

A FILM BY
M.A TAYLOR

THE CREEPY LINE



M.A. TAYLOR DIRECTOR

M.A. Taylor is an independent filmmaker originally from Alexandria, Virginia. Taylor has worked in the film industry for over ten years - specifically in documentary feature films. He has filmed all over the world and traveled extensively and enjoys making documentaries on a broad number of topics ranging from history to technology. In addition to documentaries, Taylor has made experimental and short films. Taylor currently lives and works in New York City.



DR. ROBERT EPSTEIN

Dr. Epstein is Senior Research Psychologist at the American Institute for Behavioral Research and Technology (AIBRT) and the former editor-in-chief of Psychology Today magazine. A Ph.D. of Harvard University, he has published 15 books on artificial intelligence, creativity, stress management, and other topics, as well as more than 300 scientific and popular articles, including a 2015 report in the Proceedings of the National Academy of Sciences (PNAS) called "The Search Engine Manipulation Effect (SEME) and Its Possible Impact on the Outcomes of Elections", which has since been downloaded from the PNAS website more than 99,000 times. SEME is one of the largest behavioral effects ever discovered, and it is nearly invisible as a source of influence, which makes it especially dangerous. Dr. Epstein's research suggests that SEME is currently determining the outcomes of upwards of 25 percent of the world's national elections. Dr. Epstein has also shown that SEME has the power to affect a wide range of attitudes, opinions, beliefs and behavior, not just voting preferences. In 2016, Dr. Epstein discovered that autocomplete search suggestions can also be used to shift opinions and voting preferences, a phenomenon he calls the Search Suggestion Effect (SSE). SSE research suggests that searches are probably being manipulated from the very first character people type into a search bar and that manipulating search suggestions can turn a 50/50 split among undecided voters into a 90/10 split without people's awareness.

Dr. Epstein is also the founder and director emeritus of the Cambridge Center for Behavioral Studies, as well as the founding director of the Loebner Prize Competition in Artificial Intelligence, an annual Turing Test that has been conducted since 1990 and that is currently held each year at Bletchley Park, where Alan Turing built the computing machine used to break the German Enigma code in World War II. A thought leader in the behavioral sciences, Dr. Epstein is typically interviewed by journalists more than 50 times a year.



DR. JORDAN B. PETERSON

Dr. Jordan B. Peterson is a clinical psychologist, cultural critic, former Harvard Professor, and currently a professor at the University of Toronto. His main areas of study are the psychology of religion and ideological belief, and the assessment and improvement of personality and performance. Dr. Peterson has published over one hundred scientific papers, as well as authored MAPS OF MEANING: THE ARCHITECTURE OF BELIEF, and the bestselling 12 RULES FOR LIFE: AN ANTIDOTE TO CHAOS.

At Harvard, he was nominated for the prestigious Levinson Teaching Prize, and has been regarded as one of three of University of Toronto's truly life changing professors. His classroom lectures on mythology and psychology were



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so well received that they were turned into a popular 13-part series on TVO. Dr. Peterson's YouTube Channel has over 800 000 followers, with videos averaging 1 million views, features his university and public lectures, responses to polarizing political crises of today and interviews with experts. Dr. Peterson and his colleagues have produced online programs aimed at helping people understand their personalities and improve their lives. He has appeared on news sources such as BBC, Channel 4, as well as several popular podcasts and shows, including the Joe Rogan Experience, Under the Skin with Russell Brand, The Rubin Report, and many more.



PETER SCHWEIZER PRESIDENT, GOVERNMENT ACCOUNTABILITY INSTITUTE

Peter Schweizer is the President of Government Accountability Institute, America's premier nonpartisan investigative unit exposing corruption and cronyism. Peter is also the author of 12 books, including *Clinton Cash*, which have been translated in to eleven languages. His latest book, *Secret Empires*, debuted as the #1 *New York Times* best-seller within a week of its release.

Schweizer's articles have appeared in *Foreign Affairs*, *The New York Times*, *Wall Street Journal*, *Washington Post*, *Los Angeles Times*, *National Review*, and elsewhere. He has appeared on numerous radio and television programs with two of his books being featured on CBS's 60 Minutes.

Before becoming president of GAI, Peter was a consultant to the Office of Presidential Speechwriting in the White House under President George W. Bush. He has also served as a member of the Ultraterrorism Study Group at the U.S. government's Sandia National Laboratory and is a former consultant to NBC News.



BRAD SHEAR MANAGING PARTNER, SHEAR LAW

Brad Shear is an educator, lawyer, and entrepreneur who focuses on social media law, digital speech, reputation, and privacy. He is the CEO and General Counsel of the Digital Armour which educates and trains students, employees, families, and organizations how to proactively prevent a "Digital Scarlett Letter" and how to respond to inappropriate or illegal social media activity.

Brad's insight is regularly requested by state and federal lawmakers and the national media. His ward-winning syndicated blog, *Shear on Social Media Law, Life & Tech*, informs the public how to solve the unique challenges confronted in the Digital Age. Brad started his professional career at the National Football League Players Association and subsequently worked for JP Morgan Chase and an entertainment start up. He resides in Bethesda, MD with his wife and two children.



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LUTHER LOWE

SENIOR VICE PRESIDENT, PUBLIC POLICY AT YELP

Lowe joined Yelp in 2008 as an account executive on the company's sales team and a year later moved into the role of Manager of Business Outreach, where he built a department that educates small business owners about the importance of Yelp. Since 2011, Lowe has led public policy at the company. As Vice President of Public Policy, he manages and directs the company's global outreach to policy makers about the vital role Yelp plays in driving economic activity to local businesses while serving as a platform to empower and protect consumers. Previously, Lowe worked as a Special Assistant to retired four-star General Wesley Clark.



MARLENE JAECKEL

FOUNDER, POLYGLOT PROGRAMMING

Jaeckel is a scientist and software engineer and cofounder of Polyglot Programming, an Atlanta-based consultancy specializing in mobile development, AI/machine learning and wearables.



BARRY SCHWARTZ

CEO OF RUSTY BRICK

Schwartz is the CEO of RustyBrick, a New York Web service firm specializing in customized online technology that helps companies decrease costs and increase sales. Schwartz is the founder of the Search Engine Roundtable and has covered search for over 14 years. He is also the News Editor at Danny Sullivan's Search Engine Land and hosts the Search Marketing Expo in Israel and is a speaker at many search marketing conferences, including Search Engine Strategies, La Red Innova Madrid, Spain and PubCon. Schwartz is always at the forefront of the latest news and trends in search. He was also the former News Editor at Search Engine Watch and is a moderator at several search marketing forums. Schwartz has and currently provided an advisory role for Google, Yahoo! Search, Microsoft's Bing, and several other Internet companies and many startups. Please also see my writer disclosures and disclaimers page.

Schwartz is often quoted and interviewed in publications such as Forbes, Reuters, Wall Street Journal, New York Times, Bloomberg, USA Today BusinessWeek, News.com, Publish and many more. He has appeared on primetime TV, specifically NBC Nightly News with Brian Williams to talk about Google Instant and on CBS Sunday Morning with Charles Osgood in regard to mobile apps. Schwartz has also made multiple appearances on the TWiT network shows This Week in Google and Tech News Today. He has over a decade of hands on experience in web strategy, marketing and business optimization.



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DANIEL STEVENS EXECUTIVE DIRECTOR, CAMPAIGN FOR ACCOUNTABILITY

Under Stevens' leadership, CFA has filed numerous complaints against state and federal officials leading to inquiries by government investigators, secured the release of sought-after public records through litigation, investigated the deceptive marketing practices of the deceitful industries, and continued to document Google's extensive influence in Washington. While at CFA, Stevens has overseen the launch of the BlackRock Transparency Project – which tracks the political influence of the world's largest asset manager – and the Themis Project, which seeks to hold the anti-choice movement accountable. Stevens is an active commentator on public accountability issues and is regularly featured in national media outlets.

Stevens joined CfA in 2012 in 2015 to serve as its Deputy Director. Prior to joining CfA, Dan was a political writer at MapLight, a researcher for Citizens for Responsibility and Ethics in Washington (CREW), and a legislative staffer in the United States Senate and the Iowa House of Representatives.



PHIL KERPIN PRESIDENT, AMERICAN COMMITMENT

Kerpen is head of American Commitment and a leading free-market policy analyst and advocate in Washington, D.C. Kerpen was the principal policy and legislative strategist at Americans for Prosperity for over five years. He previously worked at the Free Enterprise Fund, the Club for Growth, and the Cato Institute. Kerpen is also a nationally syndicated columnist, chairman of the Internet Freedom Coalition, and author of the 2011 book, *Democracy Denied*.

