



# GILBERT RAMIREZ

Initially published in May 2020, *The Chameleon: Plot to Weaponize Bias* is the debut novel by Gilbert Ramirez, which follows the rise of a modern media manipulator. Similar to *Black Mirror*, Gilbert uses fiction to examine ethical dilemmas presented by new media platforms, like limits on free speech, data protection, accountability, espionage, and more. Spanning two decades of the nascent Internet, *The Chameleon* is as nostalgic as it is thought-provoking.

*John's boutique marketing agency is thriving. His tech-savvy skills are in demand when a baron of industry taps him to influence a political election. Flattered, he reluctantly agrees.*

*When he finds himself on shaky ground, he seeks the help of his estranged childhood mentor, Sandy. Her advice will only come if they confront their past wounds. Will he heed her ethical warnings or choose profit? Or does he even have a choice?*

"Because modern media platforms are omnipresent, we often overlook how someone can shrewdly use them to influence our ideas and behavior. It's this hidden-in-plain-site element that I wrote into the narrative of *The Chameleon: Plot to Weaponize Bias*.

As a member of the generation that both created and had to cross the digital divide, I've long been fascinated by movies like *Brave New World*, *V for Vendetta*, and *The Hunger Games*. Rather

than write another dystopian tale of post-democratic fascism, I explore what is within us that might unwittingly welcome it."

- Gilbert

