



*A European Institute with a Global Vision*

# Specialization Course Diplomacy in Cyberspace *“Digital Tools and Governance”*

Academic year  
2019

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## Diplomacy in Cyberspace

### *“Digital Tools and Governance”*

#### **Description:**

The digital networks that constitute cyberspace have radically changed the environment in which diplomats and diplomacy operate. Nation states remain the key actors, but they have been joined by a broad range of other state and non-state actors. Digital tools have increased the reach of diplomats and their ability to promote broader diplomatic agendas, but they have also enhanced the capacity of non-state actors to participate in international debates. Foreign ministries and diplomats were slow to adopt digital technologies, and they remain overly focused on social media, largely ignoring the potential of more innovative online platforms and gamification processes. At the same time, cyberspace has thrown up a series of problems which range from internet governance and data protection to cyber conflict, espionage and crime. Cyberspace risks becoming a Hobbesian anarchy in which state and non-state actors pursue hybrid warfare strategies. The techniques and approaches of diplomats are as necessary in cyberspace as they in physical space, and they must craft some form of international law or “rules of the game” to constrain the behavior of both state and non-state actors. At the same time, the combination of AI, machine-learning and digital networks promises to present a new series of challenges and threats.

This course will explore both the use of digital tools to promote broader diplomatic agendas and the application of diplomacy to the problems arising in cyberspace. It will explore the implications of digital technologies with relation to foreign ministries in terms of practice, structure and culture. It will explain the continued relevance of diplomacy and how it can effectively engage with cyberspace, including the development of multi-stakeholder diplomacy for dealing with the broad range of non-state actors. Finally, it will engage with the implications of new technologies for diplomacy and diplomats, including the potential roles of AI and machine learning in diplomacy itself.

The Specialization Course “Diplomacy in Cyberspace” is organized by the Chair for Diplomacy and Cyberspace at European Institute of International Studies.

#### **Goals:**

By the end of the course, participants will be able to:

- ✓ Understand the geopolitical and technological environments in which diplomats operate.
- ✓ Learn about the most effective digital tools for enhancing the different functions of diplomacy.
- ✓ Understand the limitations and dangers of social media and search engines, with particular focus on the algorithms underlying them.
- ✓ Make effective use of Search Engine Optimization tools to promote diplomatic objectives.
- ✓ Make effective use of more innovative online platforms and gamification.
- ✓ Devise effective digital diplomacy strategies.
- ✓ Understand the scope of internet governance and data protection debates.

- ✓ Understand the geopolitical and diplomatic contexts of cyber conflict.
- ✓ Devise strategies for internet governance and cyber conflict management.

The course is held online; the course duration is three months (12 weeks) and is divided into two parts: theory and practice. The theoretical part includes 11 modules and the practical part comprises one module (Final Work/Monograph).

**Target Audience:**

The course is mainly aimed at government officials, diplomats and members of international organizations, but it is also open to executives and business representatives and officials from foundations and non-governmental organizations. University students may apply for admission to the course if they demonstrate a prior knowledge about the subject of the specialization course.

**Eligibility criteria:**

Applicants should have a university degree (Bachelor's degree recognized by the applicant's country of origin) and present a curriculum vitae, an ID or passport copy and a letter of intent and submit the application online. The course has a limited number of places and admission is based on merit, both academic and professional, which will be evaluated by the Academic Staff of the Institute. Those accepted will receive a letter to formalize their enrollment in the course.

**Program:**

Module 1: The Geopolitical Environment of Cyberspace  
Module 2: Digital Diplomacy: Using Digital Technologies to Advance Broader Diplomatic Agendas  
Module 3: The Problem with Algorithms  
Module 4: Diplomats and Search Engine Optimization  
Module 5: Online Platforms and Gamification  
Module 6: Diplomacy and Internet Governance  
Module 7: Diplomacy and Cyber Conflict  
Module 8: Diplomacy and the Cyber Security Dilemma  
Module 9: Diplomacy and Cyber Crime  
Module 10: Reforming Foreign Ministries and Diplomatic Services  
Module 11: AI, Machine Learning and New Technologies  
Module 12: Final Work

**Duration:**

3 months

**Language:**

English

**Application for admission:**

October 1 to December 7, 2018.

**Registration:**

December 10 to 21, 2018.

Registration includes reading materials and tutoring, and those who complete the course satisfactorily will receive a Diploma.

**Start date:**

February 18, 2019.

**Final date:**

May 17, 2019.

**Fees:** € 2000

**Online Application**

<http://www.ieeiweb.eu/request-form-for-admission-and-pre-registration/>