I’m not trying to impress you but, I’m BATMAN

The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS
We want to build Cyber Magicians.
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

SECRET//SI//REL TO USA, FVEY
The psychological building blocks of deception

- Attention
- Perception
- Sensemaking
- Behaviour
- Affect

Expectancies
Map of technologies to message delivery

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

Now
Community of Interest
Personal

Forever
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

<table>
<thead>
<tr>
<th>Attention</th>
<th>Control attention</th>
<th>The big move covers the little move</th>
<th>The Target looks where you look</th>
<th>Attention drops at the perceived end</th>
<th>Repetition reduces vigilance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conspicuity &amp; Expectancies</td>
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</tbody>
</table>

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<tr>
<th>Perception</th>
<th>Mask/Mimic</th>
<th>Repackage/Invent</th>
<th>Dazzle/Decoy</th>
<th>Make the cue dynamic</th>
<th>Stimulate multiple sensors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eliminate - Blend</td>
<td>Modify old cues</td>
<td>Blur old cues</td>
<td>Create alternate cues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreate - Imitate</td>
<td>Create new cues</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th>Sensemaking</th>
<th>Exploit prior beliefs</th>
<th>Present story fragments</th>
<th>Repetition creates expectancies</th>
<th>Haversack Ruse (The Piece of Bad Luck)</th>
<th>Swap the real for the false, &amp; vice versa</th>
</tr>
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<tr>
<th>Affect</th>
<th>Create Cognitive Stress</th>
<th>Create Physiological Stress</th>
<th>Create Affective Stress (+/-)</th>
<th>Cialdini+2</th>
<th>Exploit shared affect</th>
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<th>Behaviour</th>
<th>Simulate the action</th>
<th>Simulate the outcome</th>
<th>Time-shift perceived behaviour</th>
<th>Divorce behaviour from outcome</th>
<th>Channel behaviour</th>
</tr>
</thead>
</table>

SECRET//SI//REL TO USA, FVEY
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/Authority 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, SIGH

I HEARD ASHTON KUTCHER HAS ONE, I FOUND IT AT SAM'S CLUB, WHAT NEW PRODUCT?

WOW, BRILLIANT, INNOVATORS ADOPTERS, EARLY MAJORITY, LATE MAJORITY, LAGGARDS

© 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"
Whole Foods Market
Fresh Ground Buffalo
$4.16/lb
$7.99/lb
STRAND 3
Online HUMINT
**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
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