

I'm not
trying to impress you
But, i'm

BATMAN

The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS



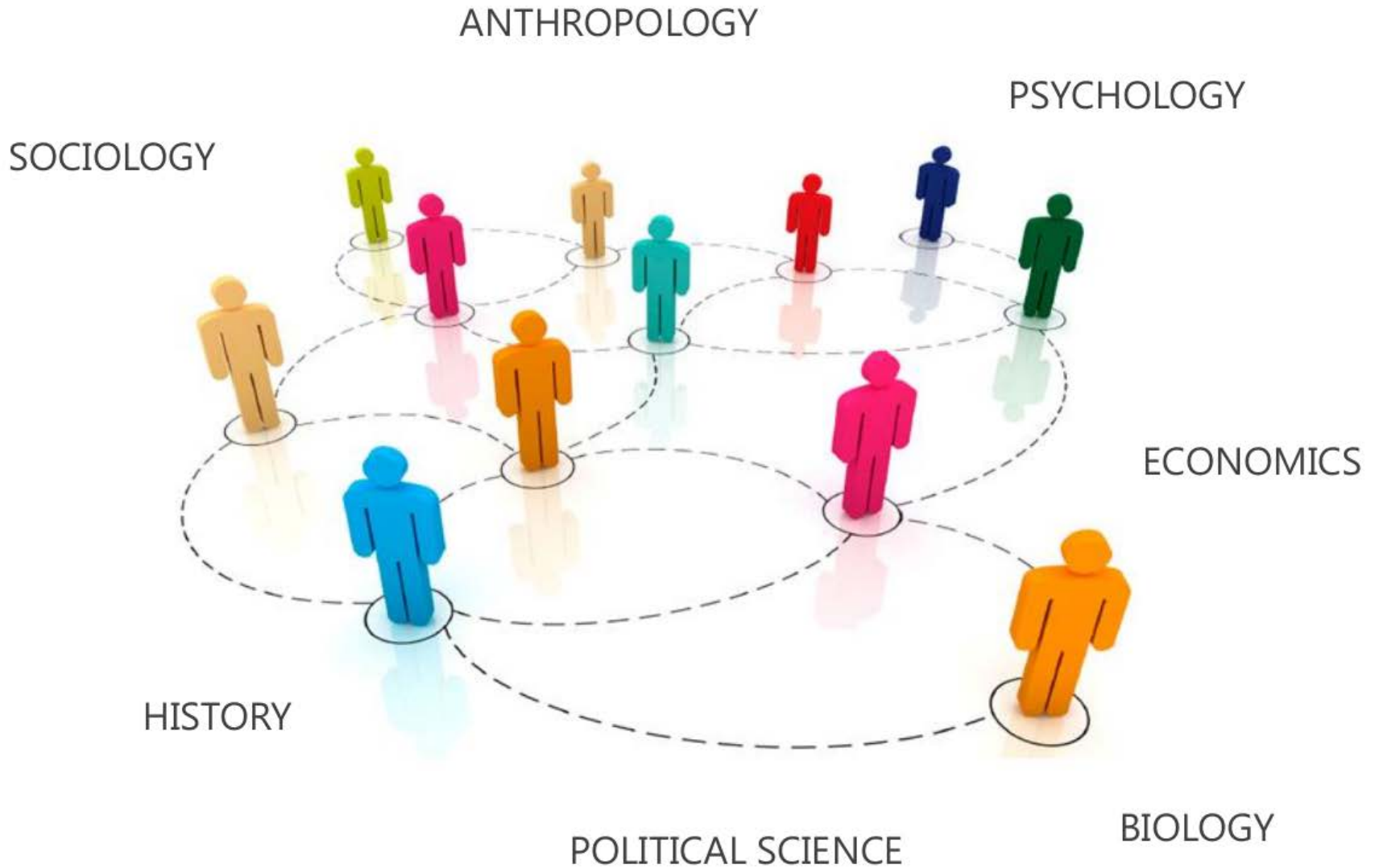


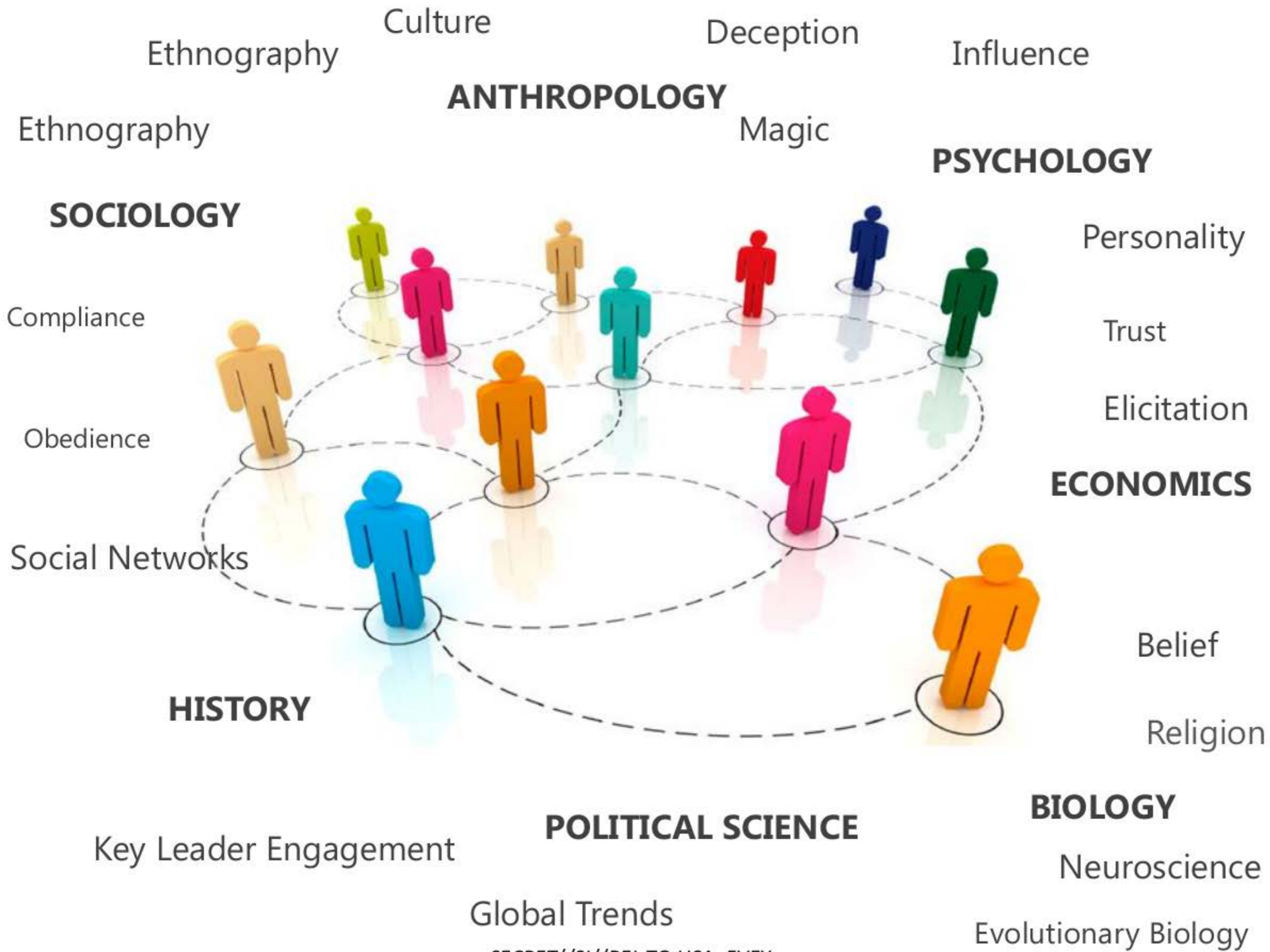


Online
HUMINT

Strategic
Influence

Disruption
and CNA





S4

SCIENCE

SIGINT

SKILLS

SYSTEMS



Online
HUMINT

Strategic
Influence

Disruption
and CNA



We want to build *Cyber Magicians*.



ocada

Online Covert Action

Accreditation

ACNO Key Skill Strands

Online HUMINT

Influence & Info Ops

Disruption & CNA

Magic Techniques & Experiment

Individual

Psychology

Professionalism



Deception

Group

Elegance

Performance

Creativity

Global

Media

Intuition

ACNO Key Skill Strands

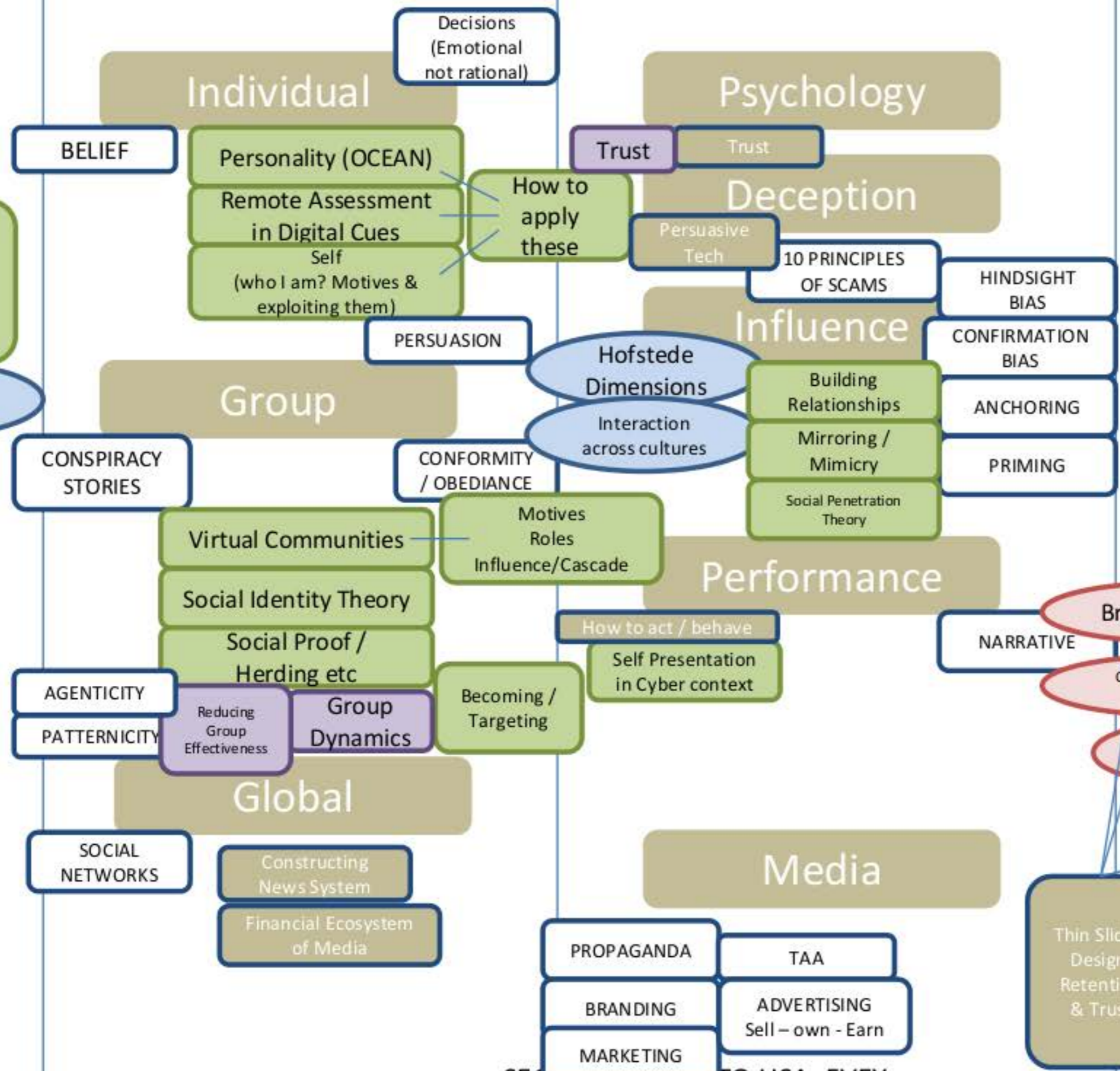
Online HUMINT

Influence & Info Ops

Disruption & CNA

Magic Techniques & Experiment

Behaviour & Influence
Hofstede Dimensions



Professionalism

Elegance

Optimising Deception Channels
Process of Reflection to assess if we are doing op elegantly

DIFFUSION OF INNOVATION

Creativity

Constructing experience in mind of target which should be accepted so they don't realise it

Intuition

How to do some of this in real time so need to understand what you are doing in this psychology

Reading from digital tells but going with performance to reduce my risk but satisfy Target's inquisition

Brainstorming
Consider alternate perspectives
Intel Analysis

Thin Slicing Design, Retention & Trust

ACNO Key Skill Strands

Online HUMINT

Influence & Info Ops

Disruption & Comp Net Attack

Magic Techniques & Experiment

Mental Health & Psychopathy

Decision Making
- Rationale Choice
Crime & punishment

INSIDERS
Destructive Organisational Psychology

Behaviour & Influence

Hofstede Dimensions

Morality & Ethics

Cyber Cultures across Organisations

Legitimisation of Violence

Tools & Techniques (scientific methods) for assessing MoEs

Alias Management & Legend Building (decided not to include in training)

Individual

BELIEF

Personality (OCEAN)

Remote Assessment in Digital Cues

Self (who I am? Motives & exploiting them)

How to apply these

Trust

Trust

Decisions (Emotional not rational)

Group

CONSPIRACY STORIES

CONFORMITY / OBEDIANCE

Virtual Communities

Social Identity Theory

Social Proof / Herding etc

AGENCY

PATTERNICITY

Reducing Group Effectiveness

Group Dynamics

Motives Roles Influence/Cascade

Becoming / Targeting

Global

SOCIAL NETWORKS

Constructing News System

Financial Ecosystem of Media

Psychology

Deception

Persuasive Tech

10 PRINCIPLES OF SCAMS

HINDSIGHT BIAS

CONFIRMATION BIAS

ANCHORING

PRIMING

Influence

Hofstede Dimensions

Interaction across cultures

Building Relationships

Mirroring / Mimicry

Social Penetration Theory

Performance

How to act / behave

Self Presentation in Cyber context

Media

PROPAGANDA

BRANDING

MARKETING

TAA

ADVERTISING

Sell - own - Earn

Planning

STRATEGY

Campaign Planning (why we are doing what we are)

Professionalism

Elegance

Creativity

Intuition

Optimising Deception Channels

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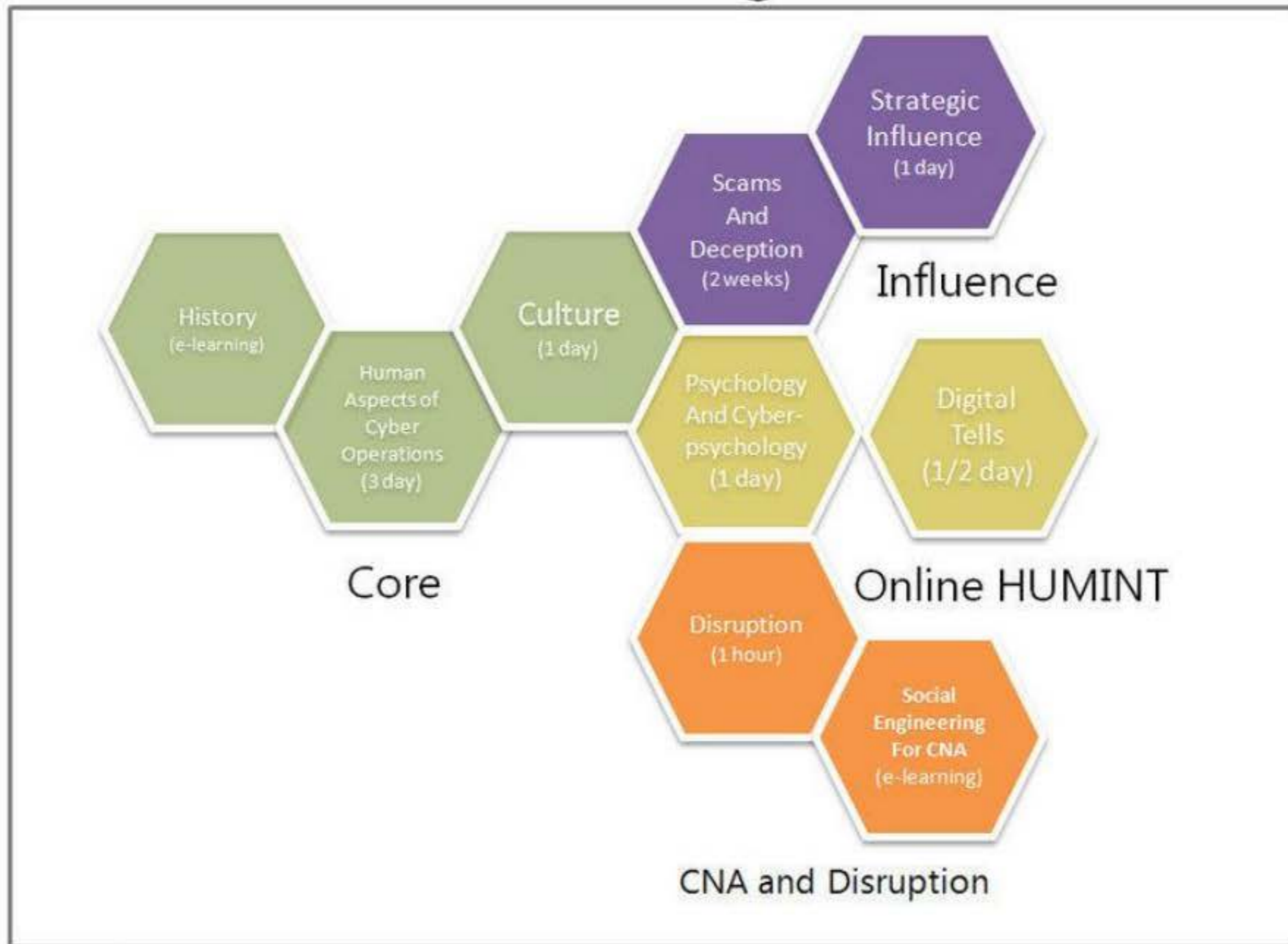
Thin Slicing Design, Retention & Trust

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DIFFUSION OF INNOVATION

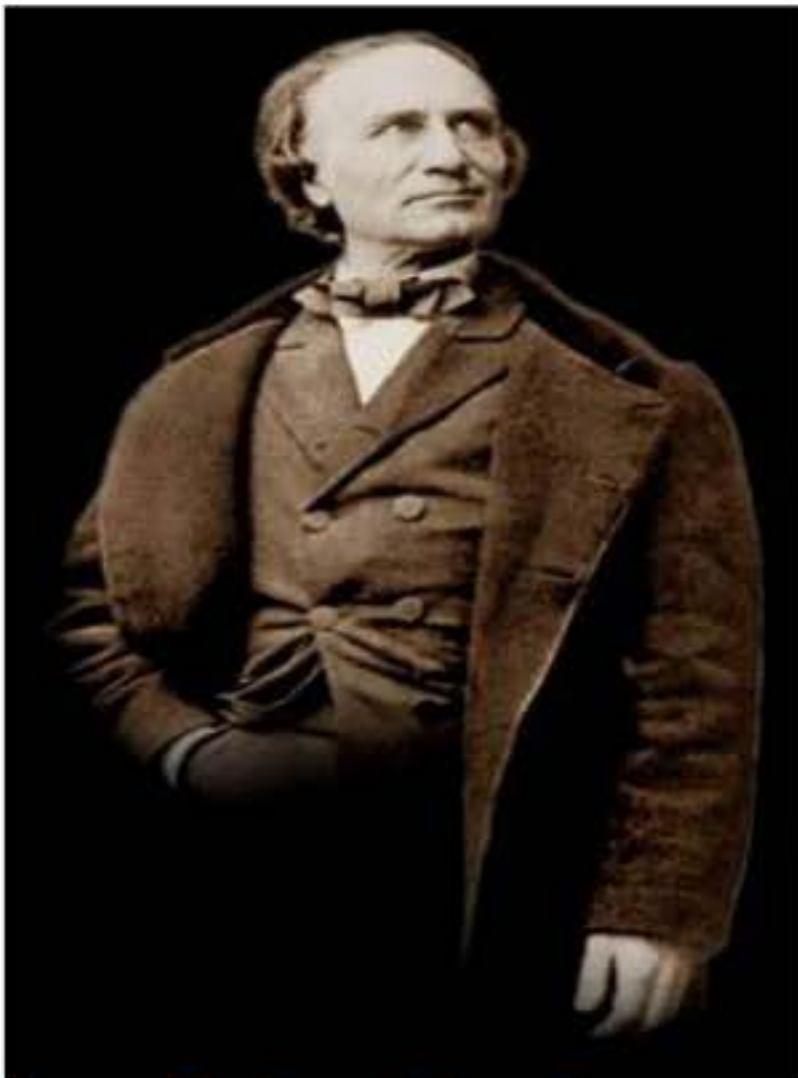
Human Science Learning Path







Magicians, the military and intelligence



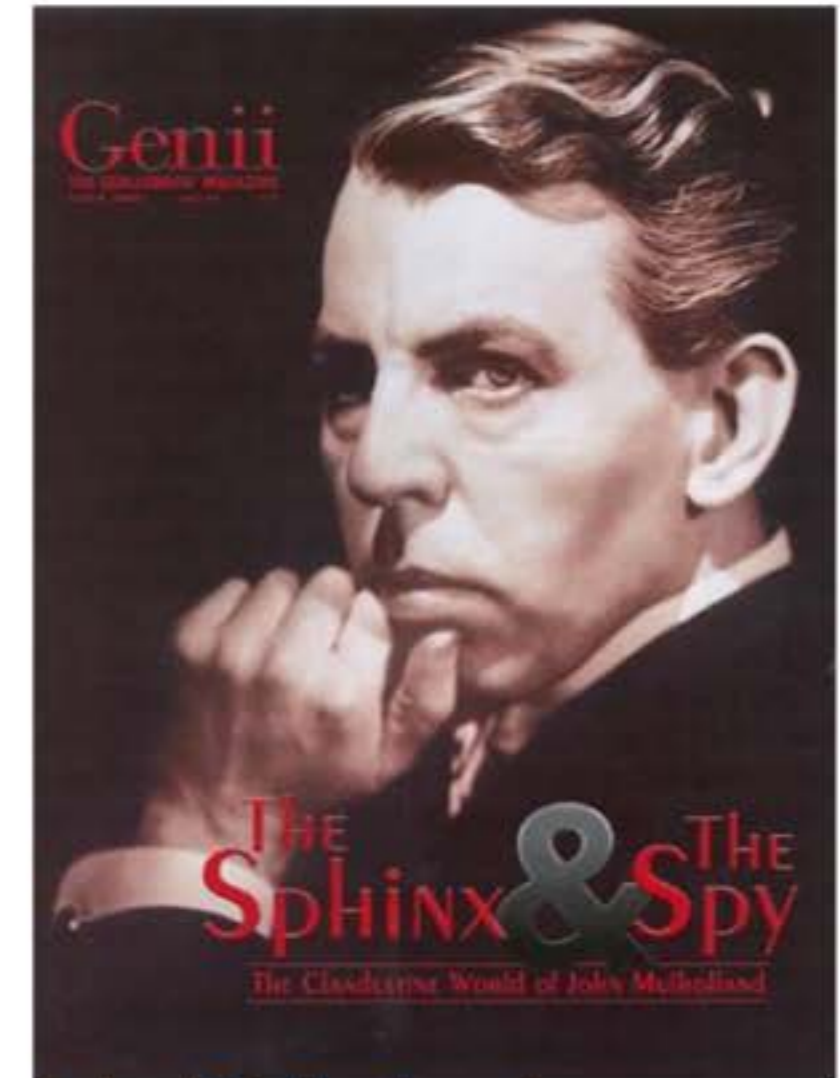
Jean Robert-Houdin

1856 mission on behalf of Napoleon III to help quell the Marabout-led uprising in Algeria.



Jasper Maskelyne

1940s Camouflage work during the Second World War.



John Mulholland

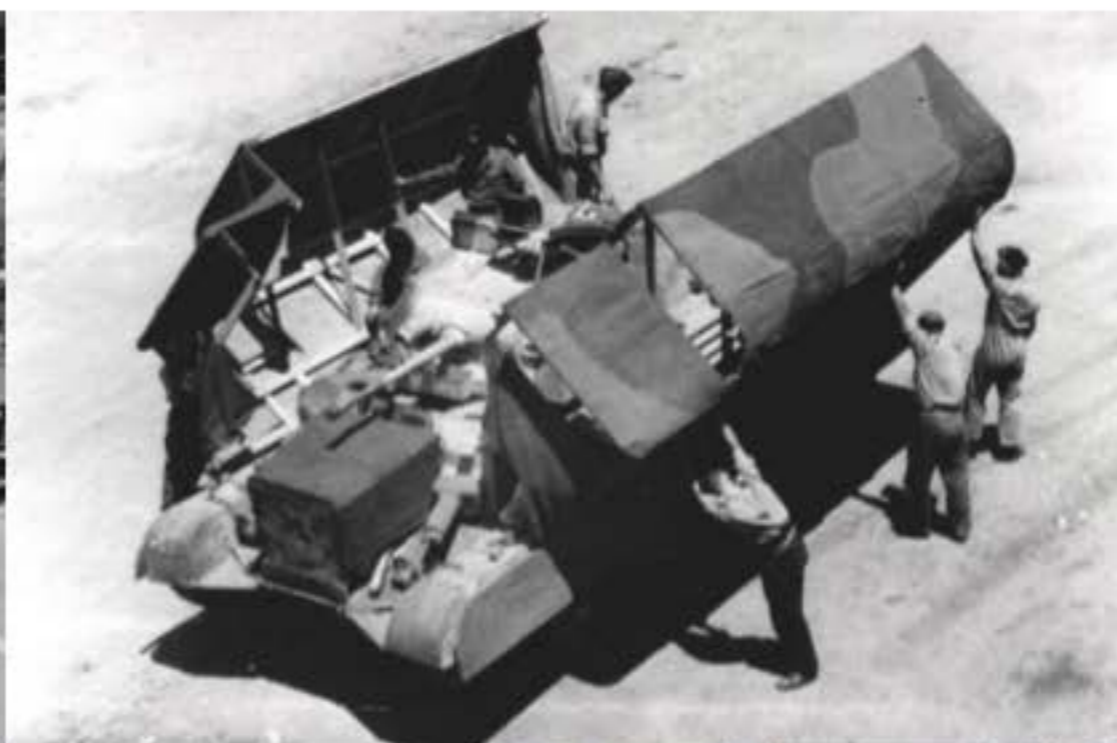
1950s CIA work on the application of conjuring to 'clandestine activities'.

Dissimulation - Hide the real

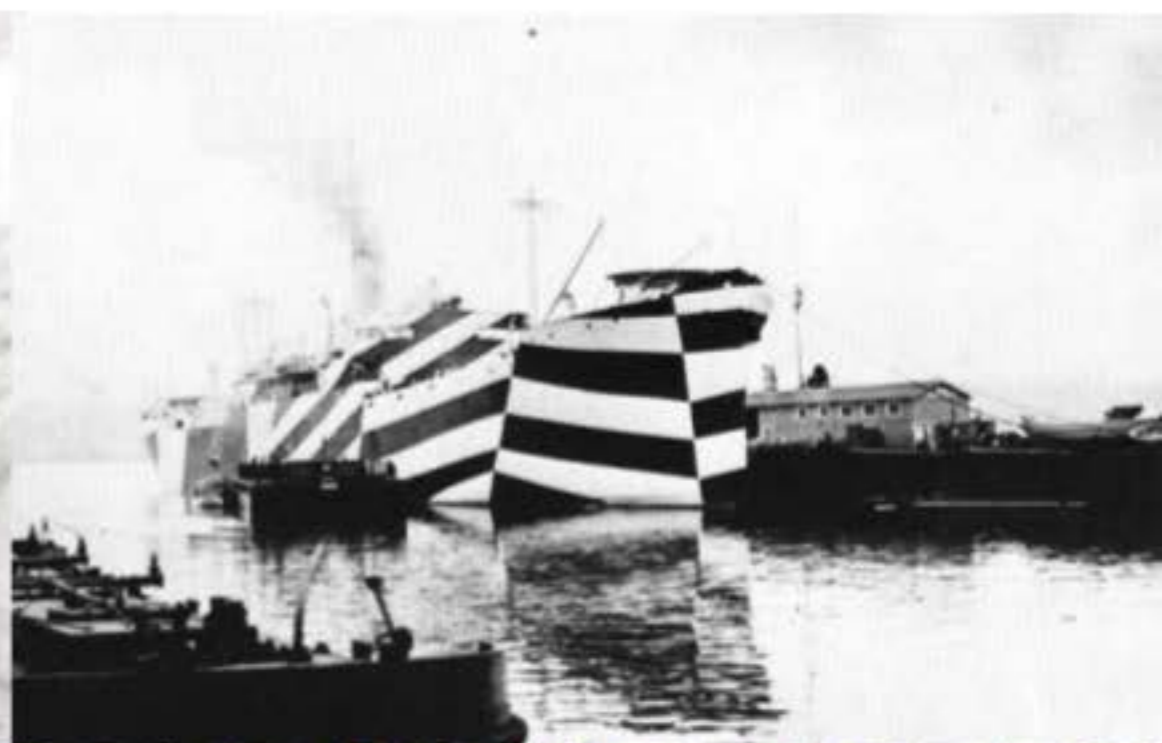
Masking



Repackaging



Dazzling



Mimicking



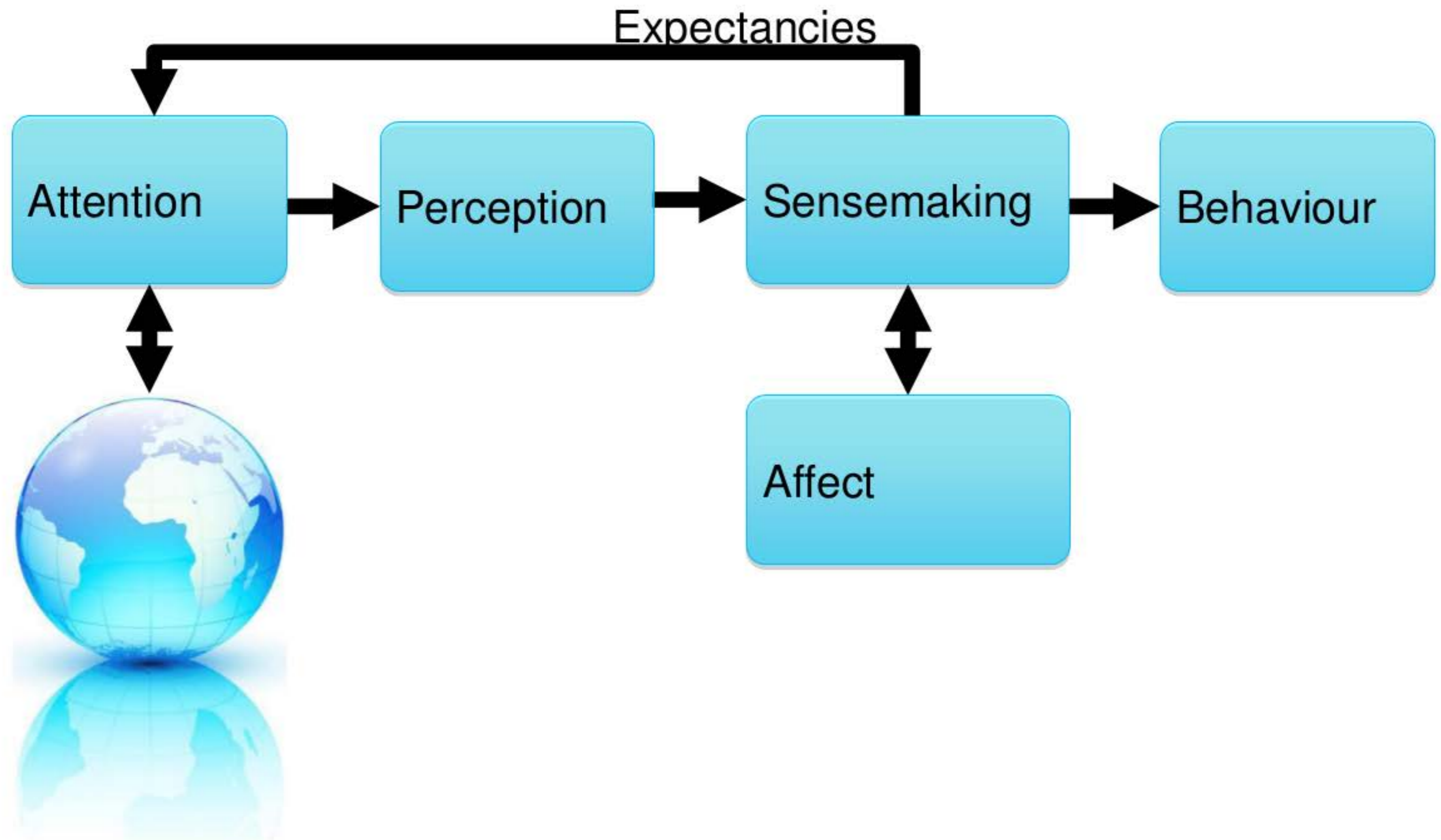
Inventing



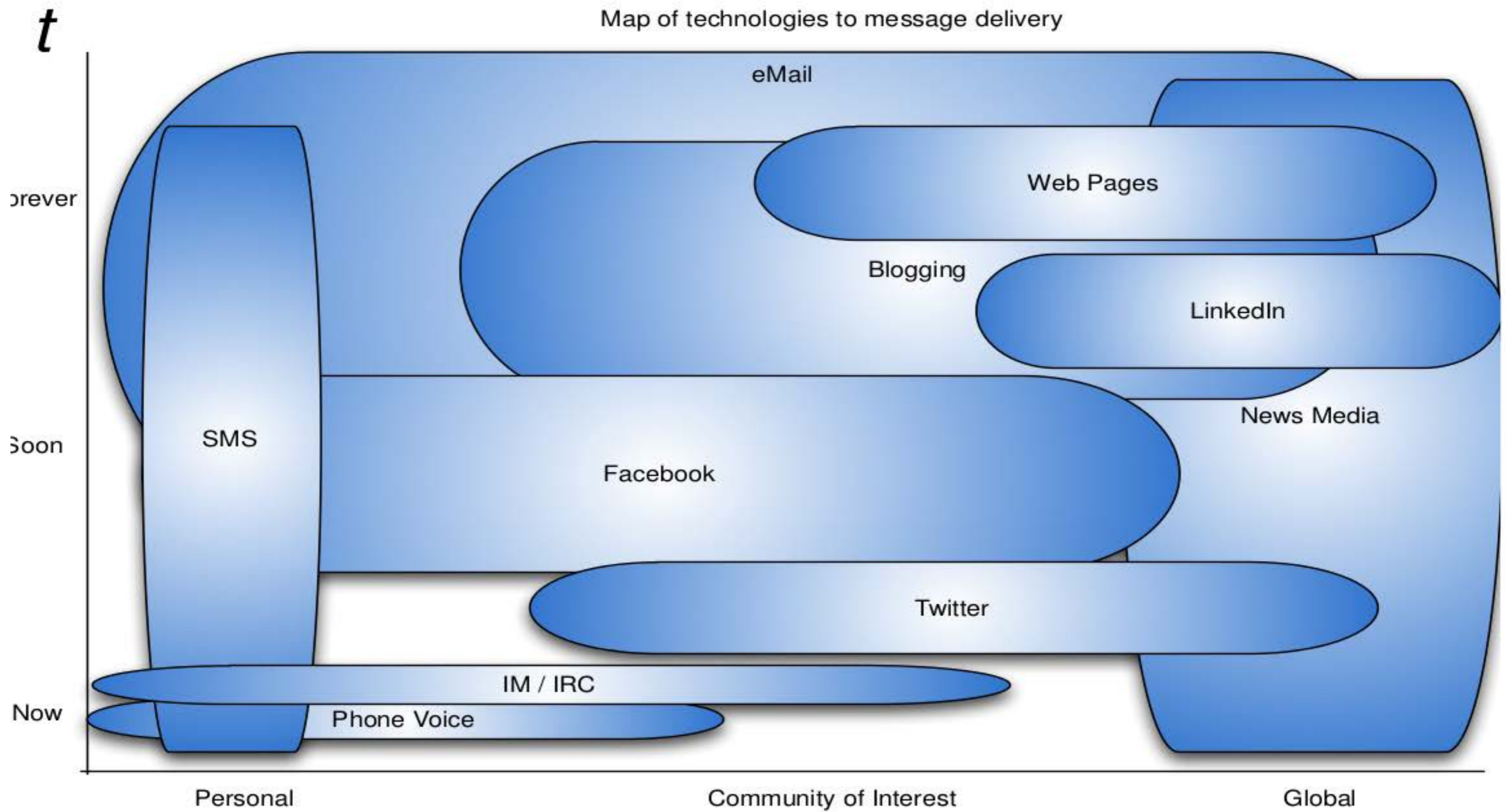
Decoying

Simulation – Show the false

The psychological building blocks of deception



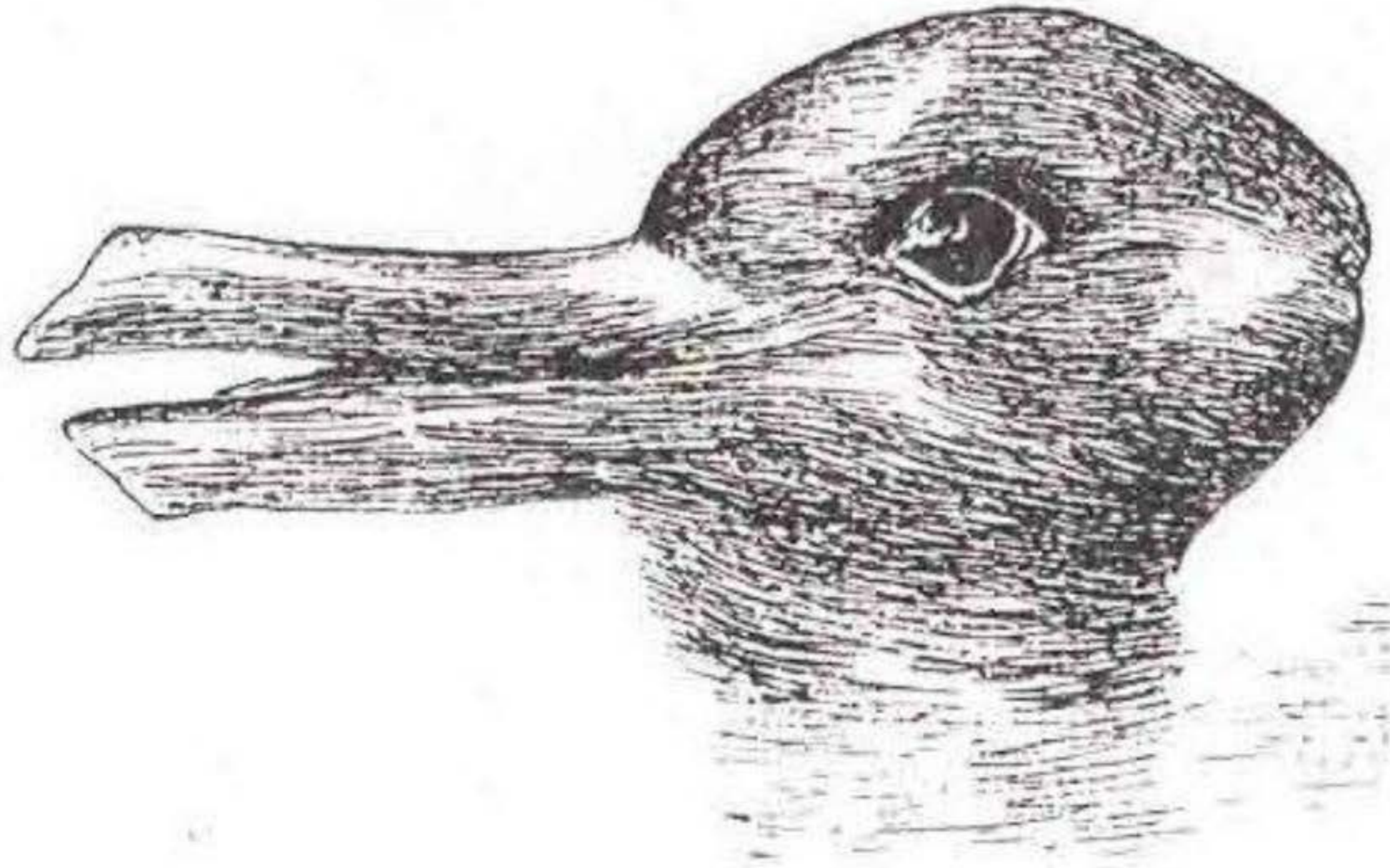
Map of technologies to message delivery



Attention Management

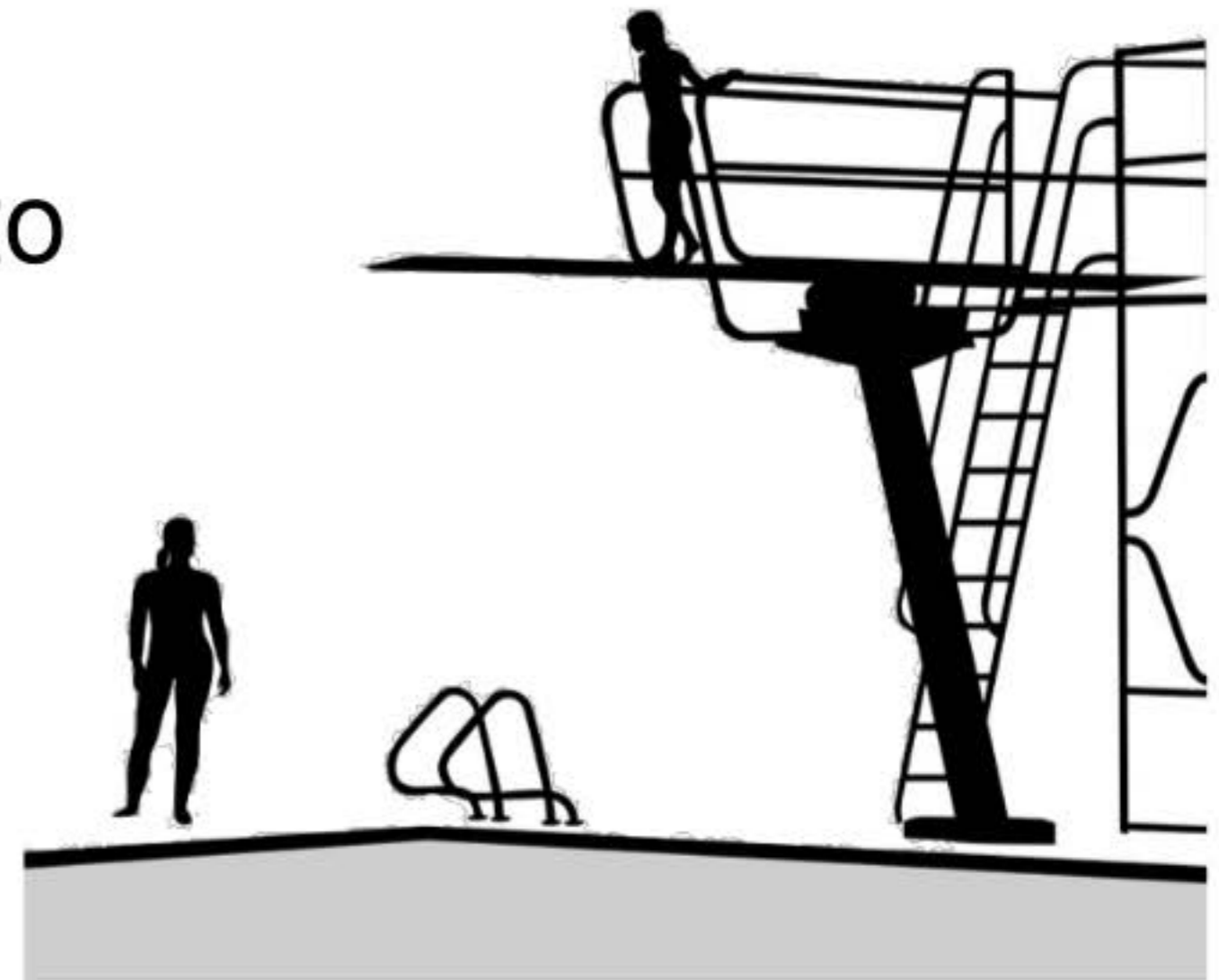






Expectancies

- We look where we expect something interesting to happen
- We are biased to see/hear/feel/smell/taste what we strongly expect to see/hear/feel/smell/taste



Gambits for Deception

Attention	Control attention Conspicuity & Expectancies	The big move covers the little move	The Target looks where you look	Attention drops at the perceived end	Repetition reduces vigilance
Perception	Mask/Mimic Eliminate - Blend Recreate - Imitate	Repackage/Invent Modify old cues Create new cues	Dazzle/Decoy Blur old cues Create alternate cues	Make the cue dynamic	Stimulate multiple sensors
Sensemaking	Exploit prior beliefs	Present story fragments	Repetition creates expectancies	Haversack Ruse (The Piece of Bad Luck)	Swap the real for the false, & vice versa
Affect	Create Cognitive Stress	Create Physiological Stress	Create Affective Stress (+/-)	Cialdini+2	Exploit shared affect
Behaviour	Simulate the action	Simulate the outcome	Time-shift perceived behaviour	Divorce behaviour from outcome	Channel behaviour





STRAND 2: Influence and Information Operations

10 Principles for Influence

The **Time** Principle

The **Need and Greed** Principle

The **Deception** Principle

The **Social Compliance/ Authority** Principle

The **Dishonesty** Principle

The **Herd** Principle

The **Distraction** Principle

The **Consistency** Principle

The **Reciprocity** Principle

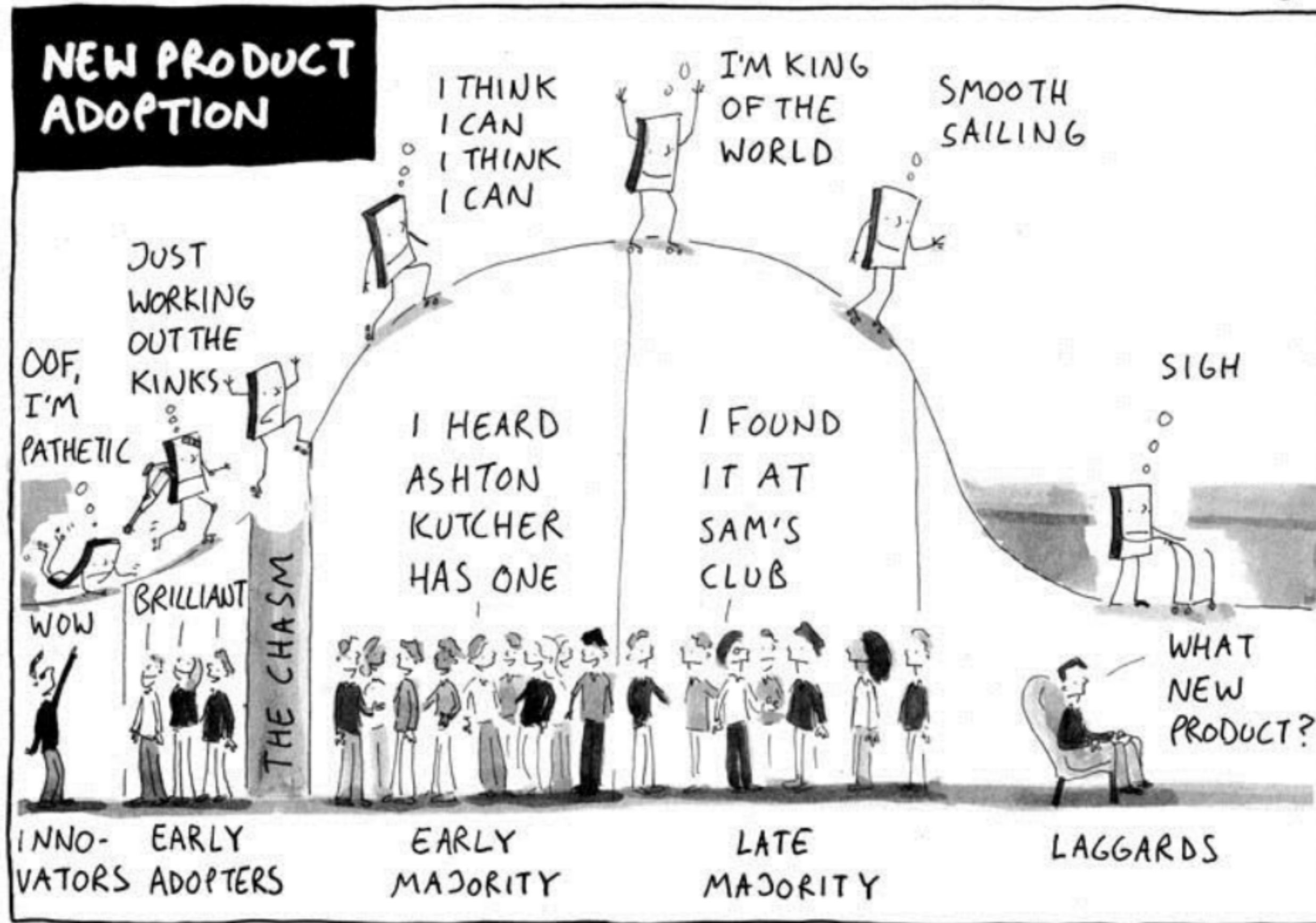
The **Flattery** Principle





BRAND CAMP

by Tom Fishburne



© 2007 Thanks to G. Moore

SKYDECKCARTOONS.COM

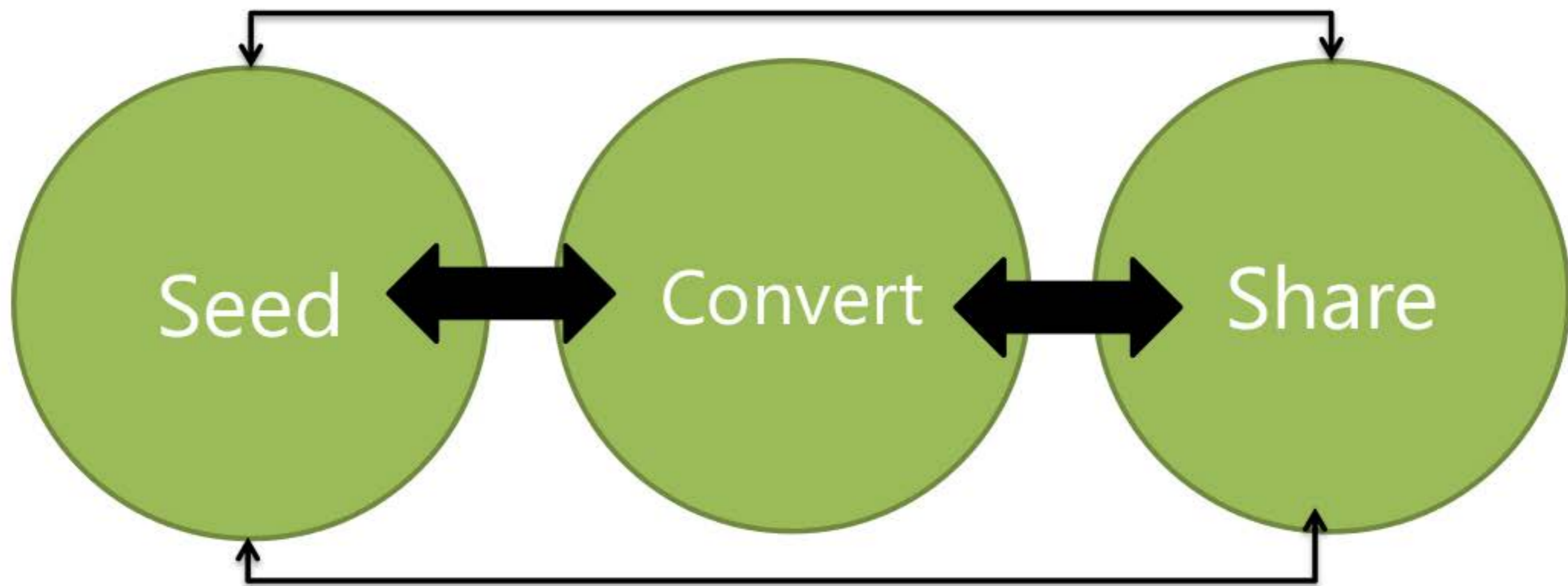


People make decisions as part of groups

People make decisions for emotional reasons not rational ones.



Social Creativity



“Passion, Density and Empowerment”



Do you  your brand?





Redbud, Illinois, April 23, 1950





© Apex





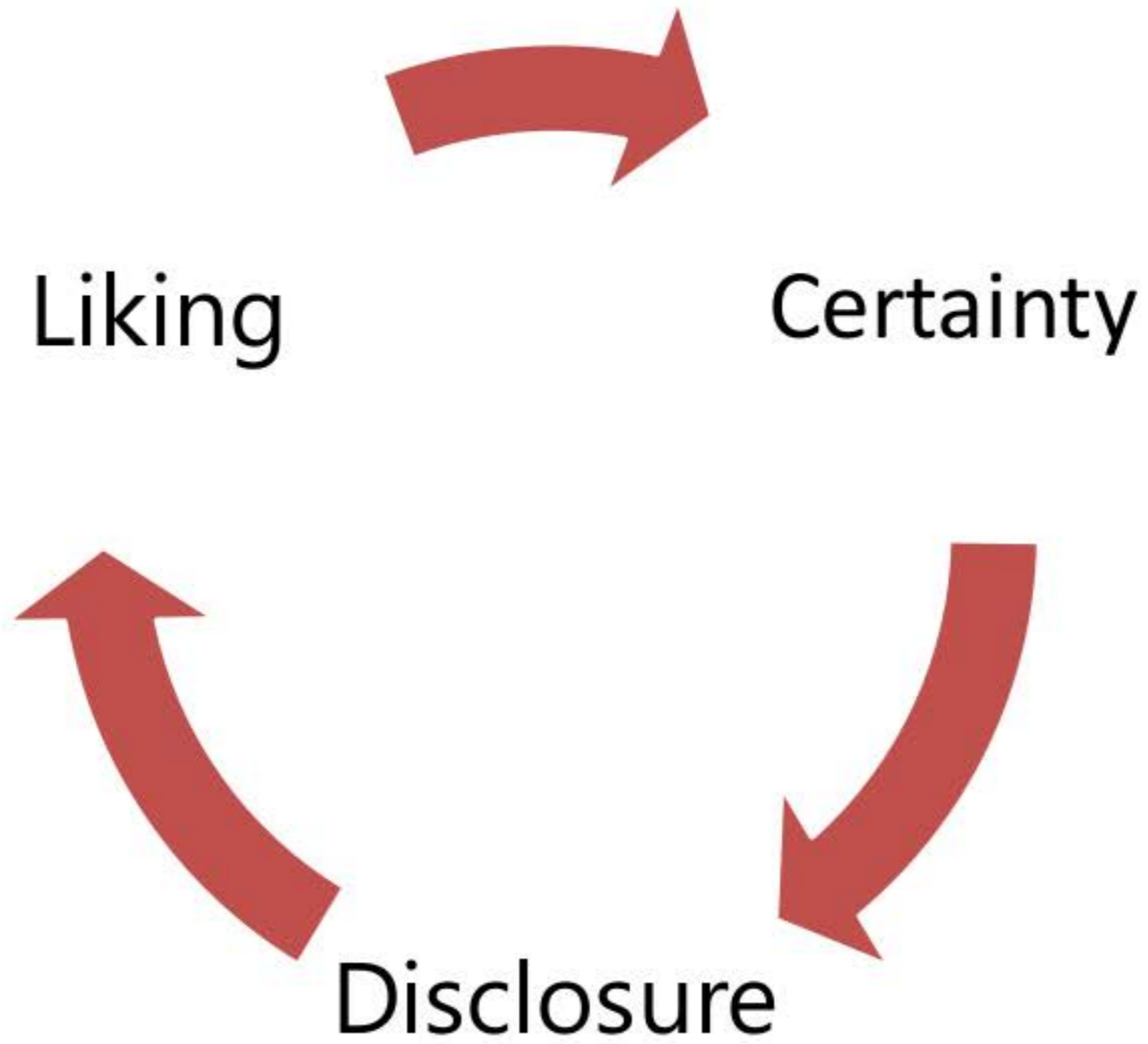
STRAND 3

Online HUMINT

OCEAN

Openness Conscientiousness Extroversion

Agreeableness Neuroticism



Mirroring

People copy each other while in social interaction with them.

- body language
- language cues
- expressions
- eye movements
- emotions

Accommodation

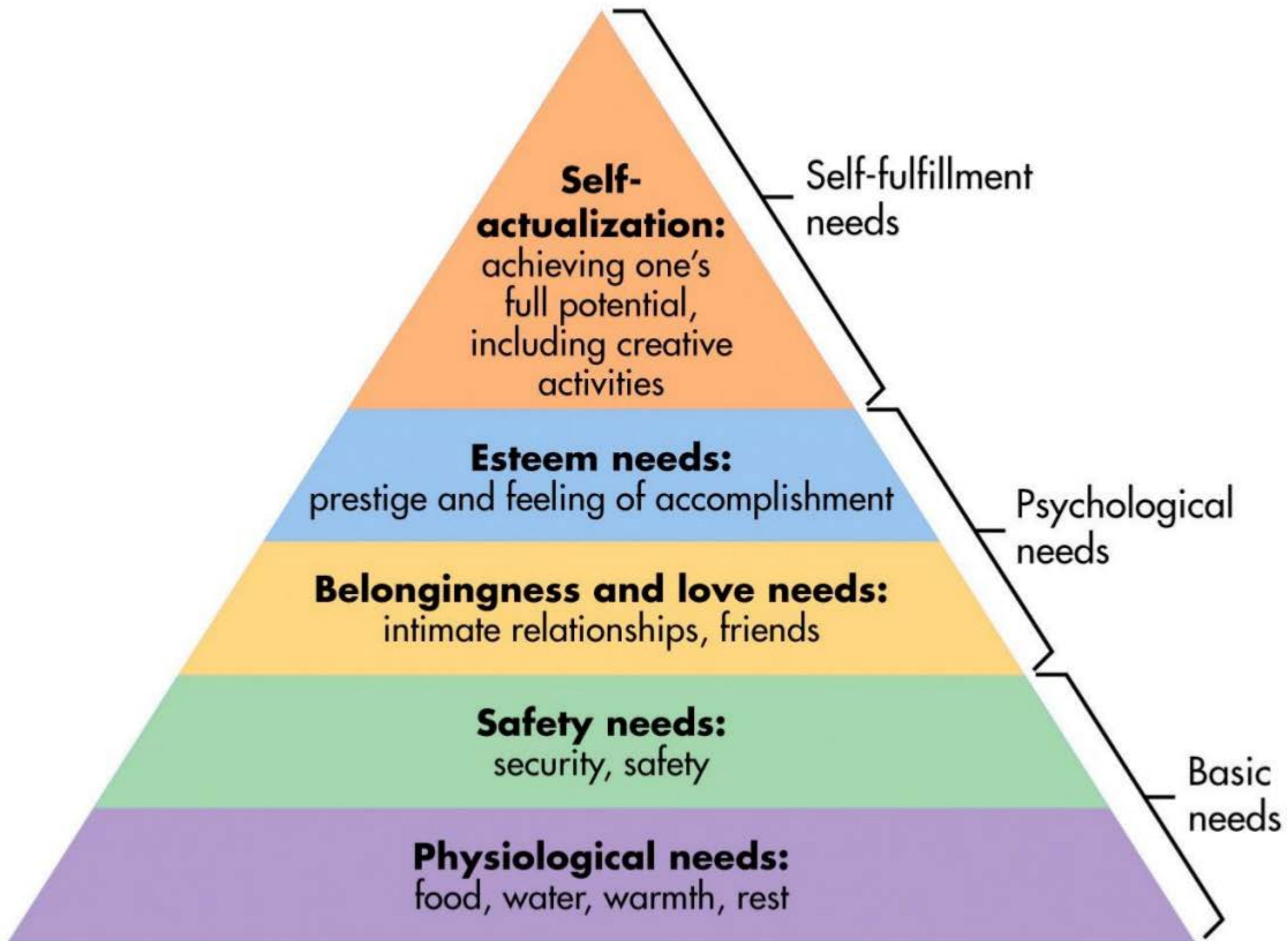
Adjustment of speech, patterns, and language towards another person in communications

- People in conversation tend to converge
- Depends on empathy and other personality traits
- Possibility of over-accommodation and end up looking condescending

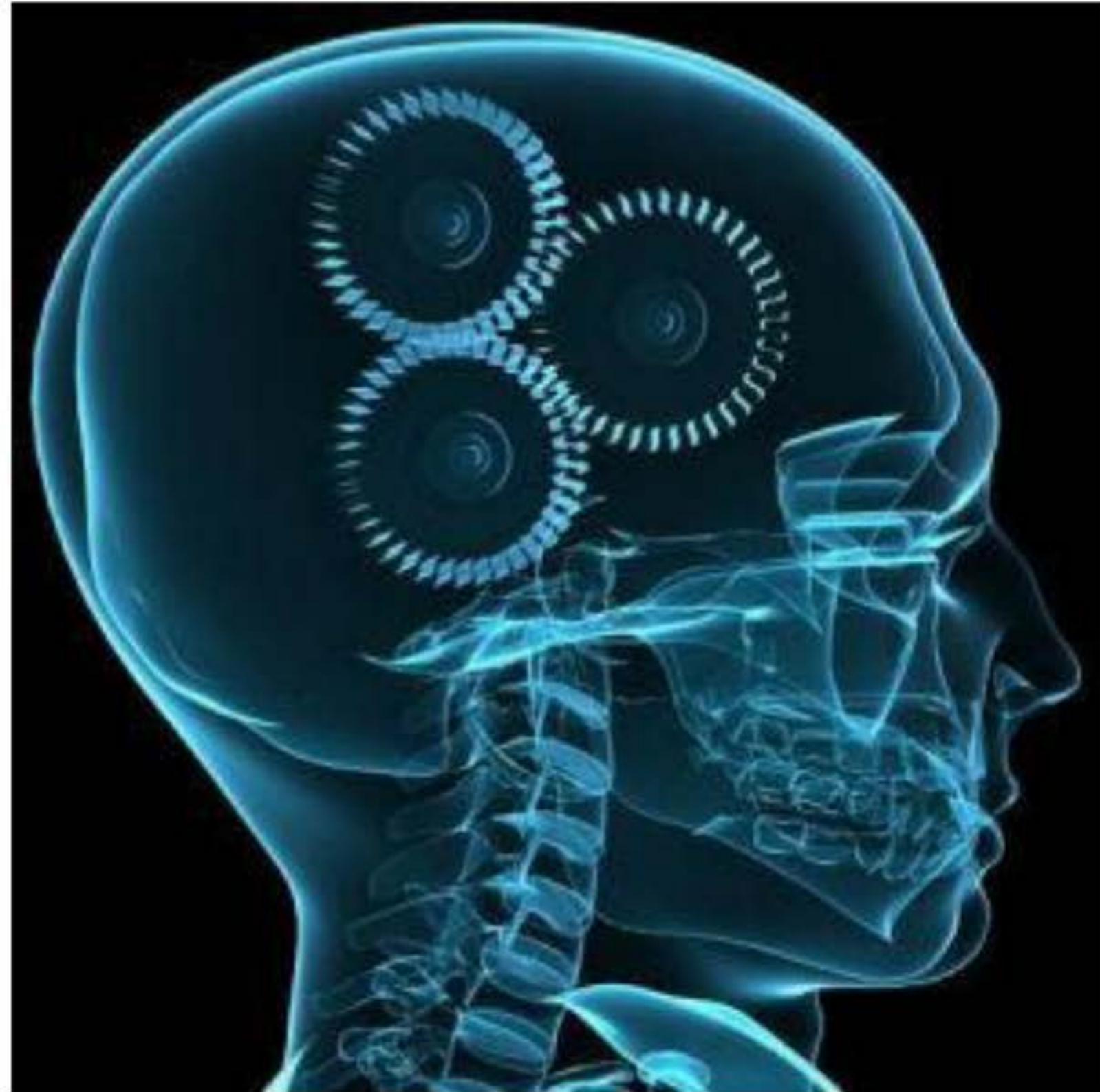
Mimicry

adoption of specific social traits by the communicator from the other participant

Question: Can I game this?



Who
are
you?





STRAND 4

Disruption and Computer Network Attack

Block

Turn

Fix

Disrupt

Limit

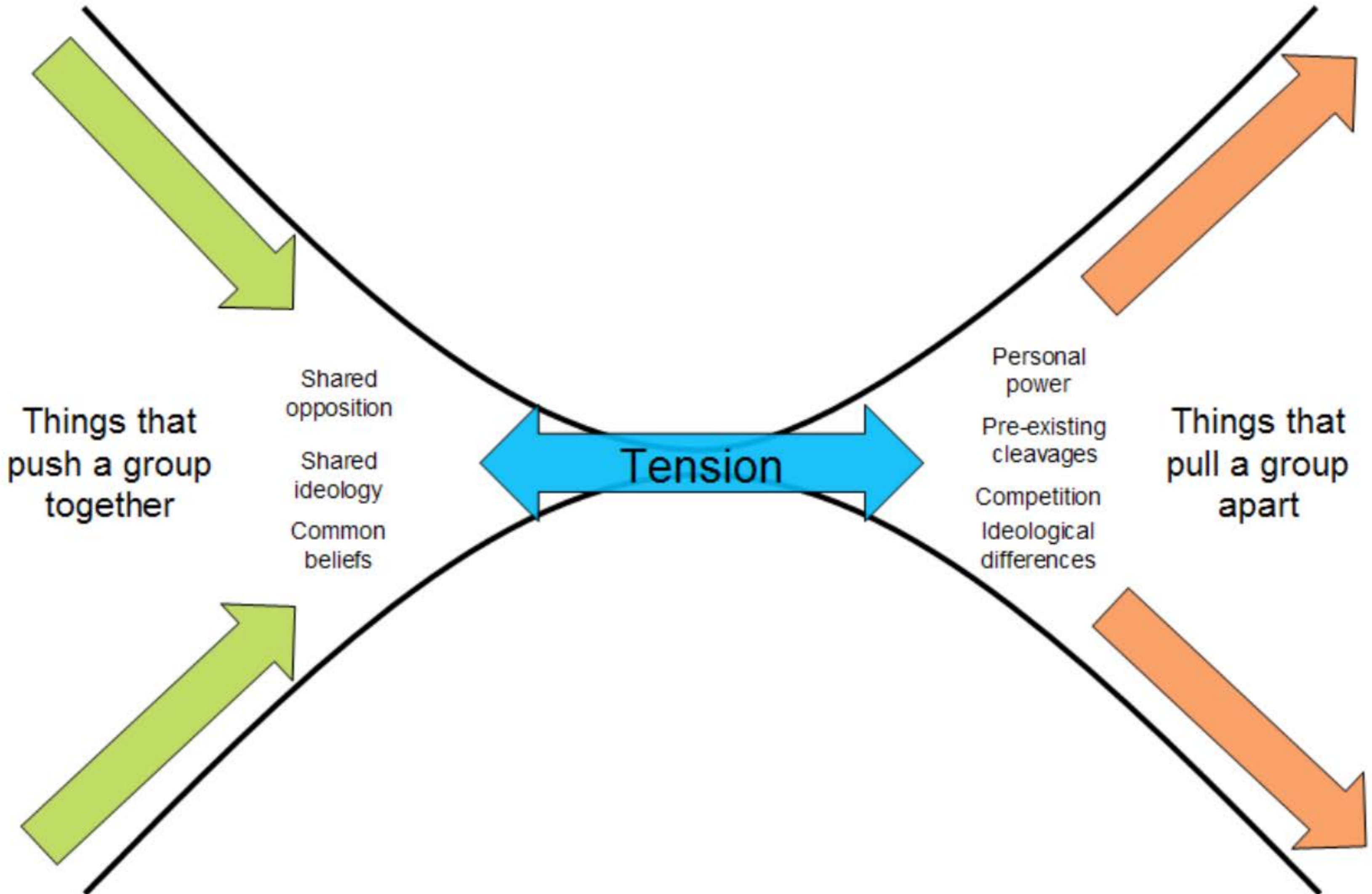
Delay

DISRUPTION

Operational Playbook

- Infiltration Operation
- Ruse Operation
- Set Piece Operation
- False Flag Operation
- False Rescue Operation
- Disruption Operation
- Sting Operation

Identifying & Exploiting fracture points

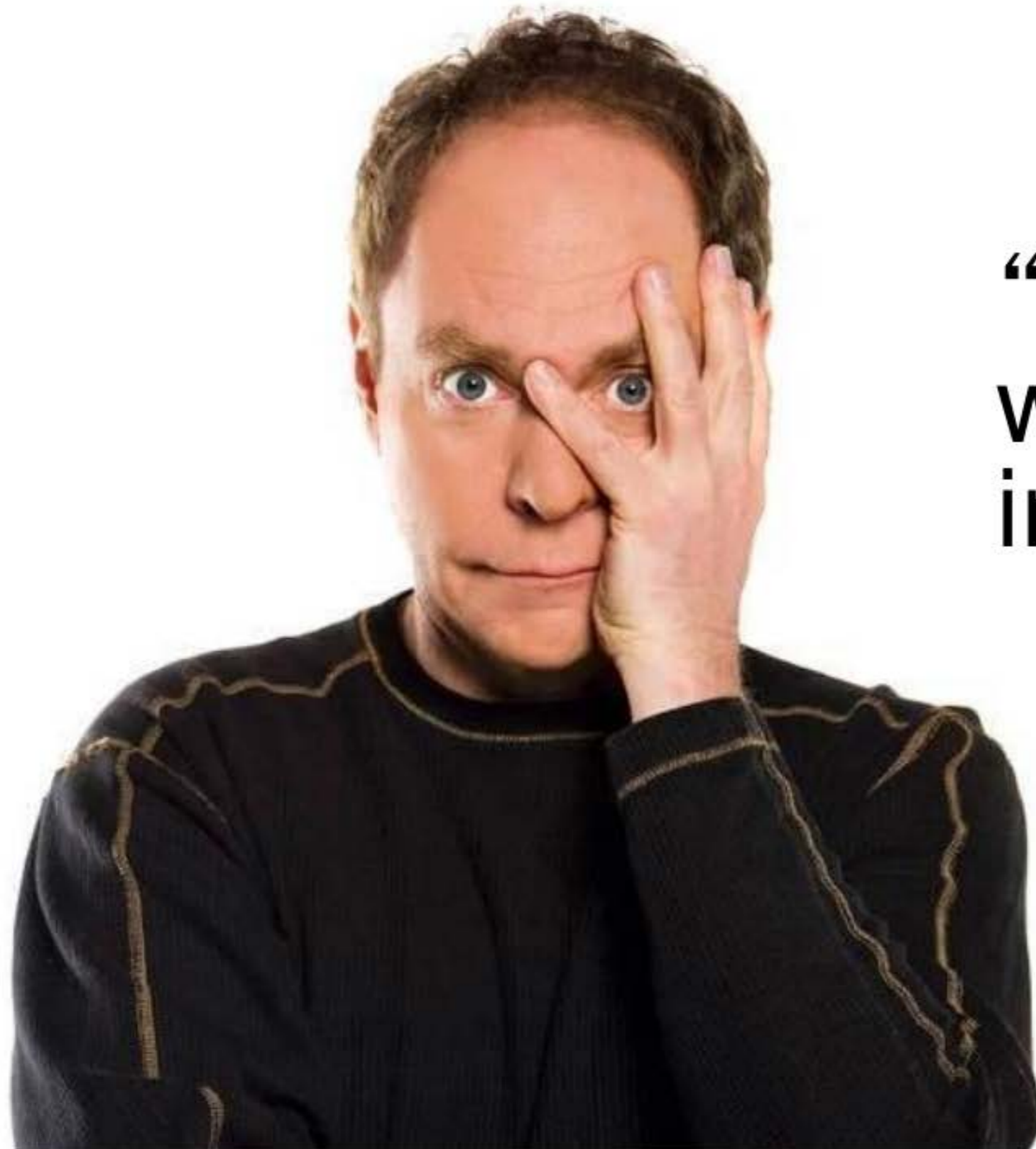




Full roll out complete by early 2013
150+ JTRIG and Ops staff fully trained

Mainstreaming work – push reduced
“level 1” Tradecraft to 500+ GCHQ
Analysts

“Relentlessly Optimise Training
and Tradecraft”



“Conjuring with information”

Teller, 1998



Head of Human Science

JTRIG-HSOC

NSTS:

