

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

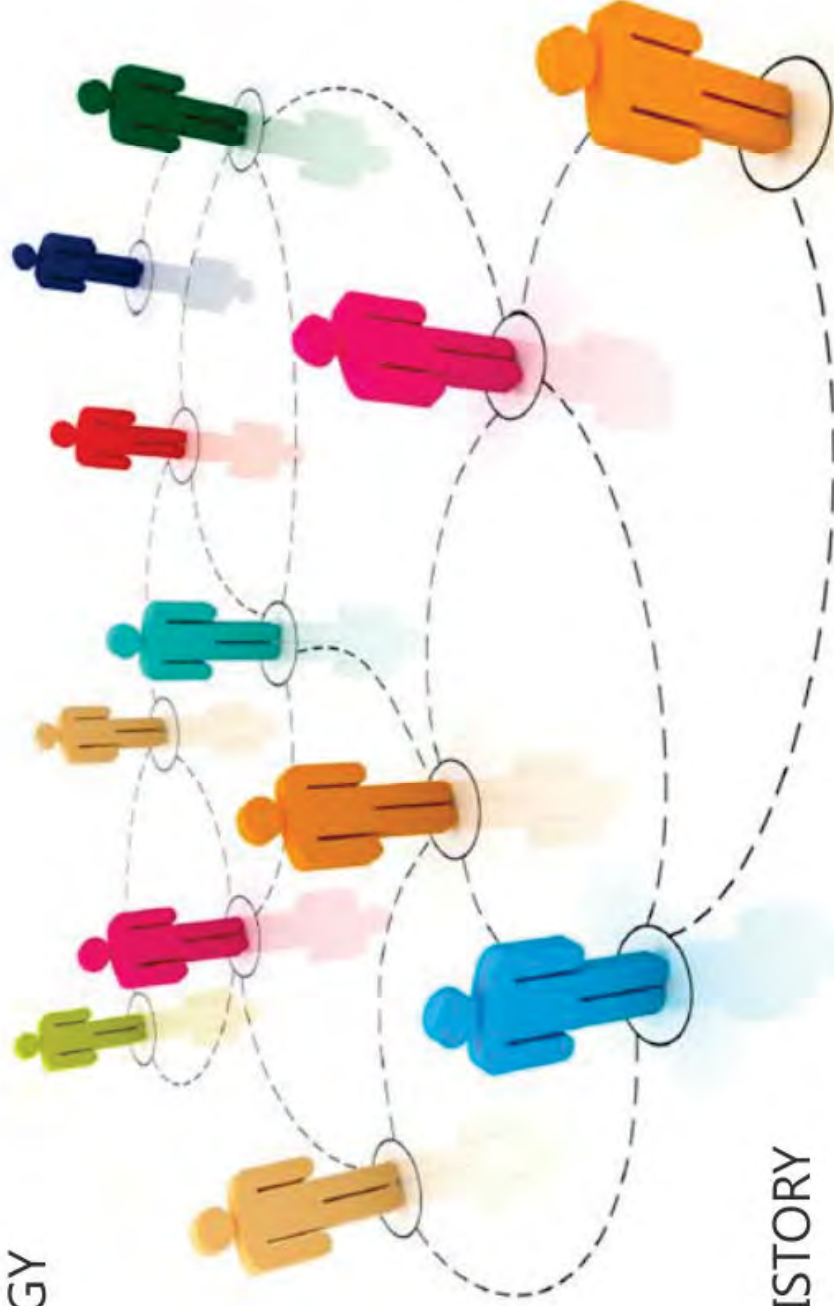
Strategic  
Influence

Disruption  
and CNA

ANTHROPOLOGY

PSYCHOLOGY

SOCIOLOGY



ECONOMICS

HISTORY

BIOLOGY

POLITICAL SCIENCE



Ethnography  
Culture  
Deception  
Influence

### ANTHROPOLOGY

Ethnography  
Magic

### PSYCHOLOGY



### SOCIOLOGY

Compliance  
Obedience  
Social Networks

Personality  
Trust  
Elicitation

### ECONOMICS

Belief  
Religion

### HISTORY

### POLITICAL SCIENCE

Key Leader Engagement

### BIOLOGY

Neuroscience  
Evolutionary Biology

Global Trends

# S4





**JTRIG**

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

Elegance

Group

Performance

Creativity

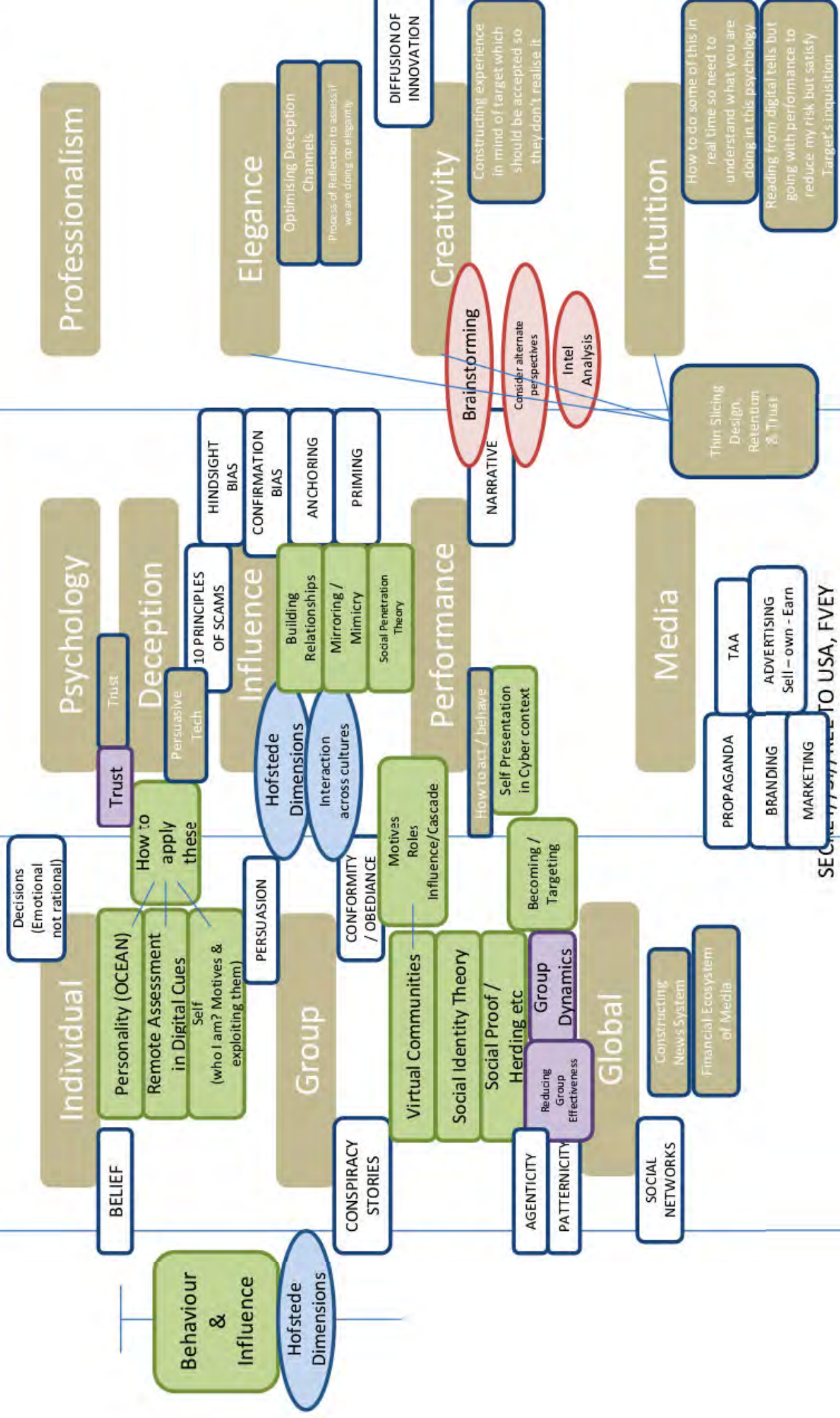
Global

Media

Intuition



# Magic Techniques & Experiment



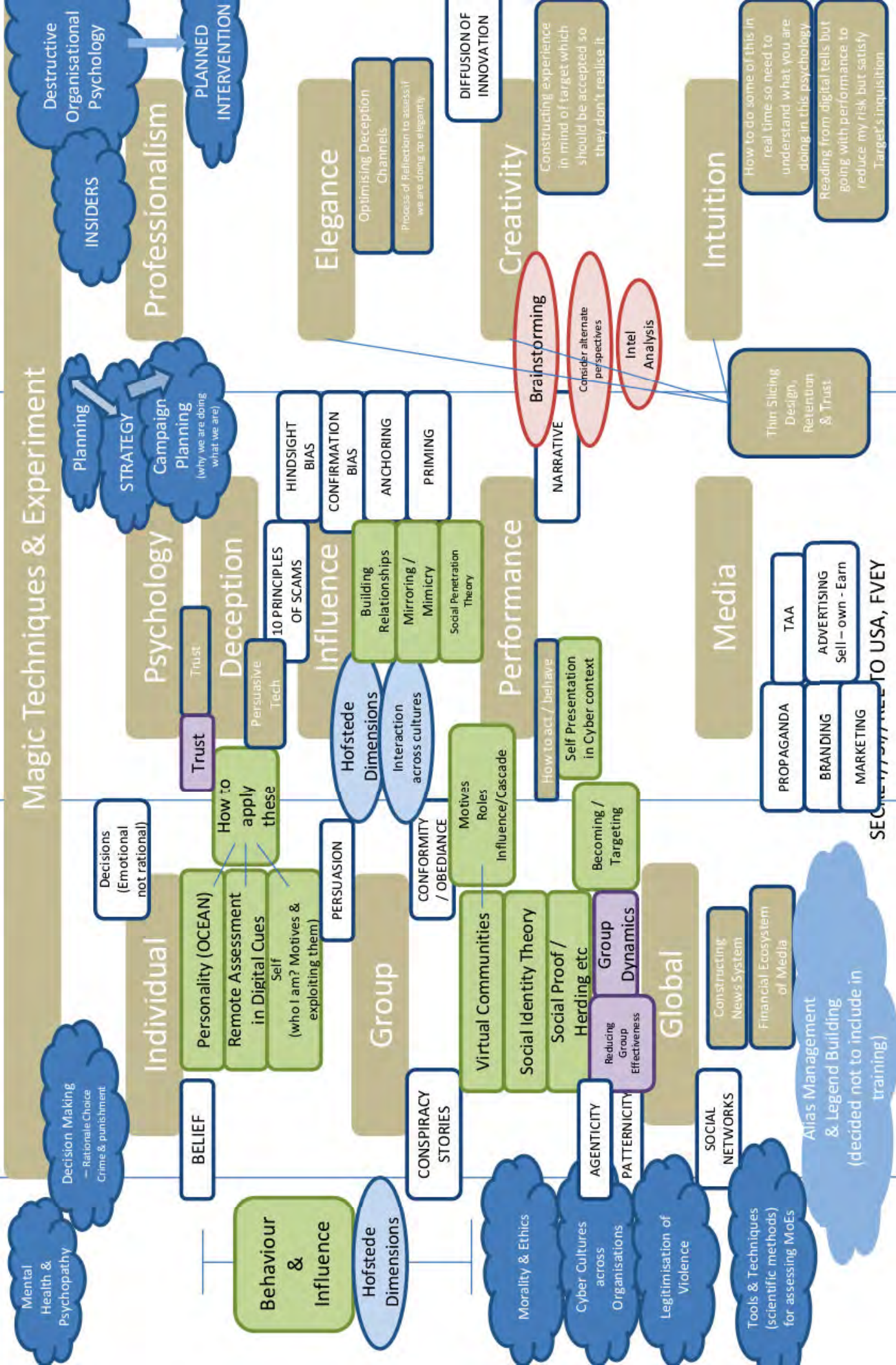


# ACNO Key Skill Strands

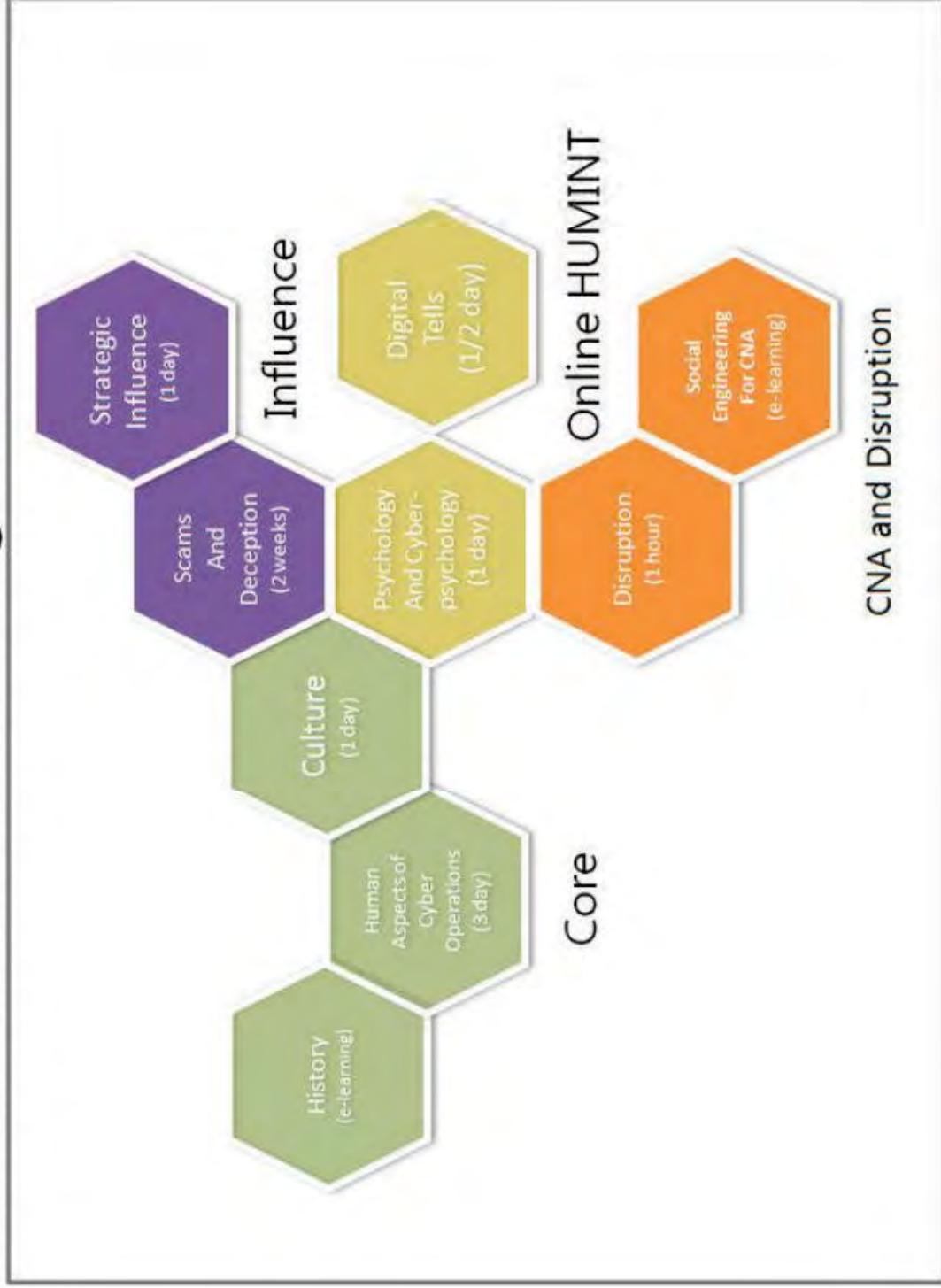
Online HUMINT

Influence & Info Ops

Disruption & Comp Net Attack



# Human Science Learning Path





SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

# 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

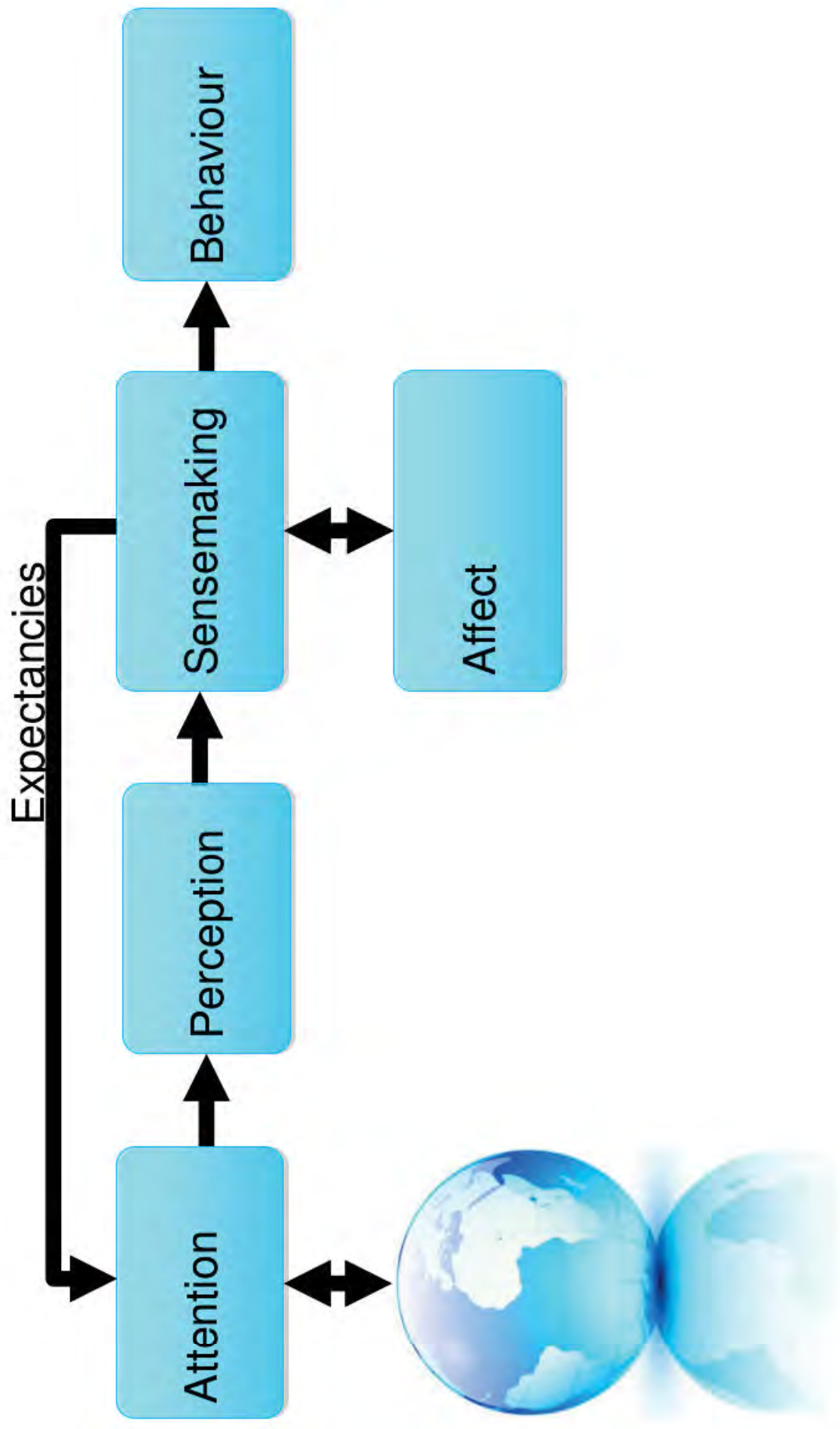


Decoying

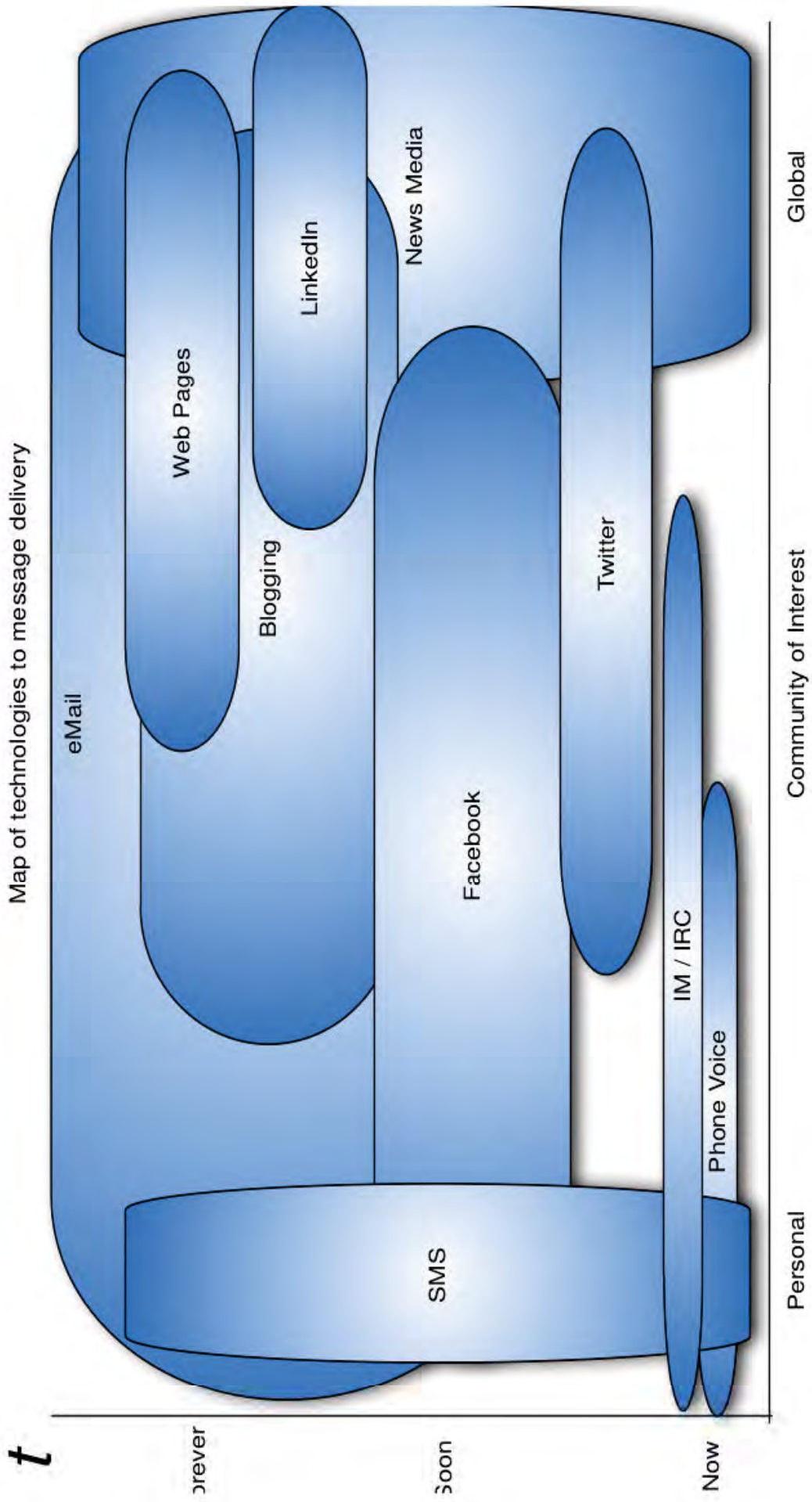


# Simulation - Show the false

# The psychological building blocks of deception







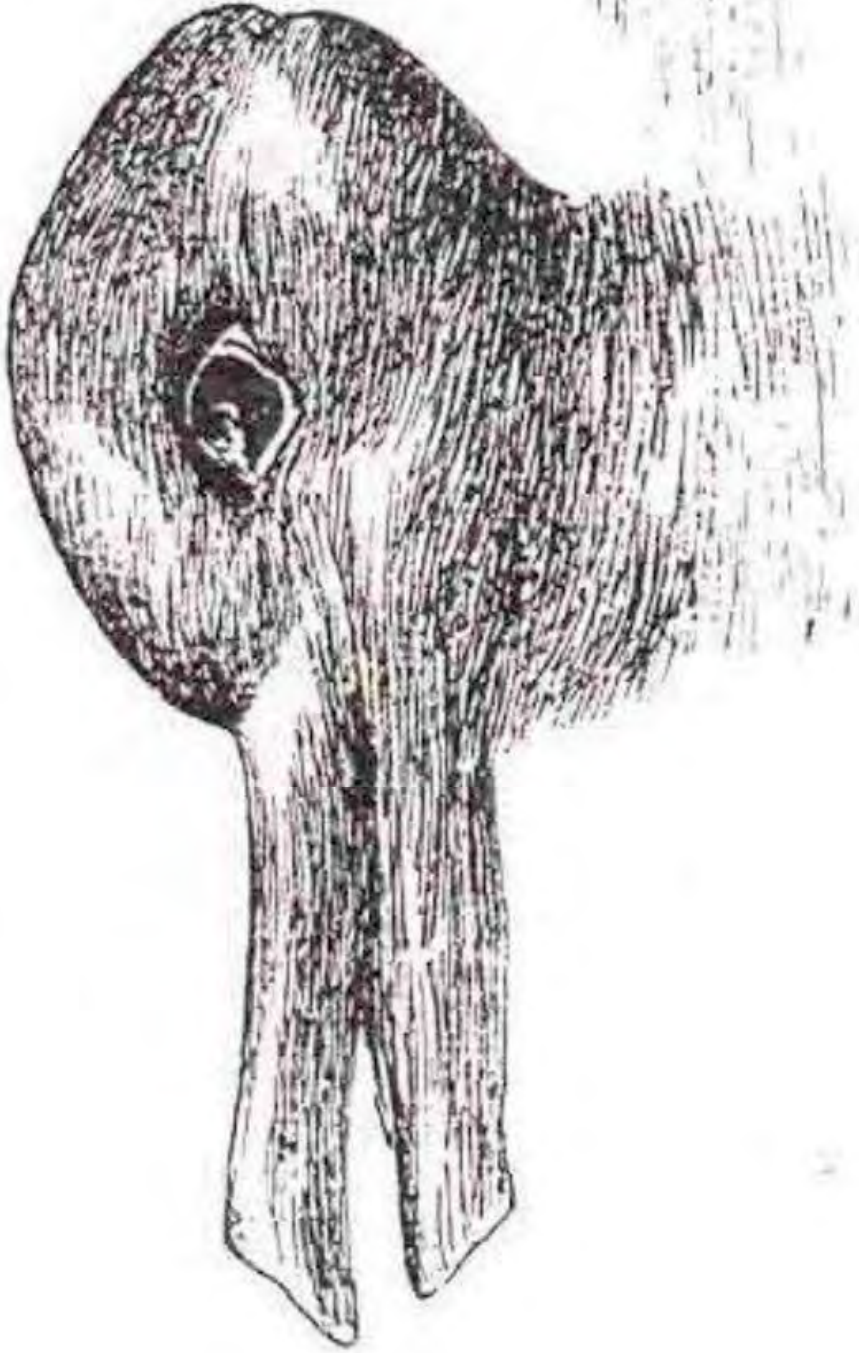
# Attention Management







SECRET//SI//REL TO USA, FVEY

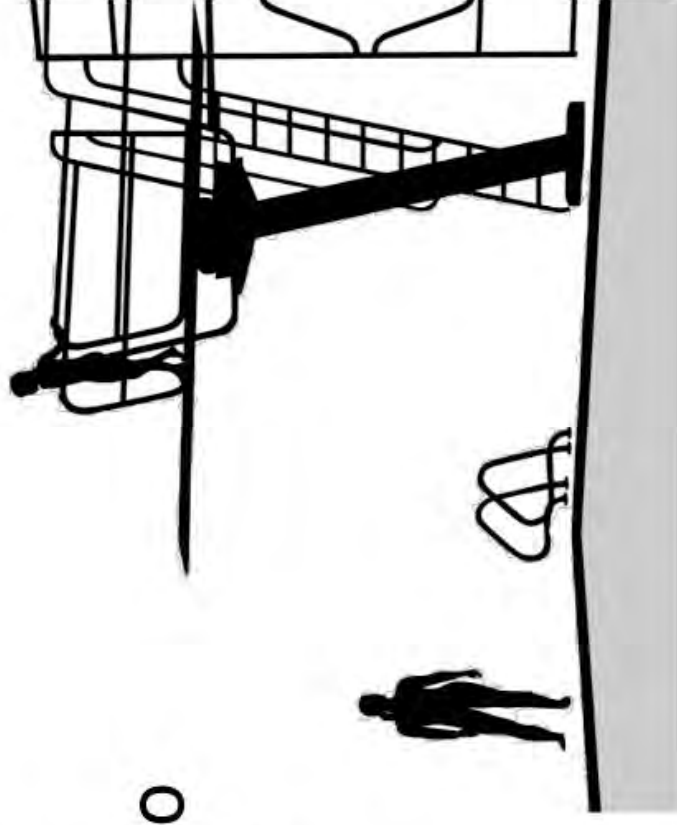


SECRET//SI//REL TO USA, FVEY



## 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

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
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
Exploit prior beliefs	Present story fragments	Repetition creates expectancies	Haversack Ruse (The Piece of Bad Luck)	Swap the real for the false, & vice versa
Create Cognitive Stress	Create Physiological Stress	Create Affective Stress (+/-)	Cialdini+2	Exploit shared affect
Simulate the action	Simulate the outcome	Time-shift perceived behaviour	Divorce behaviour from outcome	Channel behaviour
Attention	Perception	Sensemaking	Affect	Behaviour



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



**ocada**

Online Covert Action

Accreditation

## STRAND 2: Influence and Information Operations

# 10 Principles for Influence

The **Need and Greed** Principle

The **Time** 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

SECRET//SI//REL TO USA, FVEY



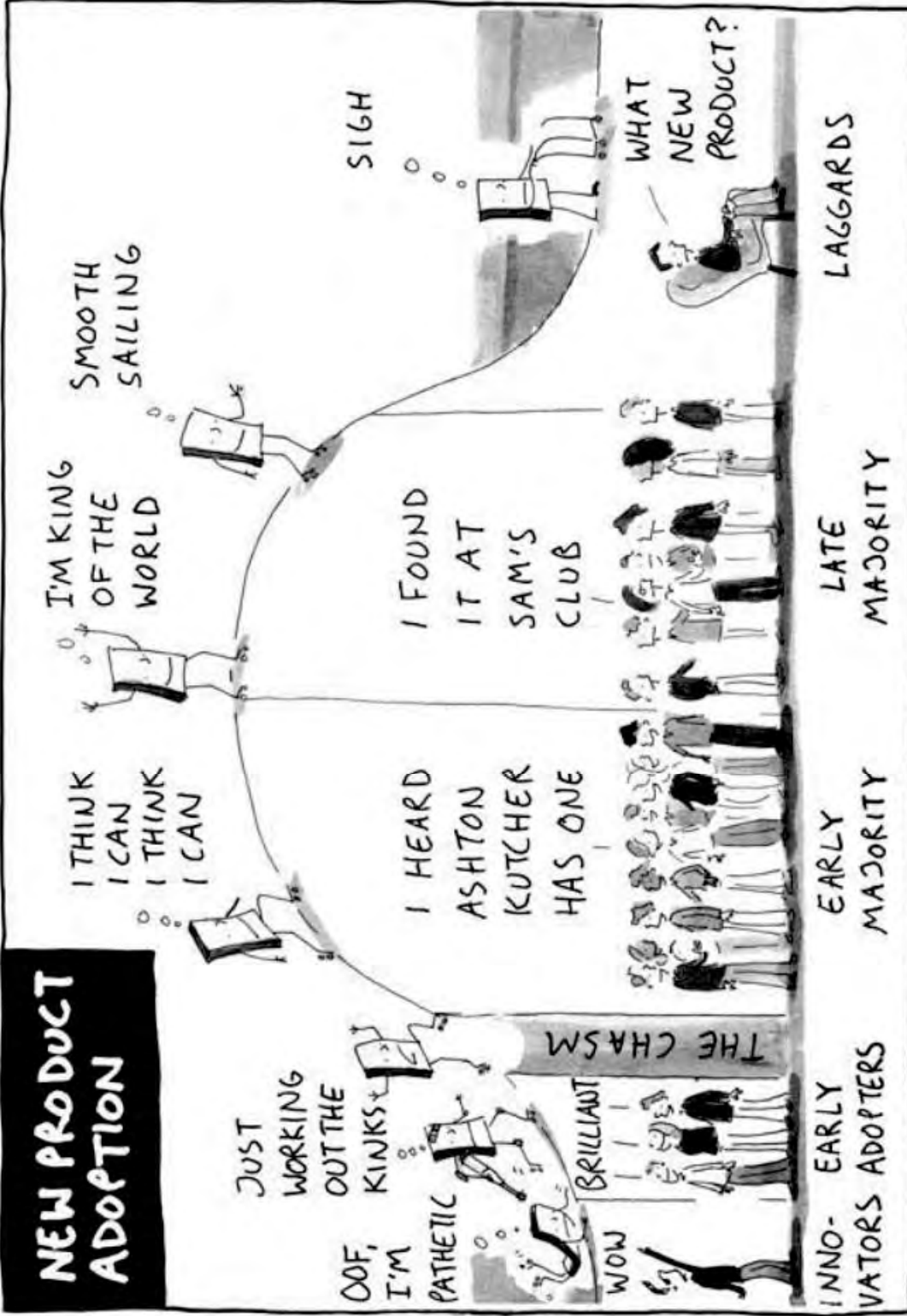
SECRET//SI//REL TO USA, FVEY





BRAND CAMP

by Tom Fishburne



© 2007

Thanks to G. Moore

SKYDECKCARTOONS.COM



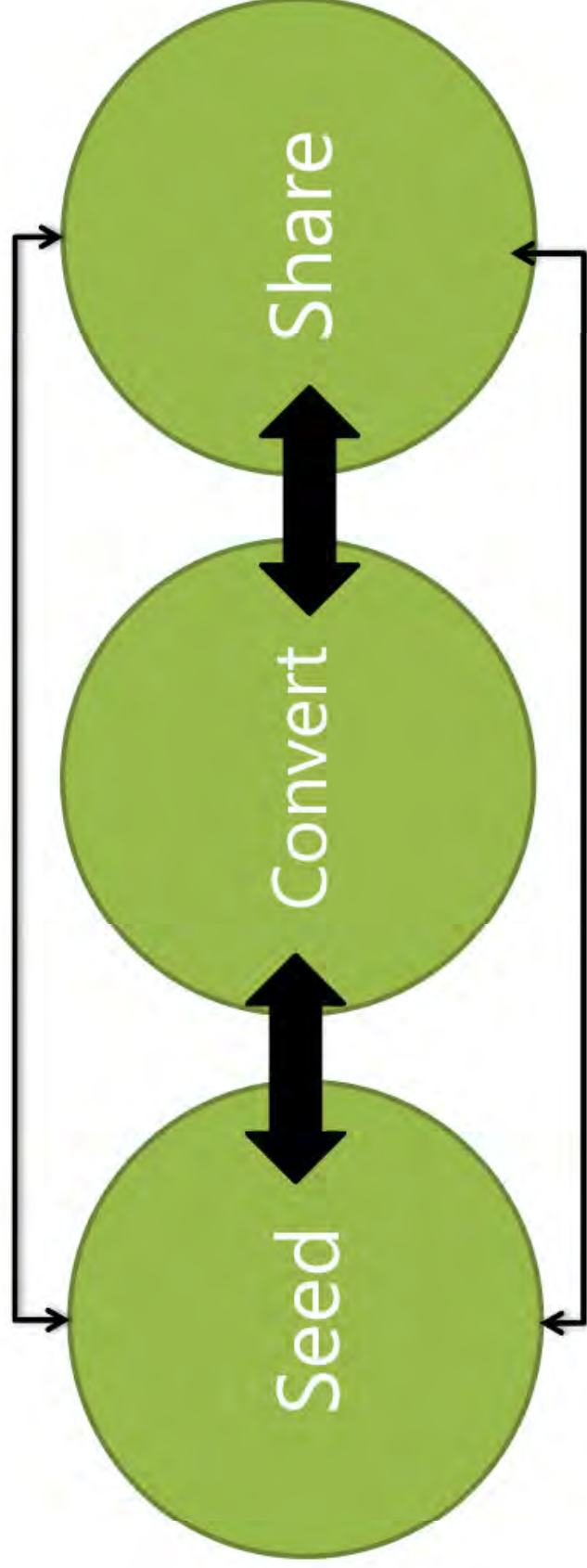
People make decisions as part of groups

People make decisions for emotional reasons not rational ones.





# Social Creativity



“Passion, Density and Empowerment”



Do you  your brand?







SECRET//SI//REL TO USA, FVEY

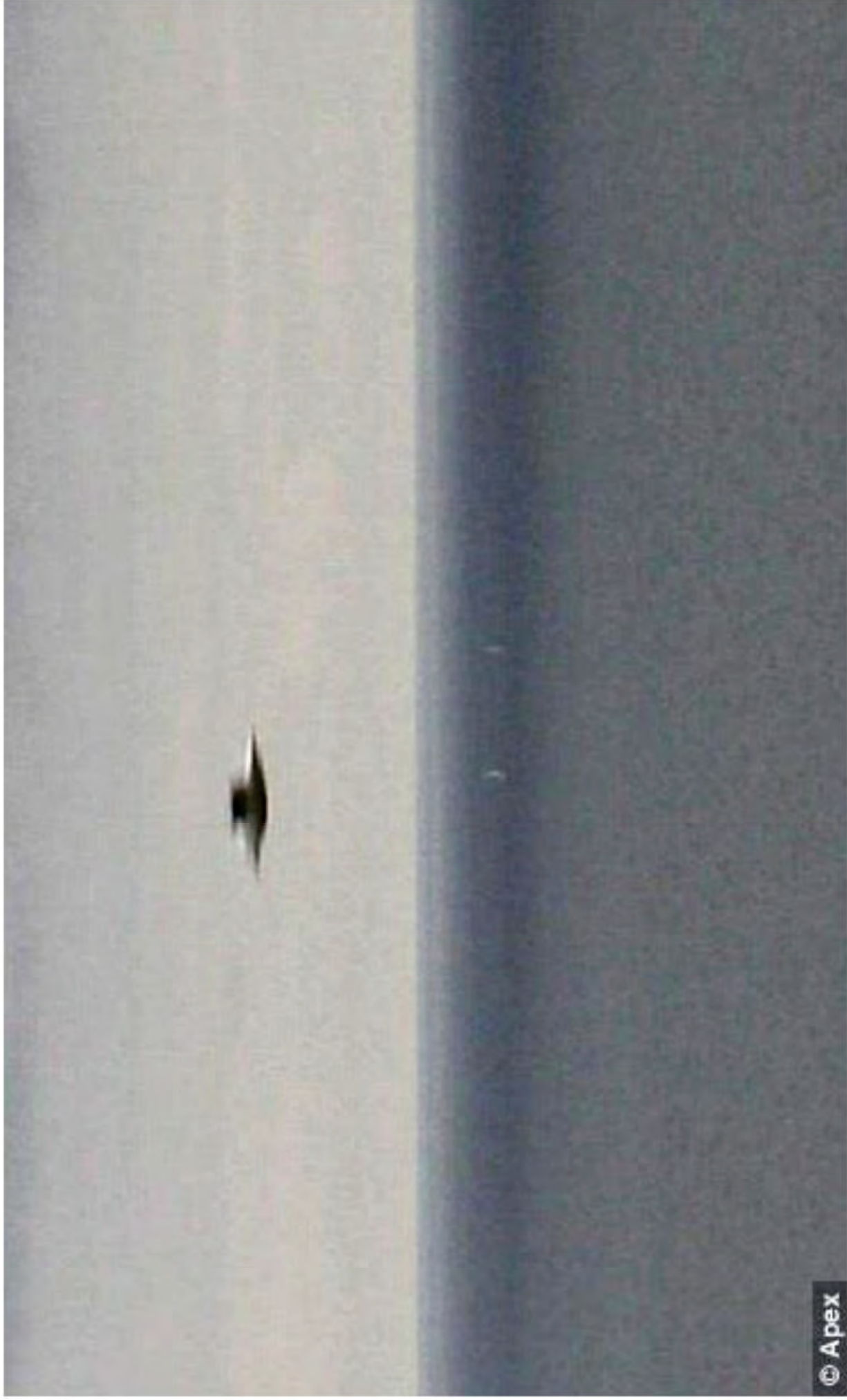


Redbud, Illinois, April 23, 1950

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



**ocada**

Online Covert Action

Accreditation

# STRAND 3 Online HUMINT

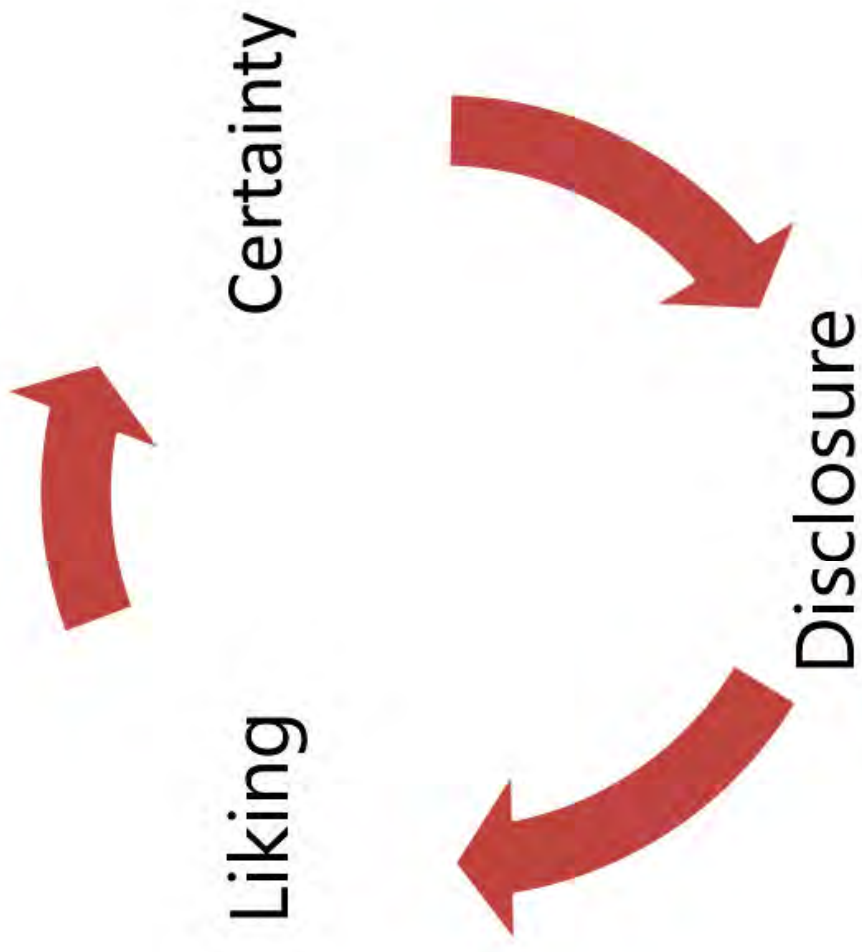


# OCEAN

Openness    Conscientiousness    Extroversion

Agreeableness    Neuroticism



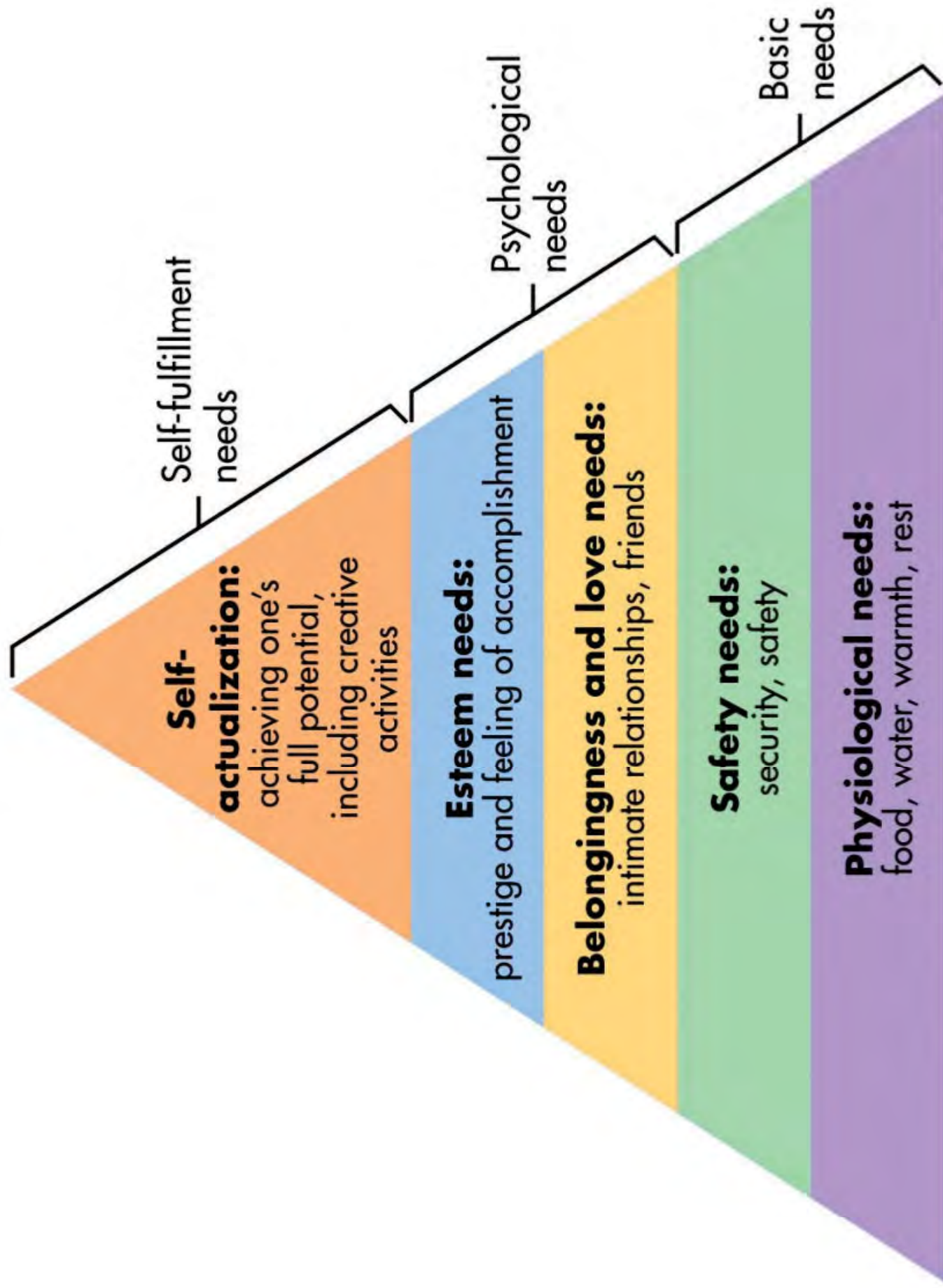


- Mirroring** People copy each other while in social interaction with them.
- body language
  - language cues
  - expressions
  - eye movements
  - emotions

- 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

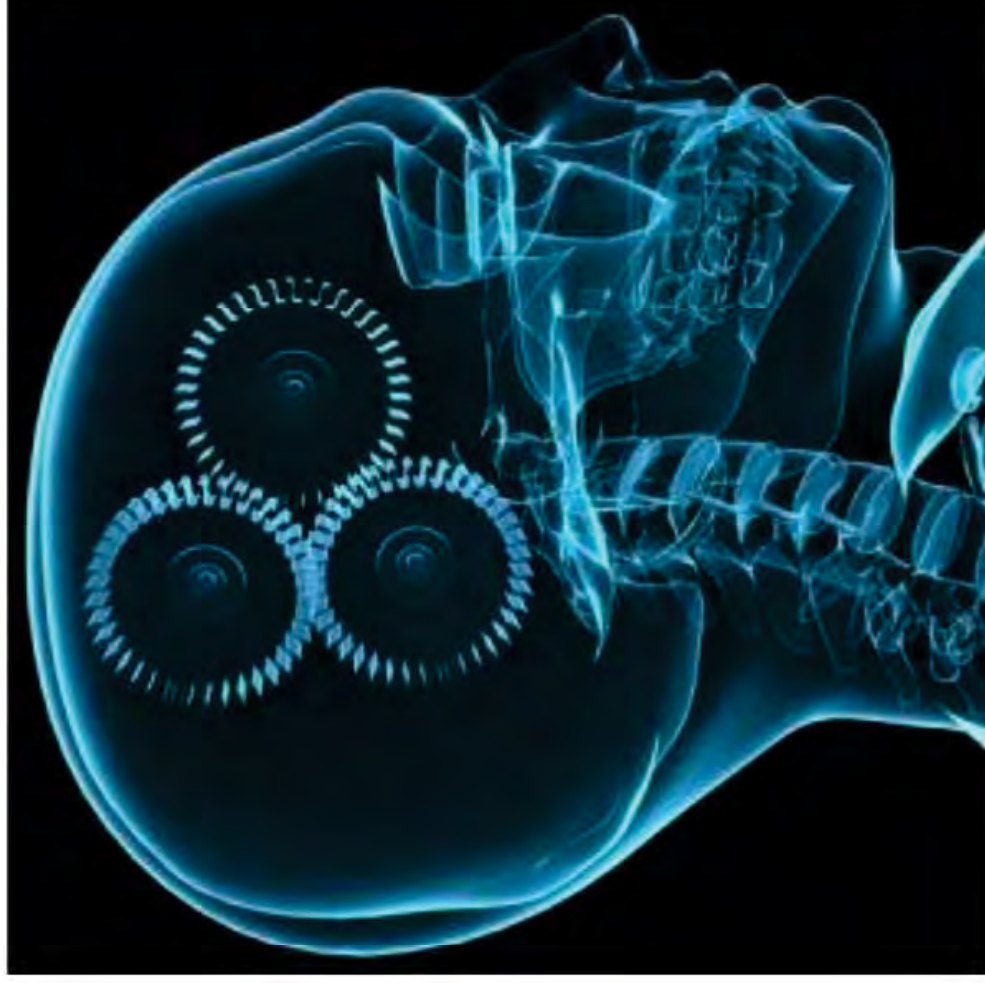
- Mimicry** adoption of specific social traits by the communicator from the other participant







Who  
are  
you?





**ocad**

Online Covert Action

Accreditation

# STRAND 4

## Disruption and Computer Network Attack



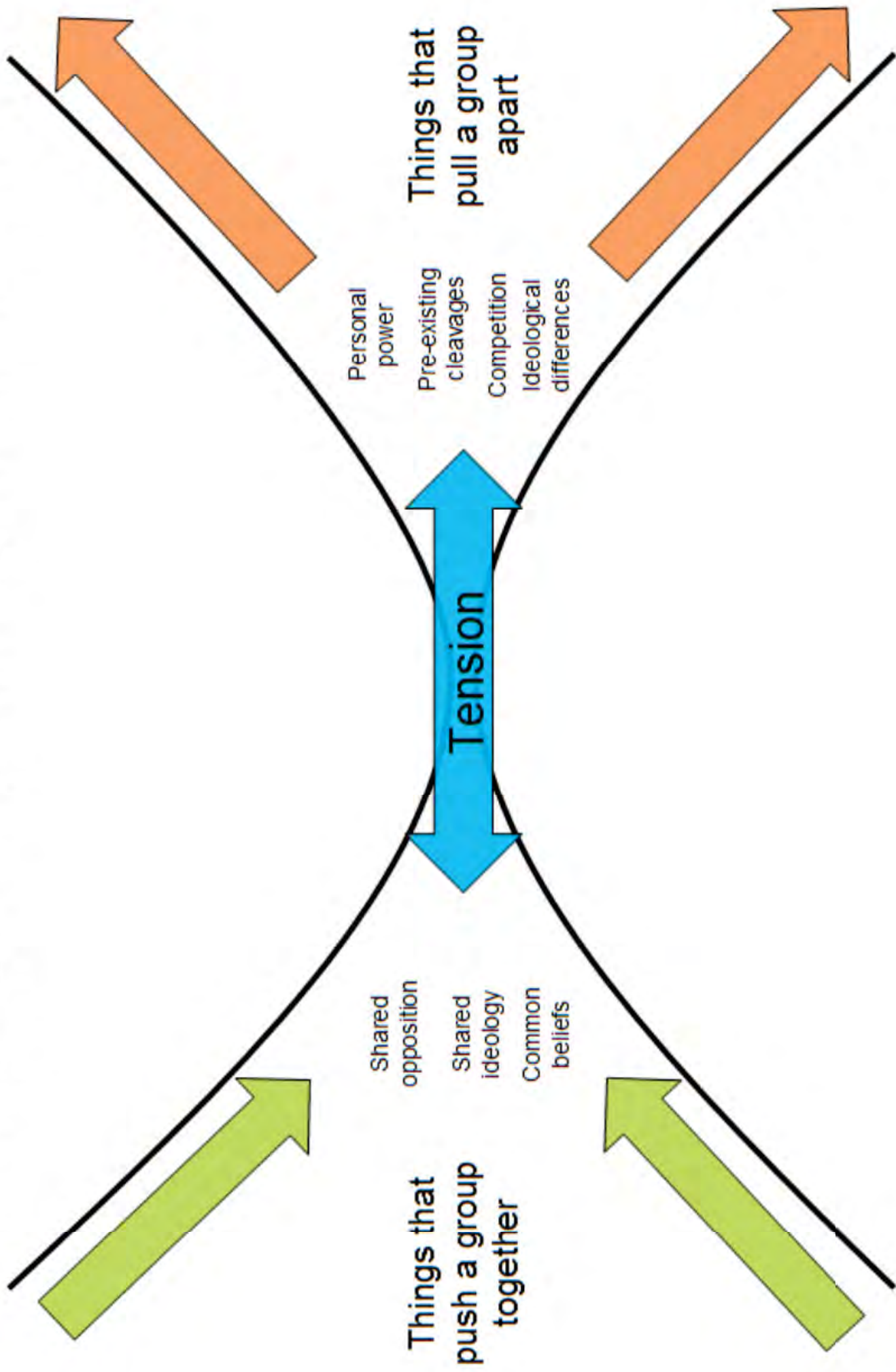


# DISRUPTION

## Operational Playbook

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

# Identifying & Exploiting fracture points





**ocqa**

Online Covert Action

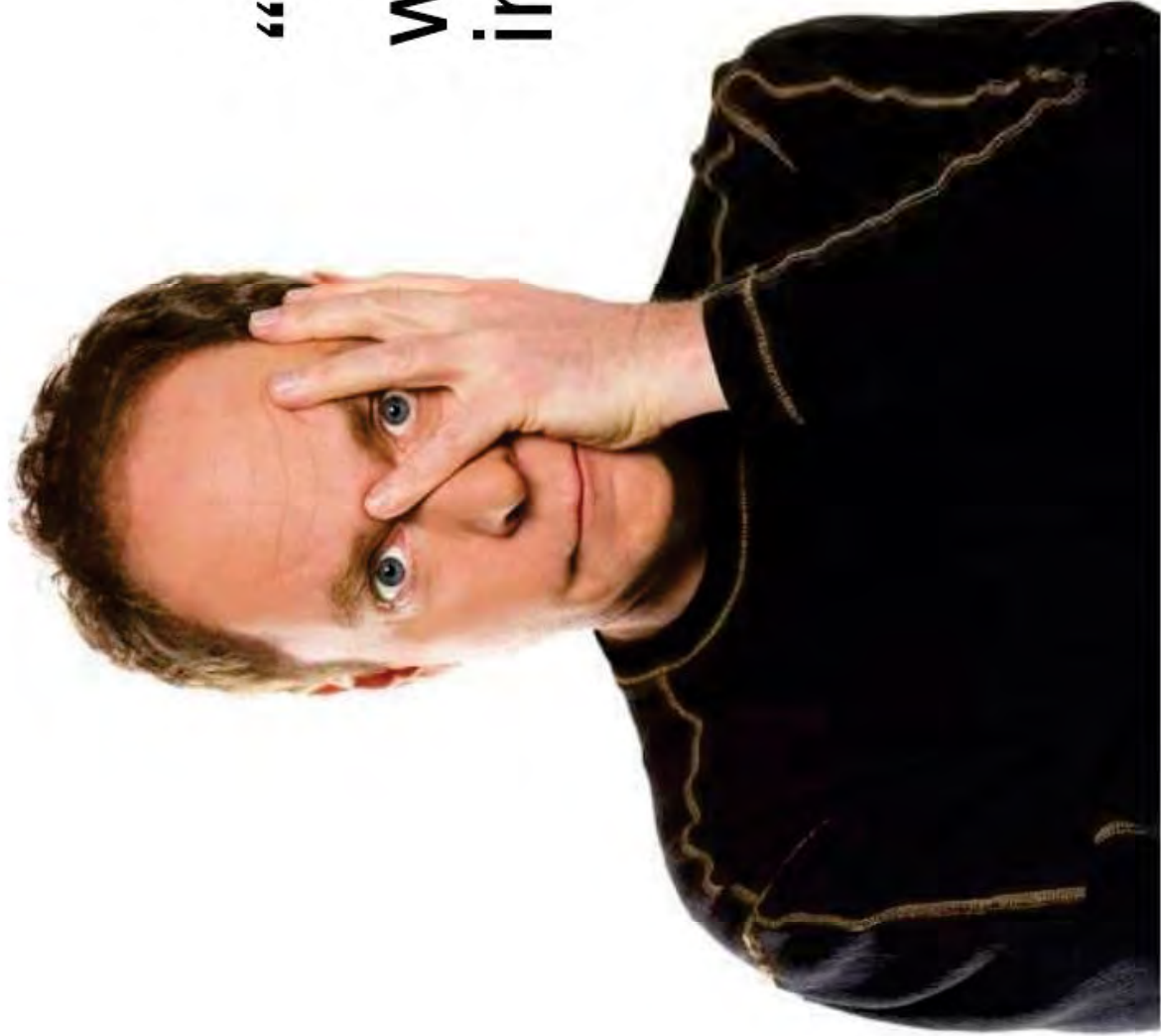
Accreditation

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]