Paul Hong is a Distinguished University Professor and serves as the Chair of Information Systems and Supply Chain Management at the John B. and Lillian E. Neff College of Business and Innovation, University of Toledo.

He is widely recognized for his research excellence, global collaborations, and academic leadership. He has received numerous prestigious honors, including the Fulbright-Nehru Teaching and Research Excellence Award, which underscores his international influence and scholarly impact.

Dr. Hong's expert views on innovation, global supply chains, and strategic transformation have been featured in leading platforms such as *The Wall Street Journal, The Hill, Fortune, and Forbes*, as well as numerous academic journals across business, technology, and policy disciplines. He continues to inspire students, scholars, and industry leaders with his research, thought leadership, and global outreach.

AGENDA

1. **INTRODUCTION: DEFINING NEW POPULISM**

2. **POPULISM & AI: NEW DYNAMICS**

3. **5PS OF AI DISRUPTION**

4. **GEOPOLITICAL RISKS & GLOBAL CHALLENGES**
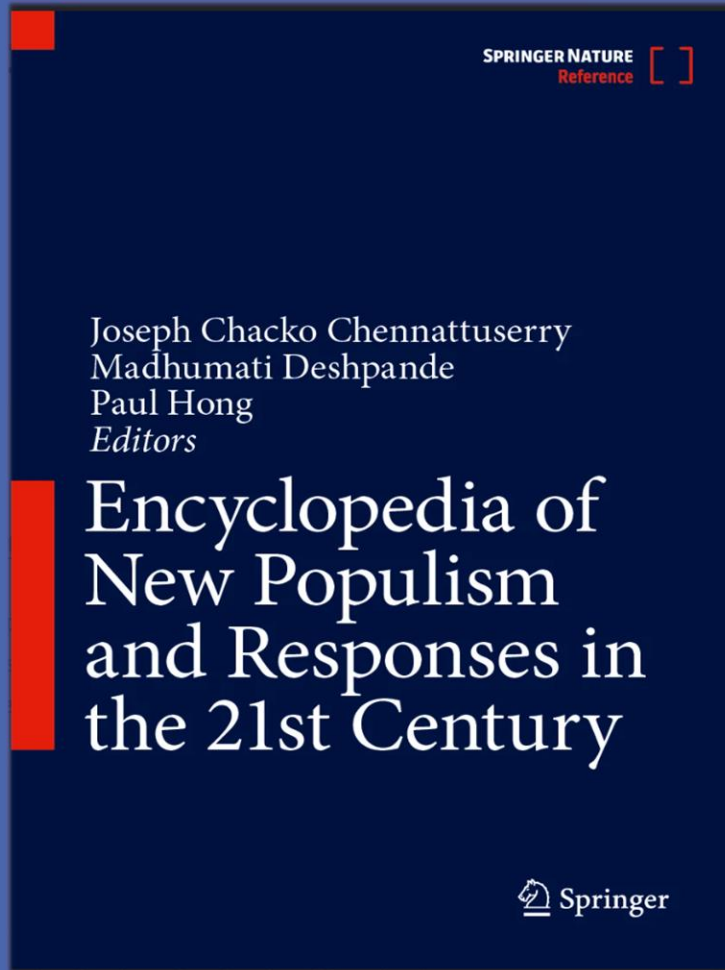
5. **STRATEGIC PATHWAYS FORWARD**

SPRINGER NATURE
Reference

Joseph Chacko Chennattuserry
Madhumati Deshpande
Paul Hong
Editors

Encyclopedia of
New Populism
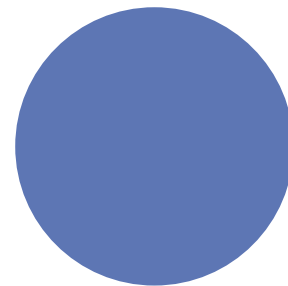and Responses in
the 21st Century

Springer

1.INTRO

The **Encyclopedia of New Populism and Responses in the 21st Century** brings together 400+ scholars across 243 articles to examine populism's historical, cultural, and political dimensions. It explores the shift from traditional to digital populism, analyzing its driving forces, consequences, and strategies for navigating modern power struggles.
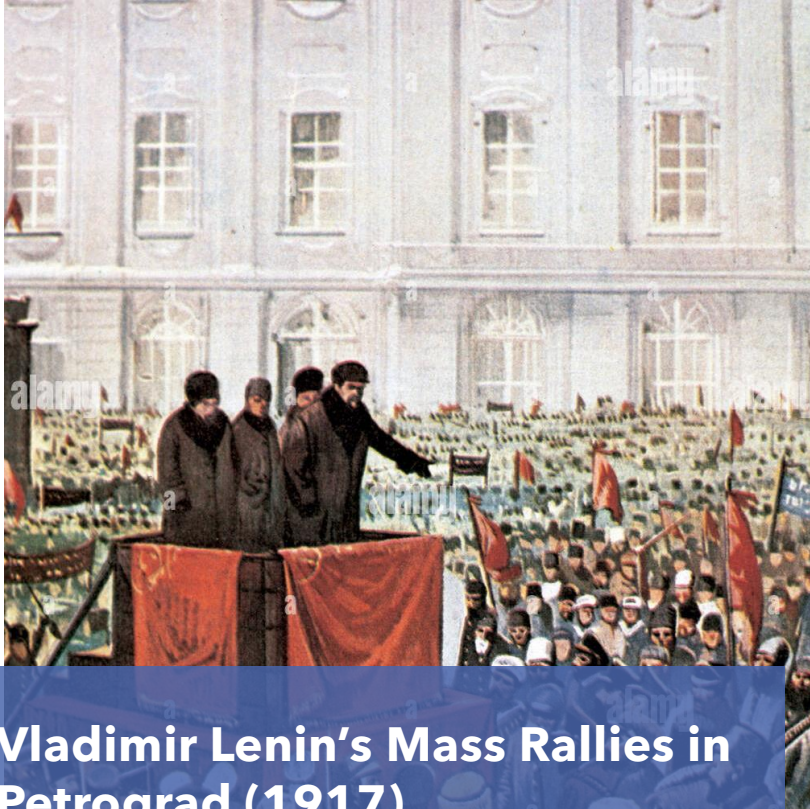
1.1.

FIVE CENTRAL THEMES OF THE BOOK

Defining New Populism

Causes and Drivers

Governance and Impact of Populist Leaders

Responses from Institutions and Civil Society

Global Trends Shaping its Influence on International Relations

Vladimir Lenin's Mass Rallies in Petrograd (1917)

Vladimir Lenin's mass rallies in Petrograd (1917) were instrumental in mobilizing revolutionary fervor, leading to the Bolshevik seizure of power and the establishment of the Soviet Union.

MLK Jr.'s "I Have a Dream" Speech in Washington, DC (1963)

Martin Luther King Jr.'s "I Have a Dream" speech (1963) became a defining moment in the U.S. Civil Rights Movement, inspiring legislative change and advancing the fight for racial equality.

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Donald Trump's Digital & Physical Hybrid Rallies (2024)

Donald Trump's digital & physical hybrid rallies (2024) exemplify AI-driven populism by leveraging social media algorithms, live-streaming, and digital engagement tools to amplify mass mobilization and bypass traditional media.

Kamala Harris's Smaller-scale Targeted Digital Events (2024)

Kamala Harris's smaller-scale targeted digital events (2024) showcase AI-powered microtargeting, using data analytics and personalized outreach to connect with specific voter demographics, enhancing engagement through precision-tailored messaging.

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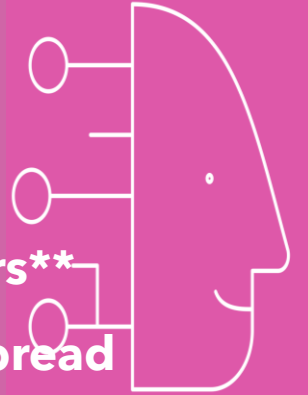
1.4. Populism vs. New Populism

Traditional Populism

- **Charismatic Leaders**
- **Physical Gatherings**
- **Geographic Limits**
- **Emotional Appeals**
- **Slow Global Impacts**

VS

New Populism

- **Algorithmic Amplification***
- **Virtual/Digital Mobilization**
- **Global, Borderless Reach**
- **Microtargeted Emotional Triggers****
- **Instant Global Misinformation Spread**

*   Computer programs automatically boost certain posts or videos based on clicks, likes, or attention they get.

** Showing preselected people highly specific messages designed to stir emotions—like fear, anger, or hope—based on their unique profiling criteria.

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1.5. Elon Musk's Tweets Move Markets

Did you know that today, a single tweet from Elon Musk can shift billions of dollars in global markets, instantly influencing international economic dynamics?

✓ Large follower base
✓ Sensitivity of stock/crypto markets
✓ Algorithmic trading triggers
✓ Herd behavior of retail investors

Note: Elon Musk's tweets can shift billions in global markets because of his massive influence, the market's sensitivity to his statements, algorithmic trading that reacts instantly, and the tendency of retail investors to follow his signals, creating rapid and self-reinforcing price movements.

VOGUE

NEWS

Watch BTS Address the United Nations With an Emotional Speech About Self-Acceptance

BY CHRISTIAN ALLAIRE
September 24, 2018

Photo: AP Images

≡   **People**   SUBSCRIBE

BLACKPINK: What You Need to Know About K-Pop's Biggest Girl Group

BLACKPINK rose to the top of the U.S. pop charts in 2020, but this is not the group's first time in the spotlight

By Erica Gerald Mason | Updated on January 6, 2023 03:40PM EST

Lisa, Jennie, Rosé, Jisoo. PHOTO: BLACKPINK

BTS and BLACKPINK leverage **AI-driven digital platforms, Auto Content Boost, and microtargeting** to engage global audiences, promote cultural diplomacy, and positively shape South Korea's soft-power influence worldwide.

Hong, P., Kim, S. C., Lee, A., & Kang, H. (2024). The entrepreneurial transformation process of BTS: initiation, development, growth and expansion. *Journal of Enterprising Communities: People and Places in the Global Economy*, *18*(5), 1078-1097.

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[2] AI REVOLUTION

The AI revolution reshapes every part of life in powerful and far-reaching ways.

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Harari, Y. N. (2024). *Nexus: A brief history of information networks from the stone age to AI*. Signal.

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2.1. AI HISTORY: AN OVERVIEW
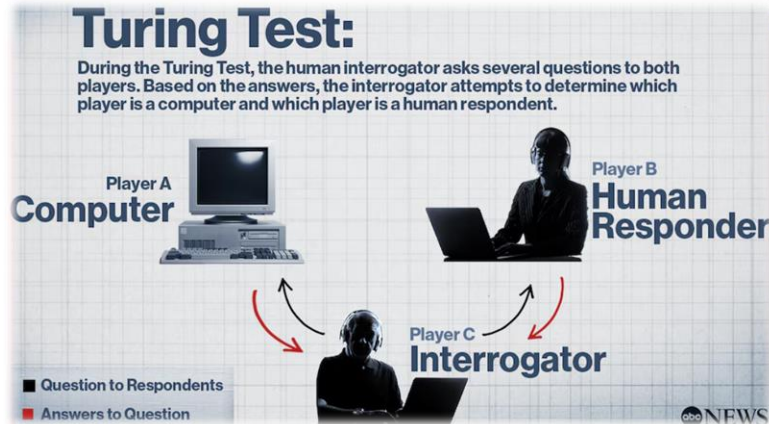
1950	1956	2016
Turing proposes the Turing Test	Birth of the term "Artificial Intelligence"	AlphaGo defeats Go champion Lee Sedol

Introduced core ideas of machine intelligence	Established AI as a scientific field	Demonstrated the power of AI: AlphaGo defeated Lee Sedol 4 out of 5 games

2.2. AI Types and Capabilities: A Comparative Summary

| Categories	Definition	Examples
Narrow/Weak AI	AI Designed for a specific task or limited set of tasks. It cannot perform beyond its predefined capabilities	Voice Assistants (e.g., Siri, Alexa), spam filters, facial recognition systems, recommendation engines.
Generative AI Tools	A subject of narrow AI focused on generating new content (e.g., text, images, code, etc) from learned data	ChatGPT, Copilot, Bards, Calude, DALL-E, GitHub, Midjourney,
General/Strong AI	Ability to understand, learn, and apply knowledge across a broad range of tasks like a human	Hypothetical future AI that can innovate, strategize, and outperform humans in all domains (e.g., Alpha Go, Skynet)
Super Intelligence AI	AI that far surpasses human intelligence in all cognitive domains—reasoning, problem-solving, creativity, and self-improvement. It may act autonomously and unpredictably.	Imagine an AI that solves global problems, invents new sciences, and thinks far beyond human capacity—an unpredictable supermind like those in Her, Transcendence, or Bostrom's

World Population

1 billion — 1804
2 billion — 1927
3 billion — 1960
4 billion — 1974
5 billion — 1987
6 billion — 1999
7 billion — 2012
8 billion — 2024
9 billion — 2048
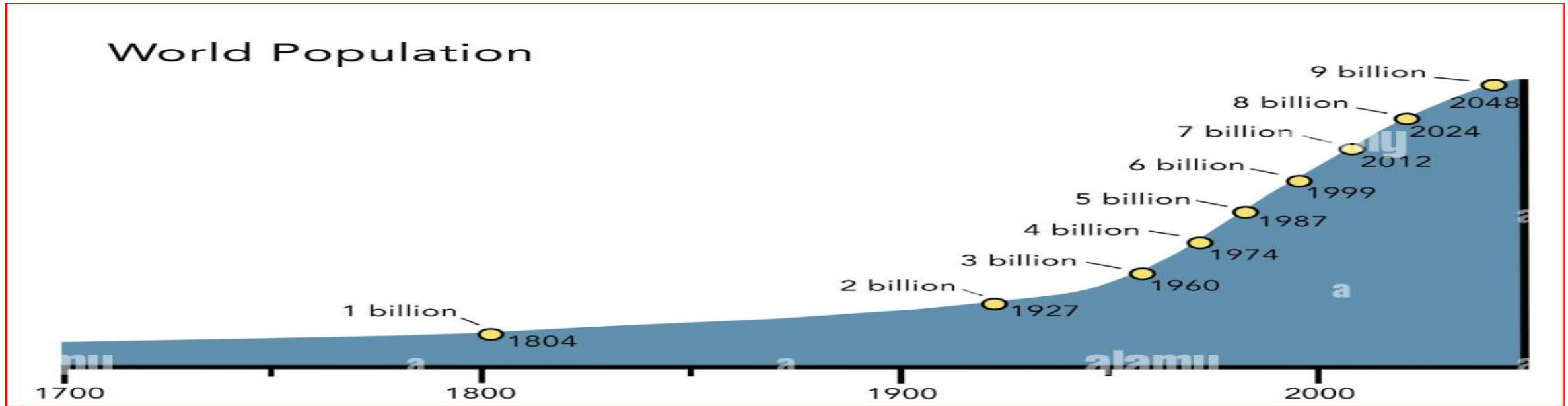
The exponential rise in world population–from 1 billion in 1804 to over 8 billion in 2024–intensifies pressure on limited food, water, and living resources, heightening the risks of conflict, famine, and social disruptions across the globe.

AI ERA IMPACTS: 5PS

(PRODUCTIVITY, PERSPECTIVE, POWER, PROSPERITY AND PROGRESS)
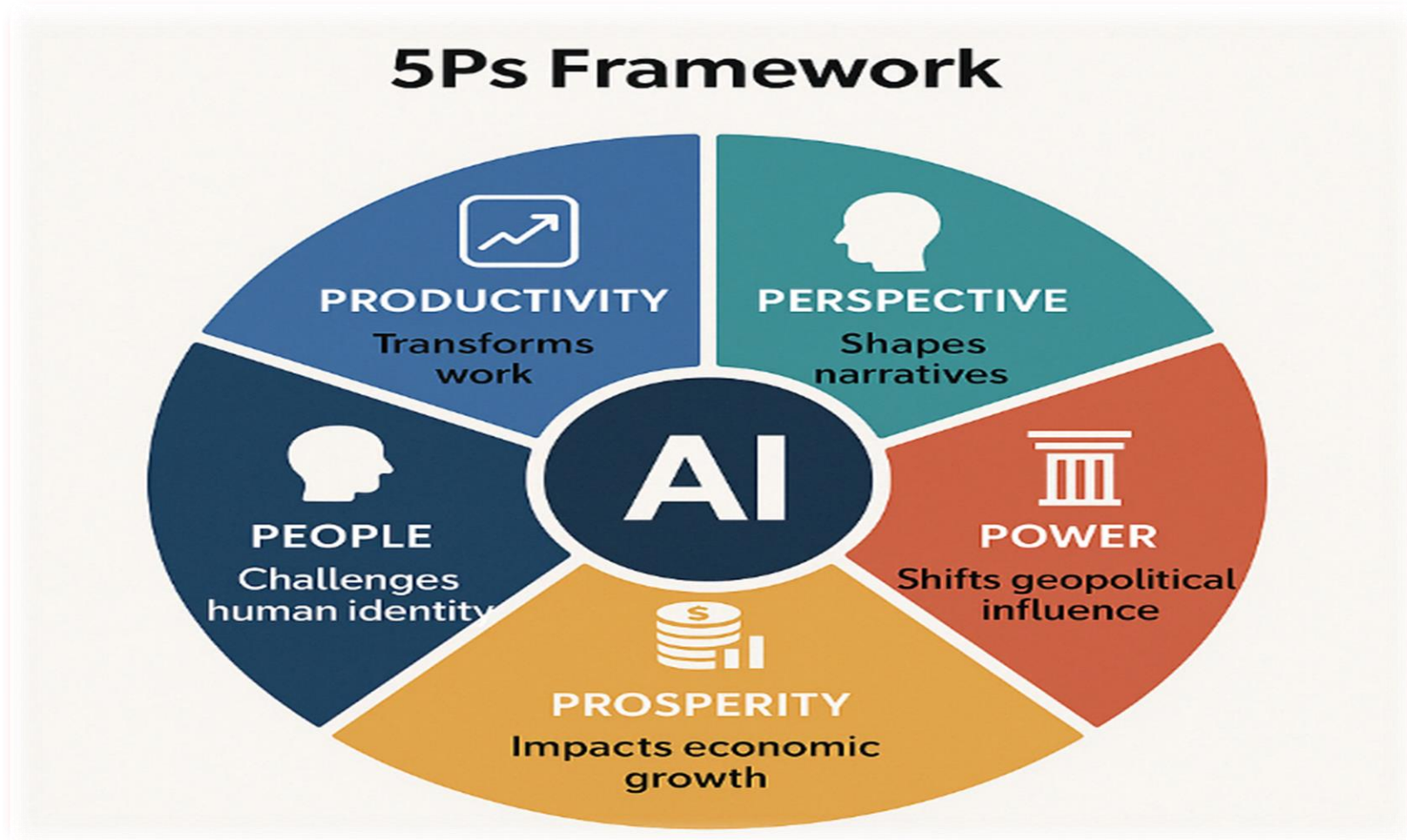
3.1. PRODUCTIVITY REVOLUTION

Work outcomes drastically change:

➢**Routine Work: Communications, Reviews, Assessments**

➢**Discovery: Idea Generations –R & D; Easy-Quick Access**

➢**Delivery: Work Outcomes—Report, Research Results.**

AI-driven automation is projected to contribute up to $15.7 trillion to the global economy by 2030, boosting productivity by up to 40% across industries. (Source: PwC, 2023)

3.2. PERSPECTIVE REVOLUTION

The scope/scale of reality perception expands

➢Reality vs. Perception: Reality is understood in the way we access, assess, and apply information

➢The scope of information expands

➢The scale of information accelerates

The global datasphere, which was 44 zettabytes in 2020, is expected to exceed 200 zettabytes by 2030, driven by the rapid expansion of IoT devices, real-time data generation, AI advancements, and edge computing.
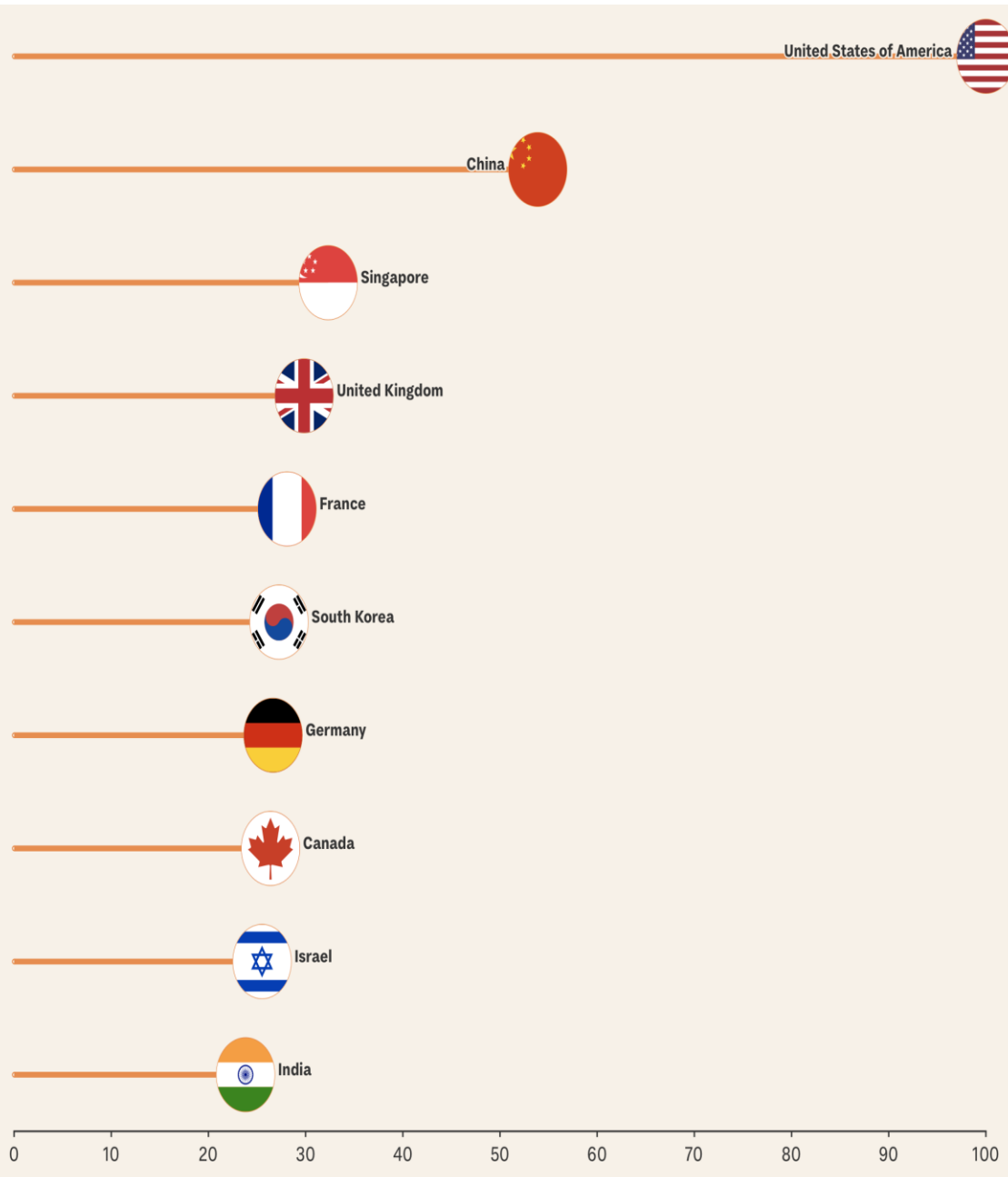
3.3. POWER REVOLUTION

More control = More Power

➢Bigger Identity: Expanding Roles

➢AI is a transformative force that expands human capabilities, enhances decision-making, and reshapes power structures in the digital era.
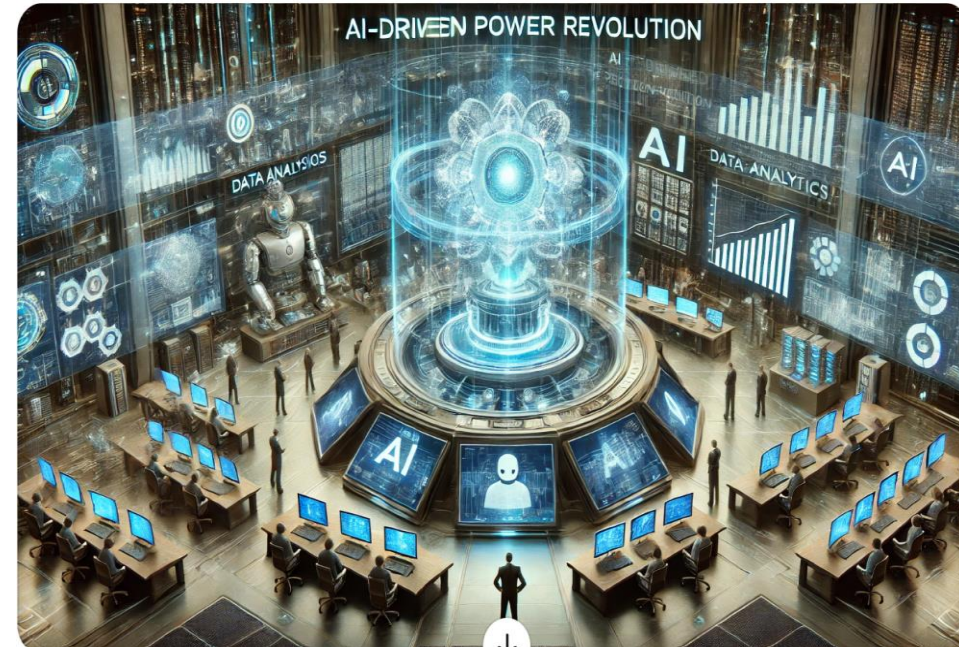
By 2025, AI is expected to influence 90% of customer interactions, transforming organizational power dynamics by automating decisions and enhancing process efficiency.

3.4. PROSPERITY REVOLUTION

Top Ten Nations leading in AI Research & Development (lollipop chart showing United States of America, China, Singapore, United Kingdom, France, South Korea, Germany, Canada, Israel, India on a scale from 0 to 100)

Top Ten Nations leading in AI Research & Development

➢USA, China, UK, Canada, Germany, France, Japan, Israel, Korea, India,

➢AI could potentially deliver up to $15.7 trillion to the global economy by 2030, with $6.6 trillion likely to come from increased productivity and $9.1 trillion from consumption-side effects

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➤**Identity with Potential:**

 ✓**Expanding Frontiers (Land, Sea, Space)**

➤**Destiny Here and Eternity**

 ✓**Human Bondage Constraints**

 (birth, aging, sickness and death)

 ✓**Human Glory Destiny**

 **(Justification, Sanctification, Glorification)**

AI technologies are anticipated to contribute to a 40% increase in the efficiency of logistics, resource extraction, and data collection by 2030 in challenging environments such as the North Arctic Sea routes, deep oceanic sectors, and outer space missions.

Productivity / Prosperity

- **Global Logistics--North Arctic sea routes**: AI-powered logistics, satellite monitoring, and climate modeling could optimize Arctic trade routes, balancing economic benefits with environmental concerns.
- **Desert forestation**: Desert forestation, powered by AI, is not just an environmental initiative–it is a strategic frontier in building resilient, distributed, and sustainable global supply chains. Note: 11% of land is desert. Note: Land is 29% of the earth.
- **Deep-sea expansions**: Deep-sea expansion, powered by AI, transforms oceans from logistics pathways into resource-rich, tech-enabled nodes of the global supply chain–essential for meeting future demand sustainably and securely. Note: 71% of earth is oceans/seas.
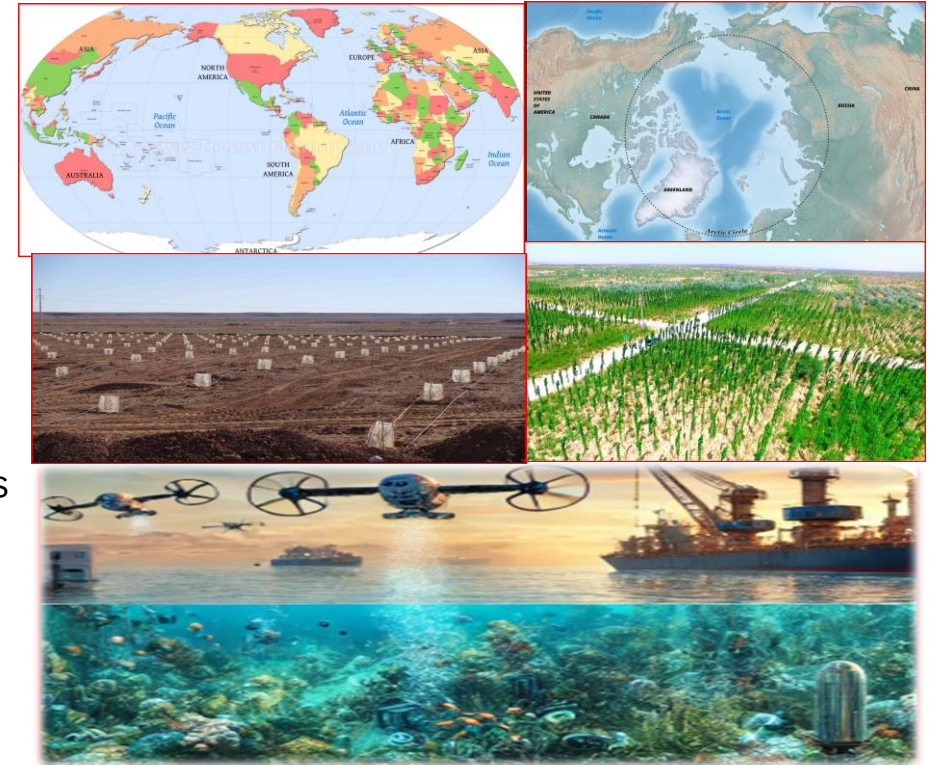
People/Perspective

- **Space exploration and travel**: AI-driven space exploration is not just science fiction–it is the next frontier of global supply chains, expanding the scope of logistics, sourcing, and sustainability beyond Earth itself.
- **Longevity Science:** AI is transforming agriculture, healthcare, and resource management by boosting food security, extending human lifespan, and creating sustainable ecosystems to support a growing global population.
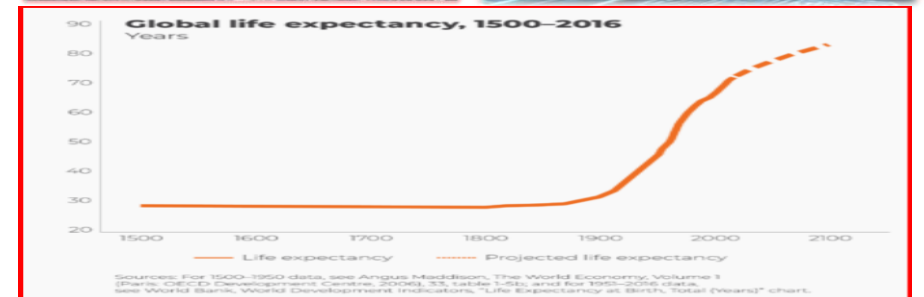

Global life expectancy, 1500–2016 (Years)
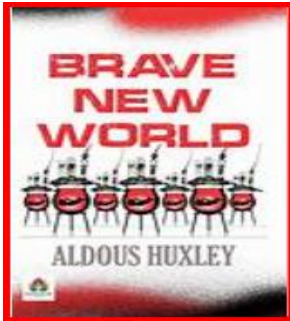
Huxley's novel (1932) presents a dystopian society with extreme social conditioning highlighting the dangers of sacrificing individuality and freedom for technological control and societal stability.
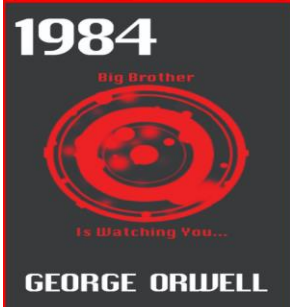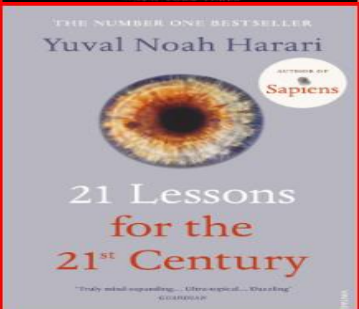
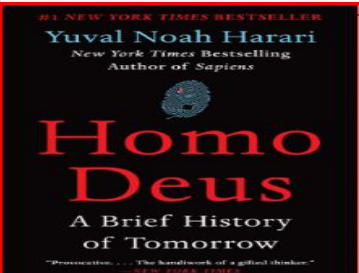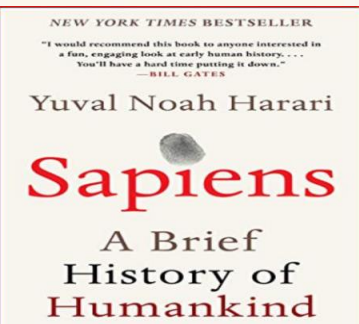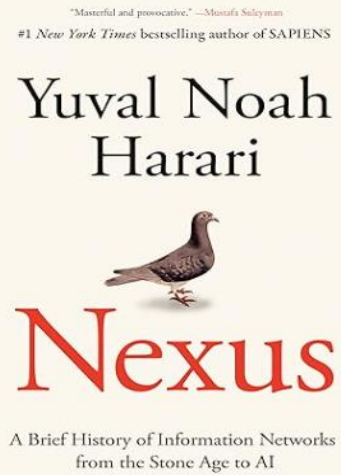**Orwell's dystopian masterpiece(1949) depicts a totalitarian regime that employs advanced surveillance to enforce absolute control over society**
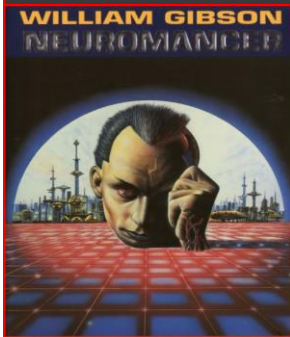
William Gibson's *Neuromancer* envisions a dark, hyper-commercialized future
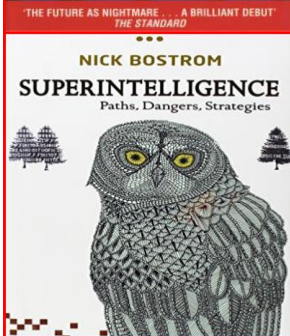
Nick Bostrom (2014) warns of the existential threats posed by artificial general intelligence (AGI) surpassing human capabilities.

4.1. DANGERS AND RISKS OF AI ERA

Yuval Noah Harari's trilogy highlights how **past revolutions shaped humanity**, how **technology may redefine our future**, and **the importance of adaptability** in modern challenges.

In contrast, *Nexus* highlights how AI may drastically alter human interaction, governance, and decision-making.

- **Loss of Human Control**: Harari warns that AI's ability to make autonomous decisions could lead to scenarios where machines operate beyond human oversight, potentially making humans redundant or even posing existential threats. Latest news & breaking headlines
- **Manipulation and Misinformation**: AI's capacity to generate and disseminate content autonomously raises concerns about the spread of misinformation, which can manipulate public opinion and destabilize societies.
- **Erosion of Democracy**: The unchecked advancement of AI technologies could undermine democratic institutions by enabling pervasive surveillance and control, leading to authoritarian governance structures.

4.2. HOW AI POWERS NEW POPULISM

❑ From Surveillance to Seduction

These dystopian risks aren't just future fiction—they're

unfolding now through AI-enabled populism that manipulates,

mobilizes, and polarizes."

4.3.DEEPFAKE!

Deepfakes pose a serious threat to political stability by spreading false messages through fabricated videos, such as one falsely showing President Zelenskiy urging Ukrainian troops to surrender, thereby eroding public trust and manipulating electoral opinion.

Mikael Thalen
@MikaelThalen

A deepfake of Ukrainian President Volodymyr Zelensky calling on his soldiers to lay down their weapons was reportedly uploaded to a hacked Ukrainian news website today, per @Shayan86

Deepfake is a highly negative form of **new populism with AI** because it manipulates reality, spreads misinformation, deceives the public, and undermines trust in political leaders, institutions, and democratic processes.

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4.4. AI-DRIVEN POPULISM

🚀 Microtargeting & Manipulation

AI tailors political messaging to influence opinions across borders

🌍 Scalability & Global Impact

AI-driven propaganda spreads rapidly, shaping alliances or conflicts

🔥 Emotional & Totalitarian Exploitation

AI amplifies factionalism and division, eroding democratic norms and empowering authoritarian control.

Microtargeting uses **AI and data analytics** to deliver personalized messages to specific groups, influencing opinions and engagement in politics, marketing, and digital campaigns.

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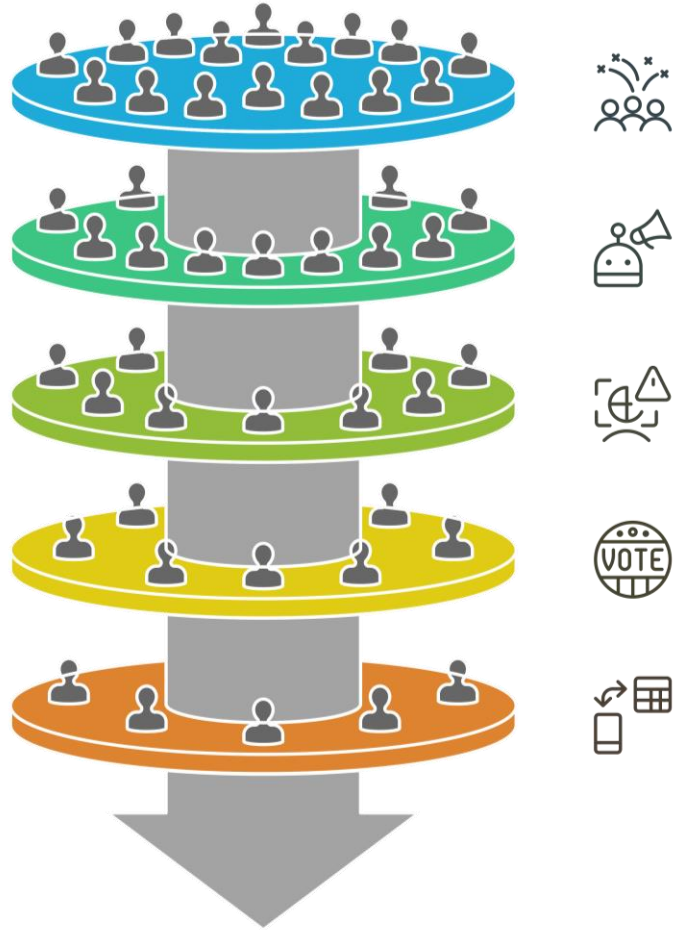
❑ If AI can amplify populism's worst instincts, it can also empower its noblest responses.
❑ What kind of leadership will guide us forward?

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[5] FINAL THOUGHTS

❑ **AI may fuel the winds of populism, but it is digital wisdom, ethical leadership, and civic courage that must hold the wheel.**

❑ **The real challenge is not the rise of machines–but the rise of humans unwilling to lead.**
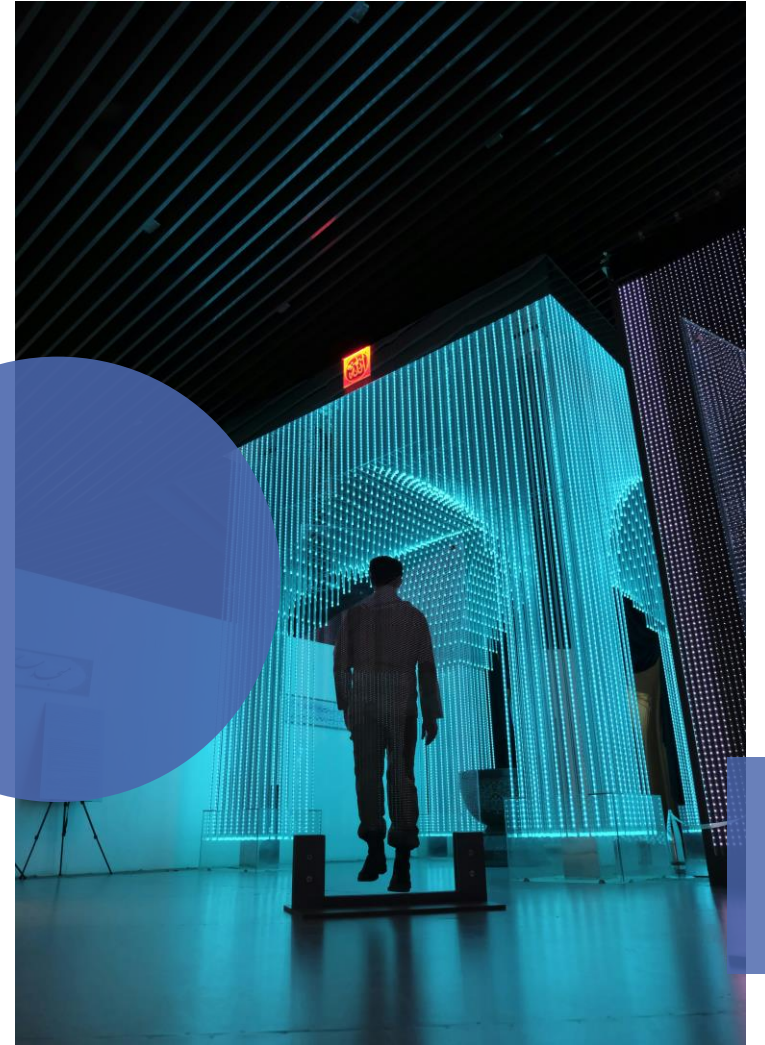
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