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Social media as a strategic advantage during cyberwarfare: A systematic literature review

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In recent years, cyberspace has been shaped by a rapid and transformative technological evolution, which ushered in an era characterised by unparalleled connectivity and innovation. However, this remarkable progress has brought a concerning surge in cyberattacks that have fundamentally altered cyberspace dynamics and refined the nature of contemporary warfare. This refinement was vividly illustrated in the recent Russia-Ukraine conflict, where cyberspace played a pivotal role, blurring the traditional boundaries of conflict in the cyber age. As a result, this study used secondary data to examine how various social media platforms such as Twitter, Facebook, TikTok, and Telegram were used as a strategic advantage during the conflict. The findings disclosed that Russia employed offensive propaganda against Ukraine, while Ukraine adopted a defensive stance, effectively countering the narrative through an active online presence. Moreover, this study underscored the substantial role of social media in warfare and its continued significance in future conflicts. Furthermore, this study provided recommendations for nations to better prepare for such conflicts. The recommendations provide valuable insights to assist decision-makers and policymakers in enhancing cybersecurity awareness and practices within their respective countries.