The Power of the People → People Power

Definition: the ability of people who are not involved in an institution or government (grassroots) to try to directly influence domestic or international relations.

1. Peaceful People Power
   When the people of a state use the access they are granted to achieve the goals they want.
   - People use their ability to express ideas and network amongst themselves at local and national levels (via available technology).
   - Participate in elections, form Interest Groups, Political Parties, etc. to influence the decisions of representatives/lawmakers.
   - Create Social Movements.
2. Potentially Violent/Violent People Power
   - Mass Action
   - Spontaneous Violence/Riots
3. Individuals, Organized Groups, Non-Organized Groups
   - All become informed in different ways: through other groups, social media, media in general, government, and other publications
   - Each of these groups has the ability to take action and influence other actors such as other organizations, governments, groups, institutions, media, etc.

Grassroots movements are often found at the local level, with many volunteers in a community coming together to support a certain cause, which can lead to change at a national level.

The Informational Instrument of Power

Definition: the use of information (print media, radio, television, internet) to "collect, control and disseminate information" that influences the positions of international players/their people (Jordan, p.239).

I.   This instrument of power is one that is not necessarily controllable by a state; especially in the era of social media, information cannot be readily controlled or tweaked to aid the goal of the state.
   A. Social media can be used by the people to involve others from around the world in their cause.
   B. The use of social media and the internet means that information has the ability to travel in a matter of seconds in order to help or hurt a cause.
II. However, due to States' reliance on communications networks via the World Wide Web (from National Security briefings to the NASDAQ), and the threats to those systems, the concept of "cyberwar" has not only developed, but presses to be the critical frontier in National Defense.

*Oftentimes these two instruments of power intertwine--consider the incredible effect social media had in Egypt during the Arab Spring and oppositely, how the manipulation of information and access in North Korea limits the People instrument of power (among other factors).