

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

BATMAN

The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS



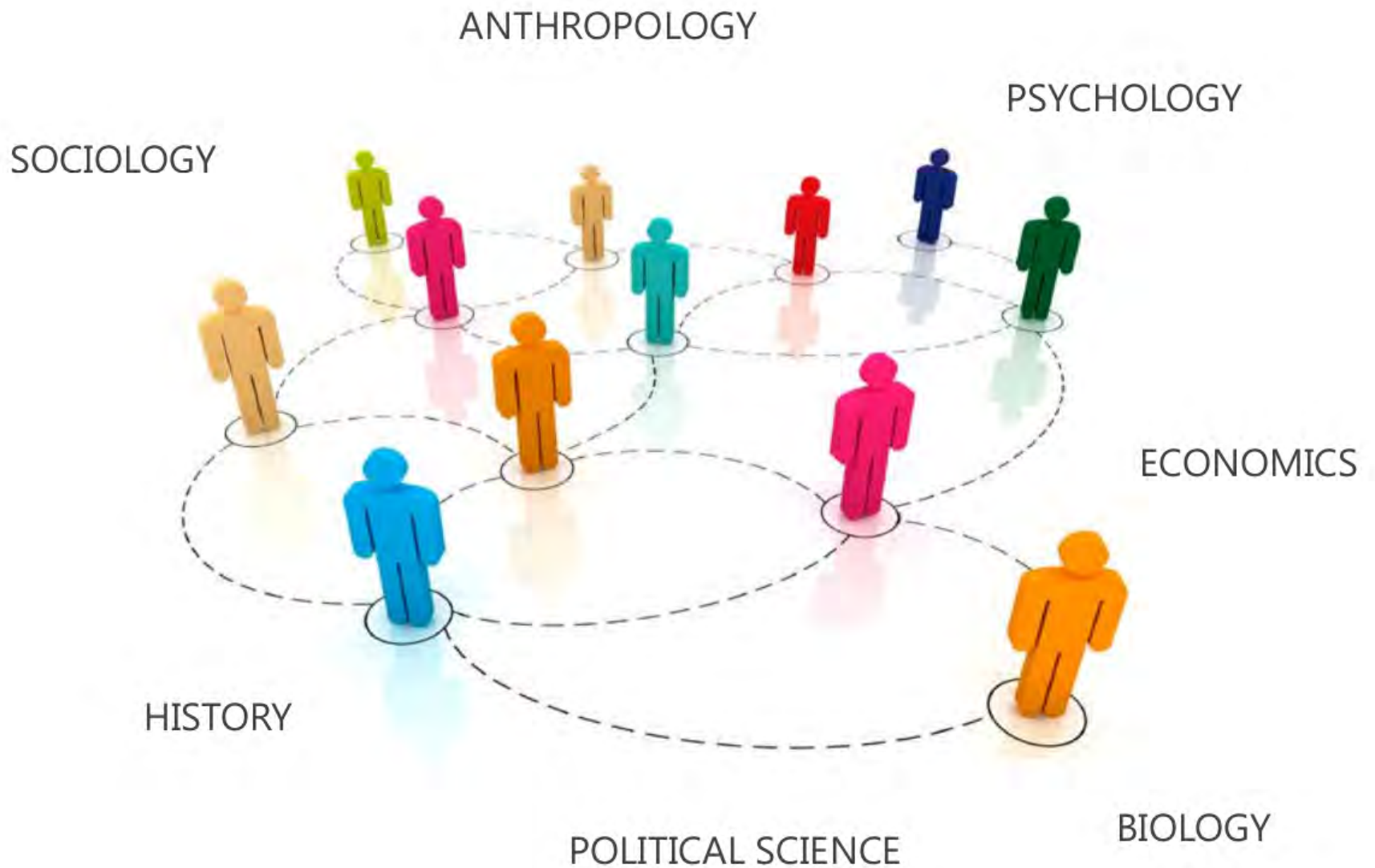


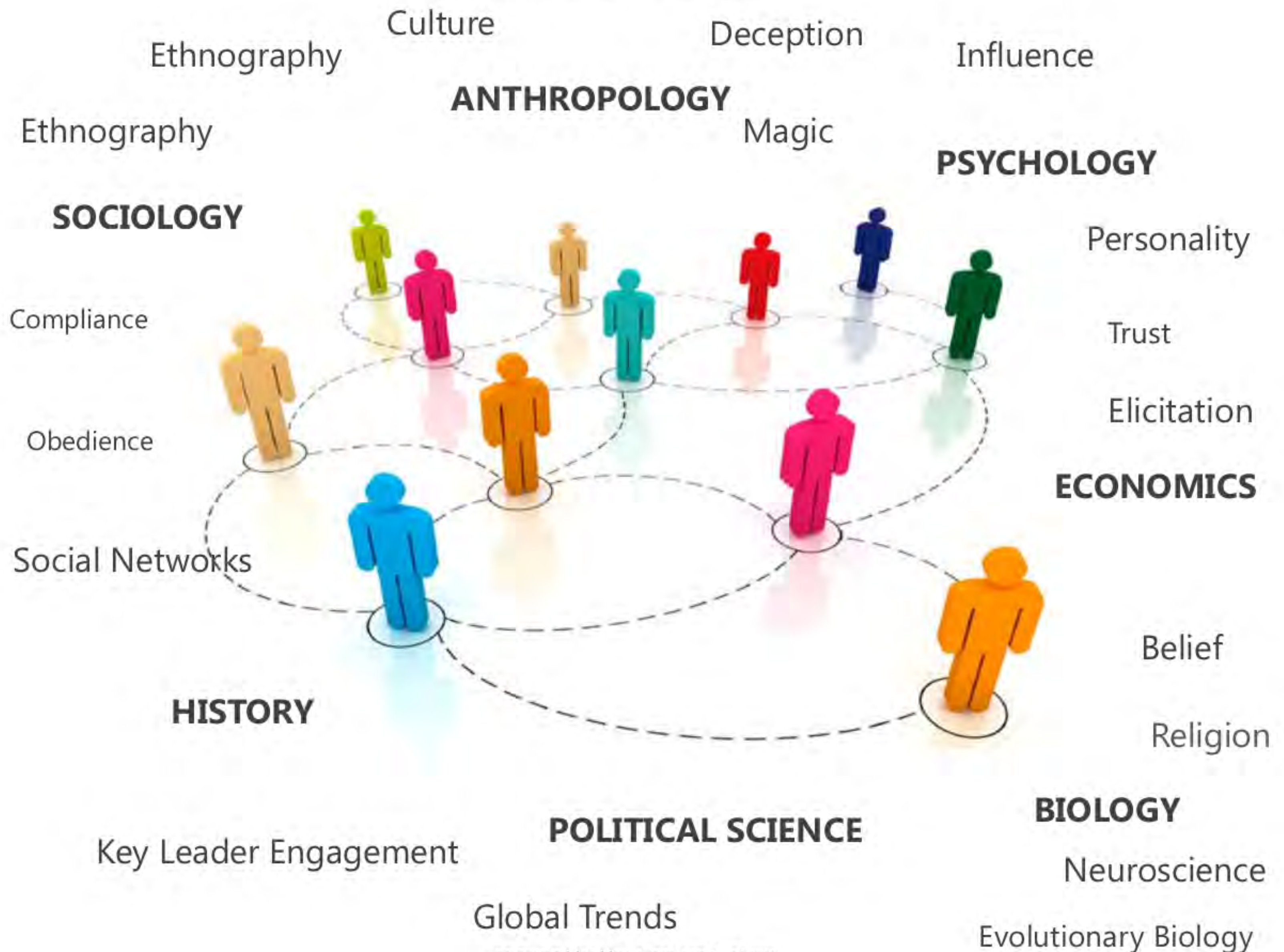


Online
HUMINT

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 StrandsOnline
HUMINTInfluence &
Info Ops

Disruption & CNA

Magic Techniques & Experiment

Individual

Psychology

Professionalism ↓

Deception

Group

Elegance

Performance

Creativity

Global

Media

Intuition

ACNO Key
Skill StrandsOnline
HUMINTInfluence &
Info Ops

Disruption & CNA

Magic Techniques & Experiment

Individual

Decisions
(Emotional
not rational)

BELIEF

Personality (OCEAN)
Remote Assessment
in Digital Cues
Self
(who I am? Motives &
exploiting them)

How to
apply
these

Trust

Psychology

Deception

Persuasive
Tech10 PRINCIPLES
OF SCAMSHINDSIGHT
BIASCONFIRMATION
BIAS

ANCHORING

PRIMING

Professionalism

Elegance

Optimising Deception
ChannelsProcess of Belief (to assess if
we are doing up elegantly)DIFFUSION OF
INNOVATION

Creativity

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

Brainstorming

Consider alternate
perspectivesIntel
Analysis

Intuition

How to do some of this in
real time so need to
understand what you are
doing in this psychologyReading from digital tells but
going with performance to
reduce my risk but satisfy
Target's inquisition

Group

PERSUASION

CONFORMITY
/ OBEDIENCEMotives
Roles
Influence/CascadeHofstede
Dimensions
Interaction
across cultures

Influence

Building
Relationships
Mirroring /
Mimicry
Social Penetration
Theory

Performance

How to act / believe

Self Presentation
in Cyber contextBecoming /
Targeting

Virtual Communities

Social Identity Theory

Social Proof /
Herding etc

AGENCY

PATTERNICITY

Reducing
Group
EffectivenessGroup
Dynamics

Global

SOCIAL
NETWORKSConstructing
News SystemFinancial Ecosystem
of Media

Media

PROPAGANDA

TAA

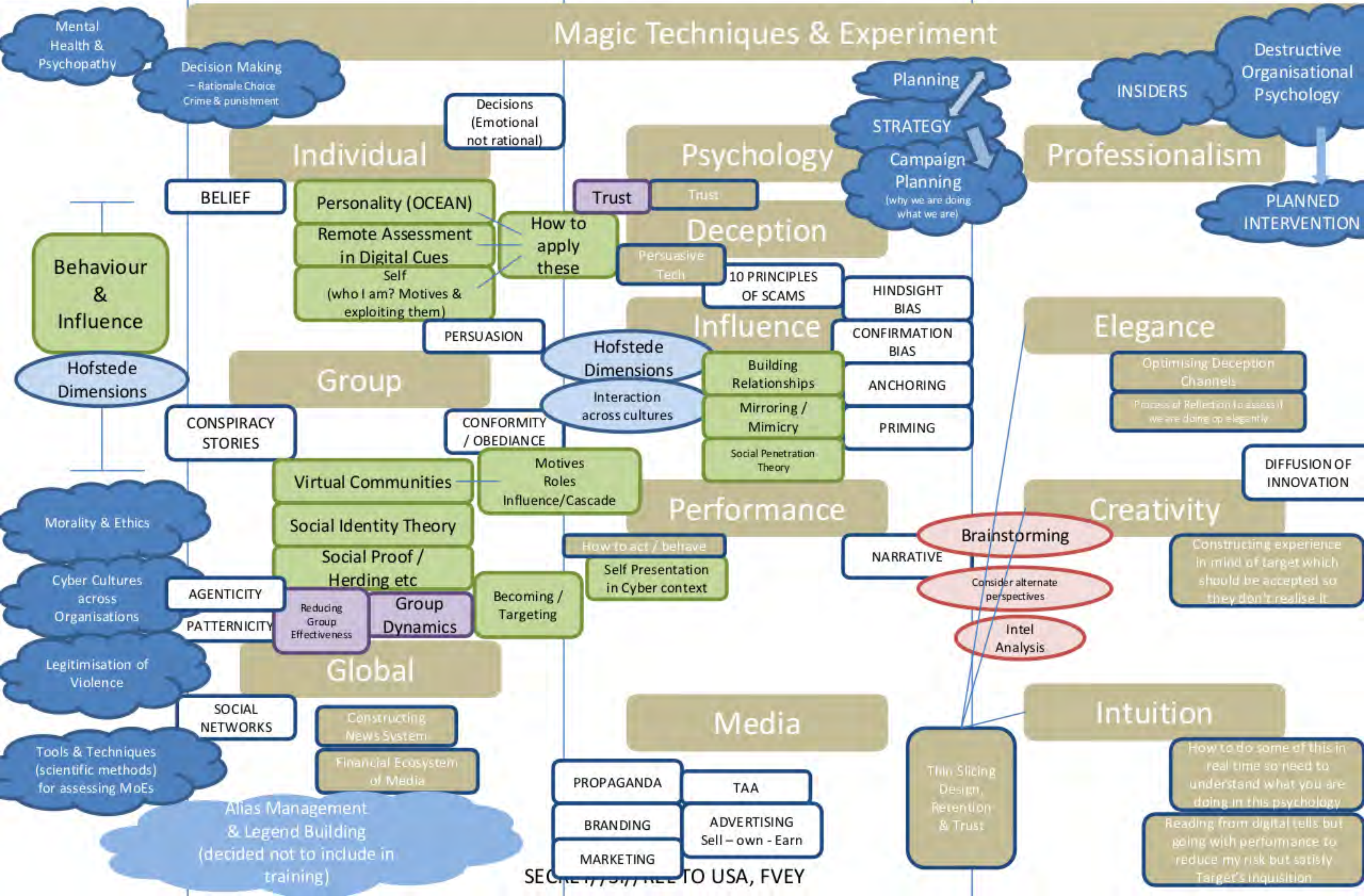
BRANDING

ADVERTISING
Sell - own - Earn

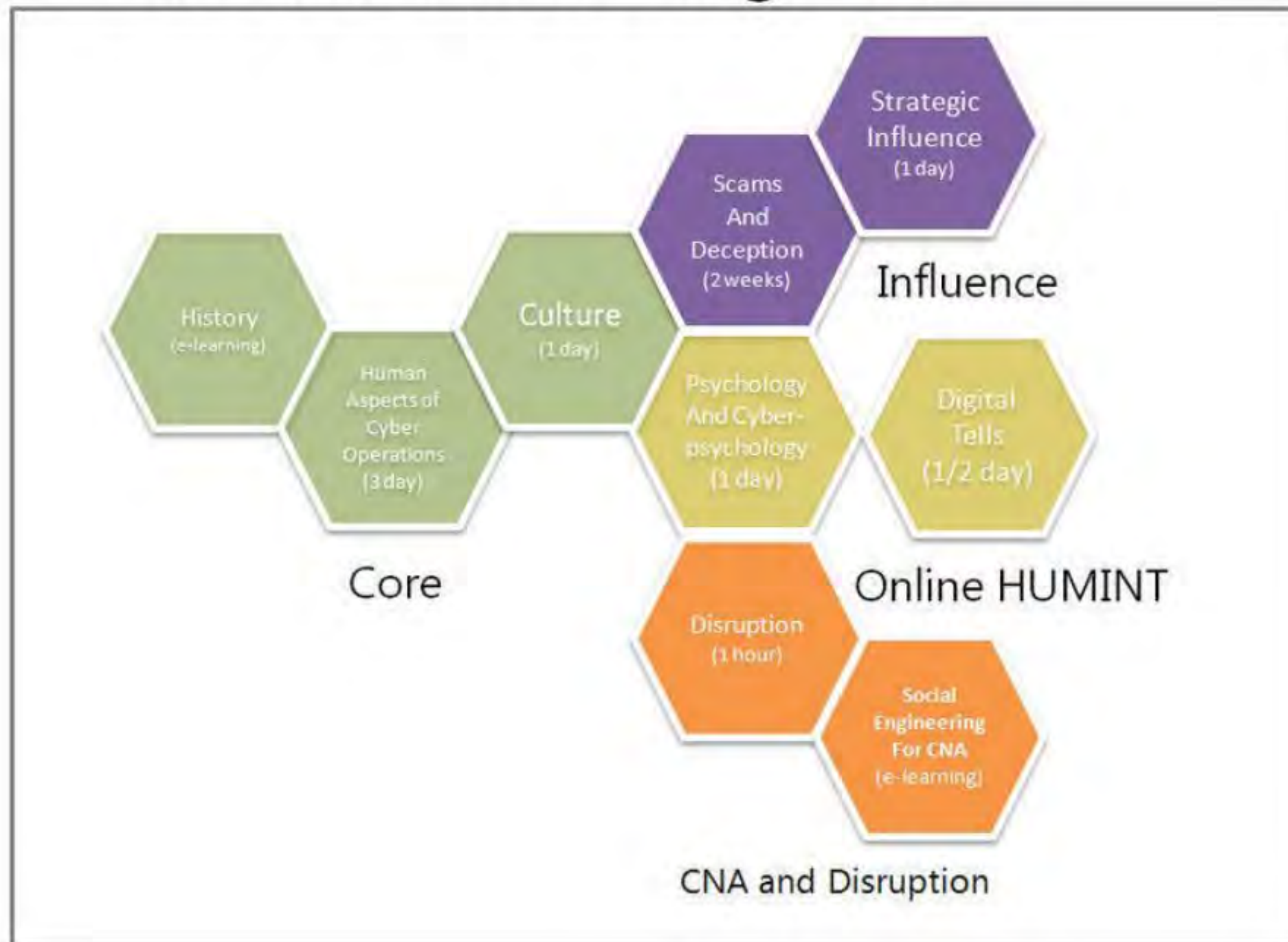
MARKETING

Behaviour
&
InfluenceHofstede
Dimensions

Disruption & Comp Net Attack



Human Science Learning Path







Magicians, the military and intelligence



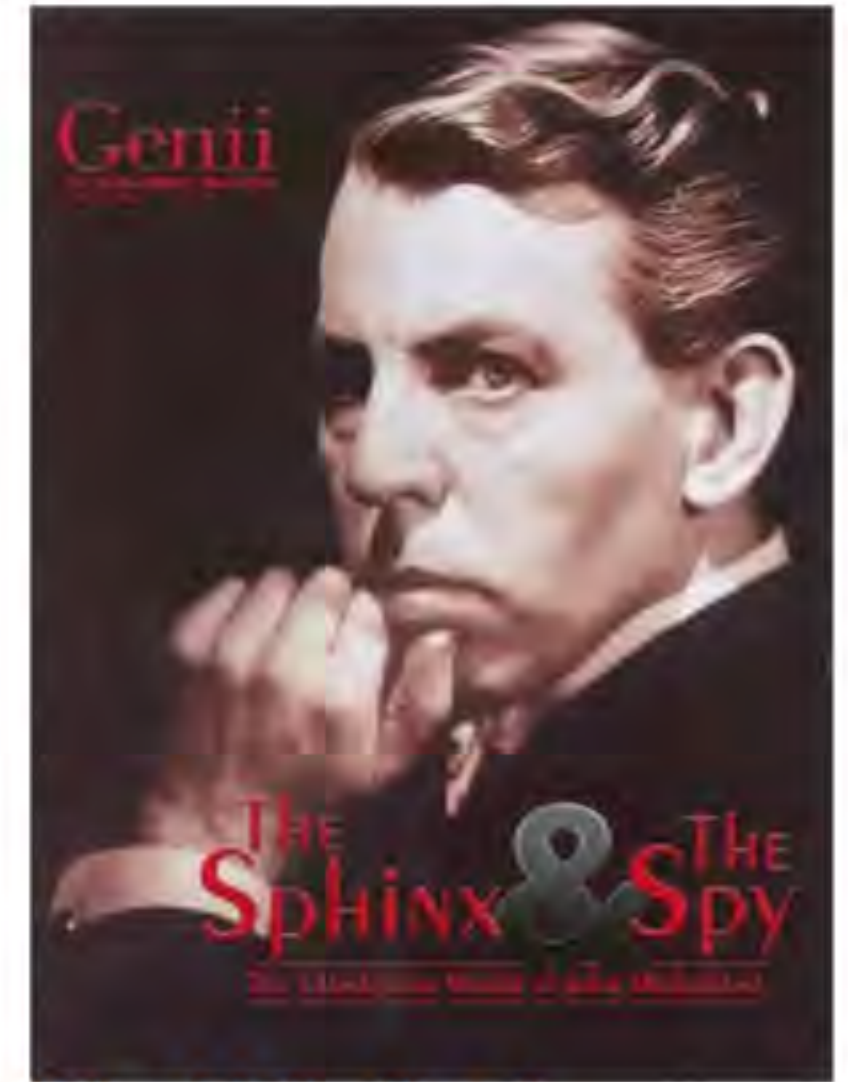
Jean Robert-Houdin

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



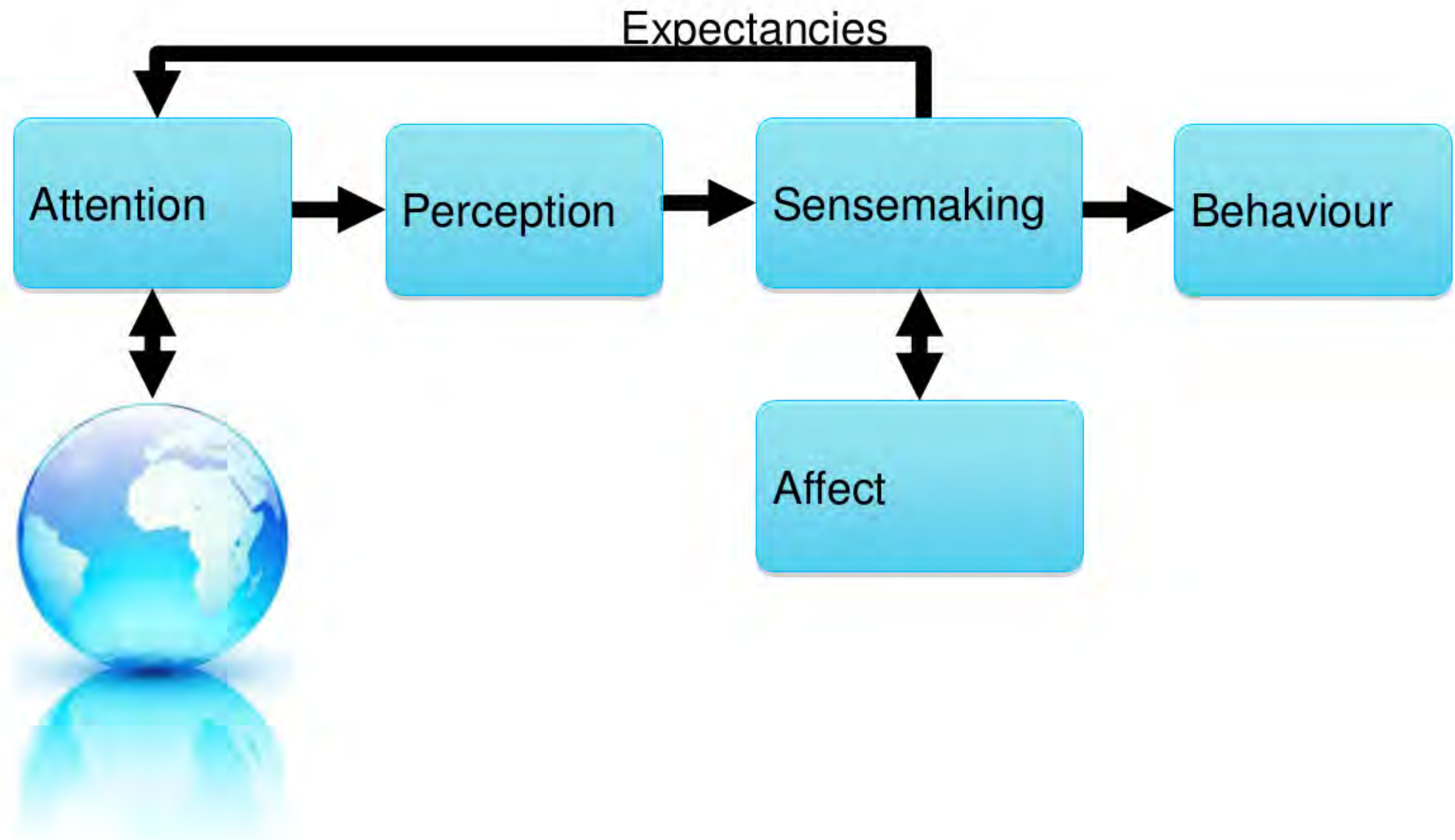
Inventing



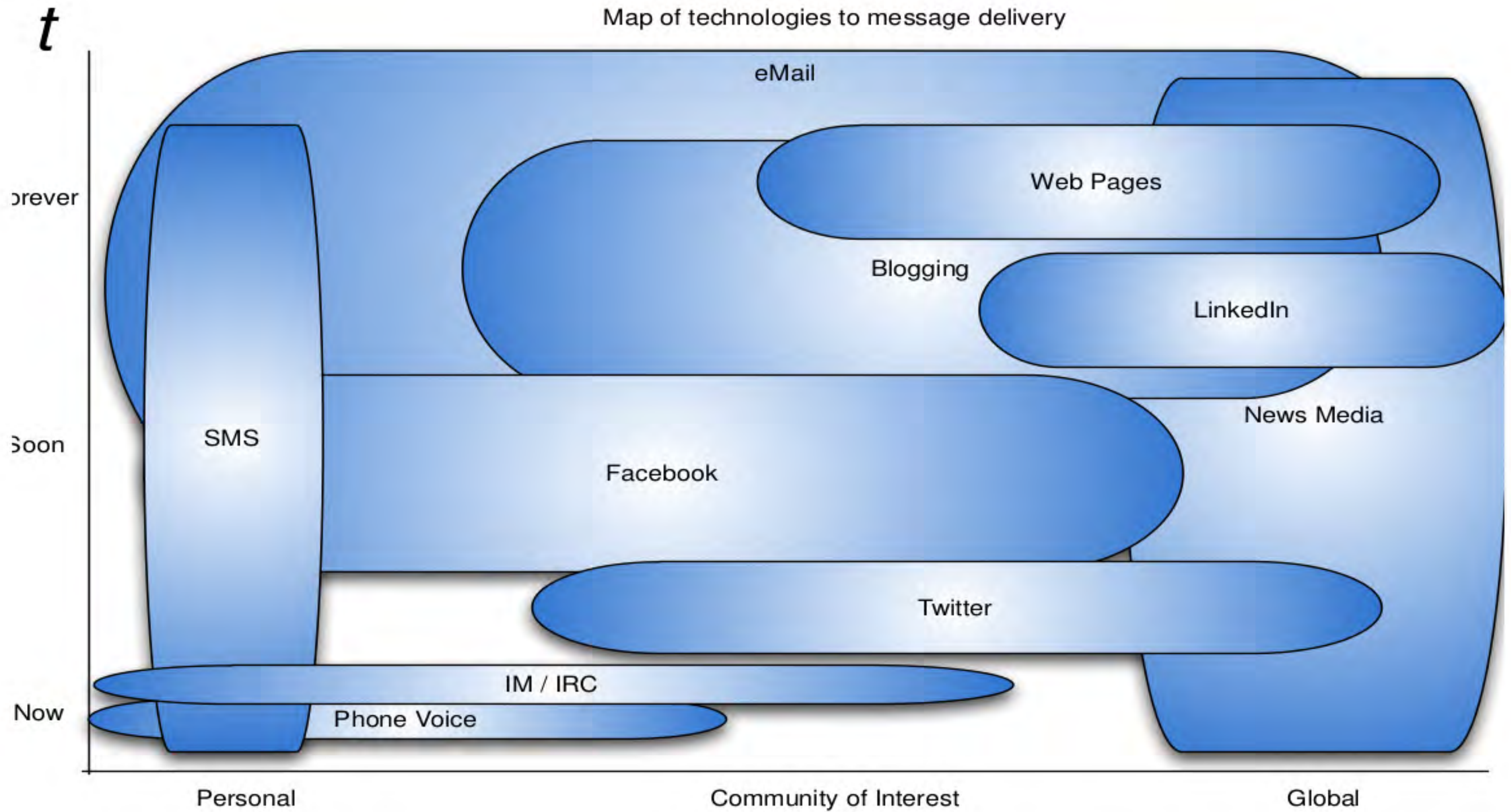
Decoying

Simulation – Show the false

The psychological building blocks of deception



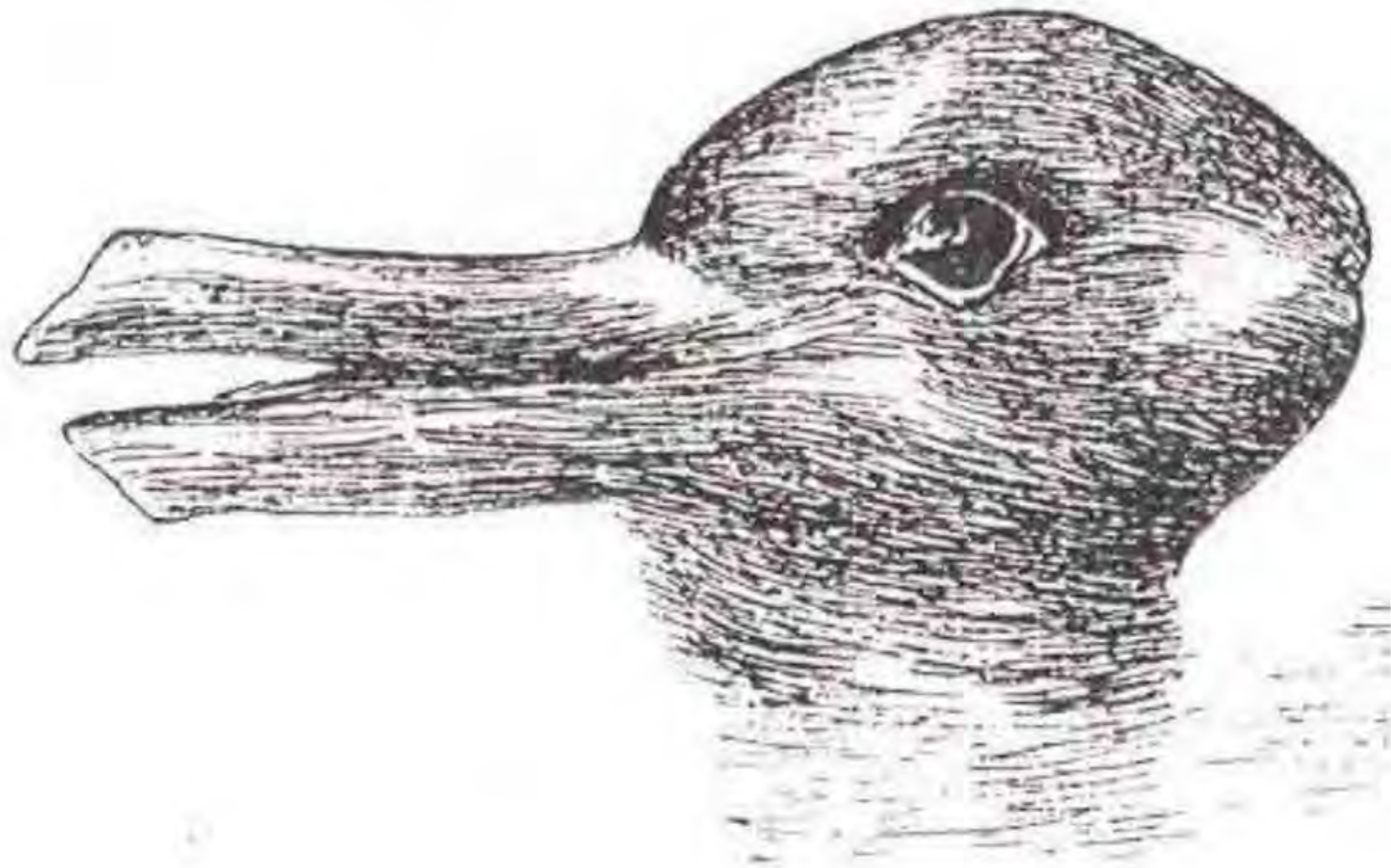
Map of technologies to message delivery



Attention Management

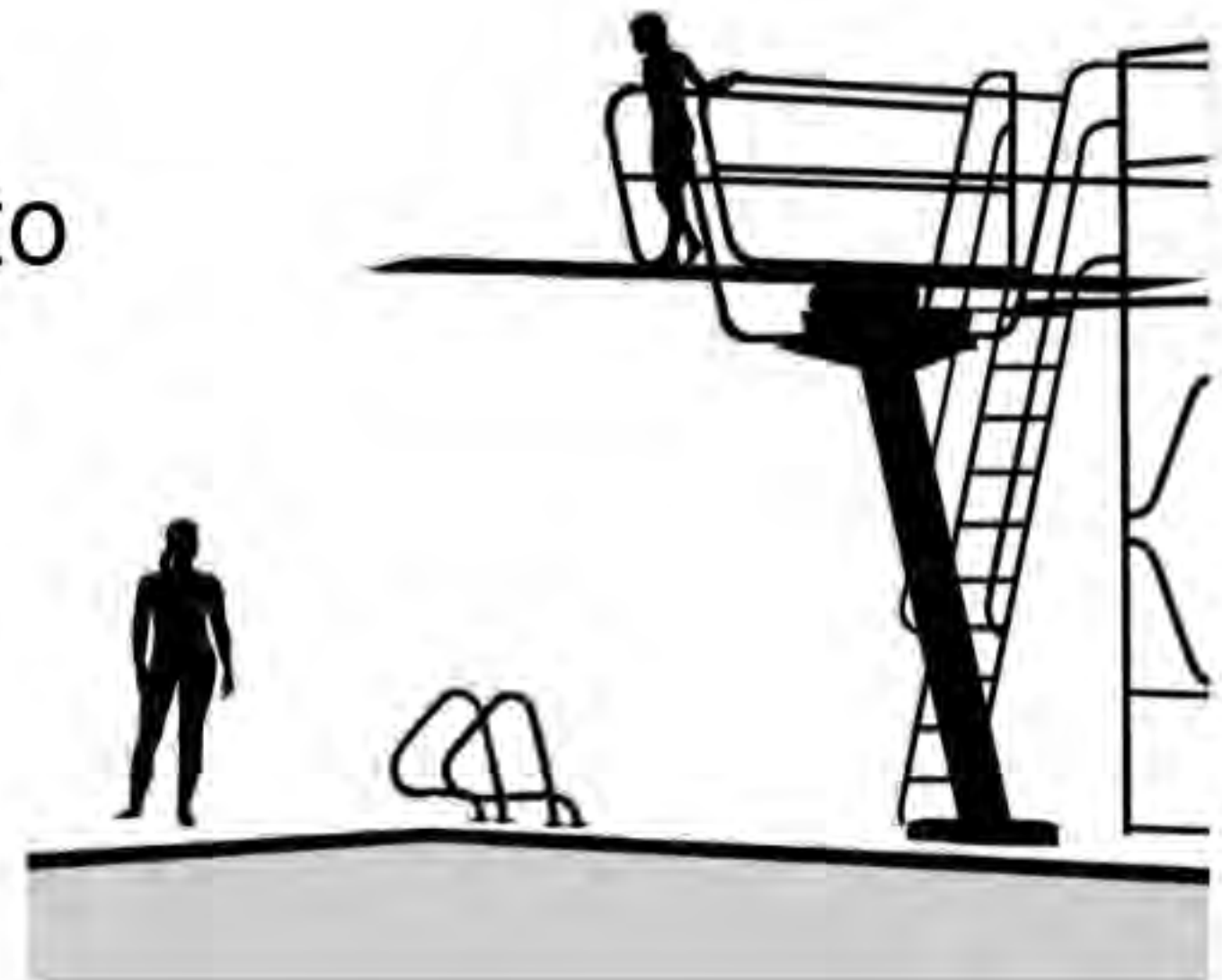






Expectancies

- 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

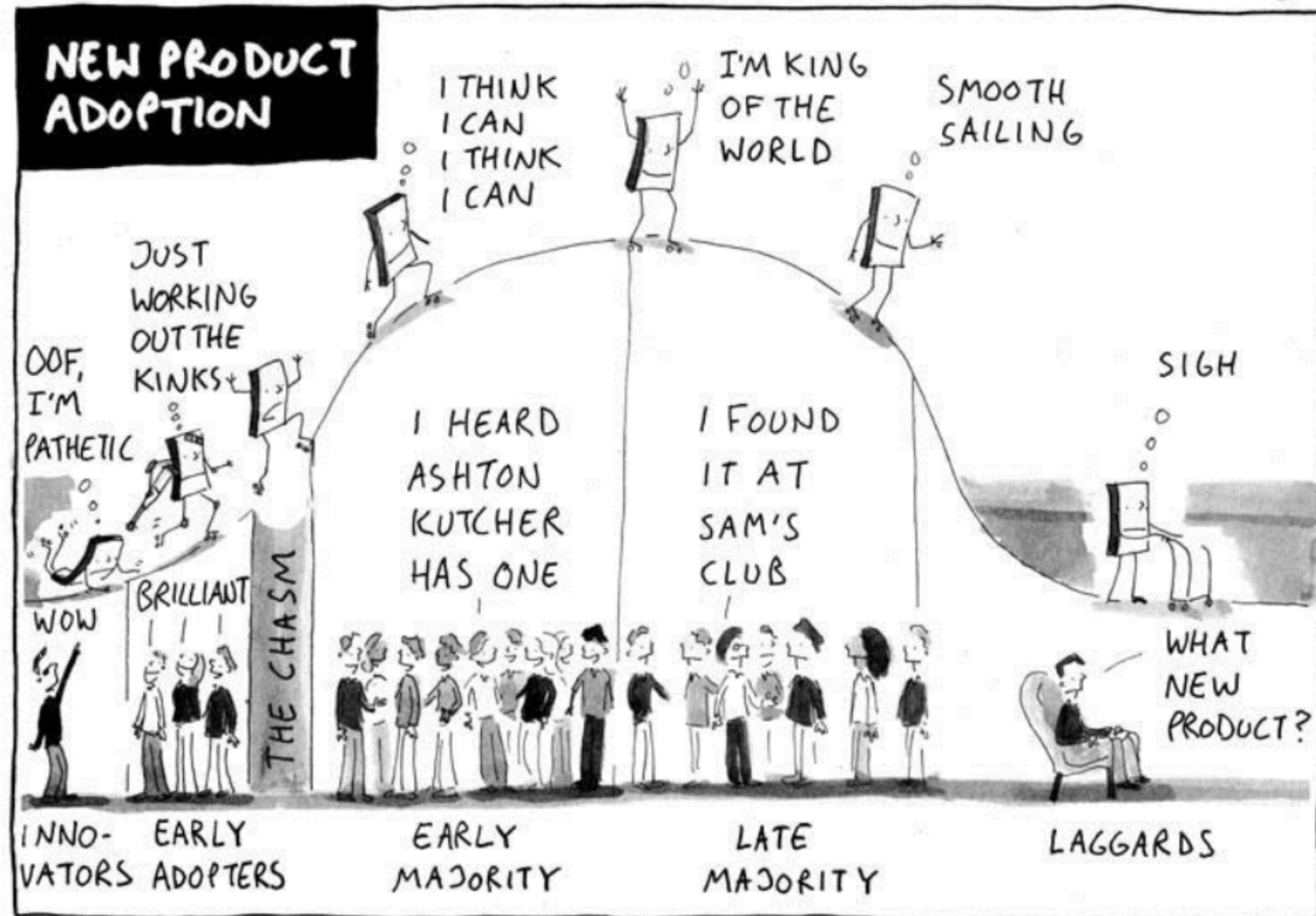
The **Flattery** Principle





BRAND CAMP

by Tom Fishburne



© 2007 Thanks to G. Moore

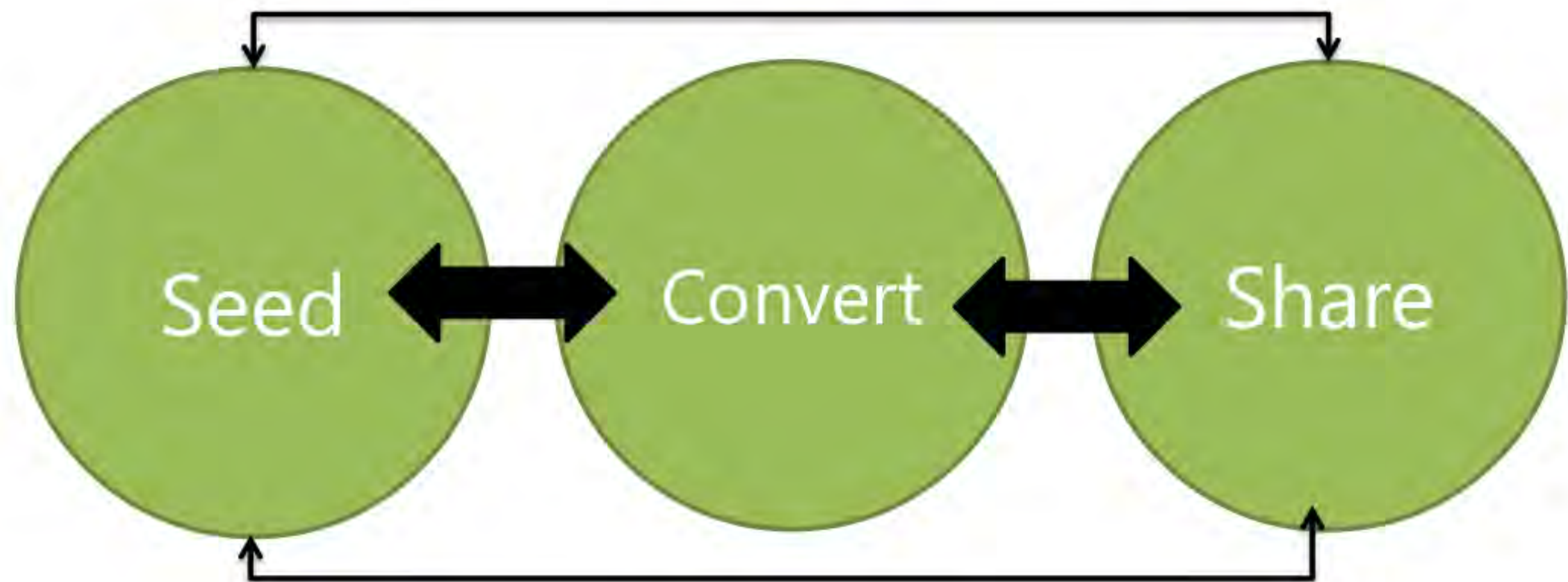
SKYDECKCARTOONS.COM

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









ocda

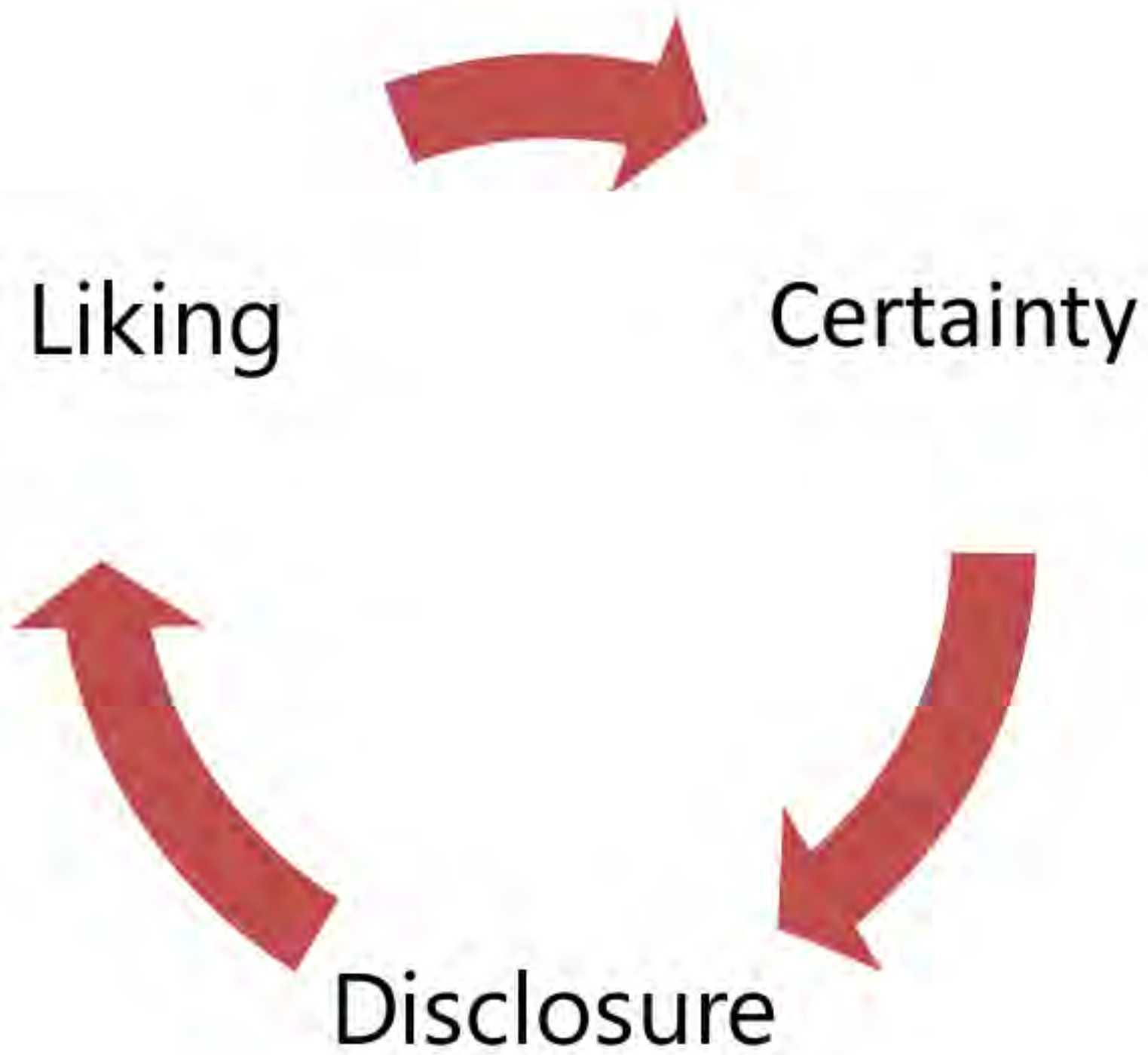
Online Covert Action

Accreditation

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

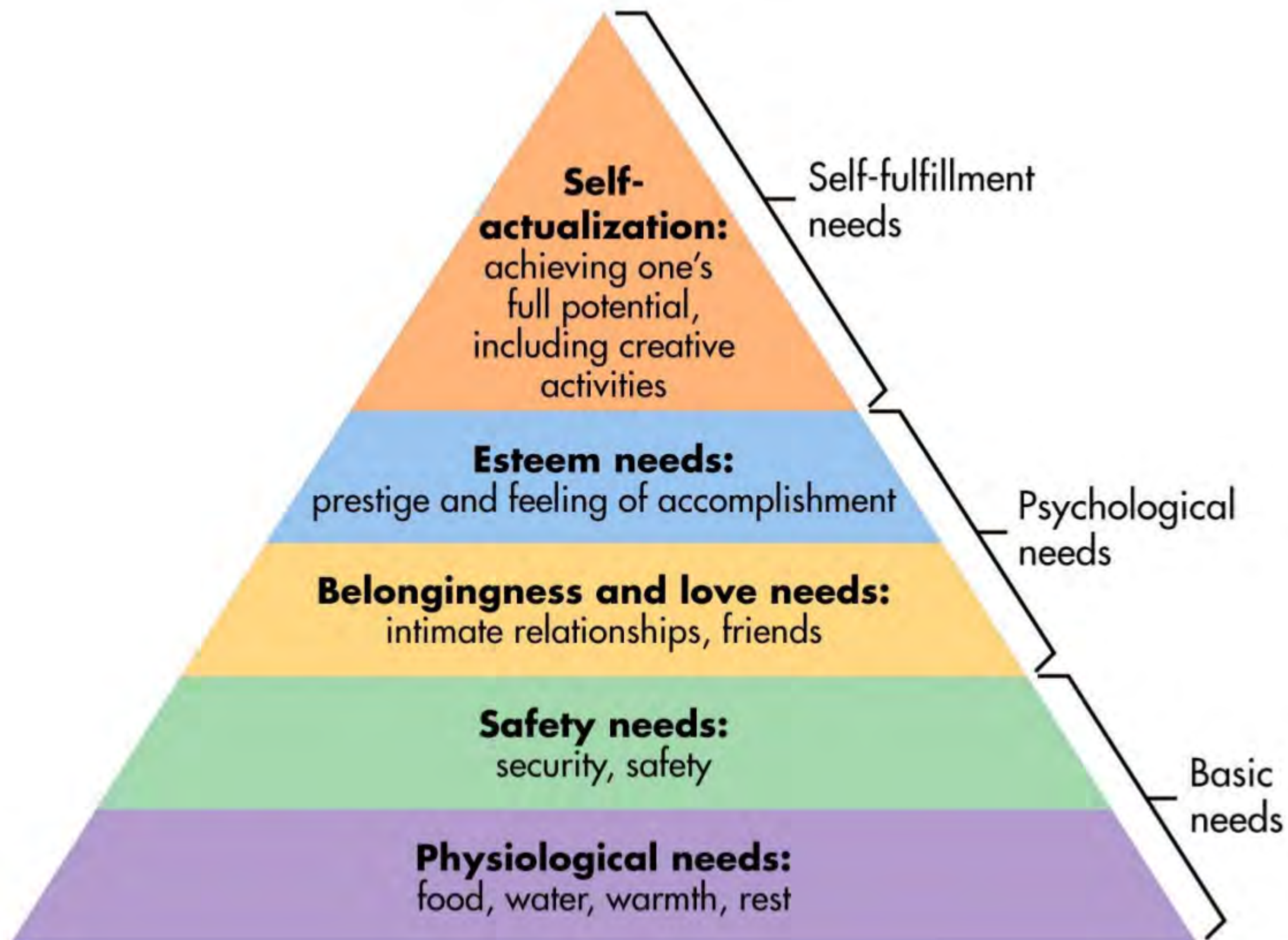
- People in conversation tend to converge
- Depends on empathy and other personality traits
- Possibility of over-accommodation and end up looking condescending

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

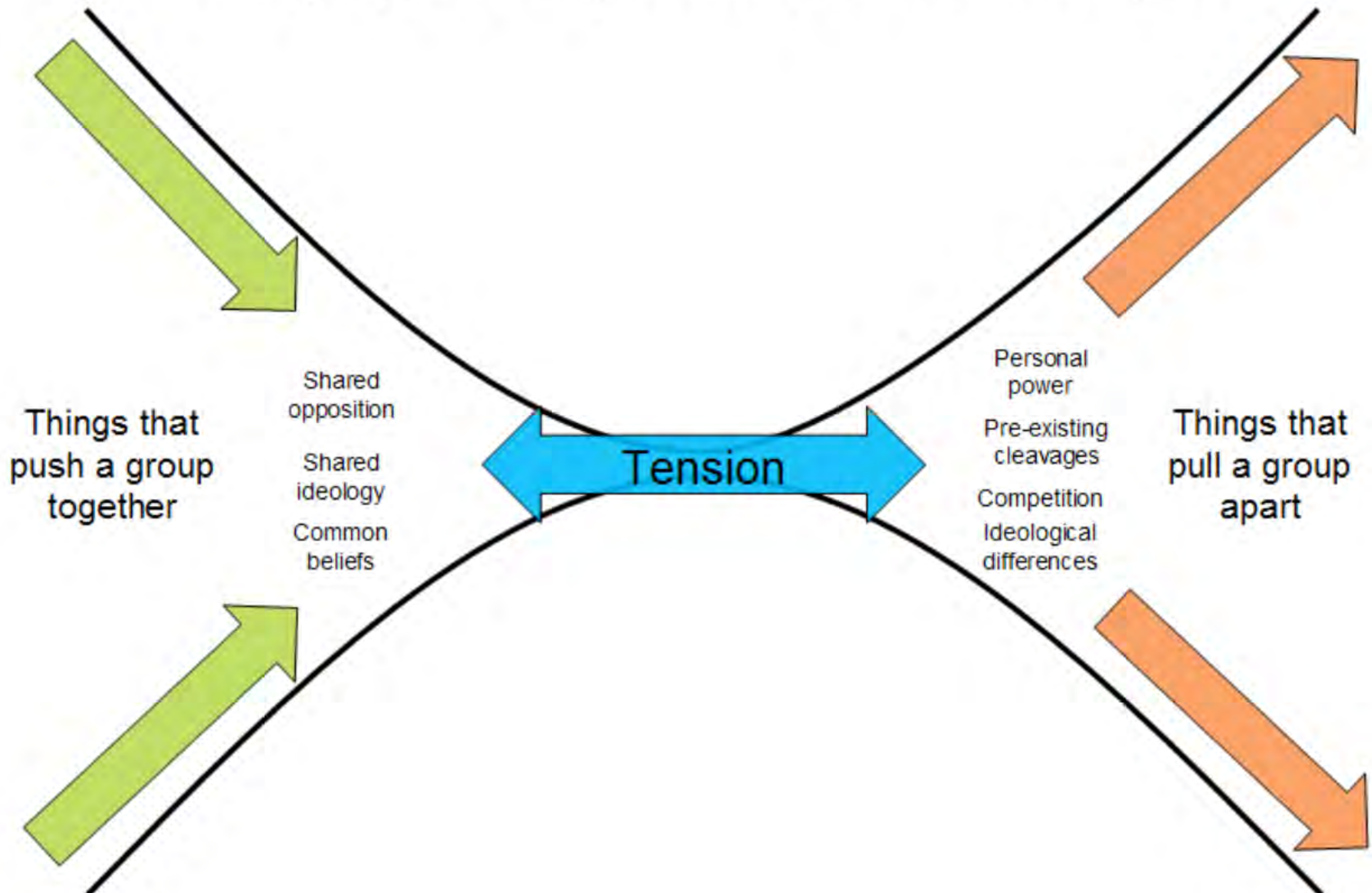


DISRUPTION

Operational Playbook

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

Identifying & Exploiting fracture points

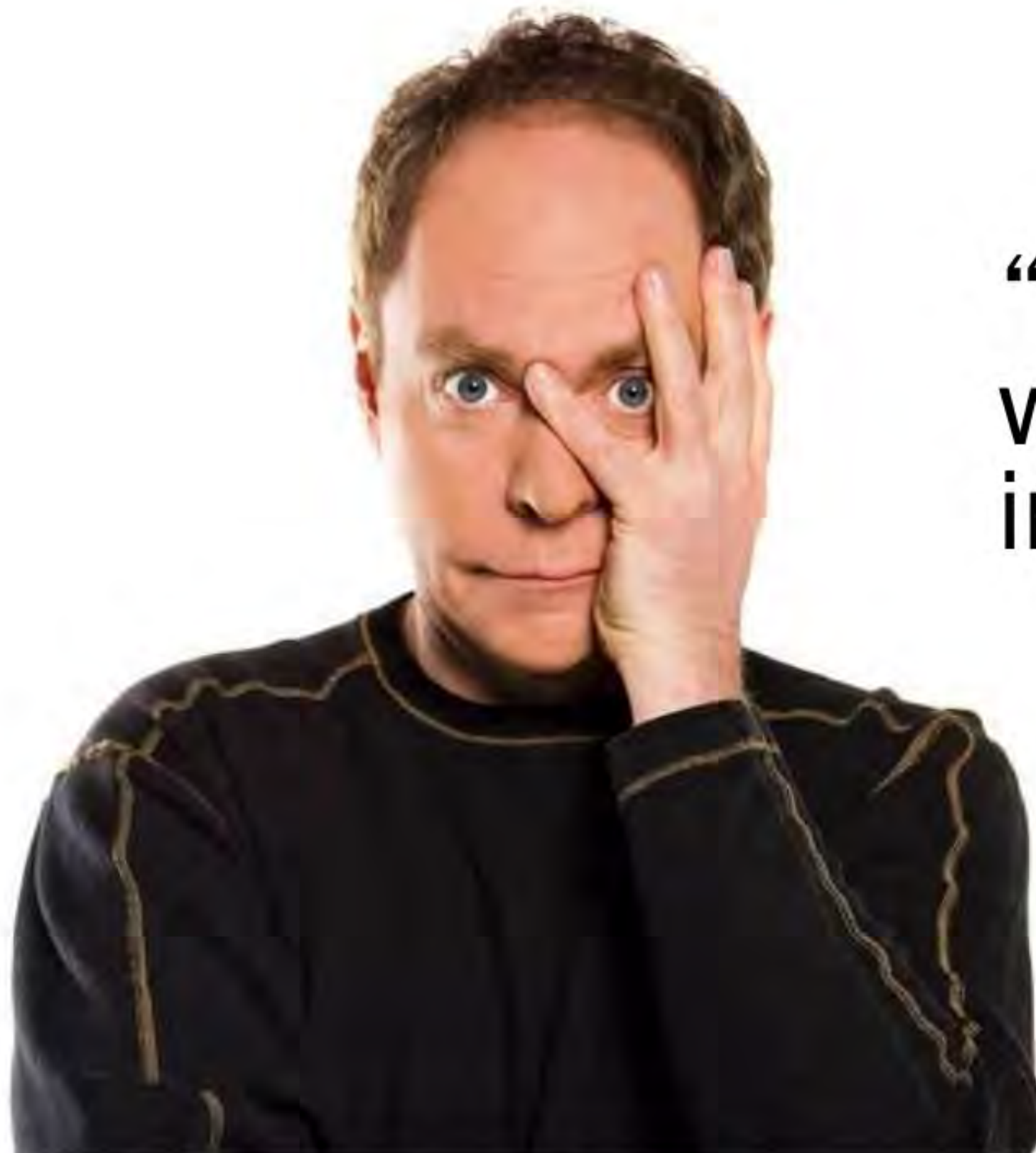




Full roll out complete by early 2013
150+ JTRIG and Ops staff fully trained

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:

