

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

BATMAN

# The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS



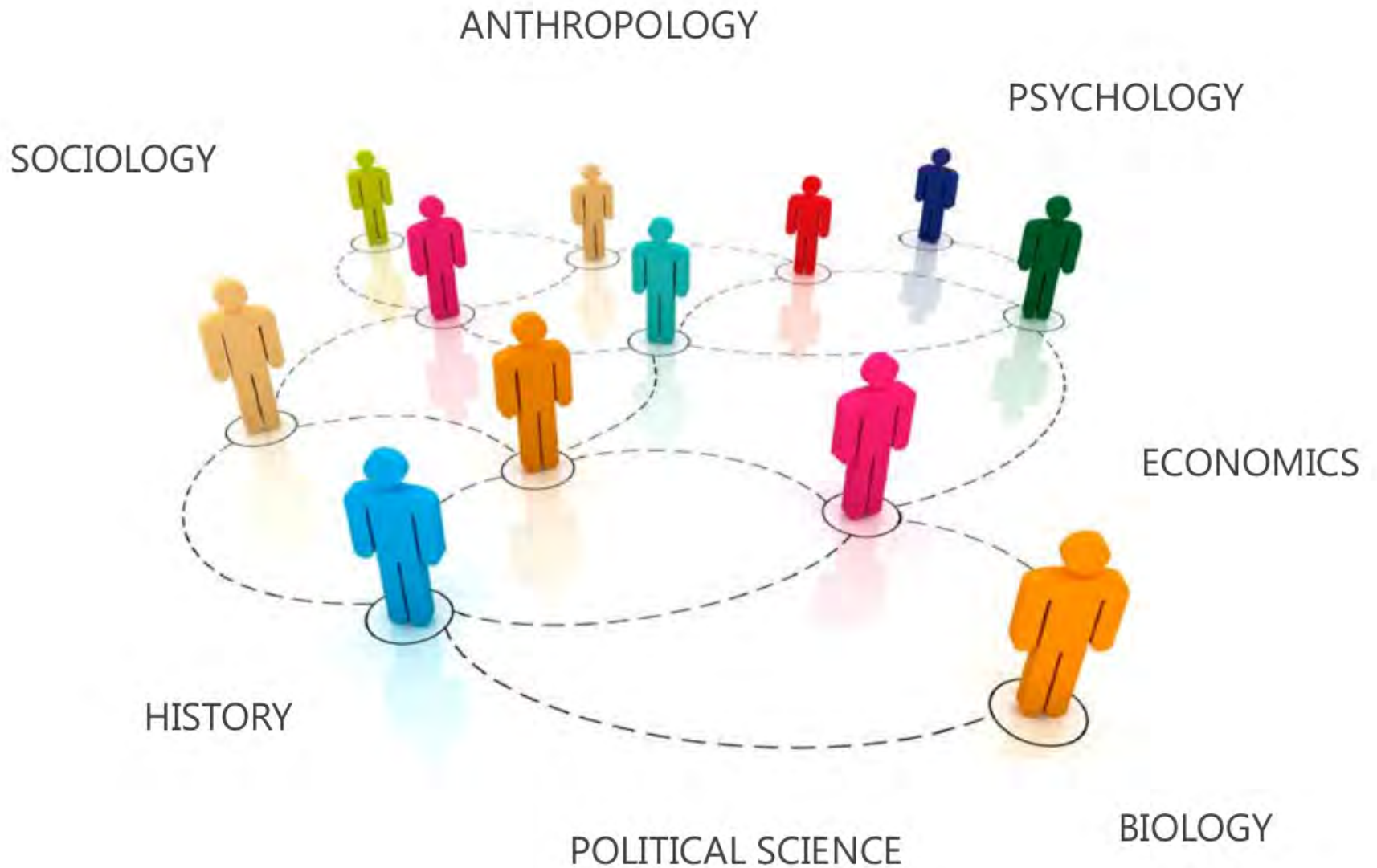


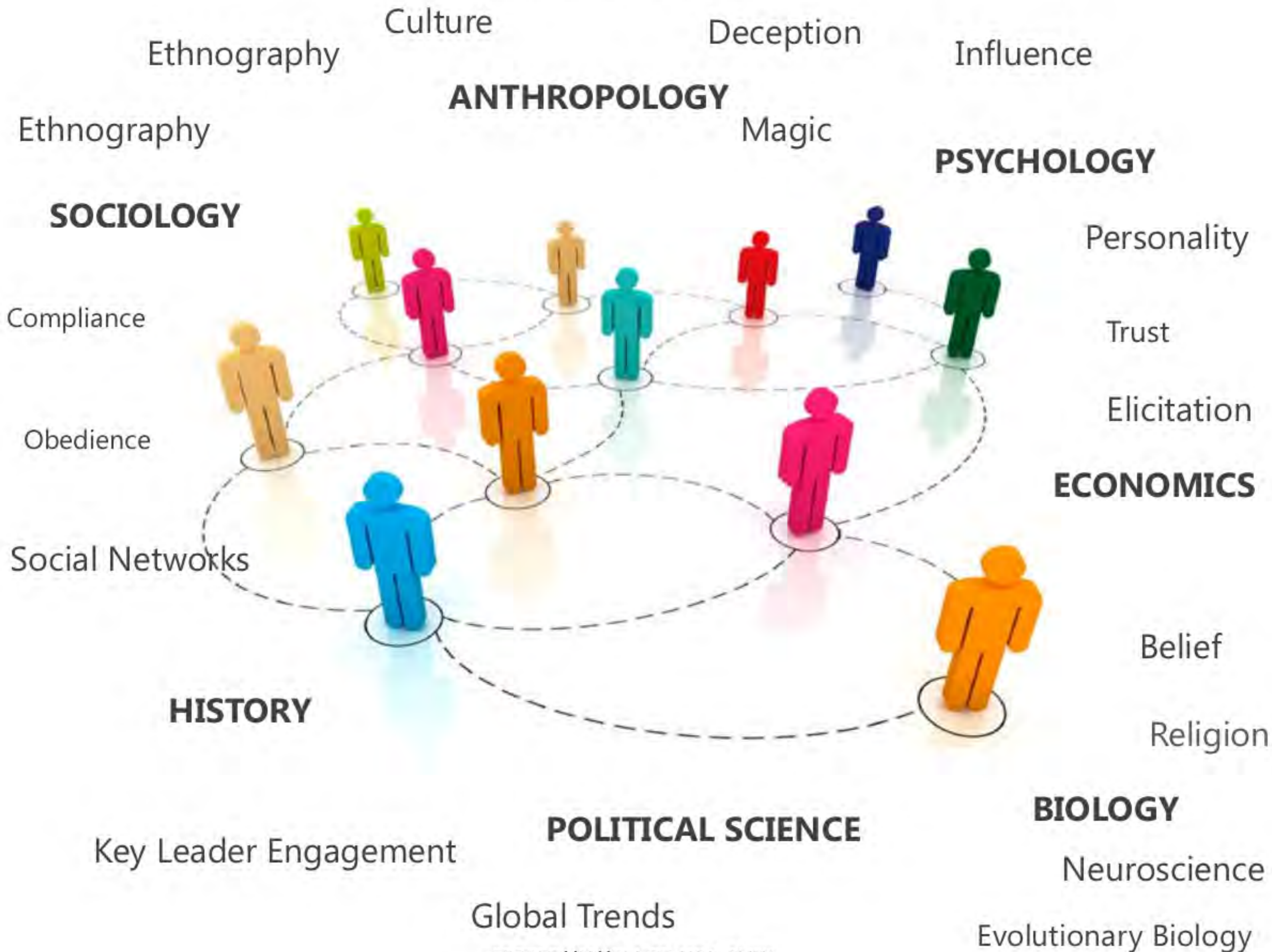


Online  
HUMINT

Strategic  
Influence

Disruption  
and CNA





S4

SCIENCE

SIGINT

SKILLS

SYSTEMS



Online  
HUMINT

Strategic  
Influence

Disruption  
and CNA



We want to build *Cyber Magicians*.





ocada

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Online Covert Action

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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

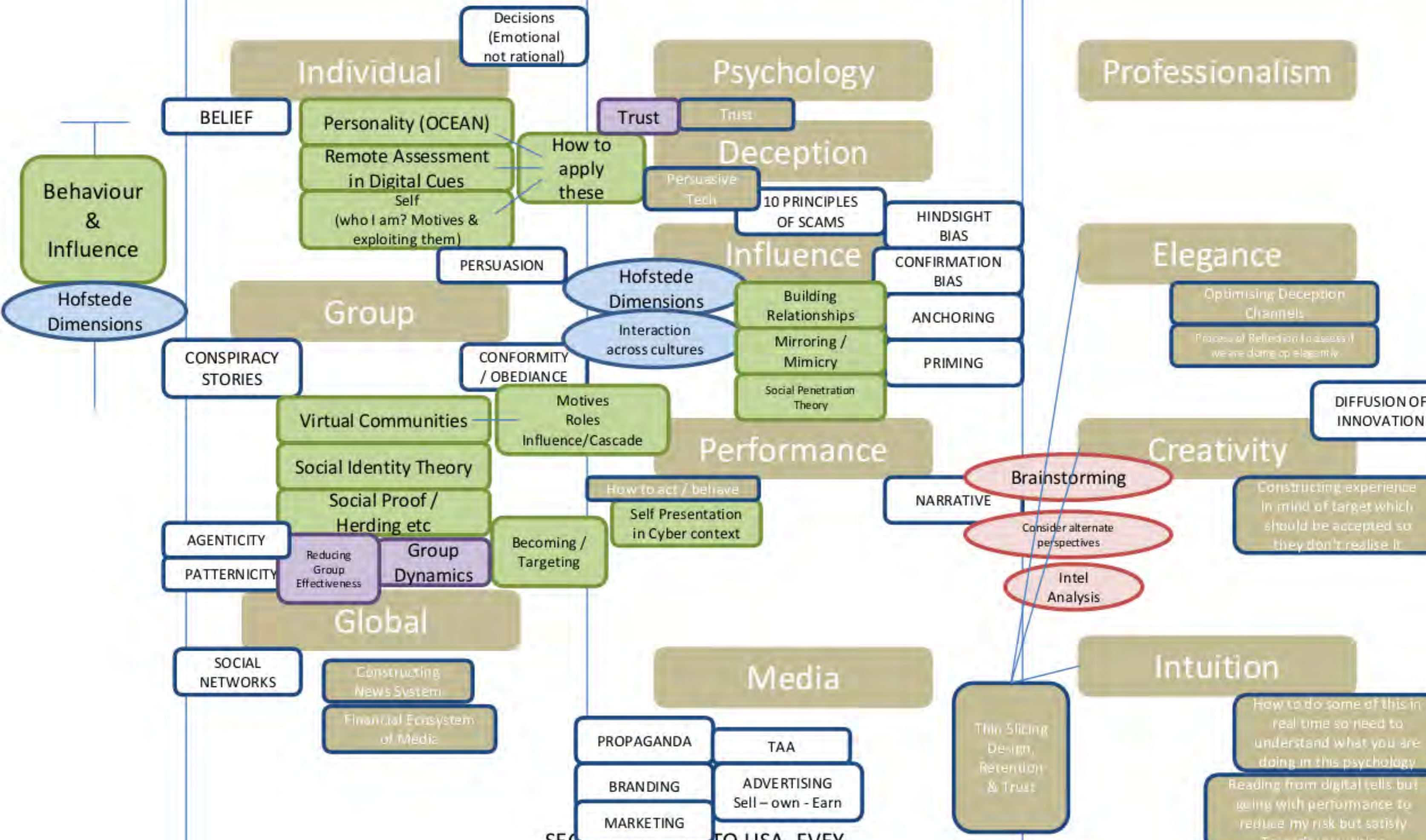
# ACNO Key Skill Strands

Online HUMINT

Influence & Info Ops

Disruption & CNA

## Magic Techniques & Experiment



# 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

**Individual**

**BELIEF**

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

How to apply these

Trust

Decisions (Emotional not rational)

**Group**

**CONSPIRACY STORIES**

CONFORMITY / OBEDIANCE

Virtual Communities  
Social Identity Theory  
Social Proof / Herding etc

AGENCY  
PATTERNICITY

Group Dynamics

Motives  
Roles  
Influence/Cascade

Becoming / Targeting

**Global**

**SOCIAL NETWORKS**

Constructing News System  
Financial Ecosystem of Media

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

**Psychology**

**Deception**

Persuasive Tech

10 PRINCIPLES OF SCAMS

**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  
PLANNED INTERVENTION

**Elegance**  
Optimising Deception Channels  
Process of Reflection to assess if we are doing up elegantly

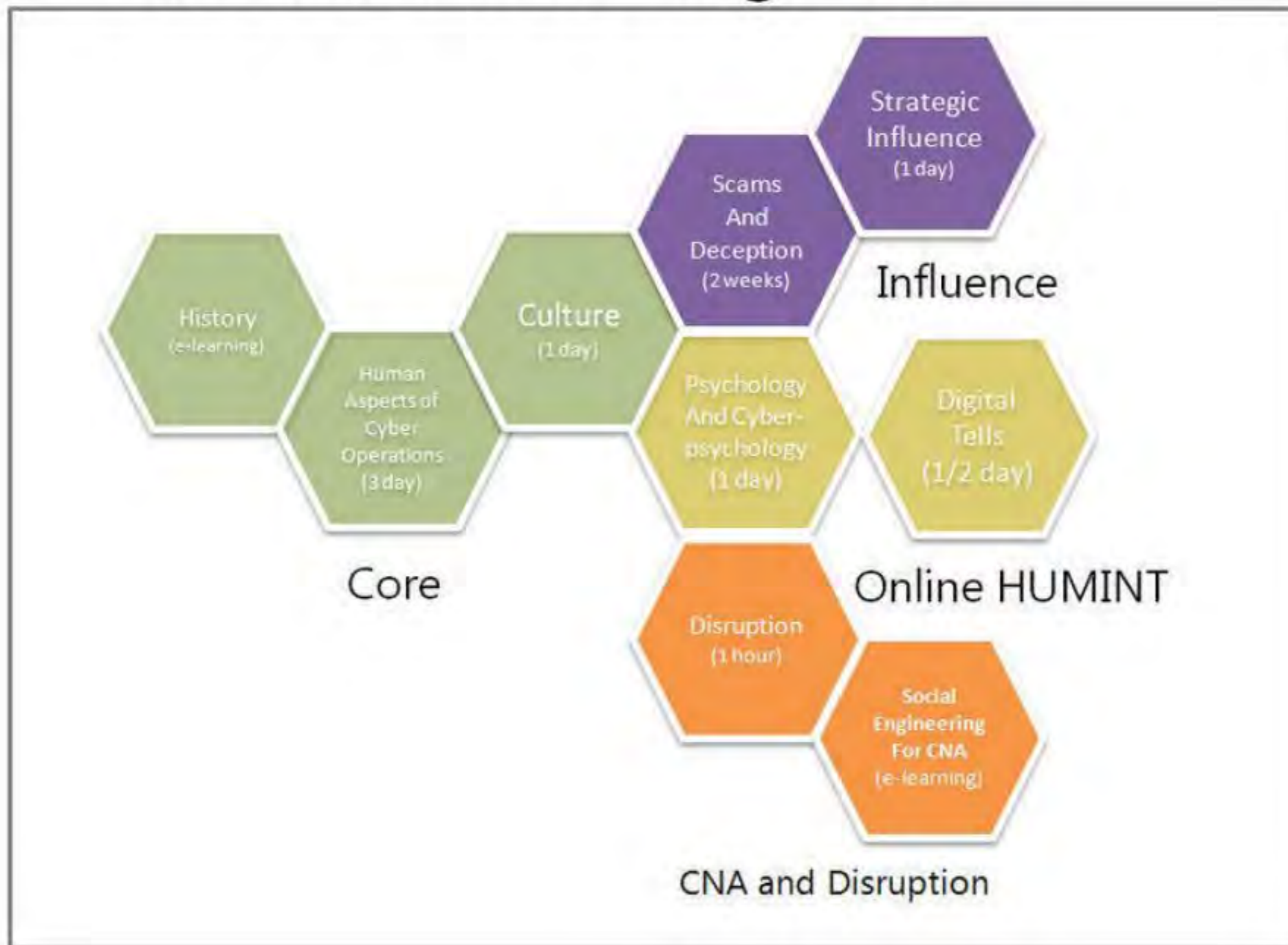
**Creativity**  
Constructing experience in mind of target which should be accepted so they don't realise it

**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

# Human Science Learning Path







# Magicians, the military and intelligence



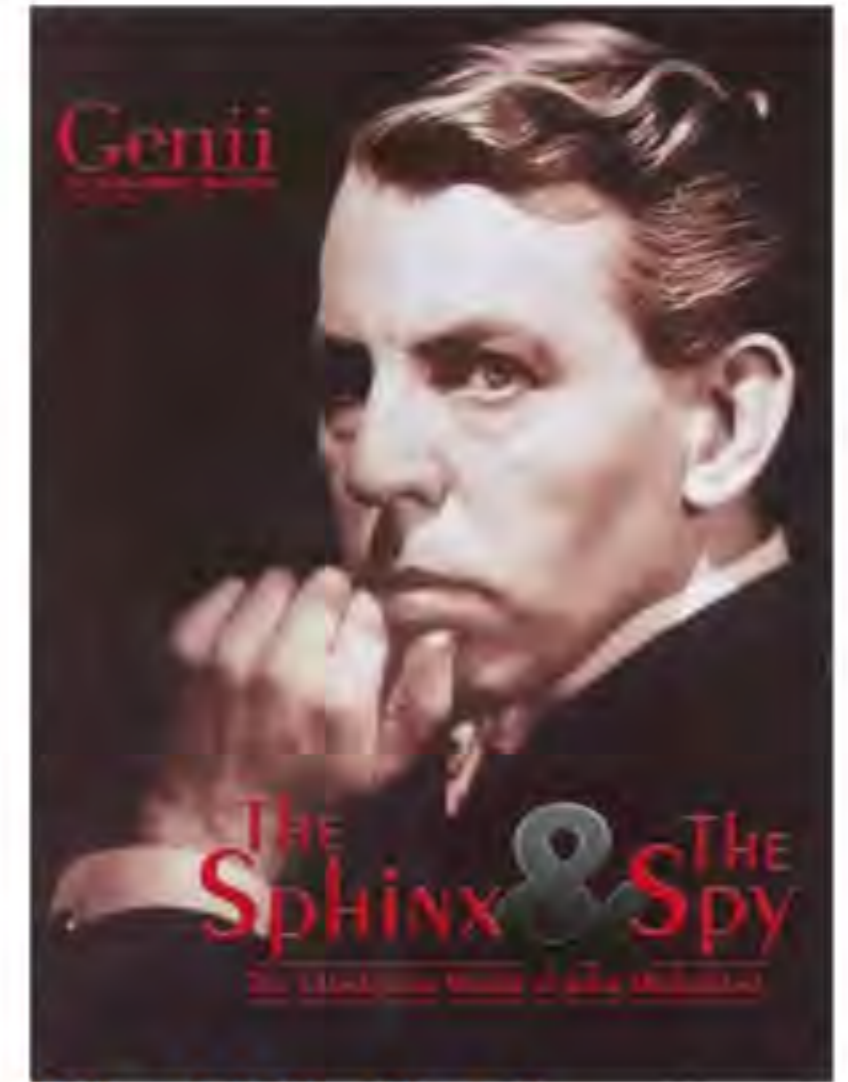
Jean Robert-Houdin

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



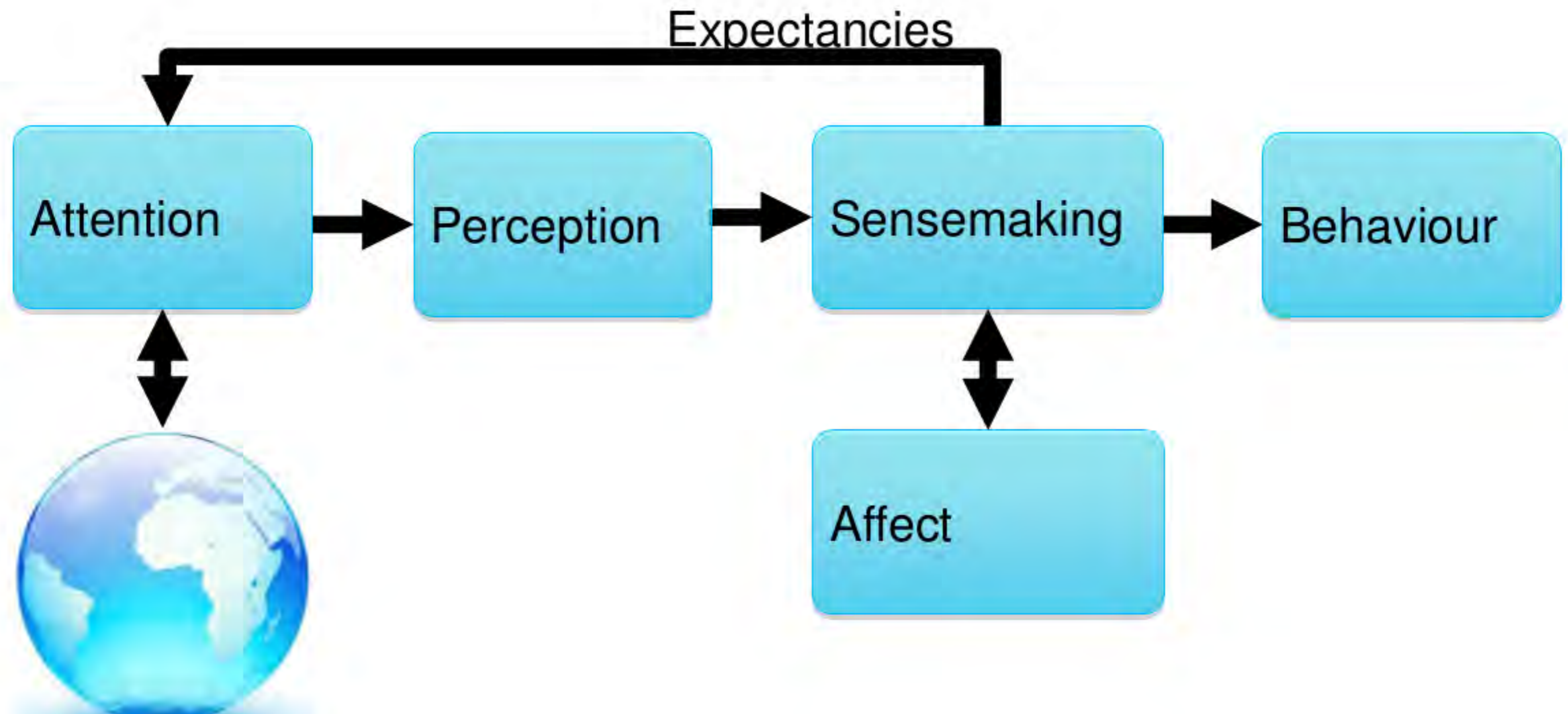
Inventing



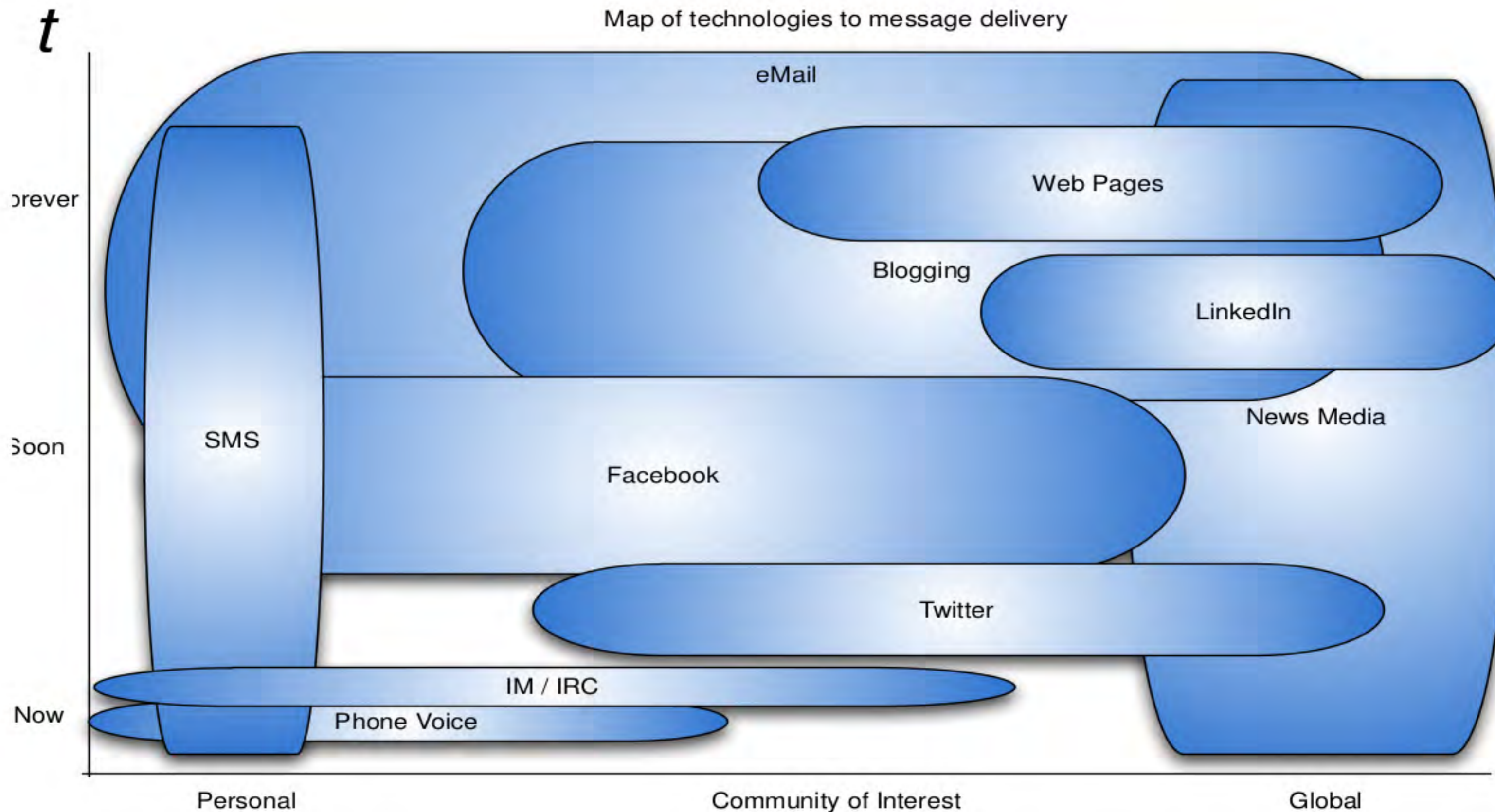
Decoying

# Simulation – Show the false

# The psychological building blocks of deception



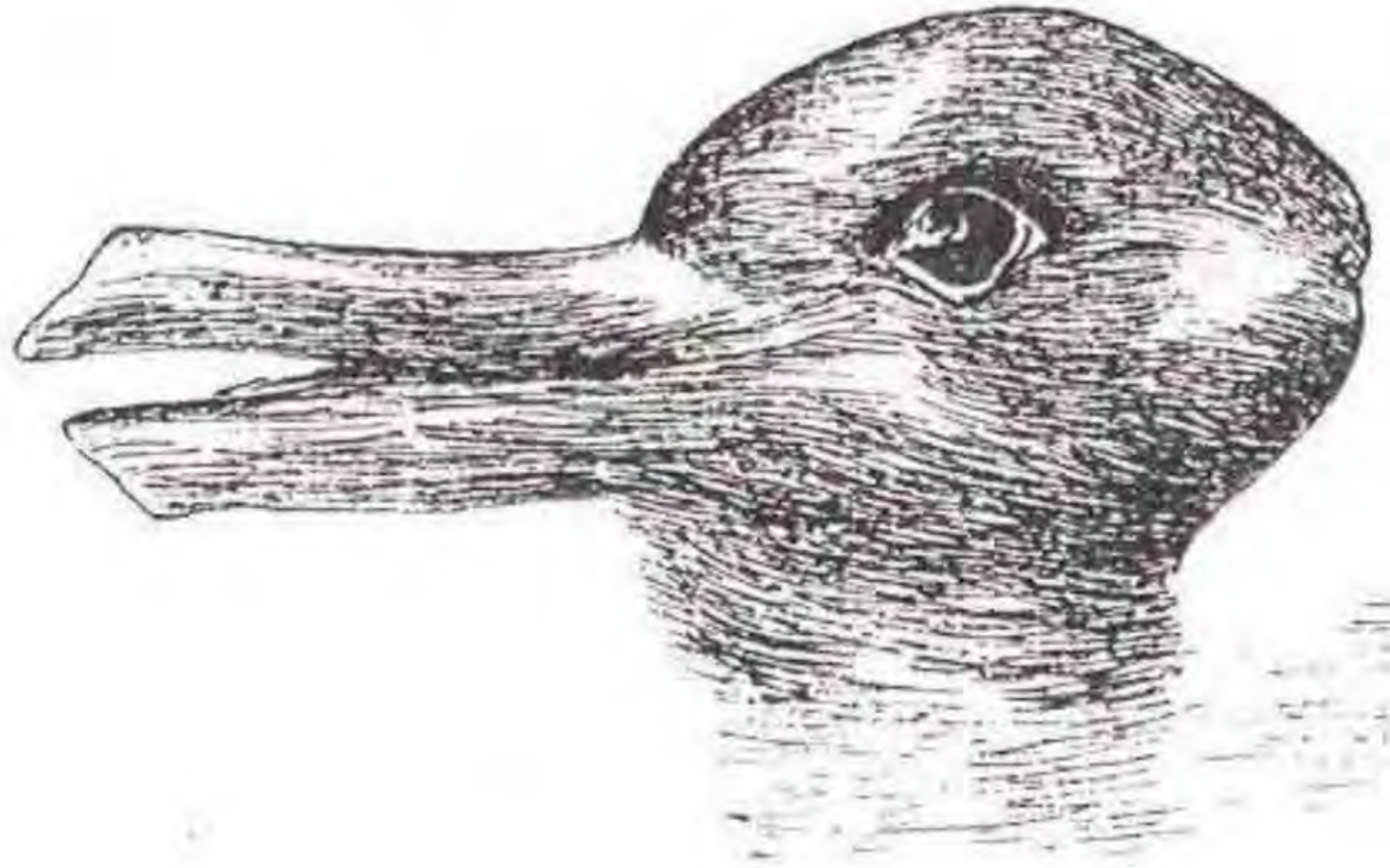
Map of technologies to message delivery



# Attention Management

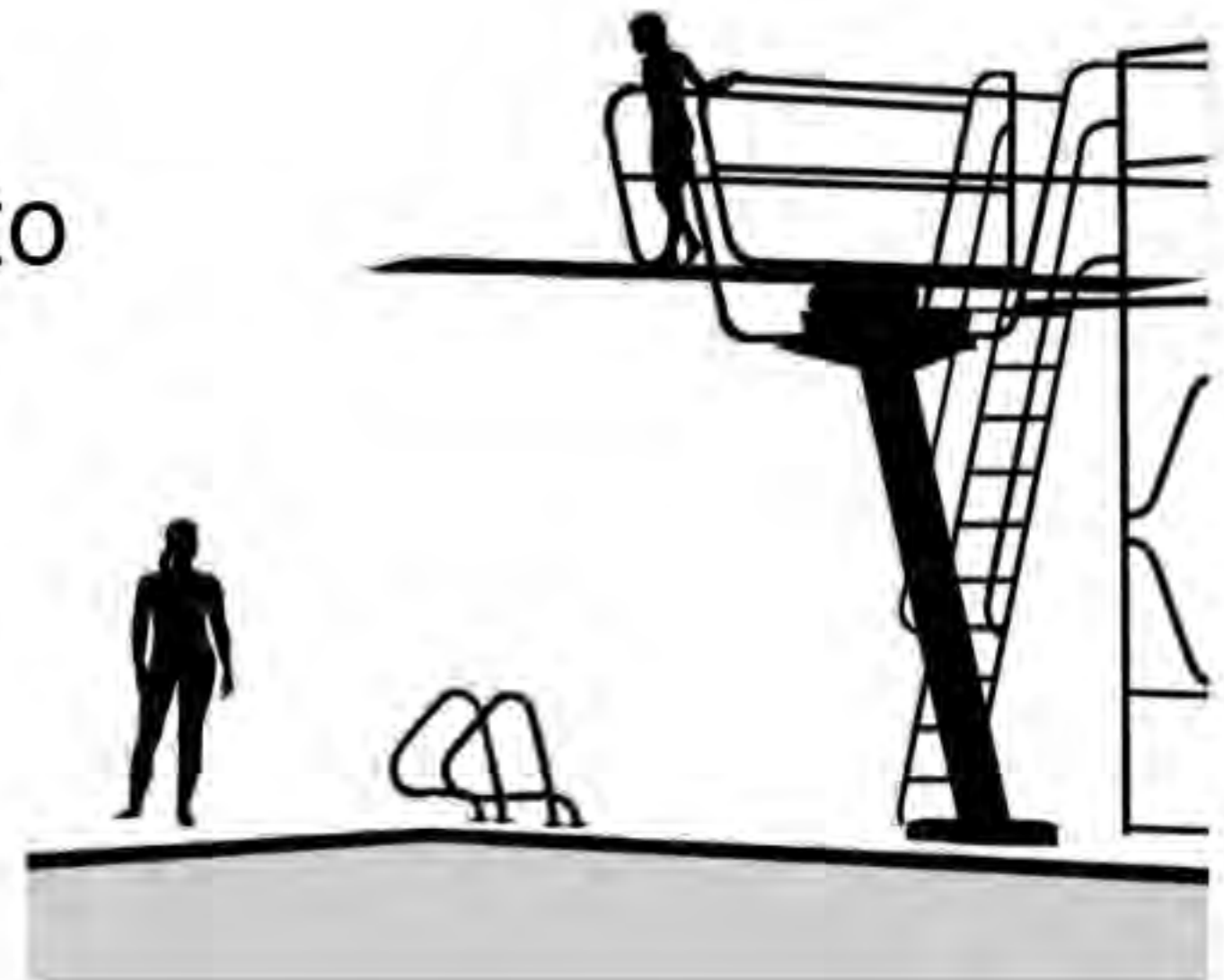






# Expectancies

- 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

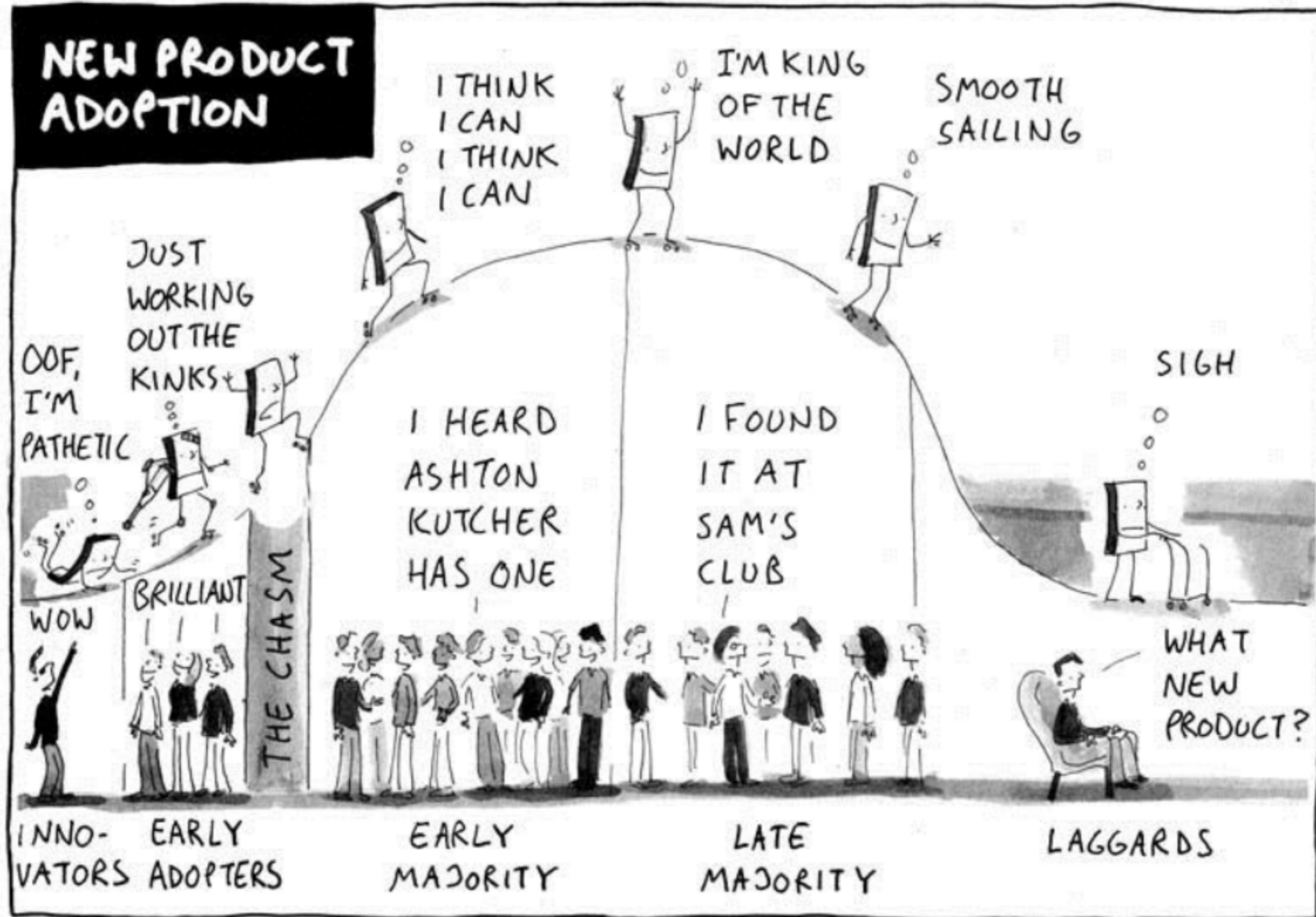
The **Flattery** Principle





# BRAND CAMP

by Tom Fishburne



© 2007 Thanks to G. Moore

SKYDECKCARTOONS.COM

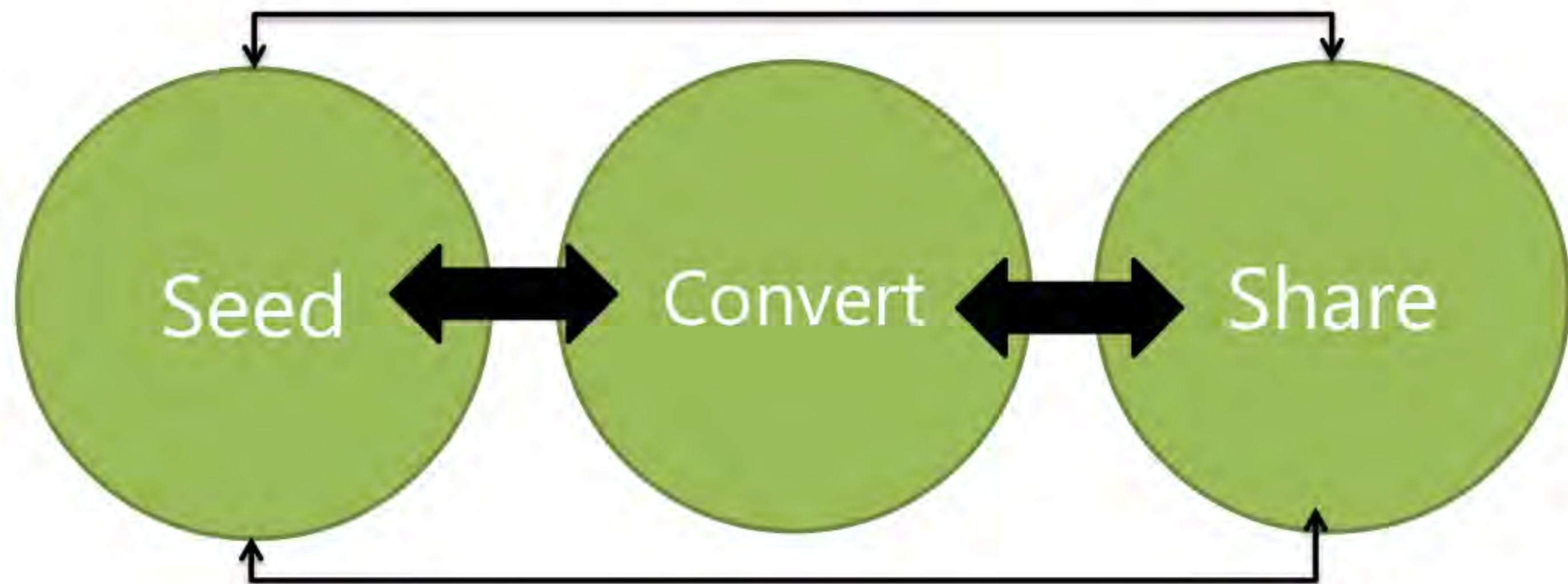


People make decisions as part of groups

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

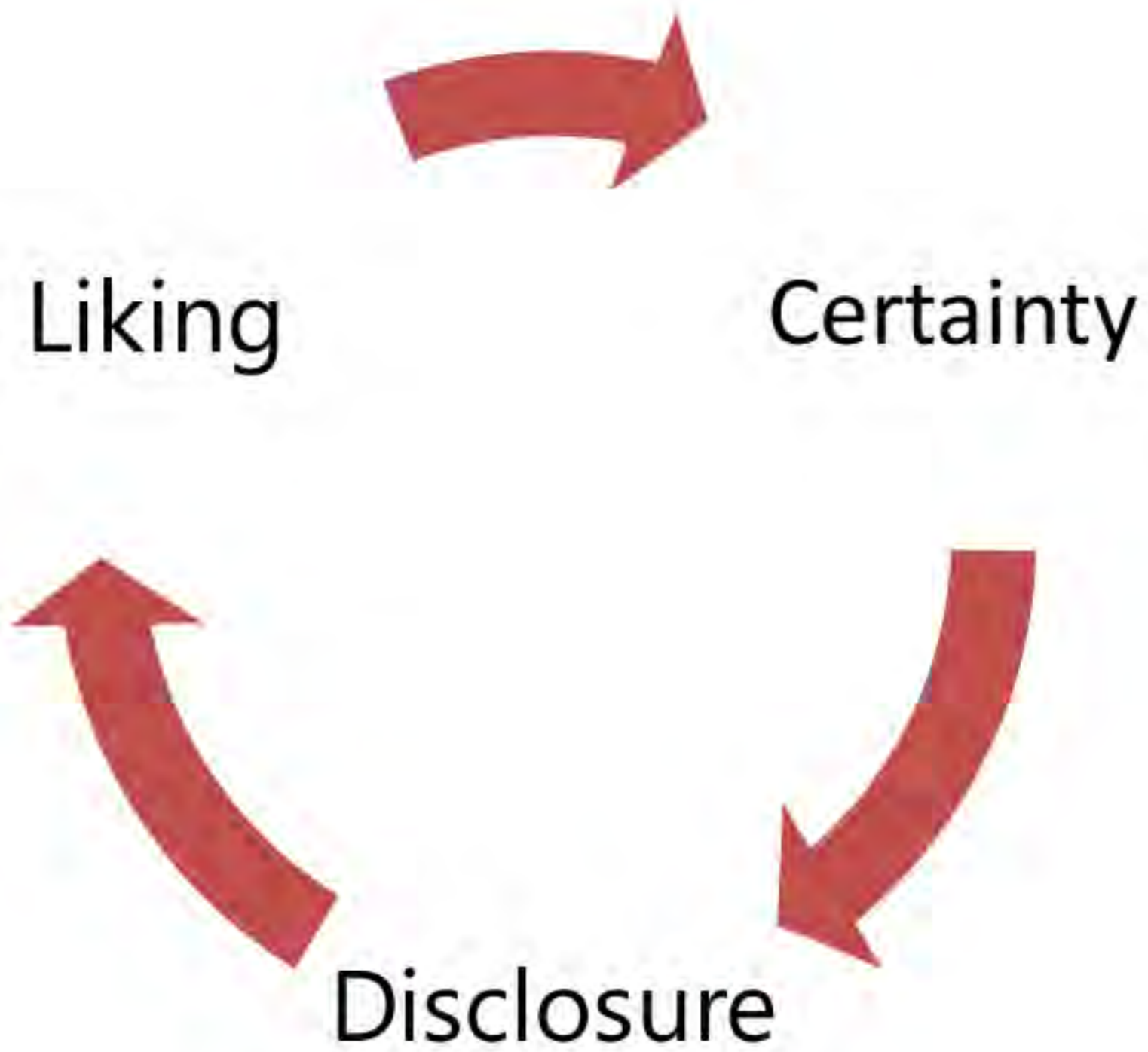
# STRAND 3 Online HUMINT

# 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

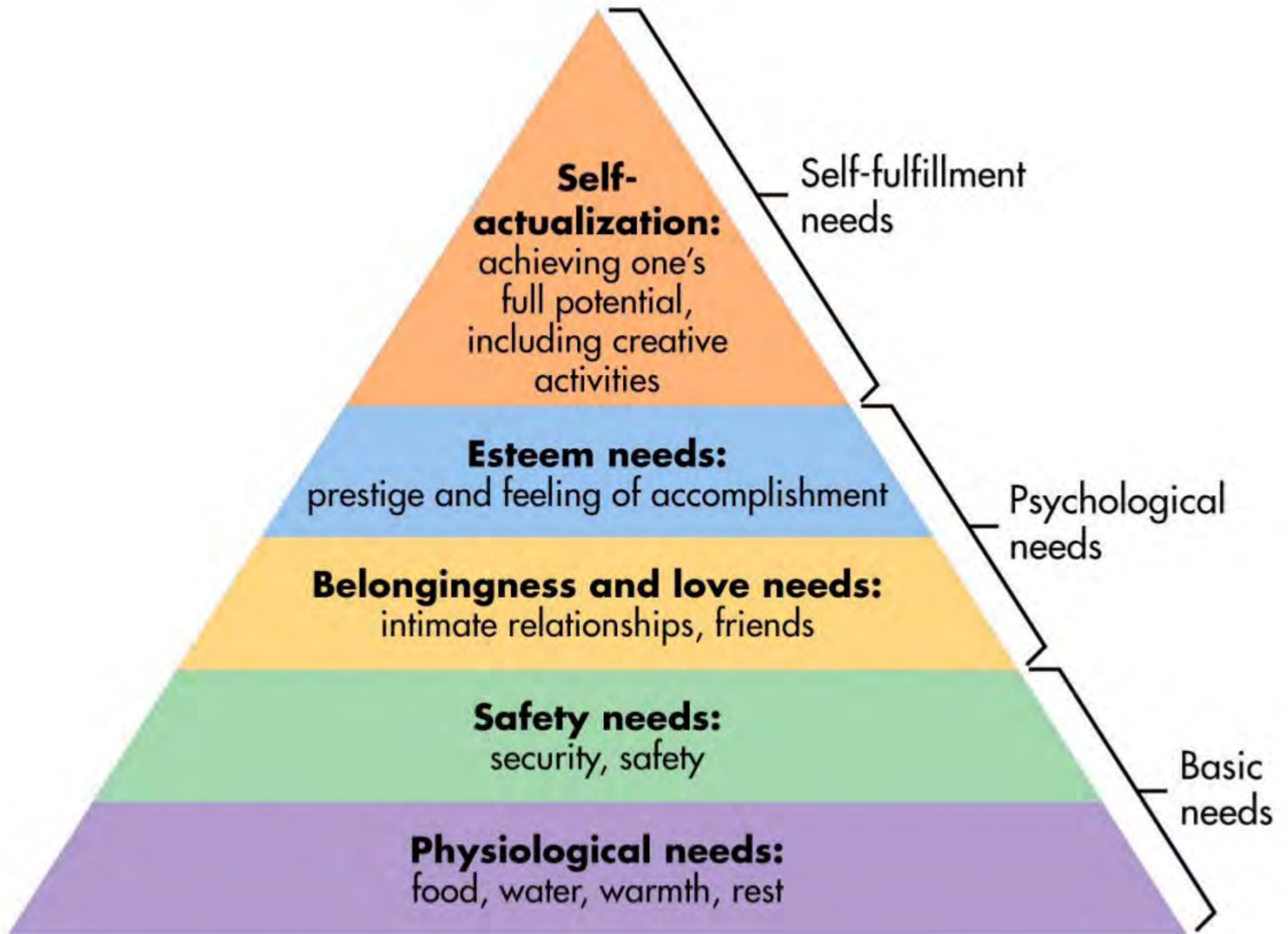
- People in conversation tend to converge
- Depends on empathy and other personality traits
- Possibility of over-accommodation and end up looking condescending

# 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

Block

Turn

Fix

Disrupt

Limit

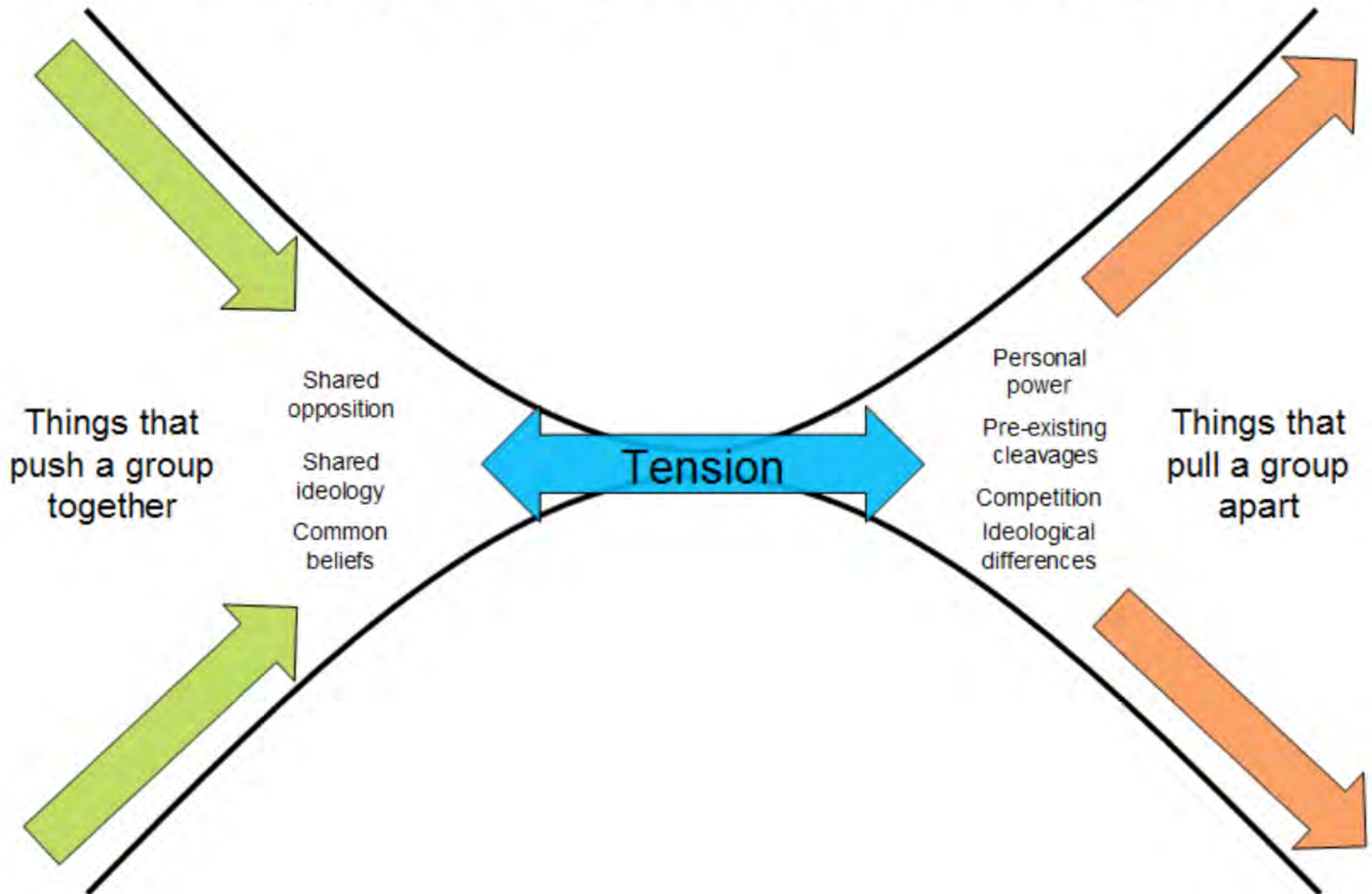
Delay

# DISRUPTION

## Operational Playbook

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

# Identifying & Exploiting fracture points



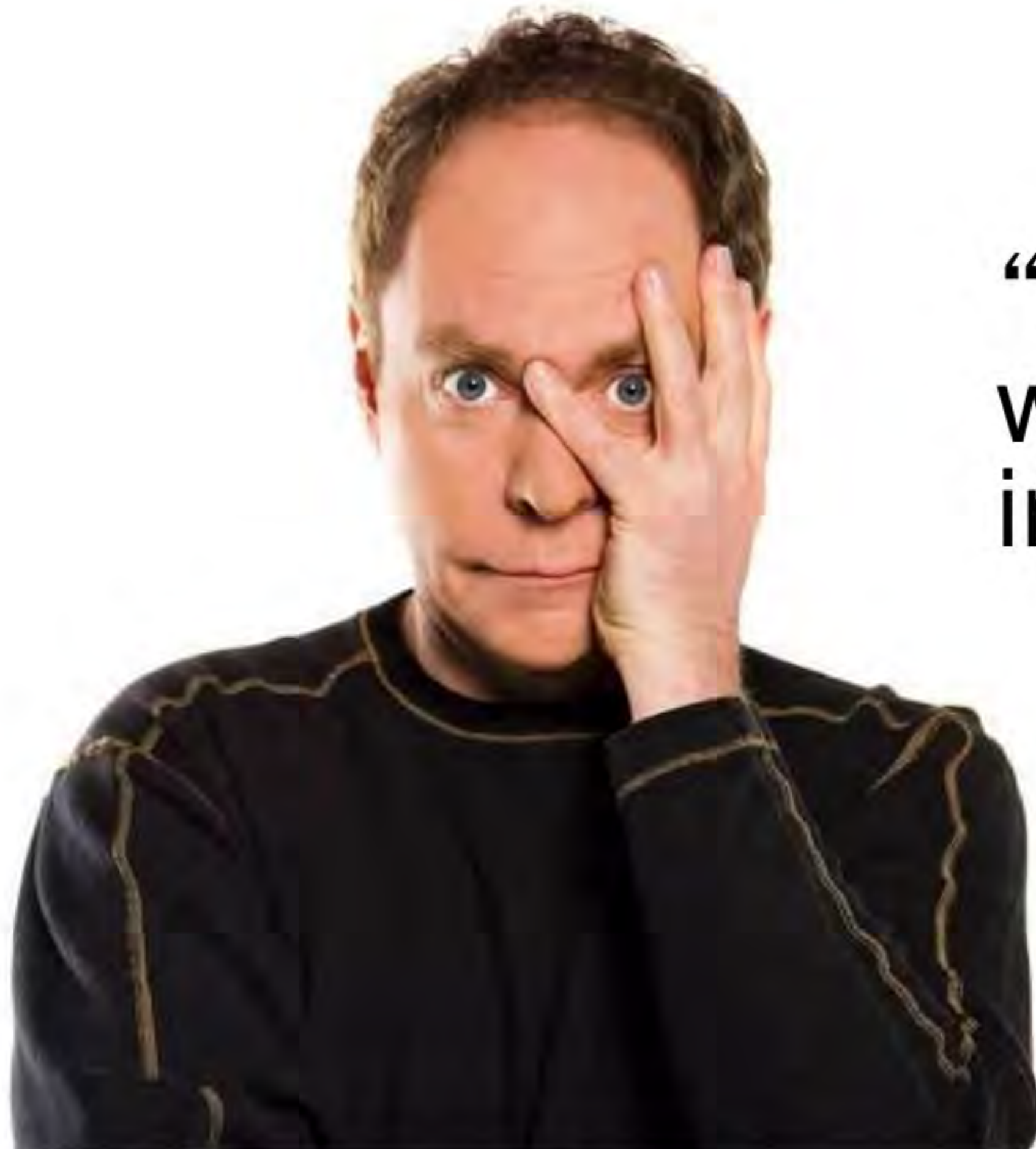




Full roll out complete by early 2013  
150+ JTRIG and Ops staff fully trained

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: 