



**unitar**

United Nations Institute for Training and Research

# COURSE SYLLABUS

## UNITAR: Digital and Cyber Diplomacy

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e-Learning | 12 November – 3 December 2018



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## Disclaimer and Acknowledgements

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Please carefully read the Disclaimer and Acknowledgements documents located on this course's home page before beginning the course for more information about the terms and conditions of use of UNITAR's virtual learning environment and acknowledgement of those organizations for their authorization to use audio transcripts, webcasts and photographic imagery.

## Course Presentation

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Digital technologies have revolutionised the world of diplomacy. They have facilitated the participation in international debates of new state and non-state actors, including companies and NGOs. They have also provided tools that enable diplomats and foreign ministries to be more effective at political analysis, consular protection and reaching out to foreign publics and non-state actors. But they have also posed serious challenges which diplomats have not always managed well. Diplomats have not always made the best use of these technologies, and many foreign ministries still struggle with their implications. The algorithms driving social media both limit the ability of diplomats to reach those who disagree with them and open up dangerous opportunities for those spreading fake news.

At the same time, the cyberspace generated by these digital technologies is throwing up a series of problems that impact on the physical world and its human inhabitants. These range from the challenges of internet governance to controlling the energy expended in the generation of Bitcoins or the threats of cyberwar, cyberespionage, cyber information war or cybercrime. As cyberspace grows, for example through the development of the Internet of Things, these problems impact ever more on the daily life of citizens, as well as the national interests of the states they live. Applying the techniques and mindset of the diplomat to these problems will be essential to preventing cyberspace descending into a Hobbesian anarchy. The diplomatic armoury will of course include the digital tools which diplomats have adapted to their needs.

This course aims to equip participants with the practical skills to make the best use of digital tools in pursuing diplomatic objective. It will also help them understand better the challenges and difficulties digital technologies pose for diplomacy. At the same time, it will help them better understand the broad range of problems being generated in cyberspace and how diplomacy can be applied to managing them. It will help learners make the best use of digital tools in promoting diplomatic objectives and develop effective strategies for managing the multiple problems thrown up by the growing cyberspace.

## Course Outline

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### **Module 1: Digital Diplomacy**

- Lesson 1: A Question of Definition
- Lesson 2: Digital Diplomacy: Political Analysis and Consular Protection
- Lesson 3: Public Diplomacy and Social Media
- Lesson 4: Algorithms and Beyond Social Media
- Lesson 5: Digital Technologies, Diplomats and Foreign Ministries

### **Module 2: Cyberdiplomacy**

- Lesson 1: Diplomacy and the Problems of Cyberspace
- Lesson 2: Internet Governance
- Lesson 3: Cybersecurity and Cyberdiplomacy
- Lesson 4: Diplomacy and Cybercrime
- Lesson 5: Conclusion: The Diplomat in Cyberspace

### **Simulation Exercise and Evaluation**

## Contents and Learning Objectives

Module	Content	Learning objectives At the end of the module, you will be able to:
<b>Module 1 (6 hours)</b>  <b>Digital Diplomacy</b>	<ul style="list-style-type: none"> <li>• A question of definition</li> <li>• Digital Diplomacy: Political Analysis and Consular Protection</li> <li>• Public Diplomacy and Social Media</li> <li>• Algorithms and Beyond Social Media</li> <li>• Digital Technologies, Diplomats and Foreign Ministries</li> </ul>	<ul style="list-style-type: none"> <li>• Get familiar with the range of diplomatic tools available to facilitate and promote different diplomatic activities;</li> <li>• Learn the advantages and disadvantages of social media in public diplomacy strategies;</li> <li>• Learn how digital tools can enhance the capacities and reach of smaller countries and non-state actors;</li> <li>• Develop digital diplomacy strategies in pursuit of broader foreign policy objectives.</li> </ul>
<b>Module 2 (4 hours)</b>  <b>Cyberdiplomacy</b>	<ul style="list-style-type: none"> <li>• Diplomacy and the Problems of Cyberspace</li> <li>• Internet Governance</li> <li>• Cybersecurity and Cyberdiplomacy</li> <li>• Diplomacy and Cybercrime</li> <li>• Conclusion: The Diplomat in Cyberspace</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the key problems of internet governance and how diplomatic mindsets and techniques can be applied to managing them;</li> <li>• Distinguish between the different aspects of cybersecurity and the challenge they pose to governments, companies and society;</li> <li>• Learn the cybersecurity dilemma;</li> <li>• Be able to apply diplomatic approaches to managing cybersecurity challenges.</li> </ul>
<b>Simulation Exercise (3 hours)</b>	<ul style="list-style-type: none"> <li>• Practical Exercise - Phase 1: Pre-exercise</li> <li>• Practical Exercise - Phase 2: The Exercise</li> <li>• Practical Exercise - Phase 3: Evaluation and Feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Appraise the application of digital tools to diplomatic problems</li> <li>• Identify the key diplomatic stakeholders (state and non-state) shaping the cyberdiplomacy environment</li> <li>• Distinguish between favourable, neutral and hostile stakeholders, and differentiate between strategies for dealing with them</li> <li>• Design a strategy for applying digital tools to pursue a diplomatic objective in cyberspace</li> </ul>

## Methodology

The course will be delivered via the e-Learning platform Moodle (please see the course *User's Guide* for instructions on using this platform). This pedagogical tool will help the student meet the course's learning objectives through a self-paced study routine supported by multimedia, optional and required readings, discussion forums, assessment quizzes, and a wealth of other information. Adapted specifically to full-time professionals, students will learn by: absorbing (reading), doing (activities), interacting (socializing), and reflecting (relating to personal experience).

Your course is divided into three training units.

**Module 1 (duration of 6 hours)** and **Module 2 (duration 4 hours)** contain the same structural elements:

- Contents
- Objectives

- Lesson Material (text, video, interactive exercises and documents)
- Assessment
- Discussion Board

Simulation Exercise (**duration 3 hours**) will contain no additional reading material, but will consist of a practical exercise in which you can demonstrate what you have learnt in the first two modules.

## Grading Policy and Course Completion

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Students are eligible for a course certificate upon successful course completion. Successful completion requires:

- **an 80% passing grade on EACH of the weekly assessments on Module 1 and Module 2** (8 out of 10 questions correct); you may take each assessment up to 3 times (questions are randomized from a larger pool of questions and therefore will change upon assessment attempts). **Each assessment represents 40% of the final grade.**
- participation in the 2 Discussion Boards; your posts will be evaluated according to both **quantity and quality** (e.g., content relevance and contribution to overall discussion).
- Of particular importance is the **Simulation Exercise**, where you will demonstrate what you have learnt in the first two modules. The practical exercise will ask you to apply digital diplomacy tools to a problem arising in cyberspace. **The simulation exercise represents 20% of the final grade.**

**Each week**, you should: **(a)** read all the core module texts, **(b)** take the module-based assessments, and **(c)** participate in the weekly Discussion Board forums. You are encouraged to consult the optional external links to enhance your knowledge of the given lesson's topic (e.g., links to websites and additional documents).

In week 3 you will also need to complete the simulation exercise.

*All assessments, once made available, will remain accessible until the end of the course and you can be taken anytime during the duration of the course, however assessments should be taken before moving to the next module.*

UNITAR's e-Learning Committee will make the final decision regarding certificates in consultation with the course director. UNITAR reserves the right to award certificates only to those considered as "eligible" participants. We urge you to take a clear note of the above requirements. If you need any clarification, please do not hesitate to contact the Multilateral Diplomacy Programme Unit.

## Study Planning

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The following study grid indicates which course activities are mandatory.

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, recommended
Cybrary <sup>1</sup>	No
Module Assessments	Yes
Simulation Exercise	Yes
Discussion Forums	Yes
Course Evaluation	Yes

What is distinct about this learning experience is that it is an **online** learning experience. Online training, by its very nature, entails delivery of educational content over the internet. As you will proceed in this course, training materials will be made available to you through UNITAR's e-Learning portal. This course will also provide links to other web resources such as references and documents.

The UNITAR team is available to provide guidance and user information to help you participate and **contribute actively** to the discussion forums, which are an important requirement for completing this course. You will also have access to a course moderator (or instructor) who will animate the discussion board as well as answer substantive and course related questions (either using the Discussion Board or through a traditional e-mail method). There will thus be no face-to-face interaction. All interaction will take place through the internet using UNITAR's e-Learning portal!

The **advantages** of online training are many. You are able to :

- schedule and pace your learning according to your specific needs
- make use of additional resources using the internet
- work from office or home as long as you have a computer with an internet connection
- connect with your fellow participants and instructors through the learning portal

The lack of face-to-face interaction will require more discipline and pro-active planning on your end in order to successfully meet the course's learning objectives. In this regard, it is thus different and distinct from a traditional face-to-face training course.

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<sup>1</sup> The Cybrary contains important course information; please see the next section on the course's Learning Content.

The following **Complete Course Schedule** indicates when materials will be posted online and taken offline.

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday Sunday
<b>12 November 2018</b>	First Day Module 1 online  <b>Simulation Exercise online</b>	DB 1 online Assessment 1 online			Module 2 online	
<b>19 November 2018</b>		DB 2 online Assessment 2 online				
<b>26 November 2018</b>			<b>Deadline to submit Phase 1- Pre-exercise</b>		Evaluation Online	
<b>3 December 2018</b>	<b>Deadline to submit Phase 2 - Exercise</b>  Online Webinar with the Course Moderator 3 pm (CET)					All assessments close Assessment answers online All DBs close Evaluation closed Course closed

Although this online course is asynchronous – meaning that the interaction between you and the trainers or fellow participants will take place intermittently with a time delay – it will be important to establish a course study routine that best adapts to your work schedule, family commitments, Internet connection speed, etc. This will allow you to complete your assignments and tasks in time (on a week-by-week basis) and thus maintain a similar pace as other course participant. *Please note that the MDPU e-Learning Team will send a reminder if your module-based assessments have not been completed.*

## Learning Content<sup>2</sup>

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The complete set of course materials **will NOT be available all at once on the UNITAR portal. Materials will be posted on a weekly basis.** Learning materials are organized as follows:

### 1. Interactive Course

The interactive course is the core mandatory learning activity. The various module lessons contain links to external documents and websites, videos, questions and suggested responses, and basic text. The lessons are relevant to a wide demographic of participants, both those with basic knowledge on the topic as well as those with more advanced knowledge who wish to focus on the more specialized points of the course.

### 2. Resources

The Resources section contains both optional and mandatory materials to enhance your understanding of a given lesson's subject matter. For example:

- a) **Cybrary (Cyber Library)** contains many additional resources, including:
- Printable PDF version of each module (with the Documents to Download cited in each module)
  - Optional Readings
  - Assessment Answers (posted at the end of the course)

### 3. Key Icons



**Quotes, technical jargon, etc.**



**Warning: mistakes to avoid, particular point of interest, etc.**



**Video clip or webcast**

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<sup>2</sup> See Disclaimer for more information regarding the terms and conditions of use of the course material.



**Question / Interactive exercise**



**Document to download / Website link**

## Course Moderator

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### Shaun Riordan

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Office location: Madrid, Spain

Office hours: I read and respond to my email and to the Discussion Board regularly throughout the week.



**Shaun Riordan** is a Senior Visiting Fellow of the Netherlands Institute for International Relations “Clingendael”, a member of the Social Media Team of the Hague Journal of Diplomacy, and a member of the Public Diplomacy Advisory Board of the Sustainable Development Goals Fund. He served 16 years as a British Diplomat, including postings to New York, Beijing and Madrid, and spells in the Counter-Terrorism and Eastern Adriatic Units of the Foreign Office. Since leaving the Diplomatic Service, he has worked as a consultant to both governments and companies on geopolitical risk and innovation in diplomacy. He lectures in Diplomatic Academies in Armenia, Spain, the Dominican Republic and Bulgaria. His publications include *The*

*New Diplomacy* (2003), *Adios a la Diplomacia* (2005) and *Cyberdiplomacy: Doing Diplomacy in Cyberspace*.

## Technical Support

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For any technical issue or coordination matter, you may contact the Multilateral Diplomacy Programme Unit e-Learning Team (MDPU e-Learning Team) by sending a message through the UNITAR Virtual Learning Environment.

You may also contact us by email at [mdp-elearning@unitar.org](mailto:mdp-elearning@unitar.org). Email support is available 24/7, and we will respond within 24 hours.

### MDPU e-Learning Team

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