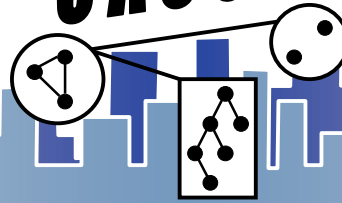


CASOS



Social Cybersecurity:

A new approach to understanding how bots and memes are used to spread disinformation and alter groups in social media.

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Social Cyber-Security

- the science to characterize, understand, and forecast **cyber-mediated** changes in human behavior, social, cultural and political outcomes *and*
- the engineering to build the cyber-infrastructure needed for **society** to persist in its essential character in a **cyber-mediated** information environment under changing conditions, actual or imminent social cyber-threats

Influence Campaigns are more than "fake news"

Russian Information Campaign Lines of Effort in NATO exercise

Present
Russian
Strength/Unity



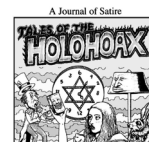
Weaken
EU and
NATO



Polarize
American
Society



Isolate
Israel

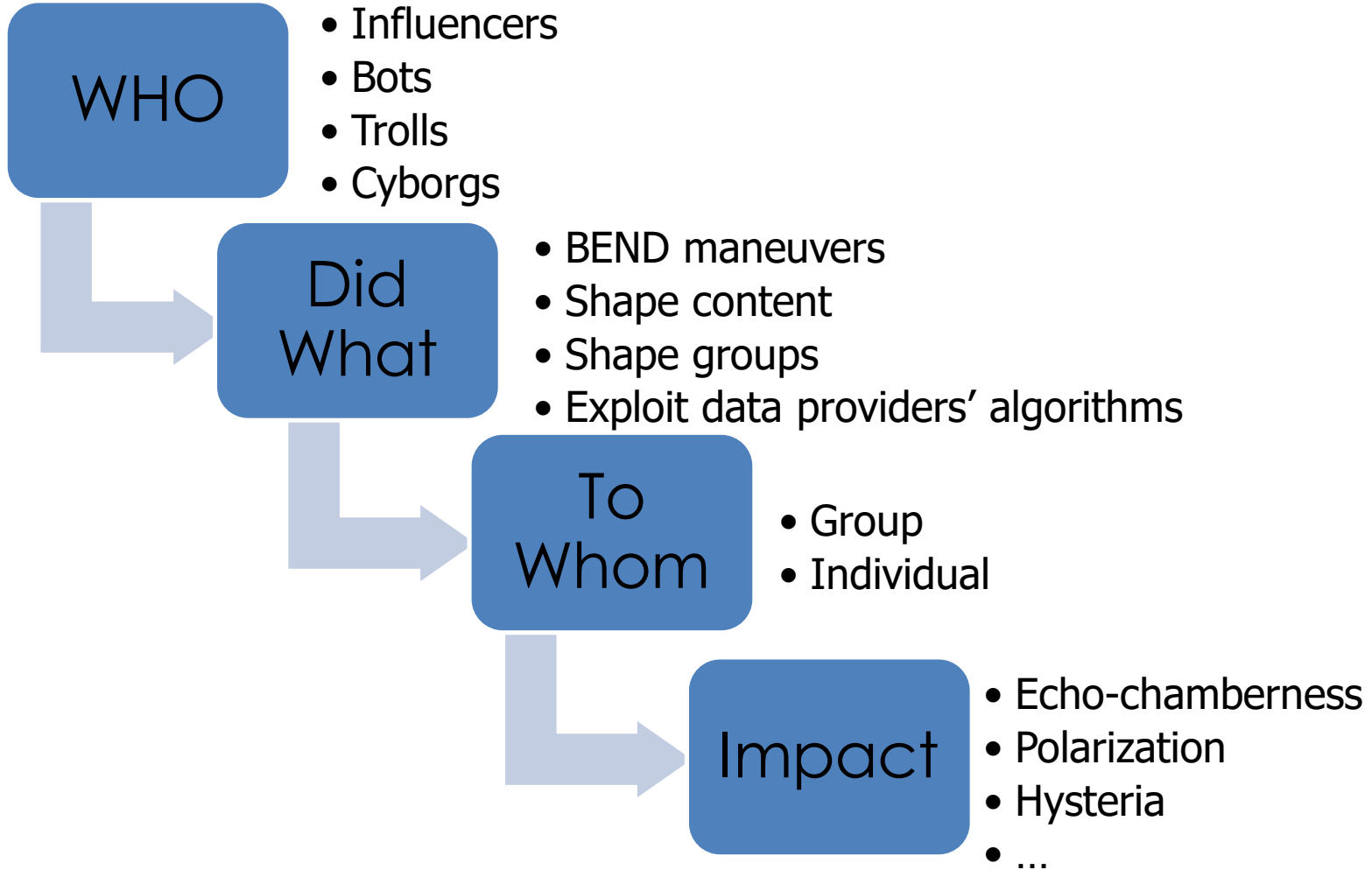


Traditional Information Warfare

- Dismiss
 - Belittle what is being said
- Distort
 - Twist the facts
- Dismay
 - Create fear inducing narratives
- Distract
 - Create or support a very different narrative



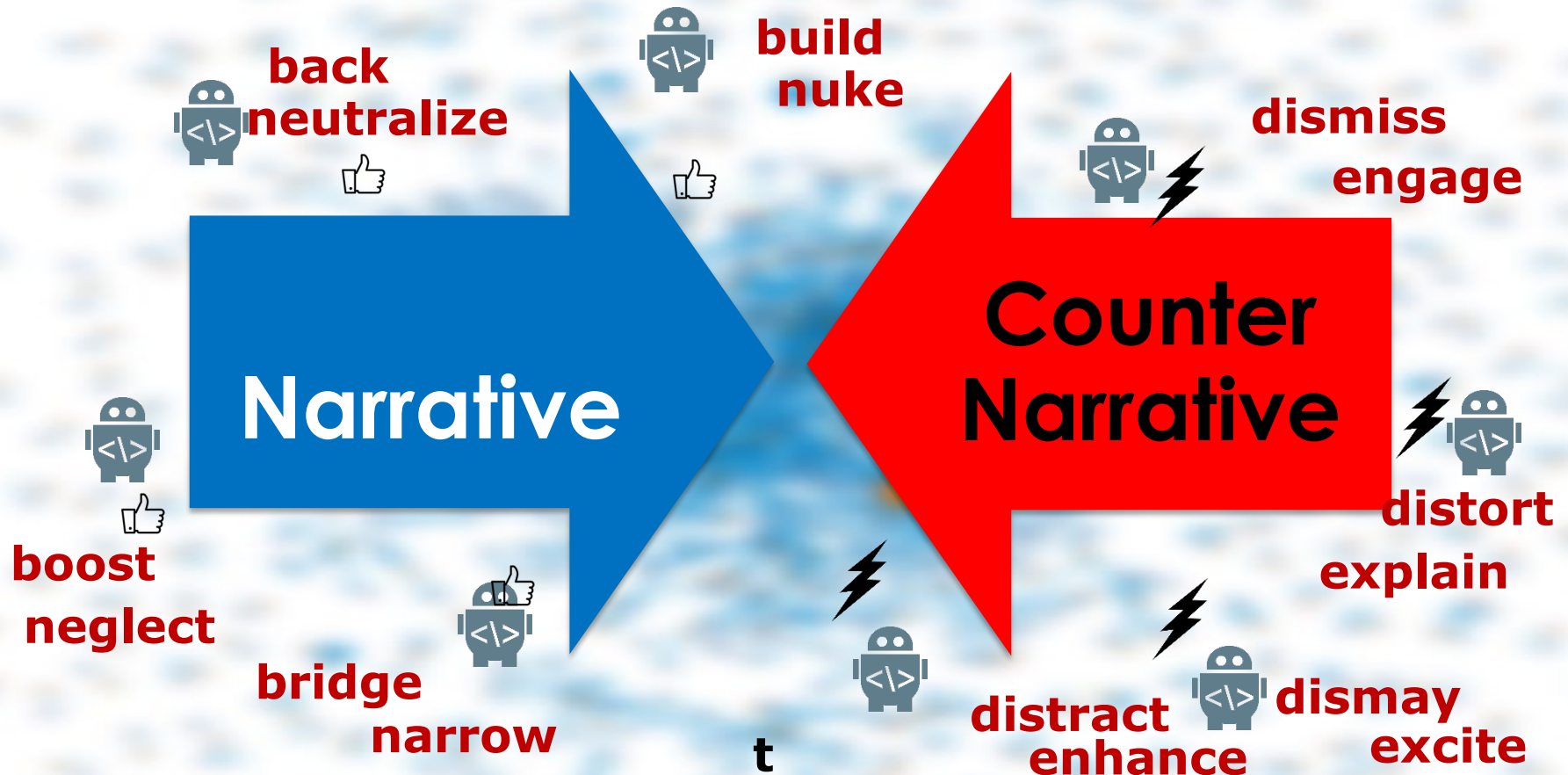
BEND Framework



Bots Exploit Technology and Social Cognition

- Technology
 - Scroll through technology
 - Frequent or repeated at top
 - Infrequent at bottom
 - Prioritization
 - Which followers get messages
 - Which topics & actors get recommended
 - Appears to take into account group density and opinion leaders
 - Abandoned accounts
 - Re-purposed
- Social Cognition
 - Apparent consensus
 - relying on generalized other
 - Create groups – us/them
 - Stereotype
 - Social inference
 - from individual to group
 - Tie utilization
 - Weak ties for news
 - Strong ties for controversy
- Cognition
 - Escalation of commitment
 - Confirmation bias
 - Intimidation

The Information Environment



Bots/trolls are force multipliers that spread narrative and attack the counter narrative

Influence Operations and Memes

Russian Meme

Trident Juncture PR



Excite

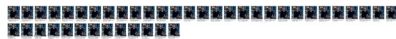
Dismay



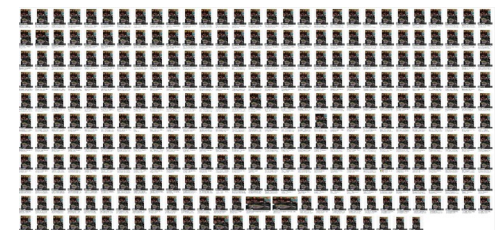
The Defense Ministers of Sweden, Norway, the Netherlands, and Germany.



The Defense Minister of Russia.

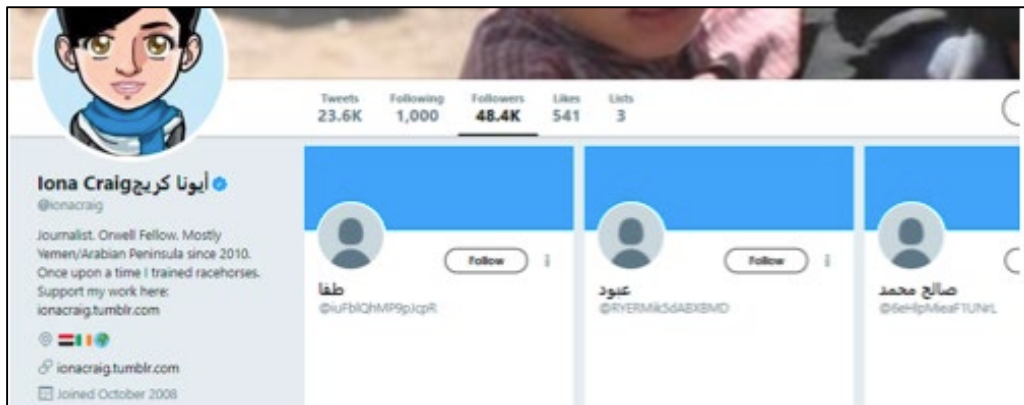


Impact

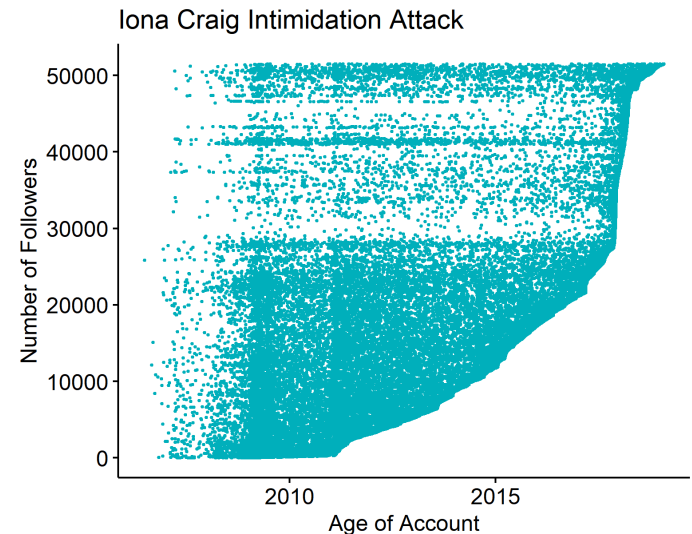


Neutralize Attempt

Last year, a determined actor has conducted an intimidation attack against Iona Craig, an Irish free lance journalist reporting on the conflict in Yemen [40]



- Numerous random accounts follow her account every day, some with disturbing profile images.
- As of 6 June 2018, our Tier 0 algorithm showed that 18,800 of her followers had bot-like screen names.



Neutralize

Strategic Goal

Actions

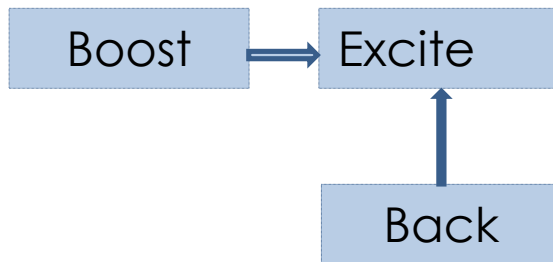
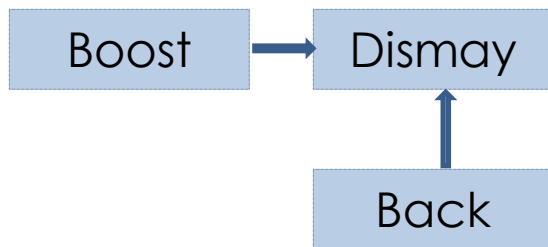


Maneuvers



Goals

Russia vis NATO - Goal:
Divide and Conquer



Sent
by
Russia

Resent
by
Allies

Germany won't have
capability
Nato costs too much

Germany will take part in 3
exercises

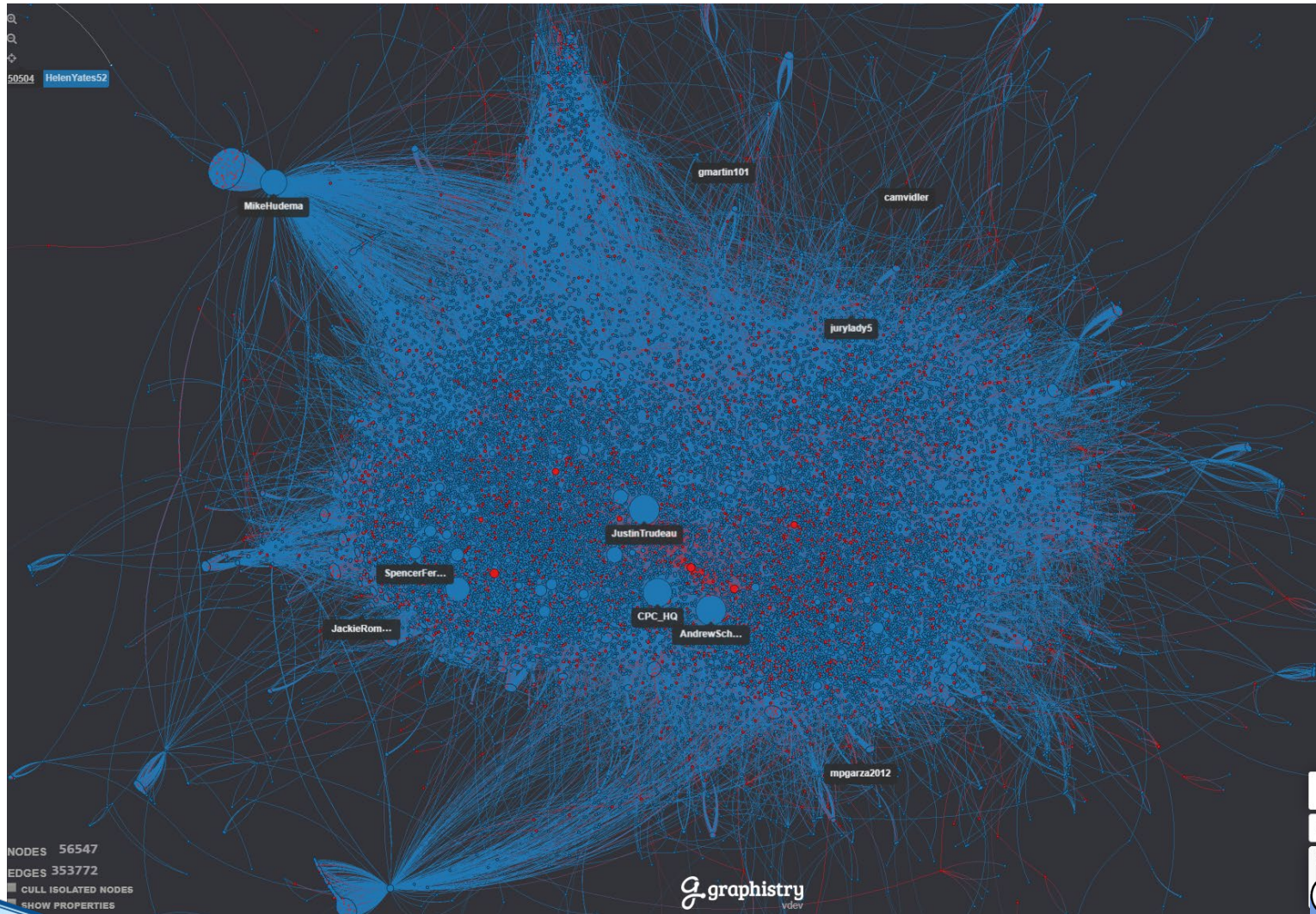
Sent
by
Allies

Resent
by
Russia

Used CUES Memes Images Cyborgs

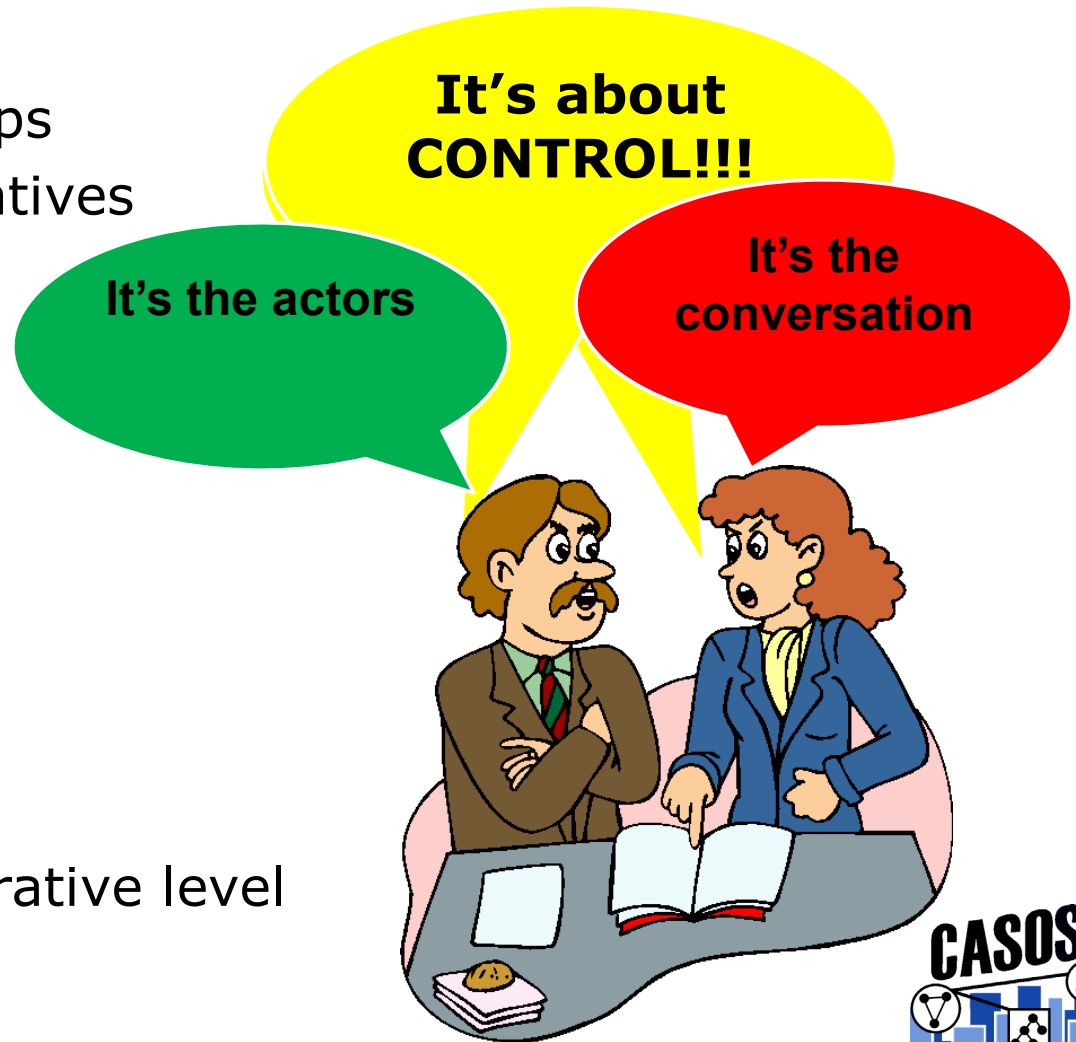
Bots in Canadian Election

Red = Bots



Understanding the Digital Landscape

- Find and track topic groups
- Find key actors and narratives
- Classify by type
- BEND enables control
 - Creating
 - Influencing
 - Countering
 - At both the actor/group and narrative level



- <https://sites.google.com/view/social-cybersec//>
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