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

The ART of DECEPTION
TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS
JTRIG

Online HUMINT

Strategic Influence

Disruption and CNA
We want to build Cyber Magicians.
Human Science Learning Path

Core
- History (e-learning)
- Human Aspects of Cyber Operations (3 days)
- Culture (1 day)

Influence
- Scams and Deception (2 weeks)
- Psychology and Cyber-psychology (1 day)
- Strategic Influence (1 day)
- Digital Tails (1/2 day)

Online HUMINT
- Disruption (1 hour)
- Social Engineering for CNA (e-learning)

CNA and Disruption

[Logos and branding]
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:

- eMail
- Web Pages
- Blogging
- LinkedIn
- News Media
- Facebook
- Twitter
- IM / IRC
- Phone Voice

Dimensions:
- Personal
- Community of Interest
- Global
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 Deception Principle
The Dishonesty Principle
The Herd Principle
The Consistency Principle
The Reciprocity Principle
The Need and Greed Principle
The Social Compliance/AУthority Principle
The Distraction Principle
The Flattery Principle
BRAND CAMP

NEW PRODUCT ADOPTION

I THINK I CAN
I THINK I CAN
I'M KING OF THE WORLD
SMOOTH SAILING

JUST WORKING OUT THE KINKS
OOF, I'M PATHETIC
WOW
BRILLIANT

I HEARD ASHTON KUTCHER HAS ONE
I FOUND IT AT SAM'S CLUB

THE CHASM

INNOVATORS
EARLY ADOPTERS
EARLY MAJORITY
LATE MAJORITY

LAGGARDS

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SIGH
WHAT NEW PRODUCT?
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?
Whole Foods Market

Fresh Ground Buffalo

$4.99/lb

Reg. $5.99
STRAND 3
Online HUMINT
OCEAN

Openness   Contentiousness   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?
Physiological needs:
food, water, warmth, rest

Safety needs:
security, safety

Belongingness and love needs:
intimate relationships, friends

Esteem needs:
prestige and feeling of accomplishment

Self-actualization:
achieving one’s full potential, including creative activities

Self-fulfillment needs

Basic needs

Psychological needs
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

Things that push a group together:
- Shared opposition
- Shared ideology
- Common beliefs

Tension

Things that pull a group apart:
- Personal power
- Pre-existing cleavages
- Competition
- Ideological differences
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: [Redacted]