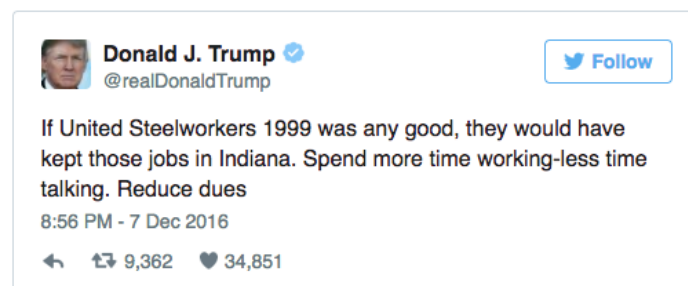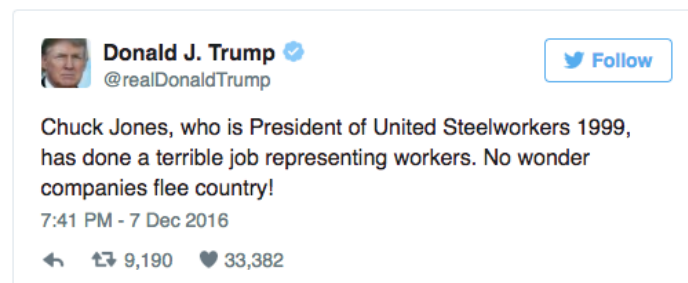# DOES DARK MARKETING HAVE A FUNCTION IN TRUMP'S MOBS?

As you likely know, Trump has sicced his mobs onto one of the first non-public figures since the election: the United Steel Worker organizer for the Carrier plants affected by Trump's involvement, Chuck Jones.

On Tuesday, Jones said that Trump "lied his ass off" about the Carrier deal, pointing out the same thing I did: that 300 of the jobs Trump took credit for "saving" were actually white collar engineer jobs. Jones said they were never slated to move to Mexico.

At first, Jones' comments only showed up in print outlets and Trump had no response. But then CNN ran the comments (it seems, though this is not yet proven, that Trump primarily tweets out when things get on TV). And Trump responded.



**Donald J. Trump** ✓
@realDonaldTrump                                    🐦 Follow

Chuck Jones, who is President of United Steelworkers 1999, has done a terrible job representing workers. No wonder companies flee country!

7:41 PM - 7 Dec 2016

↩   ↻ 9,190   ♥ 33,382



**Donald J. Trump** ✓
@realDonaldTrump                                    🐦 Follow

If United Steelworkers 1999 was any good, they would have kept those jobs in Indiana. Spend more time working-less time talking. Reduce dues

8:56 PM - 7 Dec 2016

↩   ↻ 9,362   ♥ 34,851

The response, in general, was encouraging: rather than just report that Trump had attacked a labor organizer, several TV programs had Jones on, resulting in giving him even more opportunity to call Trump a liar.

Except then the creepy calls started.

> Half an hour after Trump tweeted about
> Jones on Wednesday, the union leader's
> phone began to ring and kept ringing, he
> said. One voice asked: What kind of car
> do you drive? Another said: We're coming
> for you.
>
> He wasn't sure how these people found
> his number.
>
> "Nothing that says they're gonna kill
> me, but, you know, you better keep your
> eye on your kids," Jones said later on
> MSNBC. "We know what car you drive.
> Things along those lines."
>
> "I've been doing this job for 30 years,
> and I've heard everything from people
> who want to burn my house down or shoot
> me," he added. "So I take it with a
> grain of salt and I don't put a lot of
> faith in that, and I'm not concerned
> about it and I'm not getting anybody
> involved. I can deal with people that
> make stupid statements and move on."

This is, of course, not new with the election.
Trump did it all through the campaign,
particularly targeting protestors at his events.
But this makes it clear he is perfectly happy to
target individuals for retaliation when they
call him on his lies.

I'll have more to say about what I think the
appropriate response to this is (though as I
said, I was reassured by last night's
performance, to a point).

But given the way last night's tweets led so
quickly to threatening phone calls, I wanted to
raise this article [This is in German, but an
English translation is due soon; I read it using
Google translate; I will update with quotes when
it is translated], on the psychological approach
behind Trump's Cambridge Analytica work during
the election (which were covered in less detail

in this Bloomberg article). It describes the
model behind Cambridge Analytics, the amount of
data it collects, and the kind of accuracy it
claims. The article describes how closely the
model has been integrated with Facebook. And it
describes how CA got bought by Strategic
Communications Laboratories, which has been used
for things like influence campaigns in
Afghanistan. The article then describes CA's
role in Brexit, and how first Ted Cruz and then
Trump came to rely on it (partly at the
direction of billionaire Robert Mercer. The
article then describes how CA uses highly
individualized maps of individuals to target
advertising.

> The success of marketing by Cambridge
> Analytica is based on the combination of
> three elements: psychological behavioral
> analysis according to the Ocean model,
> big-data evaluation and ad-targeting. Ad
> targeting, that is personalized
> advertising, that is advertising, which
> adapts as closely as possible to the
> character of an individual consumer.

> Nix frankly explains how his company
> does it (the lecture is available on
> Youtube free). Cambridge Analytica
> purchases personal data from all sorts
> of sources: land registry entries, bonus
> cards, dial-up directories, club
> memberships, journal subscriptions,
> medical data. Nix shows the logos of
> globally operating data traders like
> Acxiom and Experian — in the USA almost
> all personal data are available for
> purchase. If you want to know where, for
> example, Jewish women live, you can
> simply buy this information. Including
> telephone numbers. Now Cambridge
> Analytica crosses this number packets
> with voter lists of the Republican Party
> and online data as Facebook Likes — then
> one calculates the Ocean Personality
> Profile: From digital footprints
> suddenly real people with fears, needs,

> interests — and with a residential
> address.

The article goes on to describe (as Bloomberg had) how Trump used dark ads, targeted to very narrowly tailored groups, to depress Hillary's turnout.

There are a lot of implications of all this, if the targeting is as effective as CA likes to claim. But I wonder whether Trump intends to use it as part of his governance strategy (there were reports that Steve Bannon only agreed to join the campaign if he got access to the data). Obviously, a Trump Administration could use such an approach to apply pressure on specific legislators.

But people close to Trump (this is all hypothetical, but this is the kind of thing you keep a plausible deniability distance away from the principal) could also use it to rile up anger in response to perceived slights of the President.

Trump has been playing a double game. The firing of Michael Flynn (the son) from the transition team — in part because Flynn had a role in riling up PizzaGate — makes it clear Trump wants to maintain a visible distance from the violence his supporters commit. But Trump has always relied on mobilizing his mob to heighten the illusion that he is under attack, and his persistence in doing so after actual violence shows it is intentional.

So what might Trump's team do with a proven communication program that can communicate with almost no notice?