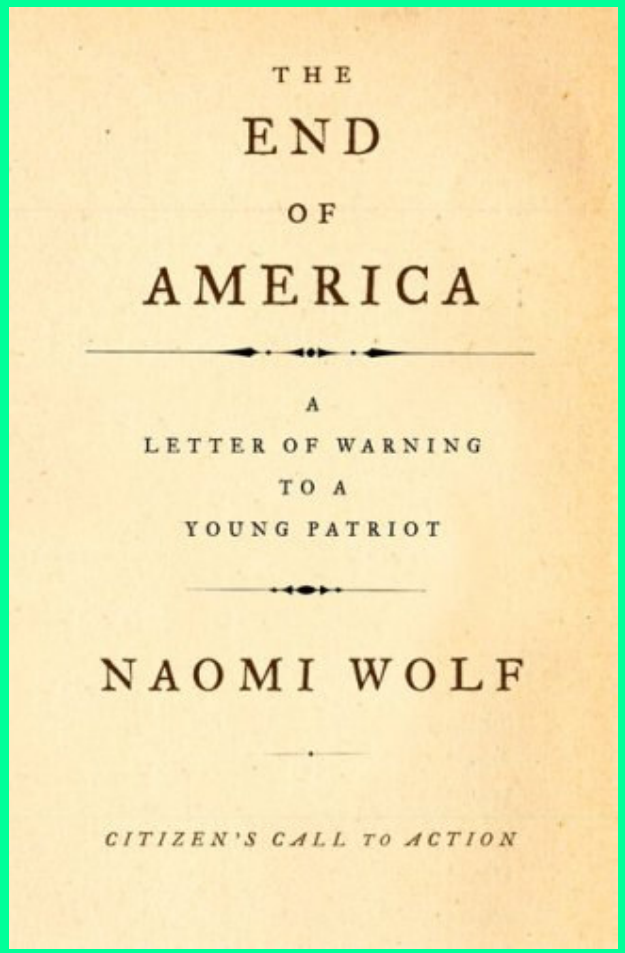
Promoting surveillance outrage: validate the target

- Show ordinary people as victims

Promoting surveillance outrage: validate the target

- **Humanise targets**

Promoting surveillance outrage: validate the target



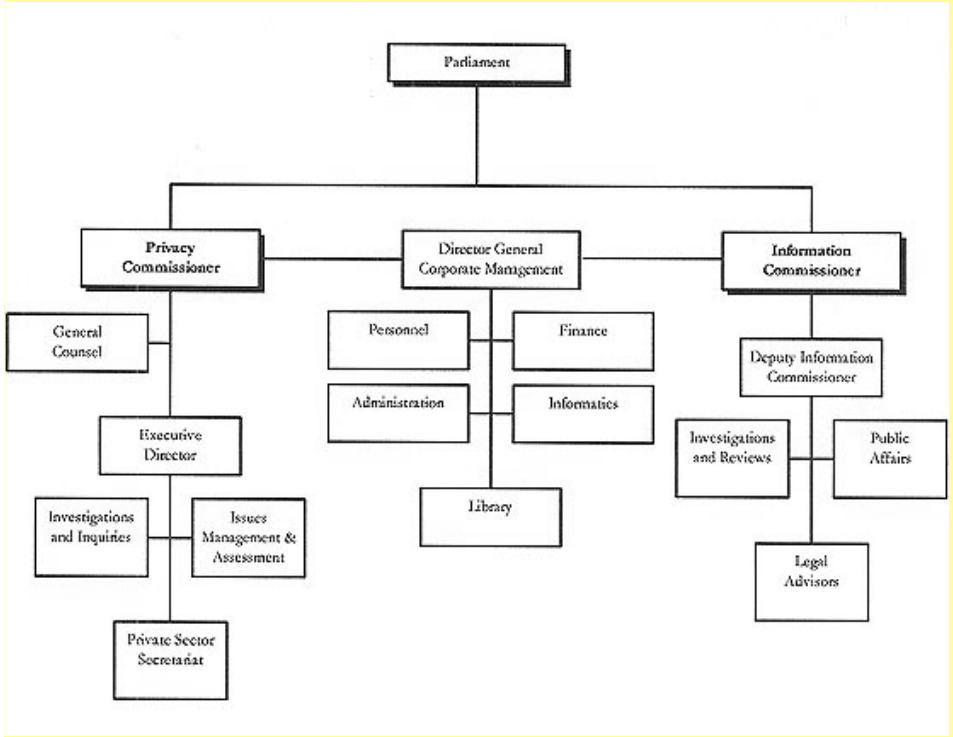
- **Encourage prominent people to speak out**

surveillance: reinterpretation

- Measures are for safety.
- Measures are for security.
- Measures are for efficiency.
- Measures are not called “surveillance.”

Promoting surveillance outrage: explain the injustice

- Surveillance is open to abuse.
- It's not effective.
- There are alternatives.
- It's called surveillance.



surveillance: formal channels

CDIA

CONSUMER DATA INDUSTRY ASSOCIATION

Empowering Economic Opportunity

Promoting surveillance outrage:

focus on citizen action

Promoting surveillance outrage:

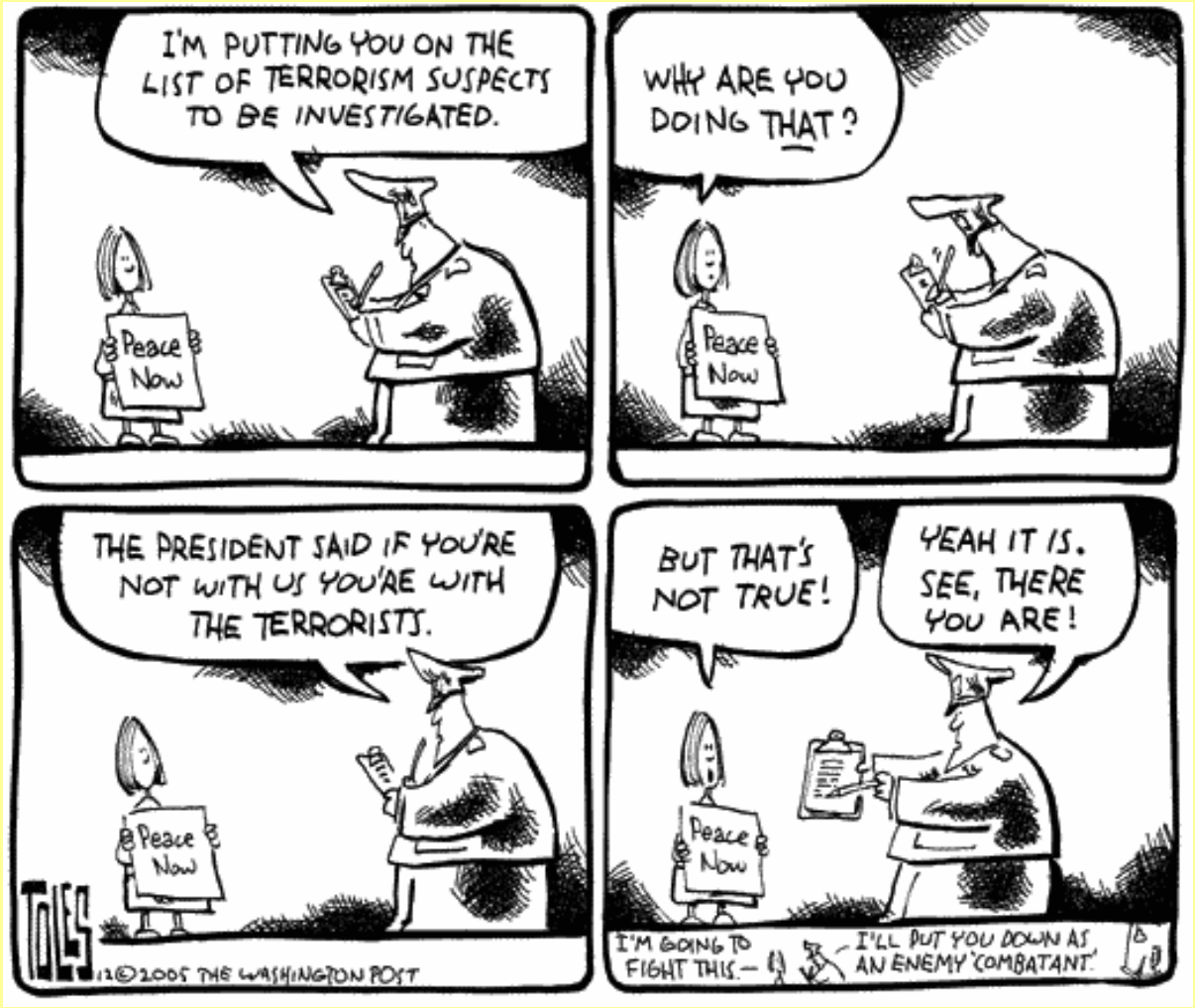
focus on citizen action

surveillance: intimidation

- **Fingerprinting (for children's safety)**

surveillance: intimidation

- **No-fly lists**



Promoting surveillance outrage: resist intimidation

TEN GOOD REASONS why we we don't need ID cards

In November 2004, Tony Blair's government announced plans to bring in compulsory ID cards - the **'Identity Cards Bill'**.

They want sweeping powers to:
- make you have an ID card,
- charge you anything they like for it, and
- even make you carry it at all times.

1. THE COST...

The government wants powers to charge you for being issued with an ID card.

It also wants to be able to charge you for a card for your children as young as five years of age.

The cost of each card is tipped to be between £35 and £85.

2. ...SEVERAL TIMES OVER...

You will also be charged for being issued with an ID card:

- every time it's renewed, possibly every 5-10 years,
- for replacing it, every time it gets lost, stolen or damaged,
- if any information held on you is wrong and needs correcting - even if it's not your fault!

It will also cost the taxpayer over £5 billion (£100 each) to bring in ID cards - enough to pay for **fifty** new hospitals!

3. WON'T STOP TERRORISM

Promoting surveillance outrage: resist intimidation

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