

Digital Diplomacy and Cybersecurity

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ABSTRACT

Recently, modern concepts have appeared widely in the international arena, these concepts have become widely spoken about, and the reason for this is Instagram, etc., which are now widely used. Despite the adverse effects of these digital means, the positive results are non-neglectable, as they facilitate communication with the audience and make the world become like a small village. Due to the widespread use of modern digital technology and its various applications, such as Facebook, WhatsApp, and Twitter, especially in digital diplomacy, international diplomacy is spreading widely. Still, in any case, it is not a substitute for traditional diplomacy. Digital diplomacy, on the other hand, is described as a type of public diplomacy that includes the usage of digital technology, media platforms, social media, and low-cost communication with the public. Digital diplomacy has many goals that it seeks to achieve, the most important of which is communicating with the audience virtually and providing new communication tools to the public to communicate and influence it using the official means of the state via the Internet. Among the tools of this digital diplomacy are social media, virtual embassies, websites, and the online education of diplomats.

Keywords: Digital diplomacy, cyber security, modern technology, international politics.

Dijital Diplomasi ve Siber Güvenlik

ÖZ

Son zamanlarda, modern kavramlar uluslararası arenada yaygın olarak ortaya çıkmıştır. Artık yaygın olarak kullanılan Instagram vb., bu kavramların çok konuşulur hale gelmesinin nedenidir. Bu dijital araçların olumsuz etkilerine rağmen, izleyicilerle iletişimi kolaylaştırdığı ve dünyayı küçük bir köy haline getirdiği için olumlu sonuçları göz ardı edilemez. Modern dijital teknolojinin yaygınlaşması ve özellikle dijital diplomaside Facebook, WhatsApp, Twitter gibi çeşitli uygulamalar nedeniyle uluslararası diplomasi yaygınlaşmaktadır. Yine de, her durumda, bu araçlar geleneksel diplomasinin yerini tutmaz. Dijital diplomasi ise dijital teknolojinin, medya platformlarının, sosyal medyanın kullanımını ve halkla düşük maliyetli iletişimi içeren bir kamu diplomasisi türü olarak tanımlanmaktadır. Dijital diplomasinin ulaşmaya çalıştığı pek çok amacı vardır ve bunların en önemlisi izleyicilerle sanal olarak iletişim kurmak ve internet üzerinden devletin resmi araçlarını kullanarak kamuoyuyla iletişim kurmak ve onu etkilemek için yeni iletişim araçları sağlamaktır. Bu dijital diplomasinin araçları arasında sosyal medya, sanal elçilikler, web siteleri ve diplomatların çevrimiçi eğitimi bulunmaktadır.

Anahtar kelimeler: Dijital diplomasi, siber güvenlik, modern teknoloji, uluslararası politika

Introduction

The end of the Cold War led to the emergence of many challenges and threats that the international community had not witnessed previously, referred to as asymmetric threats cross-border, which neither recognise nor respect each boundary, national sovereignty, or the concept of the nation-state, which led to changes in the fields of the security studies and its strategies, furthermore, political practice. Digital technology has embodied how the modern world works and has gone so far as to innovate a novel style of diplomacy named digital diplomacy. The explosion of the information and communication revolution has led to the digital age, which led to the emergence of cyber threats and crimes. Cyberspace is defined as the national environment in which communication over computer networks occurs or what is known as cyberspace, which has turned into a sufficiently significant challenge for both national and international security, to the extent that numerous researchers consider cyberspace is the new field of war after each of land, sea, air in addition to space. This led to the claim of security assurances in this digital world, culminating in the birth of cybersecurity as a novel field within security studies. As a result, cybersecurity must be understood as a new variable in international relations.

The change in the method of communication, its processes, and tools will be reflected in international relations and diplomacy in general, and diplomatic practices and their structures are not immune from this influence. Therefore, there is an urgent need for new research and theoretical studies that explain in detail the developments in this field, especially what happened as a result of the tremendous growth in the area of Information and communication technology, which is one of the essential variables that constantly affect the field of international relations, both theoretically and practically (Mateusz and Fritzsche 2017). On the topic of Internet content and the role and policies of governments to control cyberspace, powerful countries are trying to influence the direction and overall Internet space and determine its future direction. In contrast, countries that are weaker in this field try to influence the Internet with measures such as content filtering with a negative and defensive view. In such an atmosphere, the serious competition between Western and other countries takes on a different form daily (Locke 2015). And digital diplomacy has formed new tracks that are distinct from conventional diplomatic tracks, and the participants in this latest diplomatic world are different from their counterparts in the traditional political world, where major digital firms have taken the place of countries and major global organisations. It is not parallel diplomacy, as the types of diplomacy used by governments to support their foreign policies. Rather, it is stand-alone diplomacy with its strategy and manners of the procedures, unlike classic diplomacy (Rashica 2018). The area of "cyber politics" is considered a vital and novel issue in both international affairs as well as politics, as are "values" and "interests" held by various governments, organisations, and state and non-state actors. Moreover, producers, distributors, and consumers such as individuals. Indeed, in contrast to the past, cyber politics lately has involved further actors besides governments which play a vital role in international relations. They are occasionally more skilful and successful than governments in the cyberspace field (Reardon and Choucri 2012). However, regardless of all the benefits and favourable features of the Internet, the truth is that the Internet has supplied a "new area for war" called "cyberwar". States and other participants in this kind of conflict utilise the internet to spy, sabotage, incite riots and revolutions, and even destroy military and other important installations and centres on the opposing side (Sakkov and Geers 2015). Indeed, the Internet has also opened a new arena for international cooperation and influence. In this aspect, the Internet's tremendous speed and precision have made it inexpensive and easy to build partnerships between all parties, including governments, people, corporations, and numerous institutions. As a result, the climate for collaboration and participation has strengthened. At the same time, countries and other actors realise the necessity of large-scale global Internet cooperation and keep in mind that cyberspace has created a new arena of international cooperation (Westcott 2008). Concerning the overall effects of the Internet on all aspects of politics and international relations by spreading awareness and knowledge to individuals, the truth is that the Internet has greatly helped facilitate and develop access to information and knowledge at the national and international levels. Individuals and human societies have become more aware and knowledgeable than before. The world faces a new phenomenon called (human awakening), known in Islamic countries as (Islamic awakening). As a result, political demands such as concern for democracy and the need to respect nations' political independence, respect for cultural and religious values, right to appropriate social and economic development, sensitivity to issues like the environment, etc., have increased. Accordingly, The Internet has affected countries and other actors (Abootalebi 2016). Finally, a new environment has emerged on the international scene that cannot be assessed using old theories, methodologies, or levels. The new environment, known as cyberspace, has a significantly different content and attitude than previous spaces. In this new space, new and different types of friendship, cooperation, competition, hostility, and war were created along with the previous patterns. At the same time, various actors have been added to the traditional cast, which is very mysterious and unpredictable. As a result, new theories, approaches, and perspectives must be emphasised flexibly and openly (Turner 2014). Currently, cybersecurity and digital diplomacy are major topics of interest to international relations experts, along with long-standing issues related to war, economics, women, and the environment, and some even consider them to be more important than other fields; Because cyberspace has somehow covered all the old fields and topics. For example, in the military, security, political, economic, and other domains, cyberspace has created new opportunities for cooperation and competition between governments and other entities (Reardon and Choucri 2012). Thus, cyberspace and digital diplomacy have created new conditions in which international relations issues are raised in different ways. As a result, a new form of politics has been created called cyber-politics and digital

diplomacy, which has special consequences on national and global security. Accordingly, with a full examination and proper explanation of the cyber policy, cyber security, and digital diplomacy and its impact on all areas, it is necessary to strengthen the power of passive defence at the national level (Verrekia 2017).

Digital Diplomacy

Diplomacy is the "motor room" of global relations. It is the grounded manner by which countries articulate their international strategy goals and organise their endeavours to impact the choices and conduct of foreign governments and people groups through the exchange, dealings, and other comparable activities, barring war and viciousness. In other words, it is the centuries-old means by which states seek to secure special or broader interests, including reducing frictions between or among themselves. It is the essential instrument through which the overall goals, methodologies, and strategies of international strategy are carried out. It endeavours to keep up with harmony and plans to foster altruism towards outside countries and people groups to guarantee their participation or fairness in their nonattendance (Adesina 2017). As a new turn of events, computerised discretion has been deciphered, characterised, and perceived in various yet comparative manners by analysts and specialists. Hence, there is no generally acknowledged definition or structure covering this idea. Accordingly, it could be protected to expect that current investigations are simply starting to expose what advanced discretion means and how it functions. This clarifies the absence of a solid applied structure in contemporary writing to survey the adequacy of web-based media for public discretion purposes (Rashica 2018). Advanced tact principally alludes to the expanded utilisation of web-based media stages to accomplish its international strategy targets and proactively deal with its picture and notoriety. They brought up that advanced tact exists at the Ministry of Foreign Affairs level and the degree of government offices throughout the planet. By working at these two levels, nations can tailor international strategy messages and public brands to the exciting attributes of the neighbourhood crowd in regards to history, culture, values, and customs, consequently working with the acknowledgement of their international strategy and the picture it expects to accomplish for digital diplomacy (Vinter and Knox 2008).

(Patlolla 2019) characterises advanced strategy as using specialised computerised devices (web-based media) by representatives to speak with one another and the overall population. To (Adesina 2017), computerised discretion principally alludes to discretionary practices through advanced innovations and organisations, including the Internet, cell phones, and online media channels. (Hedling and Bremberg 2021) characterises it essentially as utilising the Internet and new data correspondence advancements to assist with executing conciliatory objectives. It recognises eight approach objectives for computerised tact:

- (1) Knowledge management: To saddle departmental and entire government information, so it is held, shared, and enhanced in the quest for public interests abroad.
- (2) Public diplomacy: To keep in touch with crowds as they relocate on the web and saddle new specialised instruments to attract and target influential groups with critical messages and impact major online influencers.
- (3) Information management: To assist with collecting the mind-boggling stream of data and utilise this to more readily illuminate strategy making and help expect and react to arising social and political developments.
- (4) Consular communications and response: To make immediate, individual correspondences channels with residents voyaging abroad, with sensible interchanges in emergency circumstances.
- (5) Disaster response: To bridge the force of connective advances in a fiasco reaction circumstances.
- (6) Internet freedom: Advancements are being made to preserve the internet as free and open. This has the simultaneous goals of expanding freedom of speech and popular government and destroying tyrannical regimes.
- (7) External resources: Creating computerised components to draw on and outfit outer mastery to propel public objectives.

(8) Policy planning: Given the administration's internationalisation, evaluate successful oversight, coordination, and arrangement of a global strategy across government.

The United Kingdom's Foreign and Commonwealth Office (FCO) explains the meaning of computerised discretion on its site accordingly:

What is the definition of digital diplomacy? Digital diplomacy is the use of the internet to solve foreign policy issues. It's a standard method that uses a different medium. We can listen in, spread, engage with, and evaluate new and exciting ways through the internet. Essentially, we can broaden our reach and communicate straightforwardly with everyday society just as governments and compelling people ... Why are we doing it? Since we need to ... Those whose goals and destinations we go against are dynamic and profoundly effective at utilising the web. If we don't take up the advanced discussion, we lose our contention naturally (Patlolla 2019). Many of our accomplices, especially those external governments, have a cutting-edge presence, drawing in crowds, and aptitude to accomplish objectives on the web. We're passing up an enormous chance if we don't work with them. Our shift from one-way web distributing into dynamic advanced tact mirrors the changing way we utilise the web—as a multi-way social medium just as a wellspring of data. We lose validity and can't profess to be an open association on the off chance that we don't participate (Benjamin 2016).

(Hayati 2018) Advanced discretion is a "technique of overseeing change through computerised apparatuses and virtual joint efforts," adding an accentuation to the innate community nature of strategy both on the web and disconnected, which the advanced doesn't influence. The social affair of data and exposing, through authorised methods, situations and advancements inside the sending country for the sending government and the improvement of pleasant ties between the two governments is one of the most stunning undertakings of tact. Data might be accumulated from various sources. The utilisation of involvement and master information is fundamental in distinguishing, examining, and deciphering central points of interest and their suggestions for harmony and progress, just as for the security and different advantages for the sending state. Unknown services have relied on the ability of their employees, the structure of political missions, the confidentiality of confidential correspondence, and their admission to unfamiliar chiefs to provide both data and strategy advice to their governments. Governments thus have come to depend on their foreign services to give their public viewfinder to occasions on the planet and for leading international strategy that best advances the general premium (Bjola 2015).

Exchange is likewise a critical part of the strategy. Negotiators are constantly arranging something (both respectively and globally) on a growing number of subjects: from ocean laws to migration, from logical and social collaboration to exchange, the travel industry, and innovation moves, from the climate to food security, from security to police participation, from medication security to more advanced wellbeing administrations, from exploration to educational involvement, from poverty to financial studies, etc. (Comission 2008). Frequently, many of these arrangements happen simultaneously, making it hard for nations to send individuals to follow them. This is especially valid for small countries with limited means, particularly HR, and can't pay for all the voyaging costs. Through Skype and the arrangement of video meetings, the web permits nations to beat these issues and follow far way gatherings and courses from capitals, making it conceivable likewise for the authorities of those nations to mediate in them and spread the word about their feelings (Geneva 2010).

Digital diplomacy developed from public strategy, a type of discretionary practice, which has been characterised as an "instrument utilised by states to get societies, mentalities, and conduct; construct and oversee connections; and impact musings and prepare activities to propel their inclinations and qualities" (Melissen, 2013, p. 436). Sotiriou (2015, p. 36) contends that "bringing the public at large into the diplomatic equation has also increased the number of stakeholders participating in international diplomacy, from state-to-state associations, to worldwide associations and global non-administrative associations (Bos and Melissen, 2019). This has incorporated the regular individuals, which representatives, by and large, have depended on for their supporting, or separating, sees on

various issues". Various connections between the public authority and different pieces of society are influenced by how data important to unfamiliar services is overseen, broken down, and broadcast (Hare 2017). The connections can be classified as follows:

- (1) Residents and the media
- (2) Residents and the Government
- (3) The Government and the media
- (4) The Government and non-state entertainers
- (5) The everyday assistance counsellor and the pastor
- (6) The Government-to-Government relationship (i.e., the formal channels of intergovernmental diplomacy)

Advanced tact has been utilised conversely with different terms—digital diplomacy (Rashica 2019), e-diplomacy (Sharp 2019), cyber-diplomacy (Ellena, Petrov, and Bloom 2018), diplomacy 2.0 (Benjamin 2016), or diplomacy (Vinter and Knox 2008). The US State Department refers to it as 21st Century Statecraft, the UK Foreign Office refers to it as Digital Diplomacy, and Canadians refer to it as Open Policy. Three elements of advanced touch are depicted in this diagram by former US Secretary of State Hillary Clinton's innovation advisor:

- (1) Public discretion, including the utilisation of online stages.
- (2) Building mastery in innovation strategy and knowing how the web affects global advancements like political developments.
- (3) Effect on advancement strategy and how ICT can be utilised more viably to advance economic development throughout the planet.

This investigation receives (Reshetnikova 2018) meaning of digital diplomacy as utilising the web and new Information Communications Technologies to assist convey with conciliatory excursion targets, including its connected objectives. Digital diplomacy is a powerful instrument in encouraging a country's international strategy as it empowers natural connection and commitment with an unfamiliar audience.

(Ross 2011) asserts that the addition of transmissions and data innovation was changing the way colonial opposition but also pointed to an emerging revolution in diplomacy:

Generally, Government-to-government ties make up a large part of the strategic commitment. In some instances, such as with global telephony in the twentieth century, it was from the government to individuals. With the advent of online media and the rapid growth of mobile [technology] access, this obligation is increasingly being transferred from individuals to the government and from one individual to another. This immediate connection from residents to the government allows representatives to meet and interface with non-conventional crowds, thus allowing residents to impact their legislatures in unrealistic manners ten years prior (Reshetnikova 2018).

World pioneers and representatives utilise web-based media, and Twitter specifically, to talk and connect straightforwardly to the crowd they look to impact. Likewise, discretionary exercises are progressively upheld by Internet apparatuses. (Westcott 2008) noticed that "governments can consider the Internet as a novel political instrument; through its appropriate use, they can "publicise" their situations on various issues and advance their thoughts worldwide. Such a capacity, whenever utilised correctly, helps the government office, and therefore the express that it addresses, to make a positive picture in the host state". Ambassadors depend on the Internet to discover data, speak with associates using email, and arrange draft messages in the electronic organisation; likewise, negotiators utilise new informal communication stages like online journals and Facebook. Web-based media have added an essential ongoing measurement to strategy, making correspondence super quick and, by need, frequently less exact (Bjola and Holmes 2015).

Be that as it may, while a few negotiators embrace change as a chance to change their calling to others, it addresses a test to set up shows. It may be "risky" to demonstrate and acknowledge the types of direct global relations or their circumstance. The effect of the Internet and the ascent of online media stages, especially Twitter and Facebook, are producing an abundance of responses (Bjola 2018).
Advantages of digital diplomacy

Today, digital diplomacy is a foreign policy essential. The world is with the end goal that state and non-state elements all go after impact and force in a similar online space. That space currently has multiple billion individuals who access the web through their cell phones. When utilised appropriately, computerised strategy is a convincing and convenient enhancement to customary discretion that can help a nation advance its international strategy objectives, expand global reach, and impact individuals who won't ever go to any of the world's consulates (Hayati 2018).

As indicated by (Sevin and Ingenh 2018), the advantage of social media is that it provides the opportunity to reach citizens of other countries in near real-time. Web-based media stages additionally offer spaces for cooperation, expanded commitment, and encouraging the objectives of tact. The expected straightforwardness with which web-based media can be gotten to and the minimal expense in contrast with different strategies make it an appealing apparatus for some international safe havens, just as other government workplaces, confronting spending slices and requests to expand commitment. Various stages consider utilising more potent substances, like recordings, photographs, and connections, than conventional strategies for giving talks or passing out leaflets. Web-based media are critical diverts in arriving at youth populaces, a significant objective of current public discretion.

Digital technologies can benefit public diplomacy in information collection, processing, and correspondence during crises and calamities. Worldwide practice shows that skilled use of advanced tact instruments can bring considerable profits to the individuals who put their resources into it. In addition, computerised discretion doesn't generally need monetary ventures. Unexpectedly, it is usually pointed toward lessening costs. The human factor—the craving of representatives to develop, ace new advancements, invest part of their work energy on working with the objective Internet crowd, preparing electronic information, and making data and reference materials—is vital (Adesina 2017) (Bjola and Holmes 2015).

Also, as verified by (Ross 2011), a large part of crafted by unfamiliar services throughout the planet keeps on being overseen through the regular cycles of tact: directions to government offices in outside nations; gatherings and dealings which are not in the public centre; community, detailing, and spreading applicable data; patient and moderate structure of voting demographics of premium; and the goal of numerous specialised issues through intergovernmental methodology, like worldwide meetings, global and provincial associations, or technical working gatherings. Accordingly, the computerised strategy won't supplant traditional discretion. Whenever taken care of with expertise, this instrument can fortify crafted by the state in global relations and the international system in a quicker and more financially savvy way (Reshetnikova 2018).

Conclusion and Recommendations

First, Results of study 1— Cyber security protects systems, networks, and programs against digital attacks, aiming to access, change, or destroy sensitive information to seize money from users. In contrast, digital diplomacy combines digital diplomacy with media and social media platforms to develop a type of public diplomacy. 2— Digital diplomacy has benefits, including the fact that long distances between diplomats and the target audience have become less important with the spread of modern technology. One of its dangers is the elimination of secrecy in diplomacy and the difficulty of decision—making in some cases. 3— Many countries have implemented digital diplomacy and travelled vast distances, such as the United Kingdom, France, and the United States of America. Some countries are still craving in this regard. 4— There are significant difficulties facing the application of digital diplomacy in Iraq. You need to develop a strong strategy for the success of digital diplomacy in Iraq. 5— Digital diplomacy is an extension of traditional diplomacy and not a new form or style of

diplomacy. Second: recommendations 1— Creating a special section for digital diplomacy in the Iraqi Ministry of Foreign Affairs, similar to what is found in most foreign ministries. 2— Enrolling Iraqi diplomats in training courses for digital diplomacy and developing their skills in diplomatic work, knowing that most of them do not have official accounts on modern technology such as Facebook, Twitter, and others. 3— Designing digital platforms for communication between diplomats and Iraqi communities abroad or between the Ministry of Foreign Affairs and the rest of the embassies. 4— Updating the websites of state institutions as they contain sensitive information on the economic, industrial, and developmental reality that serves the Iraqi negotiators with their counterparts in other countries. 5— Negotiations are one of the means for the success of diplomatic work, mainly if they are conducted via the Internet, as they contribute to creating the atmosphere for direct personal negotiations, especially since there are no significant obstacles during the conduct of these negotiations, such as what happens in traditional diplomacy.

Taking these into consideration, some recommendations can be presented below:

- 1- Creating a special section for digital diplomacy in the Iraqi Ministry of Foreign Affairs, similar to what is found in most foreign ministries.
- 2- Enrolling Iraqi diplomats in training courses for digital diplomacy and developing their skills in diplomatic work, knowing that most of them do not have official accounts on modern technology such as Facebook, Twitter, and others.
- 3- Designing digital platforms for communication between diplomats and Iraqi communities abroad or between the Ministry of Foreign Affairs and the rest of the embassies.
- 4- Updating the websites of state institutions as they contain sensitive information on the economic, industrial, and developmental reality that serves the Iraqi negotiators with their counterparts in other countries.

NOTE: The research is extracted from a master's thesis Tagged (digital diplomacy and electronic security)

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