I'm not trying to impress you.

But, I'm BATMAN.

The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS
Anthropology

Sociology

Psychology

Economics

Political Science

Biology

Ethnography

Culture

Deception

Influence

Magic

Personality

Trust

Elicitation

Belief

Religion

Compliance

Obedience

Social Networks

Key Leader Engagement

Global Trends
We want to build Cyber Magicians.
ACNO Key Skill Strands

Online
HUMINT

Influence &
Info Ops

Disruption &
CNA

SECRET//SI//REL TO USA, FVEY

Behavior &
Influence

Hofstede
Dimensions

BELIEF

Personality (OCEAN)

Remote Assessment in Digital Cues

Self

(who am I? Motives & exploiting them)

Decisions
(Emotional not rational)

How to apply
these

Persuasive
Tech

Trust

Psychology

Deception

10 PRINCIPLES
OF SCAMS

HINDSIGHT
BIAS

CONFIRMATION
BIAS

Professionalism

Elegance

Optimising deception
Channels

Process of reflection to assess if we are doing so clearly

Creativity

Brainstorming

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

Intuition

Thin Slicing Design, Retention & Trust

Reading from digital tells but going with performance to reduce my risk but satisfy target’s inquisition

Group

PERSUASION

Interaction across cultures

How to act / behave

Self Presentation in Cyber context

Virtual Communities

Social Identity Theory

Social Proof / Herding etc

Motives Roles Influence/Cascade

How to apply these

Group Dynamics

Conformity / Obedience

Conspiracy Stories

Consensus

Reducing Group Effectiveness

Performance

Building Relationships

Mirroring / Mimicry

Social Penetration Theory

Global

Conducting News System

Financial Ecosystem of Media

Hofstede Dimensions

AGENTICITY

PATTERNICITY

Virtual Communities

Social Identity Theory

Social Proof / Herding etc

Motives Roles Influence/Cascade

How to act / behave

Self Presentation in Cyber context

Media

PROPAGANDA

BRANDING

MARKETING

TA

Advertising Sell – own – Earn

Intel Analysis

Narrative

Consider alternate perspectives

SECRET//SI//REL TO USA, FVEY
Human Science Learning Path

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

Influence
- Scams And Deception (2 weeks)
- Psychology And Cyber-psychology (1 day)
- Digital Tells (1/2 day)

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

CNA and Disruption
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
- Perception
- Sensemaking
- Behaviour

Expectancies

Affect
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 Dishonesty Principle

The Social Compliance/Authority Principle

The Herd Principle

The Consistency Principle

The Distraction Principle

The Reciprocity Principle

The Flattery Principle
NEW PRODUCT ADOPTION

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

JUST WORKING OUT THE KINKS
COF, I'M PATHETIC
WOW

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

THE CHASM
LAGGARDS

SIGH

INNOVATORS EARLY ADOPTERS EARLY MAJORITY LATE MAJORITY

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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?
Whole Foods Market

Fresh Ground Buffalo

$4.99/lb

Reg. $5.99
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?
Self-actualization: achieving one's full potential, including creative activities

Esteem needs: prestige and feeling of accomplishment

Belongingness and love needs: intimate relationships, friends

Safety needs: security, safety

Physiological needs: food, water, warmth, rest
Who are you?
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

**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]