

POLITICAL EPISTEMOLOGY AND NOOPOLITICAL STRATEGIES

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Abstract: A new world order has been constructing new “cybernetic pillars” on top of the old, ossified issues by combining an idealistic and realistic viewpoint (Pasquinelli, 2023). International diplomacy has changed from top-down to bottom-up methods to address these enduring issues. The “World Order Models Project” was developed by Richard Falk and is a model for a new system of world order (Falk, 2021). Based on Sophos 1, Sophos 2, and Big Data, respectively, Falk (2002) argues that AI technologies can be viewed as “wisdom technology” and have advanced to a new level of political discourse as Noopoliticus. The foundation of noopoliticus is the deliberate dissemination and management of knowledge. Noopoliticus focuses on controlling ideas, information, and cultural narratives rather than traditional political power, which is based on control over material resources. This change emphasizes how important information technologies are becoming in determining societal power structures. In addition to discussing the roles of strong and soft powers in promoting perpetual peace and conflict resolution techniques, this study seeks to critically examine these new political discourses as the final shifts in international relations. Recent instances of these shifts include the speeches of Elon Musk and Donald Trump, as well as their use of X (Twitter) as digital diplomacy. The international order has been falling into the hands of algorithmic governmentality based on the latest form of neoliberalism and autocracy, notwithstanding their seeming existence as political actors. Everything could be changed by this new algorithmic civilization. Within the framework of noopoliticus as a political epistemology, this study will provide the current understanding of these emerging political discourses.

Keywords: Algorithmic Governmentality, Big Data, Noopoliticus, Political Epistemology, Wisdom Technology.

Introduction

A new global order has been building new “cybernetic pillars” on top of the old challenges that have been ossified in the process of synthesizing a realistic and idealistic worldview (Pasquinelli, 2023). Bottom-up strategies have supplanted the conventional top-down approach to international diplomacy in order to solve these deeply rooted problems. Richard Falk started this “World Order Models Project” with the goal of creating a model for a new global order system (Falk, 2021). In the context of politics, artificial intelligence technologies could be regarded as “wisdom technology” (Falk, 2002). The political debate has also advanced to a new level thanks to these technologies, as demonstrated by Noopoliticus, which is based only on Sophos 1, Sophos 2, and Big Data. The political philosophy of noopolitics is based on the deliberate manipulation and distribution of information.

The aim of this study is to investigate the roles of strong and soft forces in strategies for preserving peace and resolving conflicts, as well as to develop a critical viewpoint on these new political discourses as the last developments in international relations. The discourses of Donald Trump and Elon Musk, as well as their use of X (Twitter) as a form of digital diplomacy, are examples of these more recent changes. Even though they appear to be political actors, algorithmic governmentality – which is based on platform capitalism and the latest incarnation of neoliberalism – has been taking control of the global order.

Old agendas in new worlds and parameters

One of the main forces underlying the establishment of social organizations throughout human history has been the accumulation of knowledge. However, the three steps of knowledge accumulation – information gathering, storage, and application – have changed as a result of the advancement of artificial intelligence. The term “noopolitics” is used to characterize the power structures involved in the creation and dissemination of knowledge in order to understand the impact that information has on the social, political, and ethical spheres. However, “procedural epistemology” focuses on the methods and norms that are employed in the process of expressing, validating, and then applying knowledge. When combined, these concepts demonstrate the complex dynamics at play in artificial intelligence memory systems and the significant social repercussions these systems have.

Noopoliticuss as Political Ideology and Noopolitical Strategies and Soft Power

The political philosophy of noopolitics is based on the deliberate manipulation and distribution of information. The control of concepts, data, and cultural narratives is the main focus of noopolitics. This perspective is in opposition to traditional political power, which is predicated on material resource control. This shift shows how information technologies are playing a bigger role in shaping society's power structures. Noopolitical tactics in the framework of international relations center on the manipulation of knowledge and ideas in order to exert influence and mold international interactions. Soft power, which encompasses cultural diplomacy, public diplomacy, and the strategic use of media to create and project certain national images, is becoming more and more linked to these tactics (Nye, 2004).

Noopolitical tactics concentrate on influencing opinions and beliefs through discourse rather than using economic or military force. For instance, this change has been most noticeable in the foreign policy of superpowers like China, Russia, and the United States. The United States, for instance, has long employed cultural diplomacy to spread its ideals overseas, using media, educational exchanges, and Hollywood movies to project an image of a liberal, democratic powerhouse. On the other hand, China has used its Confucius Institutes to disseminate its political and cultural beliefs, establishing itself as a future world leader (Kurlantzick, 2007). In response, Russia has projected its power in the post-Soviet sphere and beyond through the employment of information warfare and state-run media as instruments of noopolitical strategy (Galeotti, 2017).

There are serious concerns regarding the ethical ramifications of the growing use of soft power and noopolitical tactics. The lines between authentic cultural interchange and political propaganda are becoming increasingly hazy as governments work to influence public opinion and control perceptions. The ethical obligations of governments, media outlets, and international organizations to control and protect the dissemination of information in the global public sphere are also called into question by the deliberate use of discourse and the media.

Algorithmic Governmentality and Wisdom Technologies

AI decision-making is impacted by social prejudice, which emphasizes the need for ethical and political research (Pasquale, 2015). The General Data Protection Regulation (GDPR), a proactive approach to AI regulation,

aims to ensure transparency, accountability, and equity. Other nations' sluggish adoption of comprehensive AI governance frameworks has prompted calls for international cooperation and standardization. As AI continues to have an impact on society, ethical frameworks must be established to ensure responsible AI development and deployment. The continued advancement of AI's role in society's development will have both positive and negative repercussions.

Procedural Epistemology

From a procedural epistemological standpoint, the focus shifts to how artificial Luciano Floridi (2014) examines how artificial intelligence affects information verification standards in "The Fourth Revolution," highlighting the moral obligations that come with new technologies. The persistence of social injustice has been brought to light by research on algorithmic decision-making systems such as search engines (Noble, 2018). AI's procedural memory enables systems to continuously learn and adapt, but political decisions are made about what data should be included and what shouldn't. Crawford (2016) highlights the importance of transparency and equity in the development of AI in his work on algorithmic responsibility. The relationship between procedural epistemology and noopoliticus in AI, specifically in criminal justice systems, has been highlighted by a recent study. There are concerns about the dominance of big tech companies over AI knowledge, and laws are required to increase public access to AI. According to the idea of communal intelligence, cooperative methods may produce more equal outcomes in the creation of artificial intelligence.

Political Epistemology

The study of how knowledge and power are intertwined in political life is known as political epistemology. It emphasizes the intricacies of political life as well as the relationship between science and power. The discipline is linked to historical epistemology, which links political philosophy and knowledge theory (Binns, 2018). Prominent political epistemologists Thomas Hobbes and Robert Boyle provide excellent examples of how knowledge and political life are intertwined. Hobbes showed how knowledge and political life are intertwined by rejecting factual knowledge and proposing a rational scientific truth.

Omodeo (2019) examines the idea of political epistemology, a novel method that seeks to comprehend the group goals underlying scientific discoveries. He contends that the subject of which collective motivations underlie scientific endeavors is frequently overlooked by intellectuals who are formally tasked with discussing science. This is a result of their blindness to the hidden agendas present in every discourse, especially those whose purposes and objectives are hidden behind assertions of abstract universality and indifference. Omodeo adheres to Antonio Gramsci's definition of ideology as cultural politics, which centers cultural analysis around history, human dignity, and subjectivity. Instead of merely structurally reducing culture to objective mechanics and functions, this method centers cultural analysis around history, human dignity, and subjectivity.

Political epistemology begins by assessing the ideological roots and consequences of historical and cultural conceptions of science and history writing. The disciplinary affiliations of scholars who write on science range from the history of science to the sociology of knowledge, the philosophy of science, and their sub-fields, such as SSK (sociology of scientific knowledge), the anthropology of science, STS (science, technology, and society studies), and social epistemology. Political epistemology, influenced by Antonio Gramsci and Louis Althusser's perspectives, is crucial for understanding the interplay between science, ideology, and society. It bridges the gap between structural analysis and political comprehension, distinguishing between ideology and science and exploring methods and theoretical categories.

In knowledge theory, Edmund Husserl's political and historical epistemologies are critical methods that address the ideological difficulties of positivism and contest constructivist views. By concentrating on the discourse-object relationship and the political significance of reality, political epistemology questions constructivist ideas. A subfield of knowledge theory called historical epistemology seeks to understand science in light of historical and cultural contexts, eschewing positivistic assumptions and emphasizing the research topic and the objects of study.

New political discourses

The interrelated functions of procedural epistemology and noopolitics in any attempt to understand the evolving discourses in international relations. These frameworks offer useful instruments that can be applied to

analyze the manner in which artificial intelligence technologies affect knowledge creation, dissemination, and application in society.

The Role of Ideology, Hegemony, and Political Epistemology

According to Gramscian theory, hegemony is the prevailing culture and ideology that, with the aid of the state and media, molds society. Political epistemology examines how these relationships are correlated. When Elon Musk's speech is examined in this context, it becomes clear that his ideology has influenced his inventions and technological breakthroughs. Trump, as a political figure, uses a type of ideological control that aims to impose a vision of society based on a particular set of values, whether they are based on traditional family structures, racial purity, or technological advancement, just as ideology is influencing scientific endeavors and societal structure. In each instance, the prevailing ideologies—whether related to technology, race, or families—are portrayed as both normal and essential to the survival of society. This illustrates how science and technology are used as instruments to uphold the predominance of particular cultural and political norms. Similar to eugenics advocacy, Trump's demand for the maintenance of WASP family values, and Musk's drive for technological advancement, these ideologies all emphasize the significance of regulating human development and reproduction in order to maintain or strengthen social institutions.

According to political epistemology, these political leaders utilize science to further their own ideological objectives, even though science and technology are frequently presented as impartial, objective solutions to societal issues. Examples of how scientific pursuits can be guided by ideological imperatives include Musk's dependence on biotechnology and artificial intelligence to affect human evolution, Trump's selective promotion of family values, and the application of eugenics as a scientific solution to social problems.

Donald Trump's Advocacy for Family Values and WASP Ideology

Trump's emphasis on traditional family values and the preservation of American identity, rooted in White Anglo-Saxon Protestant (WASP) culture, is seen as a form of social engineering. His focus on the nuclear family and the nuclear family is seen as essential for maintaining societal stability. Trump's advocacy for WASP values can also be linked to eugenic ideologies, where certain genetic traits and cultural practices are more desirable than others.

Trump's statements, especially those from his 2016 presidential campaign, express a fundamental conviction that the weakening of "traditional" family values and cultural norms is the cause of society's degradation. This argument makes clear reference to an ideology that views particular family arrangements and modes of reproduction as essential to the survival of particular ethnic and social groups.

Elon Musk's Advocacy for Larger Families and the Neuralink Project

Leading businessman Elon Musk, who is well-known for his space exploration and technology endeavors, has also joined the discussion on social engineering and eugenics, but from a more technological and futuristic perspective. Musk believes that human reproduction is essential to the survival of the human species, which is reflected in his remarks regarding the necessity for people to have more children, especially in light of dropping birth rates (Musk, 2020, p. 212).

Musk has urged individuals to have larger families in an effort to buck the trend of population decline, which he claims is one of the biggest challenges to civilization. Musk's focus on big families is related to a type of social engineering wherein it is believed that the prosperity of society as a whole depends on the procreation of people who can guarantee humankind's economic and technological progress.

Furthermore, Musk's idea that scientific innovation has the power to drastically alter human evolution is reflected in his Neuralink project, which aims to combine artificial intelligence with human brains. As a type of bioengineering, Neuralink specifically aims to improve human cognitive capacities, hence producing a new human species that can adapt to and prosper in a technologically driven future. Shaw's eugenic ideas, in which the "unfit" are left behind, and those who can adapt or are thought to be genetically superior are allowed to thrive, are consistent with this vision of human development through technological intervention.

According to Musk, in order for humanity to survive in a world that is changing quickly, it will be necessary to improve its biological capacities in addition to increasing the pace of reproduction. In a way, this links the use of technology to produce a "superior" human race to eugenics and social engineering (Pernick, 1996). According to Musk's rhetoric, humans will be valued in the future not only for their inherent traits but also for their capacity to adapt, procreate, and survive in the face of swift ecological and technological change.

The Dystopian Nature of Society Engineering

Both Musk and Trump, who are political allies, portray their ideas of society as answers to today's issues, yet the results of their philosophies have gloomy ramifications. Trump's support for maintaining conventional family structures and cultural standards may cause people who don't fit these molds to be marginalized. Despite being based on technological optimism, Musk's vision of the future runs the risk of fostering a society in which the wealthy and powerful are the only ones with access to technology advancements like Neuralink, thus widening socioeconomic gaps.

Conclusion

"Political epistemology" is the study of how political knowledge is created, disseminated, and verified. Currently, political epistemologies have changed in the modern world. A focus on the creation of narratives, symbols, and ideologies that influence the global political landscape has been added to the conventional, state-centric understanding of power. The way political knowledge is shared, absorbed, and used has changed dramatically as a result of media, communication technology, and digital platforms.

Diverse narratives and modes of knowing are being incorporated into political knowledge, which is changing away from Western liberal democratic values. The emergence of alternative facts and fake news threatens established sources of political information, necessitating a nuanced understanding of global power relations (McNair, 2017).

A major change in the conduct of international relations in the twenty-first century may be seen in the convergence of soft power, noopolitical tactics, and new political epistemologies. The power of ideas, narratives, and media becomes more and more significant as the world gets more linked and complex. Discourse analysis shows how noopolitical tactics are used to influence opinions and behavior around the world and provide insightful information about how soft power works as an ideological influence tool. The future of international relations will continue to be greatly influenced by the strategic use of language, discourse, and knowledge as the globe enters the digital age.

Different societal visions based on eugenics, technological advancement, and the preservation of particular cultural or racial standards are presented in Donald Trump's and Elon Musk's speeches and public declarations. Although each individual takes a distinct stance on the problem of societal

engineering, their discourses all discuss the use of science and ideology as instruments to influence society. A dystopian future where human life is only valued for its utility and social engineering is used to maintain specific power structures could result from the realization of such ideals. These discussions urge us to think about the ethical ramifications of political ideology in determining our future and serve as a reminder of the perils of employing science and technology to support such beliefs.

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