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Oct 21, 2021 by [Nicholas J. Cull](#), [Simon Anholt](#)

People, Places, Power - Episode 16: Digital Disruption: New Technology & Soft Power ^[1]

Note from the CPD Blog Manager: This post features the podcast *People, Places, Power* co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#). The podcast is produced by Elizabeth Islas USC M.A. Candidate of Specialized Journalism (2021), and features Cull and Anholt in weekly discussion on international reputation, foreign policy and related issues along the way. Future episodes will cover place branding, specific nations and more.

Previously: [Ep. 1: Biden's America](#) | [Ep. 2: Brexit Britain](#) | [Ep. 3: In Search of the Good Leader](#) | [Ep. 4: The European Union](#) | [Ep. 5: What Price Monarchy?](#) | [Ep. 6: Cities and International Image](#) | [Ep. 7: Mega Events? Buyer Beware.](#) | [Ep. 8: Germany: From Pariah to Paragon](#) | [Ep. 9: Culture: Decorative or Useful?](#) | [Ep. 10: Can Individuals Make a Difference?](#) | [Ep. 11: Migration Nations](#) | [Ep. 12: Credible India?](#) | [Ep. 13: The Bad Image](#) | [Ep. 14: Populism](#) | [Ep. 15: Oh, Canada!](#)

Episode 16: Digital Disruption: New Technology & the Balance of Soft Power

This episode considers the impact of digital and social media on the world of international reputation and soft power. Simon and Nick consider the association between populism and social media and ask whether diplomacy has become harder in a digital world. They look at countries that have sought to benefit from positive digital activity such as Estonia or Rwanda and ask how much damage is done when a country like Russia behaves badly. They conclude with a discussion of the reputation of big tech companies as actors in international space.