

Chapter Sixteen — The Internet Needs to Be a Support Tool for Enlightenment

Our instincts find a willing and able tool kit on the Internet.

The Internet can be a mechanism and resource that educates, informs, connects, and unites us at very primal levels.

The Internet can also be a weapon that divides us. The Internet can be a tool that causes people to dislike, distrust, hate, and even damage other people.

The Internet — and all of our growing levels of direct electronic connectivity — have the ability to help us achieve enlightened behaviors. Those same tools can be used to trigger and activate instinctive behaviors that embody true evil and work to damage intergroup settings and the people who live in them in a wide variety of ways.

The Internet is actually — at many levels — a tool that works in direct alignment with several basic packages of instincts. The Internet can be, and is used in many ways that trigger, involve, invoke, enable, support, and reinforce both instinctive thinking and instinctive behavior.

At one very basic level, some of the more popular Internet tools allow us to interact and “chat” in real time with one another in ways that

functionally recreate the intimacy and the immediacy of the cave, igloo, or hut — giving us an almost primal ability to directly interchange bits and pieces of information with one another in a very informal, immediate, interactive, cave-like way.

We can be separated from one another by great distances, and we can still have the sense that we are connecting and chatting in a very primal, immediate, and interactive way with other people who feel to us like they are in the same room with us whenever we are connected with them through the use of those tools.

Several aspects of the whole Internet interaction mechanism are very nearly as intimate and as immediate as actual face-to-face chatting — eliminating a sense of distance between people, and creating a sense of perceived proximity that is the equivalent of being in the same location regardless of the actual physical distance that actually exists between the linked parties.

That linkage creates a kind of easily usable bonding tool that we didn't have just a few years ago when we were physically isolated from one another with no immediate or direct communication link to each other.

The Internet lets us connect directly with individual people and with entire groups of people in very direct, immediate, and powerful ways that leap past the traditional logistical barriers of time and space that used to make direct communication with multiple other people on any significant scale difficult or impossible.

That capability creates whole new levels of potential interactions between people.

People who use Internet connectivity tools well can use them to create a sense of group solidarity, community, shared alignment, and group-focused collective connectivity. People seeking to be part of an “us” can find multiple Internet links that can help them achieve that goal.

Group leaders who want to create a sense of us in their group — or who want to expand the number of people who feel like they are part of their “us” — can use the Internet to make connections, share messages, and have direct and group interactions that accomplish those goals.

The Internet Can Help Create A Sense Of “Us”

At an instinctive level, the Internet tool is often useful for enabling us to interact and connect in various ways as an us.

Available Internet tools also allow physically separated people to coordinate joint activity — including teeing up gatherings, mobs, flash mobs, protests, group alignments, and even, in some cases, actual riots.

At one extreme, the more whimsical “flash mobs” that some people create using Internet tools let people situationally choreograph what feel like spontaneously joyful interactions with other people in ways that trigger multiple levels of team instincts, us instincts, and even our basic creativity instincts with no physical interaction needed between any of the people before the actual physical event begins.

At the other end of the happiness/anger connectivity continuum, the Internet can activate anger as an emotion and can trigger, channel, and choreograph angry behaviors. Very real and massive riots in London and Cairo and major street protests in Paris and Iraq have been choreographed very effectively by people using Twitter and similar Internet connectivity tools to get people aligned and to coordinate collective activity and collective behavior.

It is highly likely that many of those demonstrations might not have happened or would have been much smaller without Internet tee-up and the various connectivity support tools that were used for those activities. The

numbers of people involved in many of those settings would definitely have been lower without those tools.

In those settings, the anger of those populations who became angry was fed by information transmitted electronically on the Web, and the collective energy of the angry group was channeled by Internet-linked choreography and tactical linkages for group actions and for both group and individual behaviors.

The Internet Can Be Used For Good Or Evil

The Internet can obviously be used for both good and evil — just like our instincts, our cultures, and our paradigms. People can clearly function more effectively as an “us” in various situations because that Internet connectivity exists and because it is used for those purposes.

Each of the six alignment triggers that were described in Chapter Twelve of this book can be activated and channeled in a wide range of settings using Internet information sharing tools.

People who want to inflame other people and who want to create alignment of people can invoke the sense of a common enemy, a need for group protection, a sense of danger, and can even activate some degree of basic individual and group survival instincts using the Internet as the

mechanism that gets people into targeted emotional, mental, and intellectual contextual mindsets, and shared belief agendas.

We trigger multiple levels of very instinctive behaviors in various settings in the world today because the Internet serves as a tool in those settings to trigger those behaviors.

The use of the Internet as a tool for commerce, communication, and even sexual instinct activation is well known and understood. The Internet has functioned to coordinate assignments and enable trysts in multiple settings.

The use of the Internet as a tool to invoke, trigger, activate, support, and exacerbate our us/them instincts and our turf protection and survival instincts is less well known to many people — but it is very widely done and it is often done very well. We will continue to see the Internet used well and used often to promote negative intergroup behaviors in a wide range of settings because it is an extremely useful tool to use for those purposes.

A number of the most effective hate-based groups use the Internet extensively now to spread their intergroup hatred and to recruit members to their group.

The Internet may be the single most effective tool available to some of those hate-based groups. They will continue to use it often and use it well to support their negative agendas and strategies.

To counteract that use of the Internet, it is time for us to become much more skilled and very intentional in using the Internet as a tool to promote positive, Peaceful, and enlightened belief systems and intergroup interactions.

We Need To Use The Internet To Promote Enlightened Behaviors

The Internet needs to be a major support tool that we will need to use well — in addition to using our cultures, our leaders, our belief systems, and our laws — to promote enlightened behaviors.

If we want to create Peace between all of the diverse sets of people in this country — and if we want people in each group and each setting to appreciate, understand, and support the shared values and the positive instinct-related behavioral strategies that are outlined in this book, then we will need to also use the Internet well as a tool to help us do that work.

The Internet can be very relevant to key sets of choices that we will need to make about how we interact with one another.

We now need to be very intentional in using the Internet as a teaching tool and as a way of increasing our appreciation for Peace and increasing our support for the goals and strategies that lead to Peace.

The Internet May Be Our Most Useful Tool For Peace

The Internet may be, in fact, the most useful tool we have to use to achieve a sense of collective enlightenment and InterGroup Peace. We need to co-opt a piece of the Internet and we need to use it as an instinct-linked tool for enlightened communications and for supportive intergroup processes.

We need to use the Internet in very direct and effective ways to teach people enlightened beliefs and to reach people in positive ways about key intergroup issues and opportunities.

We need to electronically share wisdom and insight on those issues in a wide range of areas where we have wisdom to share on those issues.

We need to communicate the six alignment triggers through the Internet to people in a way that triggers the kinds of alignment that can create and perpetuate intergroup Peace.

The Internet Is Used To Exacerbate Local Crisis

The Internet has been used by far too many people to create intergroup anger and to invoke us/them instincts in very powerful and negative ways — with the clear goal of encouraging intergroup conflicts and inciting destructive intergroup behaviors in a wide range of settings.

There are websites and web tool kits that are dedicated to intergroup hatred. There are websites and Internet connection processes and strategies that are intended to create anger and to incite and trigger destructive behaviors.

Anyone who doubts the existence of the negative intergroup instinct activation that is described in the four intergroup interaction of books can find proof for the power and impact of those instincts on the Internet — emanating from people who hate other people at a very primal and instinctive level.

When negative incidents do happen in various settings, the Internet is often used to inflame the emotions of people who are relevant to the incident. People who hate people from other groups use the Internet now relative to those incidents to share their intergroup hatred with other members of their own groups and to try to damage the groups they hate.

So the Internet is already highly relevant today for all of the sets of instinctive behaviors that are described in this book.

The Internet Needs to Be a Tool to Protect the Peace

That is our current reality. It is also entirely, clearly, and completely going to be our future reality. The Internet is inevitable as a major factor for future instinct-relevant intergroup interactions.

The use of the Internet to support and encourage all of those negative behaviors is a fact of life that we may regret but we do simply need to acknowledge it, understand it, and take advantage of the opportunities that it creates.

As noted earlier, the Internet can be used for good as well as evil. The same Internet that can inflame people can also calm people down.

The same Internet that creates divisive, inflammatory, and inciteful intergroup interactions can also be used to softly, gently, carefully, skillfully, consistently, and steadily increase intergroup understanding and alignment.

That same Internet tool that poisons intergroup interactions can be used as a tool to take the poison out of some intergroup interactions — both in a time of crisis, and over time as an on-going communications approach and strategy that is aimed at building knowledge and support for all of the

issues and all of the enlightened beliefs and values that have been discussed in the intergroup interaction family of books.

The Internet Can Teach Key Values

The Internet can be used as a tool to help educate people about why we should all support, encourage, and commit to each of the explicit values that are described in the final chapter of this book as core values for America.

People can and should explain clearly and consistently on the Internet why those enlightened sets of values are the beliefs and the basic goals that we should all accept, honor, and support.

The Internet can be — and is — used to create crisis and it also can and should be used to reduce the risk of future crisis.

It clearly can also be used to defuse current crisis.

Using the Internet for all of those beneficial purposes needs to be a top priority in our strategy to create Peace. *The Art of Intergroup Peace* and *The Cusp of Chaos* book both explains those strategies and those approaches in more detail.

The Internet Can Share Information That Can Help Defuse

Crisis

Some of the most inflammatory Internet attacks that are launched in a time of crisis can be softened, defused, or even intellectually redirected by introducing new data points and new perspectives into the crisis information flow, and by offering people in the crisis setting and the crisis situation other points of view and other levels of thinking on those very same sets of issues.

That key work should and can be done in the immediacy of each relevant crisis. We need leaders for Peace in each setting who are using the Internet as a tool to share the information that can help calm and defuse crisis situations.

The internet can also be used as a tool in the time of crisis to channel activated instincts away from their most destructive and damaging manifestations, into affirmative behaviors that are aimed at alleviating the same negative situation in ways that create lower levels of intergroup damage, and have the potential to improve intergroup interactions.

Crisis-based and crisis-centered communications from key and credible people in times of crisis can calm people.

We need trusted, known, and credible leaders in all relevant settings who can use the Internet tool well to calm and inform and guide group and individual behavior to better paths when crisis happen for those settings and for those groups.

That can be done. It happens sometimes now. We need to get better at doing it. We need to be prepared to do it well when future crises occur and we need ameliorating interactions to alleviate damage levels, and redirect energy to potential productive consequences.

Neither Instincts Or The Internet Are Going Away

We need to learn to be very intentional about doing that work. Neither our instincts nor the Internet are going away. We need to use them both well or they will move us to a future of intergroup damage that we should try very hard to avoid.

So, the Internet tool kit can clearly be used for good or for evil, and Internet activity can either inflame or defuse our crisis triggered emotions and behaviors.

We need to make the use for the Internet for good purposes something we do well when crises create a need for an Internet intervention.

We also need to use the Internet every day when there are no current crises as a teaching and connecting tool. We shouldn't just use the Internet as a tool for Peace in a responsive and reactive way in times of crisis.

We need to use the Internet constantly and consistently to teach and to inform and to create intergroup trust and understanding.

We need to use the Internet well on a perpetual learning and teaching cycle to share the basic sorts of insights that are included in those books and in this approach to achieving intergroup understanding and Peace.

We Need People To Understand Instinctive Behaviors

At a core level, we need people in all settings to understand instinctive behaviors. Most people do not understand how much impact our instincts have on our thought processes, behaviors, and beliefs. We need to expand that level of learning.

When people understand the impact on our lives of instinctive behaviors, it is easier to resist the worst instinctive behavior triggers that exist, and it is significantly easier to do negative things in an intellect guided way to build on the best of our intergroup instinct-linked behaviors.

Knowledge is power.

We need the Internet to be a tool that helps us understand those sets of issues and helps us deal with them when they are activated in dangerous ways. We also need to use the Internet to help us create the kind of sense of “us” that keeps the most negative instinctive behaviors from being activated.

The Internet should obviously be used now to help educate us all on all of those issues. No other mechanism has the capability of sharing that whole body of information as extensively, quickly, and well. The Internet needs to be used now as a community tool to help people understand our instinctive behaviors and to help people take personal and collective control over our most problematic instinctive behaviors.

Because of its reach and flexibility, the Internet actually may be the best tool that has ever existed for helping people to understand how much we are influenced by our instincts and to help people decide how to deal effectively with that reality.

In keeping with that approach, each of the intergroup books were written to be distributed electronically — to help with that exact set of teaching, strategies, and basic educational goals relative to those issues and those topics.

This book and its sister books can each easily be sent electronically to various people who would benefit from learning about both our instinctive behaviors and about the values and the benefits of InterGroup Peace.

The Internet Can Point Out The Tribal Core Of So Many

Conflicts

The Internet can also be used to help people everywhere understand the core division factors that drive so many of the intergroup conflicts.

As an initial education goal, we need people to clearly understand the role of tribes in triggering our intergroup instinctive behaviors in so many settings around the world. Tribes trigger conflicts in a very wide range of settings.

When people in all of those settings begin to understand how many of the conflicts that are going on in all of those settings in so many places in the world are actually based at a very fundamental level on instinct-linked tribal types of issues, and when key people recognize how often the tribal conflicts that occur in so many places are clearly instinct-driven at their core — then the intergroup behaviors, thought processes, and open conflicts that exist in all of those settings with tribal linkages can make more sense and actual

instinct-relevant solutions to many of those conflicts can become functionally possible.

Knowledge is power. When we understand that we feel right in doing very negative things to other people from other tribes in those conflicted settings only because we have directly triggered our own most primal instincts through our own tribes in ways that make those negative, damaging, and even evil behaviors feel right, then that knowledge about the origin of those values and the origin of those feelings gives us a tool we can use to make those negative behaviors in those settings feel wrong instead of feeling right.

We Need To See News Reports In The Right Tribal Context

People need to interpret and understand the news stories we see every day about intergroup conflicts through a very clear lens of instinctive behavior patterns.

The daily news about all of those intergroup conflicts in all of those settings looks very different when the news every day is viewed through the lens of our most basic sets of instinctive behaviors.

Once a person has read *The Art of Intergroup Peace*, *The Cusp of Chaos*, *Peace In Our Time* and then this book, it is possible to look at any of

the current and daily news stories about intergroup conflicts anywhere, and it will be clear in every conflicted setting that we can see our basic us/them instincts being situationally actualized in that setting.

People Need To Name Local Tribes On The Internet To Help

Everyone See The Patterns

That is another area where the Internet can help serve the cause of Peace. Information can be made easily available by people in each setting on the Internet about the actual and specific tribes that are involved in each conflicted setting in all of those settings where tribes fight tribes.

Our news media sometimes goes to great lengths to avoid naming tribes even in situations where the conflicts are clearly tribal to their core. The Internet can be used by people in each setting to go to the various interactive response sites for the various media outlets to name the tribes that are armed and killing people in each setting.

Sharing that information through available Internet approaches can also help us all understand the connectivity between the tribal alignments, our instinctive emotions, and the actual functional conflict that is happening in all of those interethnic settings.

People in those conflicted settings tend to be so deeply and personally engaged, and so completely embedded in their own specific local conflict that they can't see that they are actually — at a very direct level — functioning as another local manifestation of very basic and universal tribal instincts that are triggering pure and negative us/them behaviors, us/them emotions, and us/them values in each conflict setting.

The Internet can be a tool to help people in those settings add a layer of understanding about the overarching patterns that are actually embedded in their own conflict. The Internet information base can give the relevant people in each setting a broader intellectual level of thought that can expand their perception, their understanding of both the conflicts they are in, and of their own personal and group instinct-triggered response to the conflicts.

As we share information about the world around us, and as we learn to see the universal, instinct guided behaviors patterns in all of those conflicted settings, we can help people get a good sense of where the negative us/them instincts that are locally activated tend to lead multi-ethnic countries.

All of that information about the nature of the intergroup conflict in all of those other multi-ethnic countries is very directly relevant to both our own instinctive behaviors and to the cause of interethnic Peace in America.

That information is relevant here as well because there are similar forces in play in our own country that can lead us to greater internal anger, contention, and division if we don't understand the impact those instincts are having on our behavior and our thought processes.

Our goal needs to be to become an American “us” — an “us” united by our beliefs. We need to very intentionally choose not to function as a set of internal “Thems” in our country — with each “Them” group directed by its own various group linkages and by its own internal alignments.

We need to use the Internet as a tool to help us understand those issues, and we need to use Internet support tools at multiple levels to communicate with one another about those issues.

We Need To Reach Past Barriers To Create Relationships

We need to go beyond generic understanding those issues at a conceptual level of functional and direct behavior where we each interact on a personal level with people from other groups. We need to do those personal interactions with people from other groups to build intergroup understanding and interpersonal trust.

We need to look past stereotypes and negative group paradigms and we need to interact directly as people.

We need to reach past the various instinctive and functional intergroup barriers to create person-to-person interactions.

The Internet can be used as a tool to help create those linkages and to facilitate and support those communication approaches.

We need to create friendships and trusting relationships between individuals from various groups of people because we need all of us to see all of the rest of us as people. We need people to know people. We need people-to-people — person-to-person — trust and understanding.

We Need Person-To-Person Connections

The Internet can help us make those person-to-person connections.

As a key goal for that linkage process, we need to understand that we all can be trusted and trustworthy co-believers in the American Dream. The Internet can and should help us build those relationships.

We need Internet websites that facilitate people connecting with each other, interacting with each other, and communicating with each other about the key issues for each set of people and about the things we need to do to create a culture of interacting and intergroup Peace.

We need people who have achieved Peace in various settings to share what they did to create that result in their setting — and we need people who

resisted attacks on Peace in their settings to share with everyone the approaches and messages that worked to cause the attacks to fail.

We can communicate between people and between groups of people on the Internet. We need all of that communication to happen.

We need face-to-face friendships — and we also need a level of dialogue and electronic connectivity on the Internet that can support person-to-person friendships and relationships at an aggressive and inclusive level, as well as having people explain to each other the things that can be done and are done to create and protect intergroup Peace.

To strengthen and protect all groups in the context of our overall country, we need to work toward a culture of acceptance and inclusion.

We need to respect everyone's culture — including our own — in the process. We need to expand and enhance our own cultures to be more inclusive and more enlightened in those areas where enlightenment on those issues is needed for our cultures to help support intergroup Peace.

We also need our political environment to be inclusive. We clearly need to create equal opportunity in our economic settings. Other chapters of this book address those issues.

We clearly need to strengthen the minds and enlighten the core beliefs of all of our children. We need a shared culture of health that can benefit us all. We need health care without disparities — as outlined in the book *Ending Racial, Cultural, and Ethnic Disparities In American Health Care*.

We need to make helping our children and improving our health key collective agendas for all of us.

The first three years of life are when the vast majority of the neuron connectivity happens in each child's brain. The children whose brains are exercised in those key years — by having adults read, talk, play, and sing to those children — have much larger vocabularies by kindergarten and have a much easier time learning to read.

Those first key years are critical for each child. The children who don't learn to read are much more likely to drop out of school and much more likely to end up in jail. The book, *Three Key Years*, explains that whole process and applies how we can close the learning gaps in America.

We need to use the Internet to teach that information to every parent and we need to use the Internet to remind parents directly to exercise the brain of their child.

Transparency Also Needs To Be a Key Value

To succeed in all of those areas and to create a sense of intergroup interaction and trust, we need to be good at transparency.

Transparency is one of the key values that needs to be a part of our on-going collective shared value set and needs to be a key component of our on-going intergroup behaviors.

Those points are mentioned in this chapter on the Internet because the Internet can help create transparency. We can use the Internet at multiple levels to communicate with each other openly, honestly, and with needed transparency.

Increasing transparency in a number of areas will clearly be important to our success in creating a new American us. *The Art of Intergroup Peace* explains those issues in more detail.

We need openness. Real openness. We need openness both in our government and in our intergroup interactions.

Why?

We need openness because openness lets people communicate clearly. We need people to communicate clearly to build both understanding and trust. Understanding is often missing today. Trust does not exist in a number of intergroup settings.

Clear communication can help people have a real sense of each other's values, positions, experiences, and beliefs in ways that build both understanding and trust.

Stonewalling, hiding information, and refusing to interact with other people on key issues shuts off communication. Intergroup secrecy often scares people, for obvious reasons.

Secrecy is particularly alarming and conflict provoking when people already have their instinctive us/them radar screens turned on and at least partially operating.

We need to be trustworthy and we need to be perceived to be trustworthy in order to create needed trust.

Perceived Negative Behavior Damages Trust

Any exposed “secret” blips of non-truth or any perceived sense of secret deals or situational conspiracies can cause all of our old ethnicity and our basic intergroup interaction missiles to become fully armed in their tribal and ethnic silos.

It's a lot harder to achieve intergroup synergy once the old us/them intergroup warheads are set up, aimed, and armed.

Open communications and transparency are needed to create and maintain trust and to keep that level of intergroup concern from being activated in any setting. The Internet can help people with those levels of communications.

We Need To Intentionally Create Interpersonal Communications

We need to deliberately and intentionally create extensive connectivity between individuals and groups of people in ways that allow us to talk about the things that matter and also allows us to deal with those issues at the time they matter. *The Art of Intergroup Peace* explains these strategies.

Some people will try to damage those efforts.

We need to recognize the fact that some people have their most negative us/them instincts activated to the point where those people want both intergroup and interpersonal communications to fail. Those people may decide to introduce divisive and damaging language and messages into the Internet linkage process.

We need to recognize those efforts when they occur. We need to overlook or exclude those intentionally negative and disruptive

communications from the process and not regard them as being representative of the people who believe in our common humanity and want to achieve intergroup success and Peace.

We Need To Forgive Clumsiness And Inadvertent

Misstatements

As we go down those paths to create those linkages, we need to learn not to judge people badly for inadvertent and unintentional misstatements or clumsy language or communication approaches. We need to be able to have people make mistakes and then help people correct the mistakes.

That level of forgiving interactions will be really hard to do. It will take us all a while to learn how to do that well.

The learning curve on some of our inter-ethnic, inter-cultural communications will be pretty steep. We need to be open.

We also need to be a culture of people who can forgive each other for clumsiness and who can forgive each other for inadvertent insults and misstatements. We need to tell each other when other people have hurt our feelings or made us angry. We need to figure out how to minimize those situations, incidents, language, and inadvertent negative communication impacts in the future.

We need to do that communication in person and we need to do it in Internet connectivity channels. We need to open those channels and we need to use them well.

We often do not communicate openly and honestly today. We fail far too often at intergroup honesty. We tend to avoid all of those intergroup topics because we don't want them to create negative consequences.

At one level, we want to be politically correct. At another level, we also tend to be fearful to say things to people that might inadvertently and unintentionally insult or anger other people.

We Need To Create Safe Communications On The Internet

It is impossible to create interpersonal or intergroup understanding when we fail in those areas of communication. We need to create safe ways to talk with each other about race, ethnicity, gender, cultures and key beliefs.

The Internet can help us learn how to do that. We need safe communications on the Internet — anchored in good will and good intentions — and we need to learn from each other by teaching each other who we are and what we believe.

We need to be open to hear responses from other people that challenge our perceptions and beliefs — because we can't improve our knowledge unless we are willing to learn.

Talk and direct communication can be painful, but even painful talk is better than bloodshed and conflict.

We do need to be aware that there are some angry and hateful people who will want any Peace process to fail, and we need to be sure that we don't allow those people to undermine and damage the communication processes we create and sustain.

We need to collectively believe that we all want to get this right and we need to understand that getting those right will require all of us to both talk with each other and allow for us each to make some errors along our path to getting it right.

We Need To Offer Guidance — Not Retribution

We need to offer people corrections and offer people kind guidance when misstatements happen instead of responding to clumsy words and to unintentional negative terminology with anger, division, rejection, withdrawal, and even retribution.

The Internet can give us a good tool kit for learning how to do those communications in ways that create intergroup understanding instead of division.

At the highest level, we need to offset and counter balance all of those separating forces that exist by aligning very clearly as a value driven American Us.

The Internet can be an invaluable tool for that work. We need to experiment with best ways of communicating with each other.

Having people read this set of books and looking at similar materials that give us all the basic intellectual constructs we need to use for those issues can be a good tool to use in that process.

We need to use these books — and the Internet — to help us all understand the primary reasons why we need to create both that shared commitment and that collective alignment as an American “Us.”

The next chapter of this book explains how that can be done.