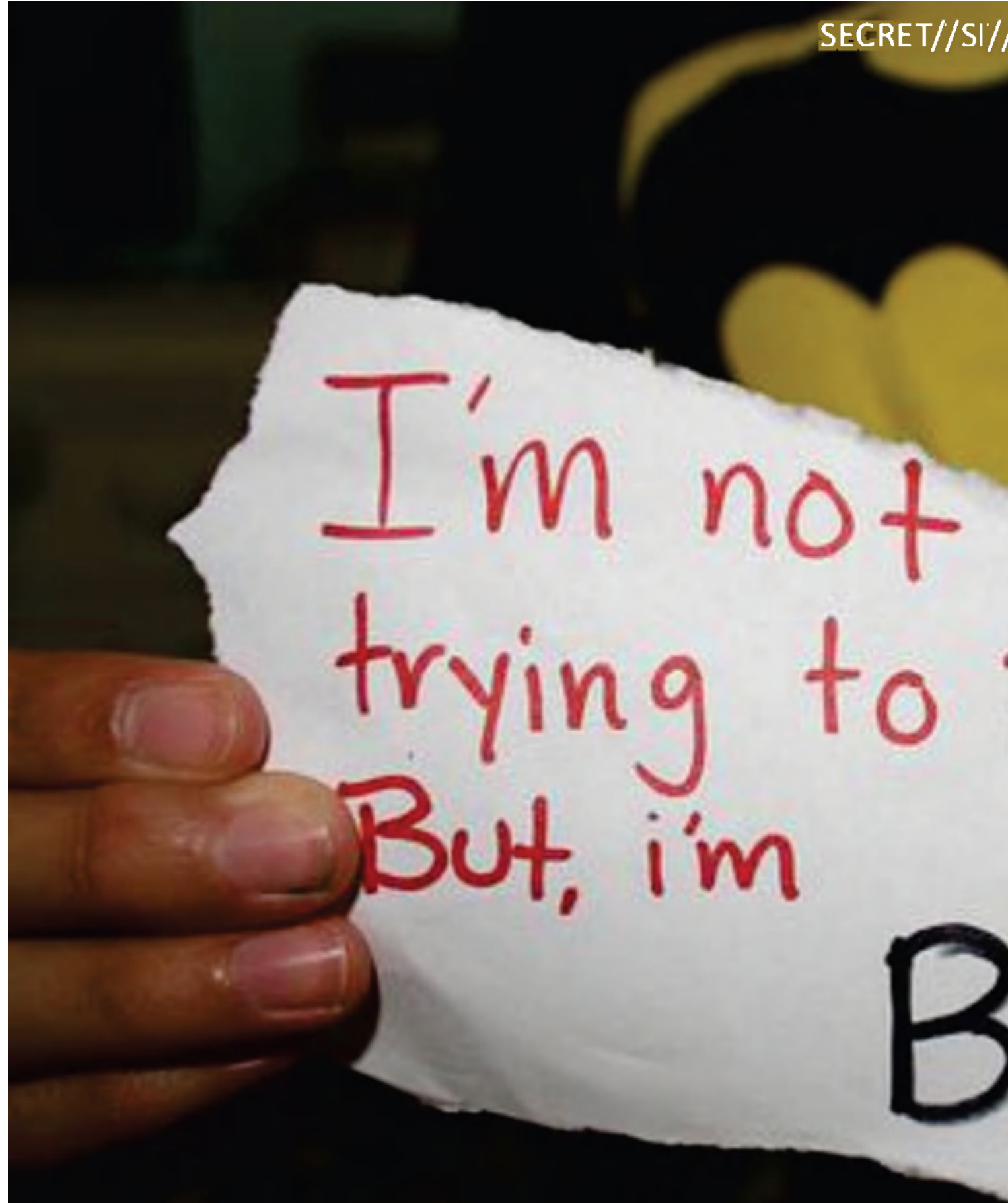


SECRET//SI//



The ART of DECEP

TRAINING FOR A NEW GENERATION OF ONLINE COV

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impress you

BATMAN

TION

ERT OPERATIONS



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Online
HUMINT

Strategic
Influence

Disruption
and CNA

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ANTHROPOLOGY

PSYCHOLOGY

SOCIOLOGY



ECONOMICS

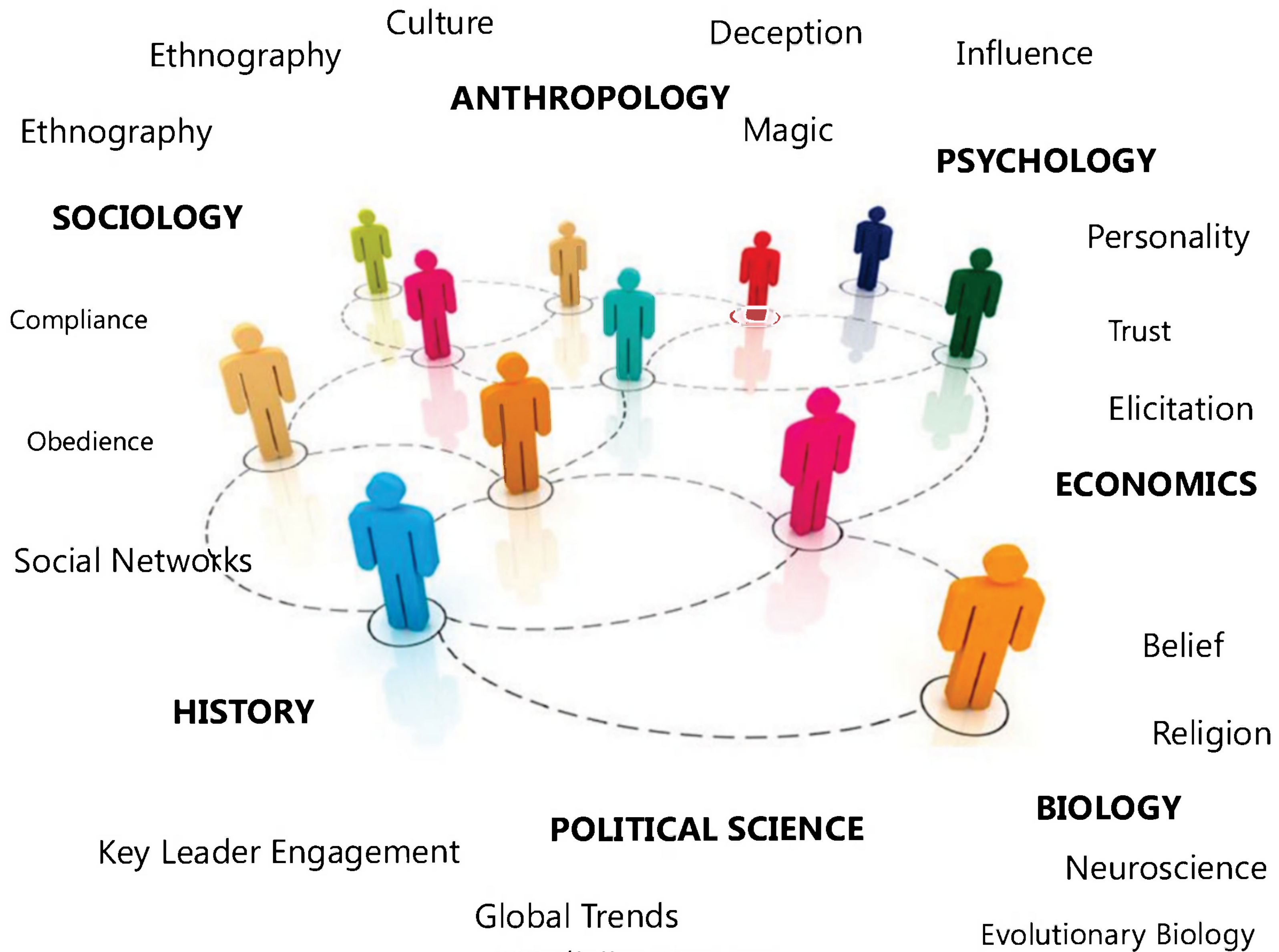
HISTORY

POLITICAL SCIENCE

BIOLOGY

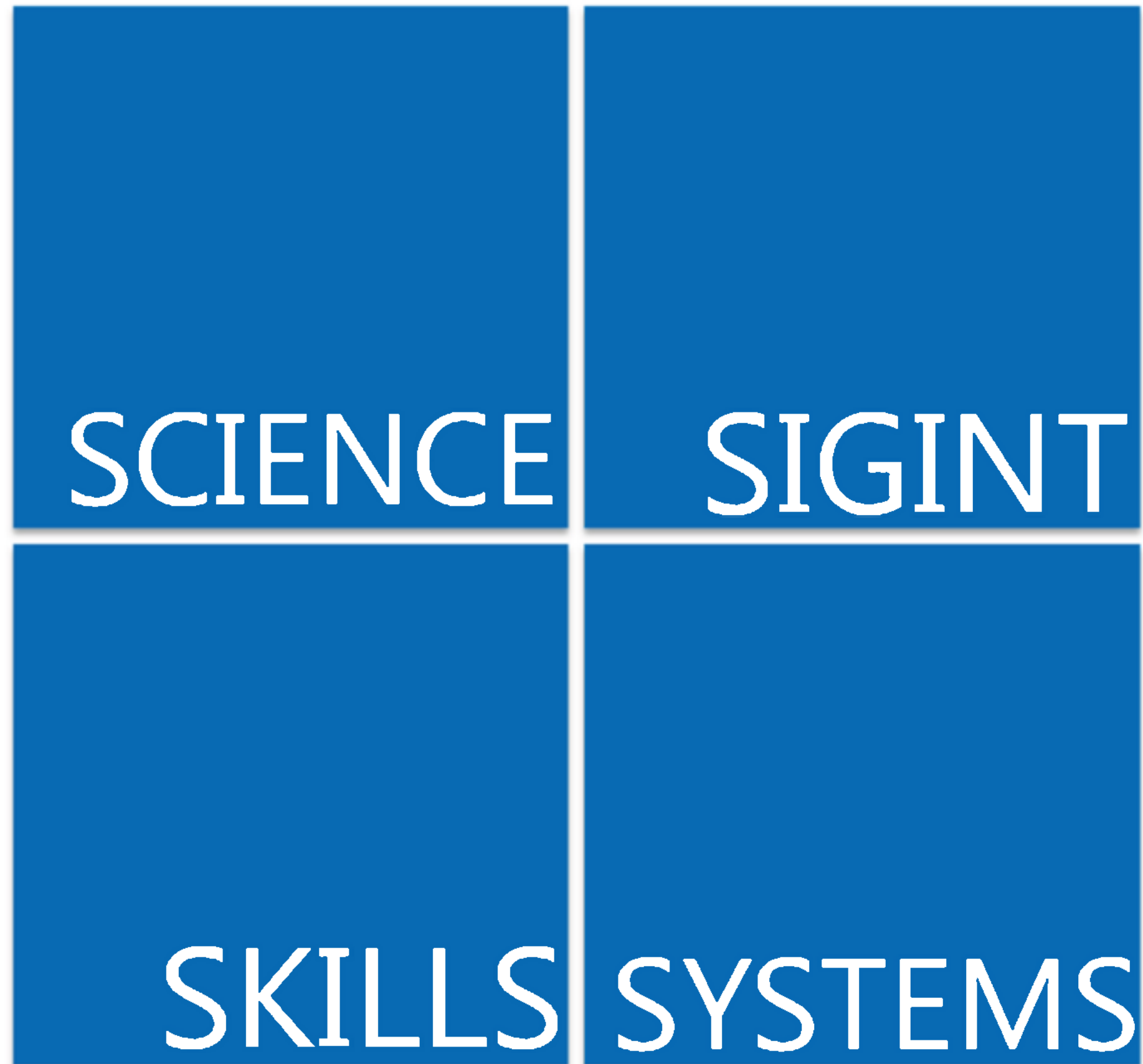
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Online
HUMINT

Strategic
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We want to build Cyber *Magicians*.

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ACNO Key Skill Strands

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Online HUMINT

Influence & Info Ops

Disruption & CNA

Magic Techniques & Experiment

Individual

Psychology

Professionalism



Deception

Group

Elegance

Performance

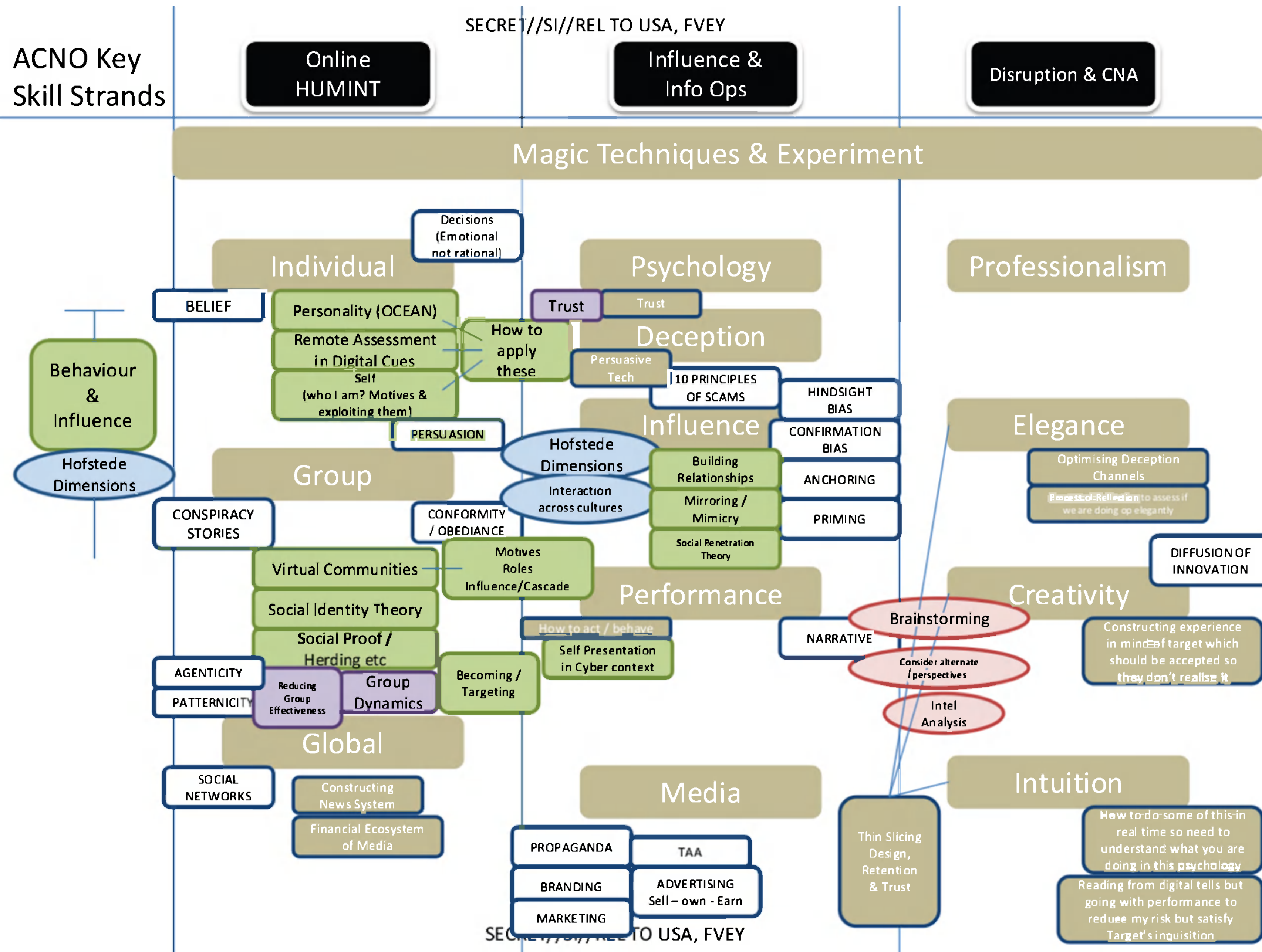
Creativity

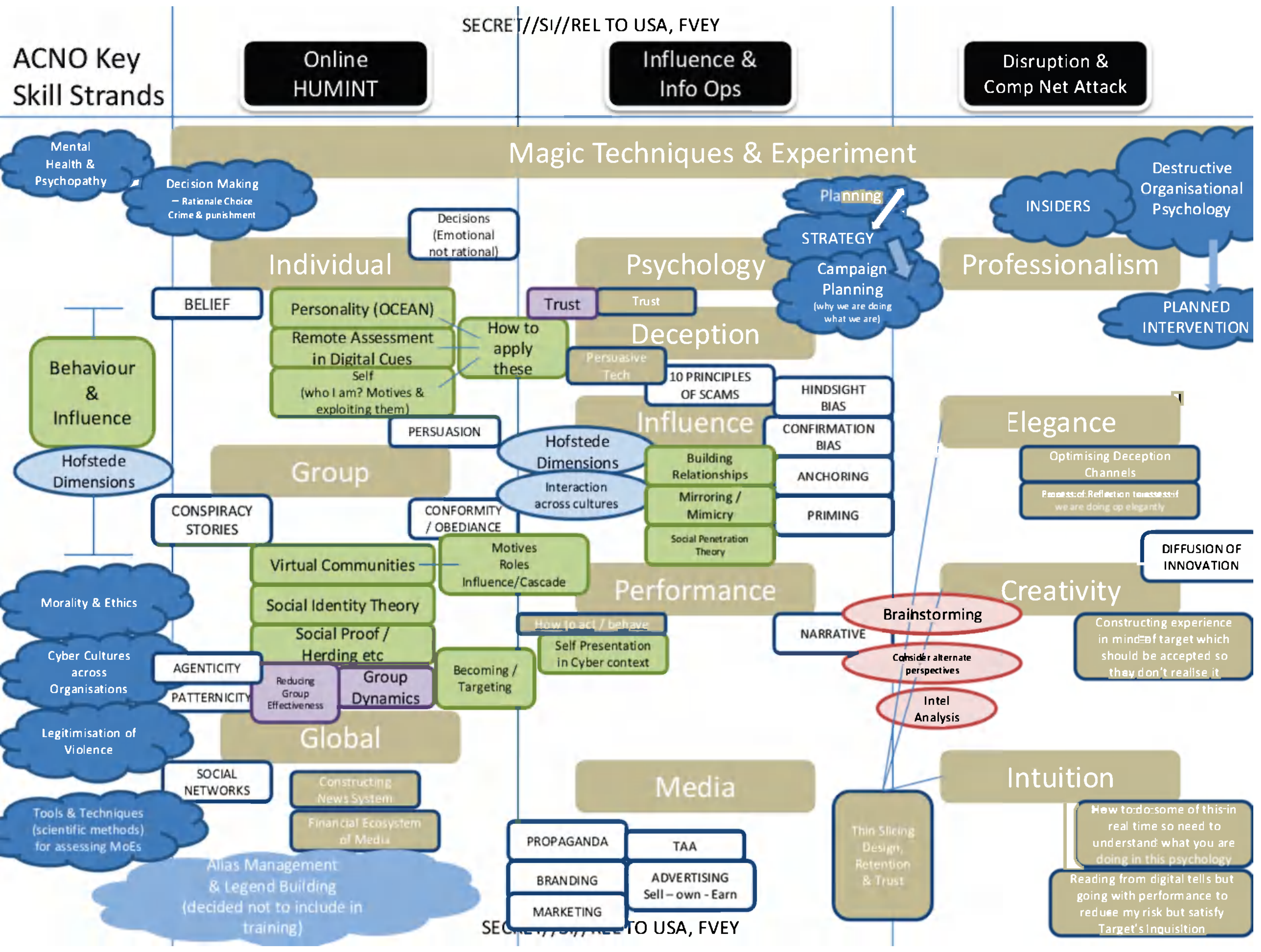
Global

Media

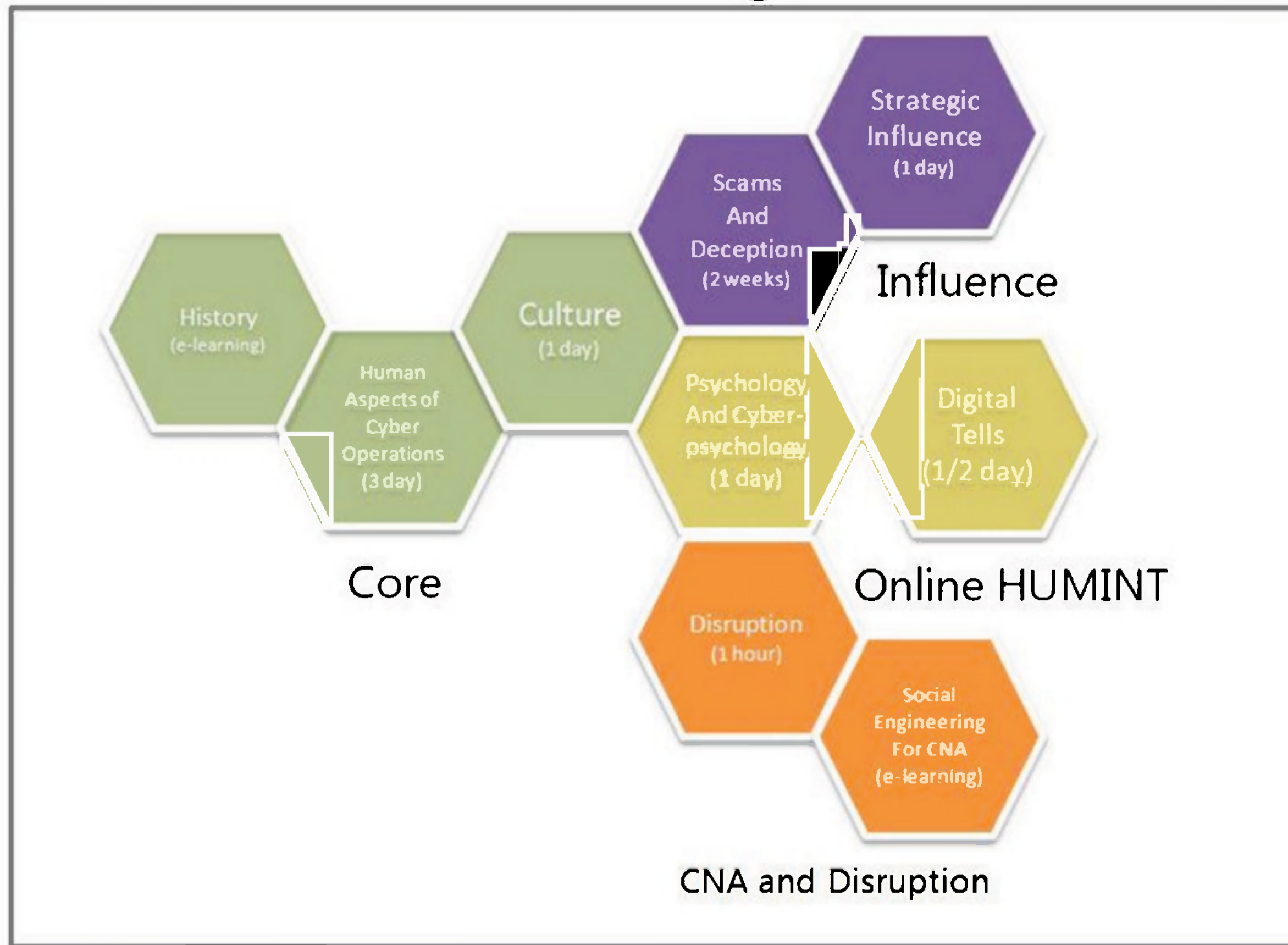
Intuition

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Human Science Learning Path



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Magicians, the military and intelligence



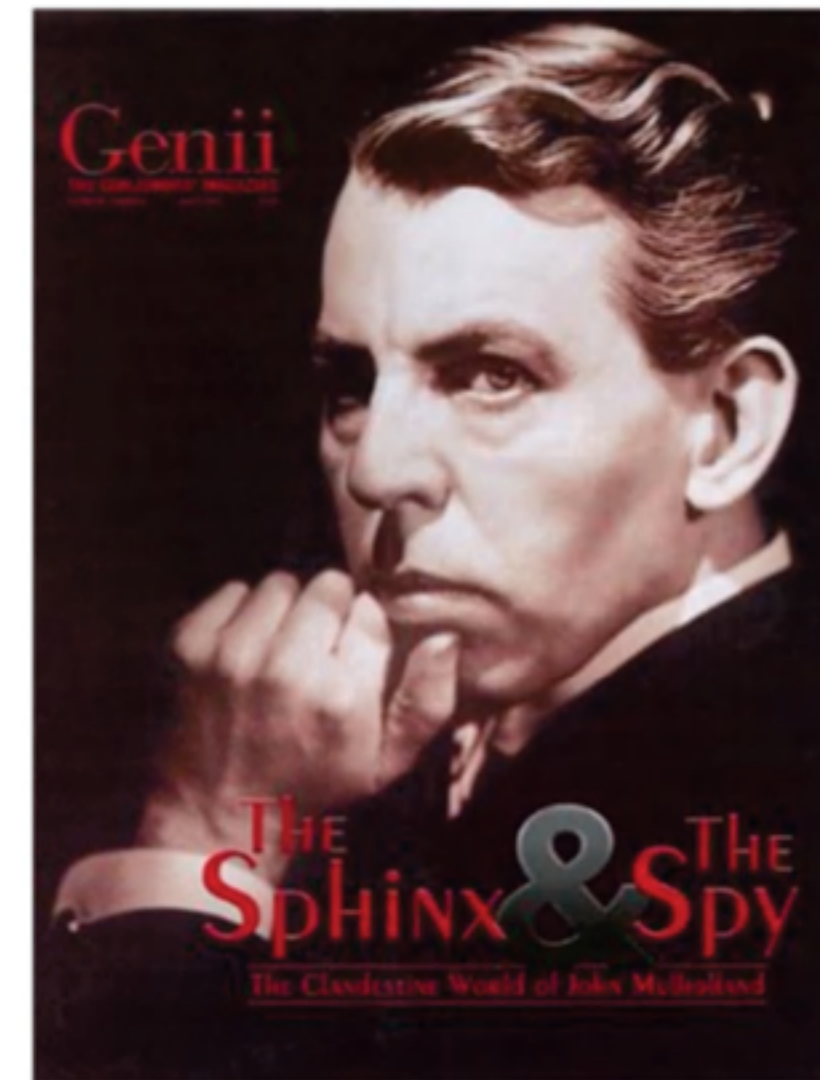
Jean Robert-Houdin

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'.

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Dissimulation - Hide the real

Masking



Repackaging



Dazzling



Mimicking



Inventing

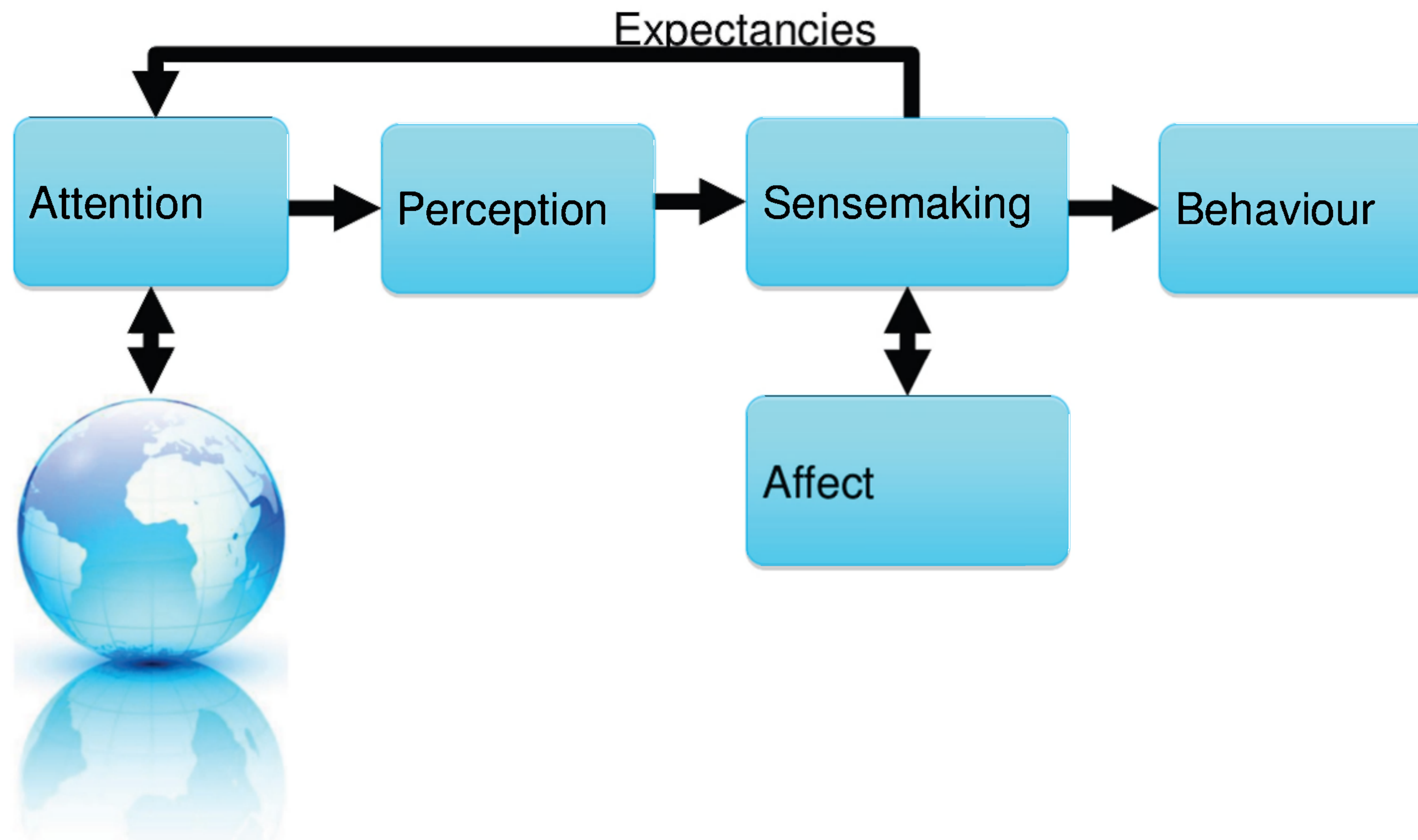


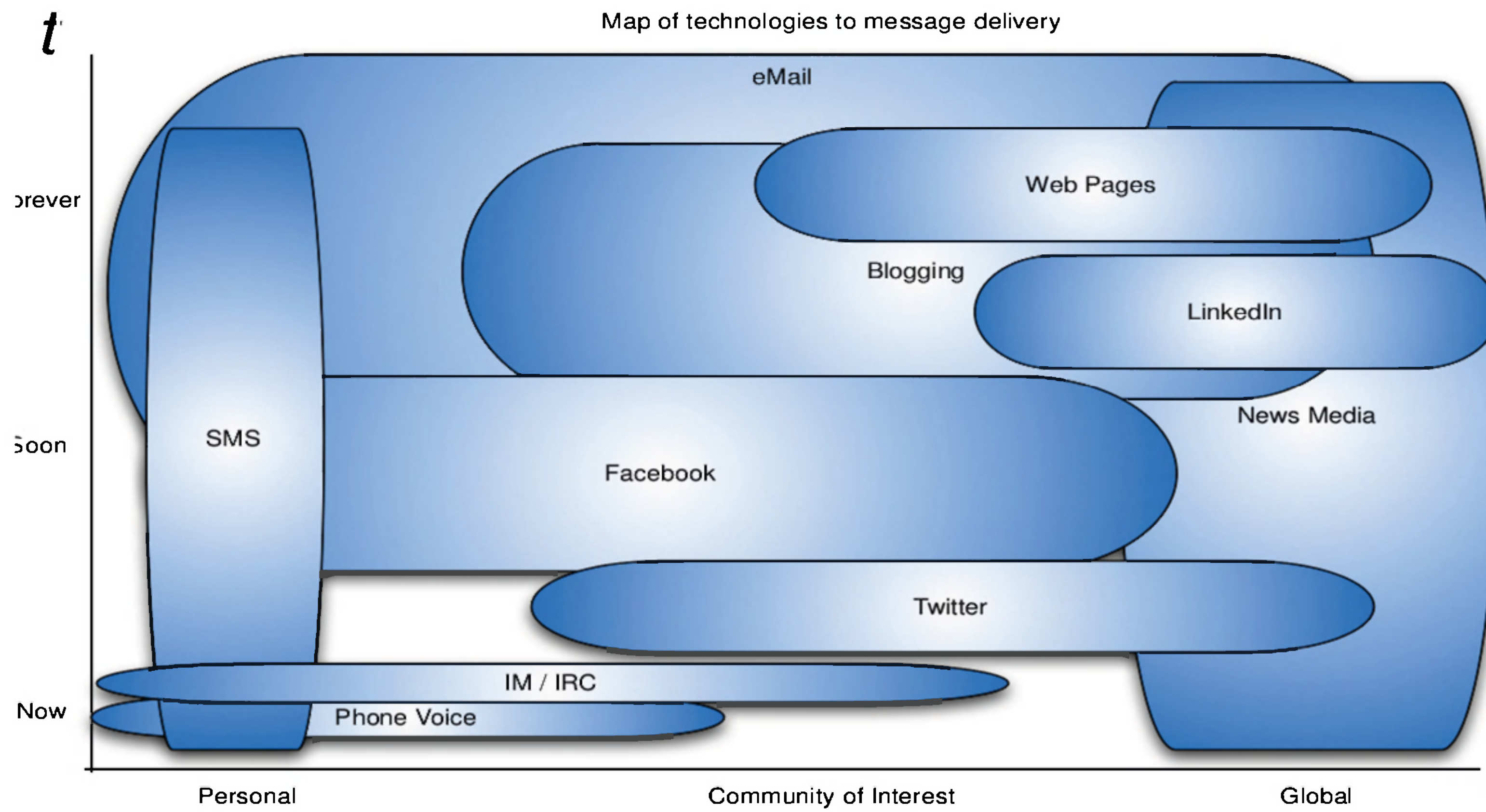
Decoying

Simulation – Show the false

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The psychological building blocks of deception





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Attention Management



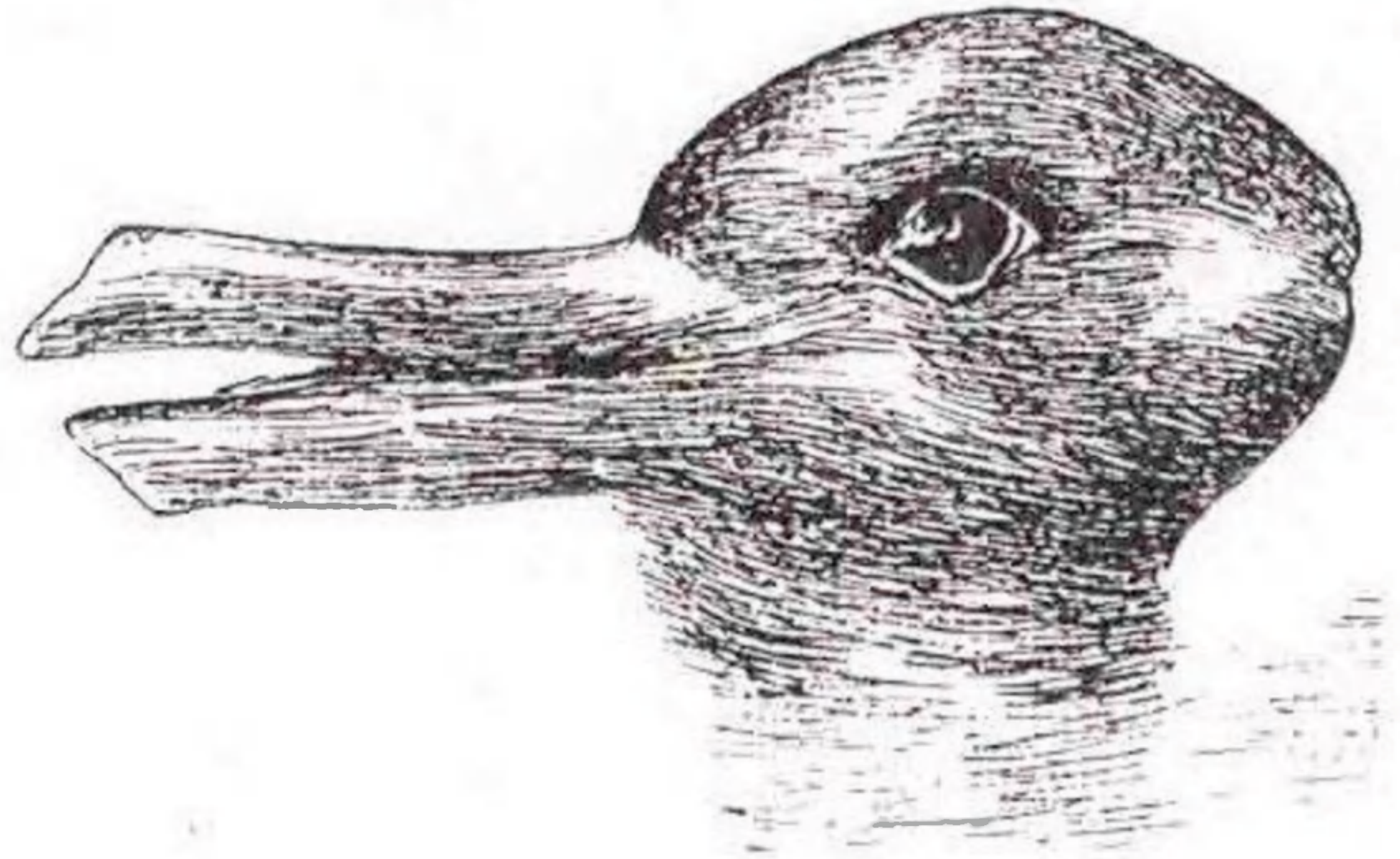
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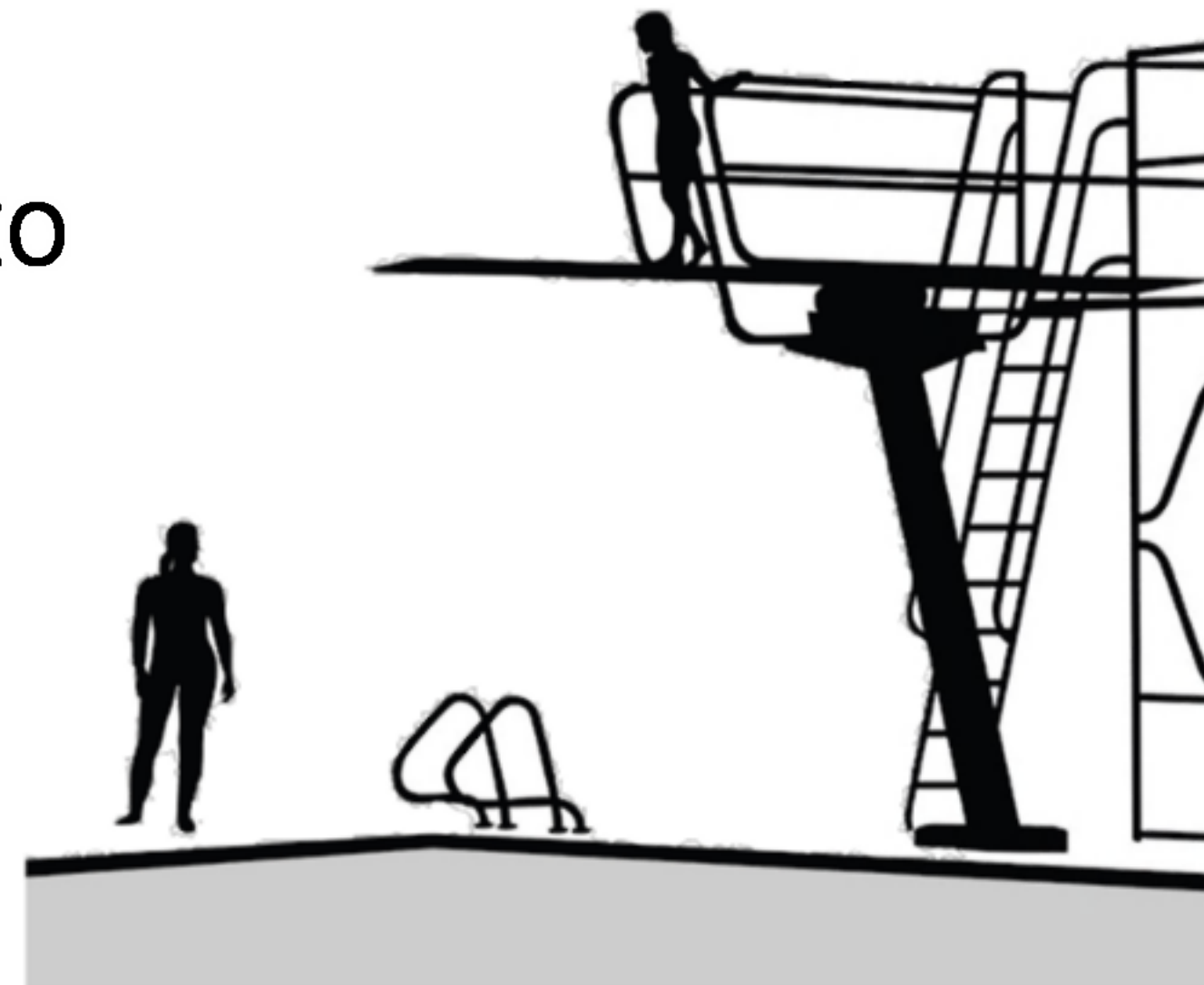
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Expectancies

- 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

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STRAND 2:
Influence and Information
Operations

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10 Principles for Influence

The **Time** Principle

The **Need and Greed** 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

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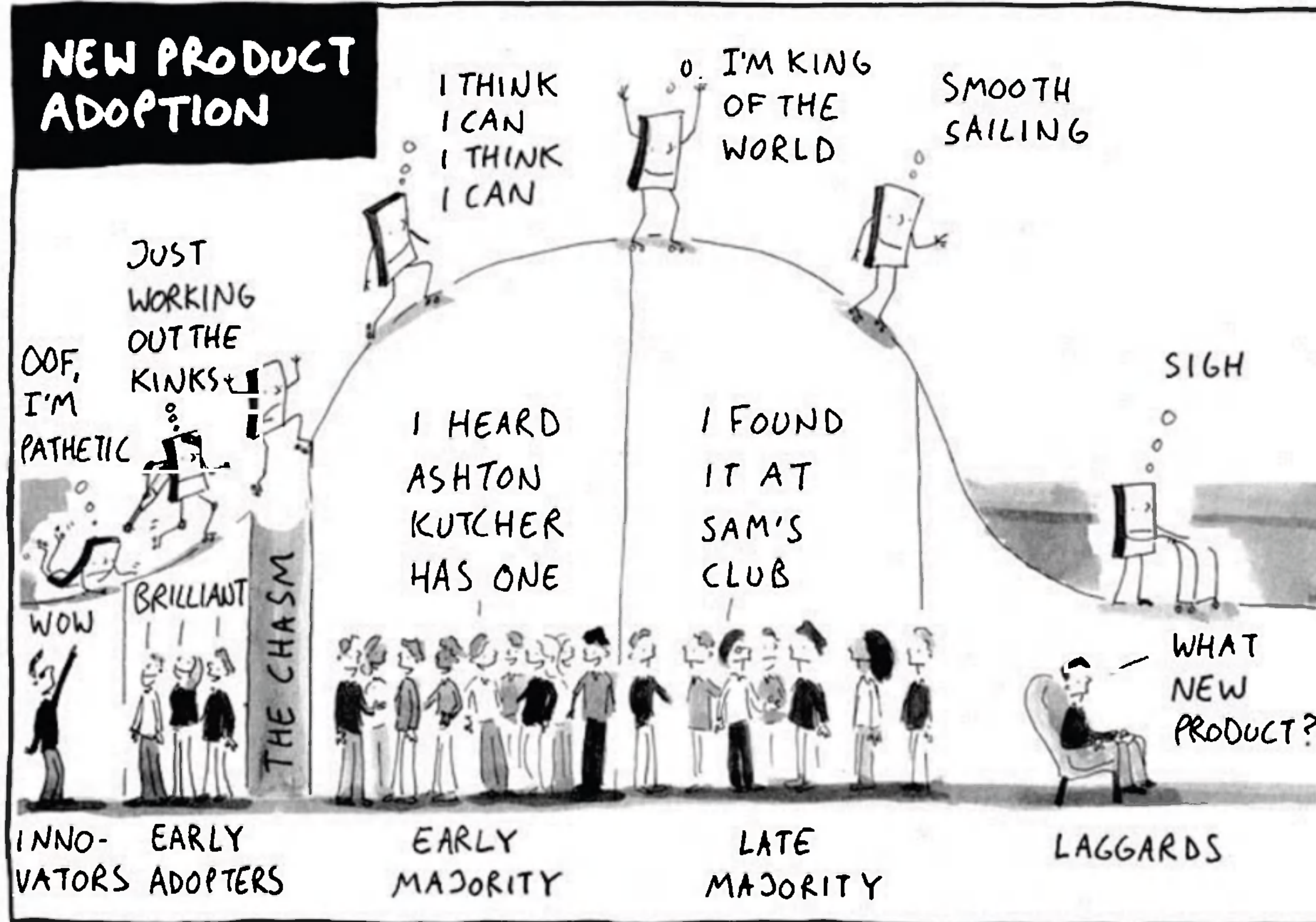
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BRAND CAMP

by Tom Fishburne



© 2007 Thanks to G. Moore

SKYDECKCARTOONS.COM

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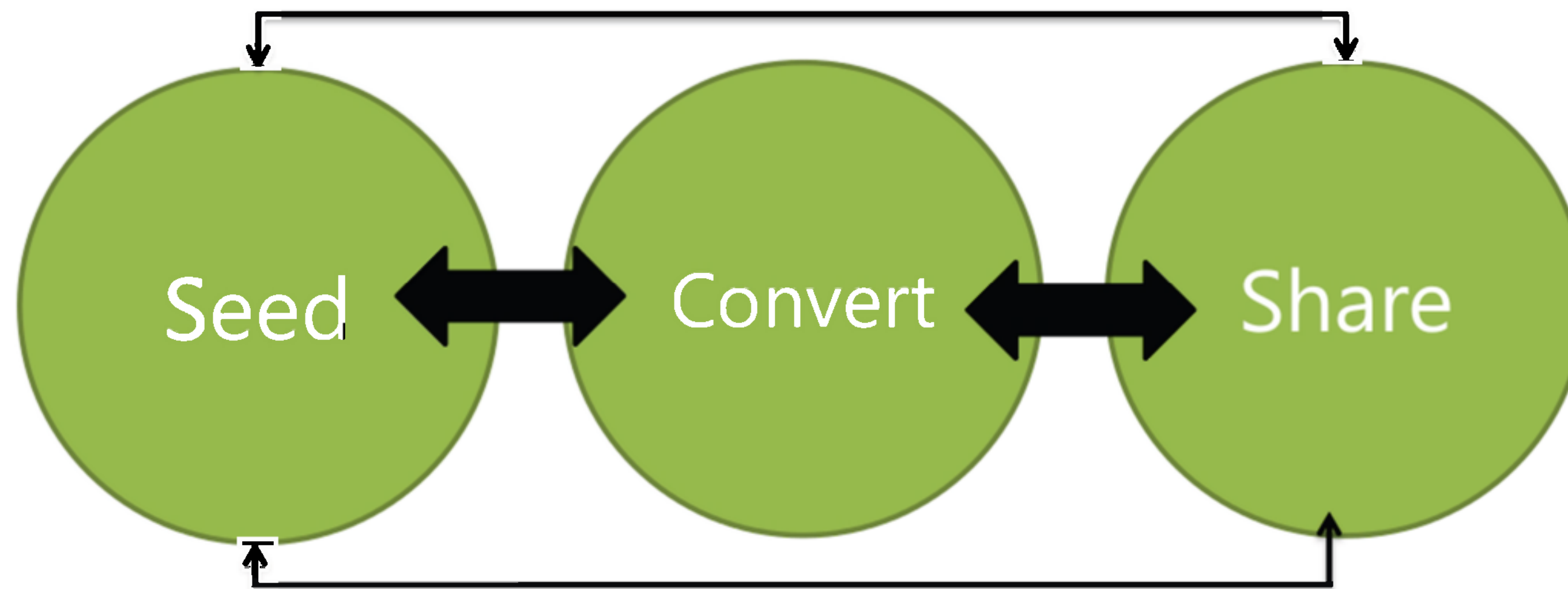
People make decisions as part of groups

People make decisions for emotional reasons not rational ones.



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Social Creativity



“Passion, Density and Empowerment”

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Do you  your brand?

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Redbud, Illinois, April 23, 1950

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STRAND 3 Online HUMINT

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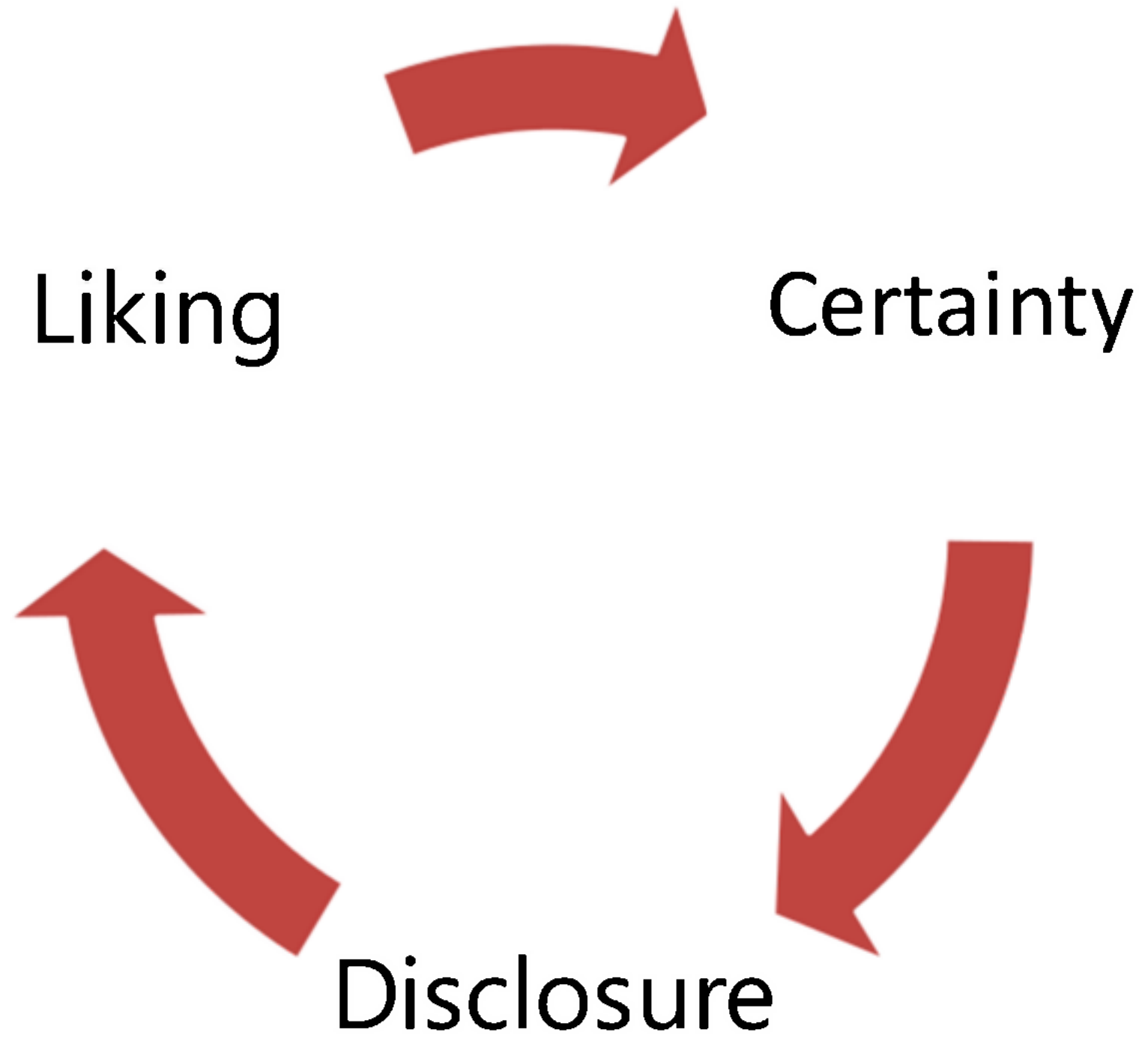
OCEAN

Openness Conscientiousness Extroversion

Agreeableness Neuroticism

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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

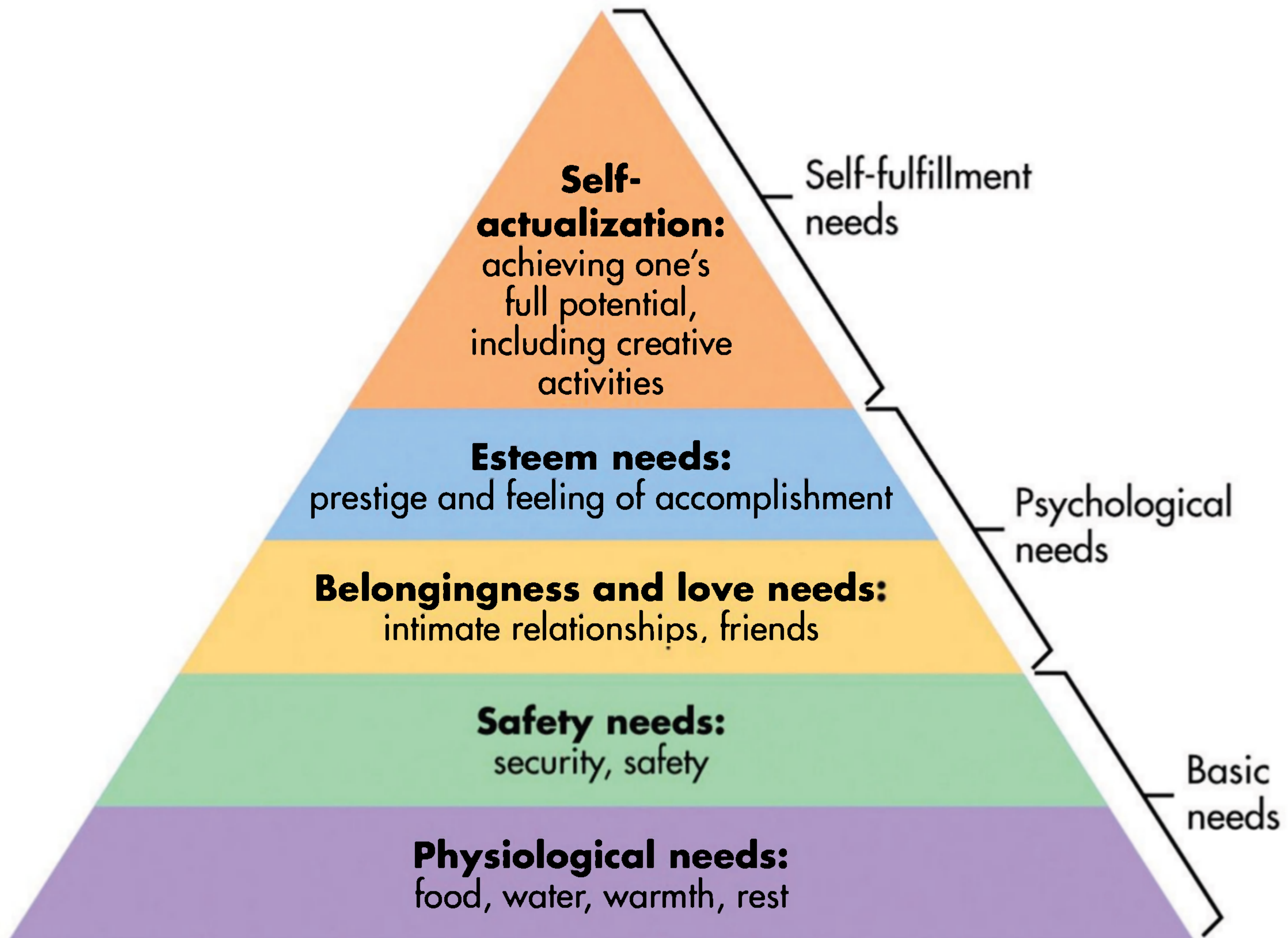
- People in conversation tend to converge
- Depends on empathy and other personality traits
- Possibility of over-accommodation and end up looking condescending

Mimicry

adoption of specific social traits by the communicator from the other participant



Question: Can I game this?



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Who
are
you?



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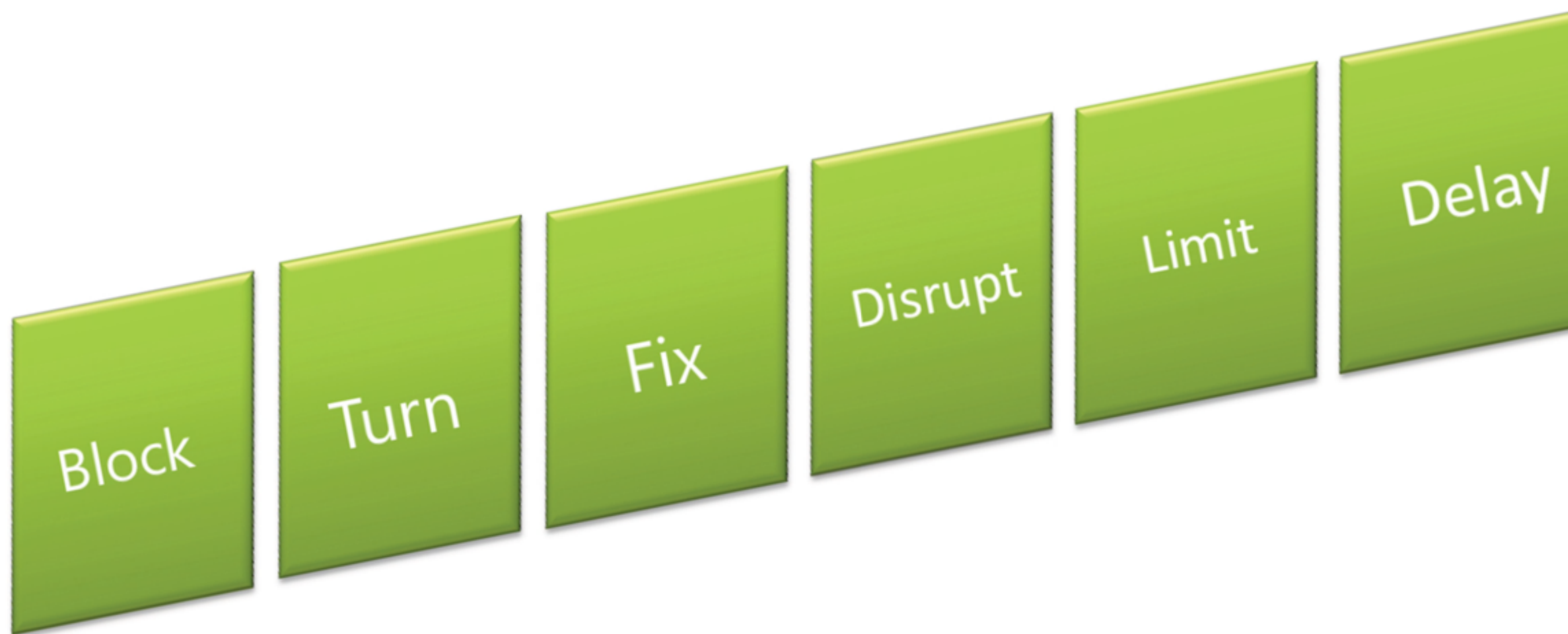


STRAND 4

Disruption and Computer Network Attack

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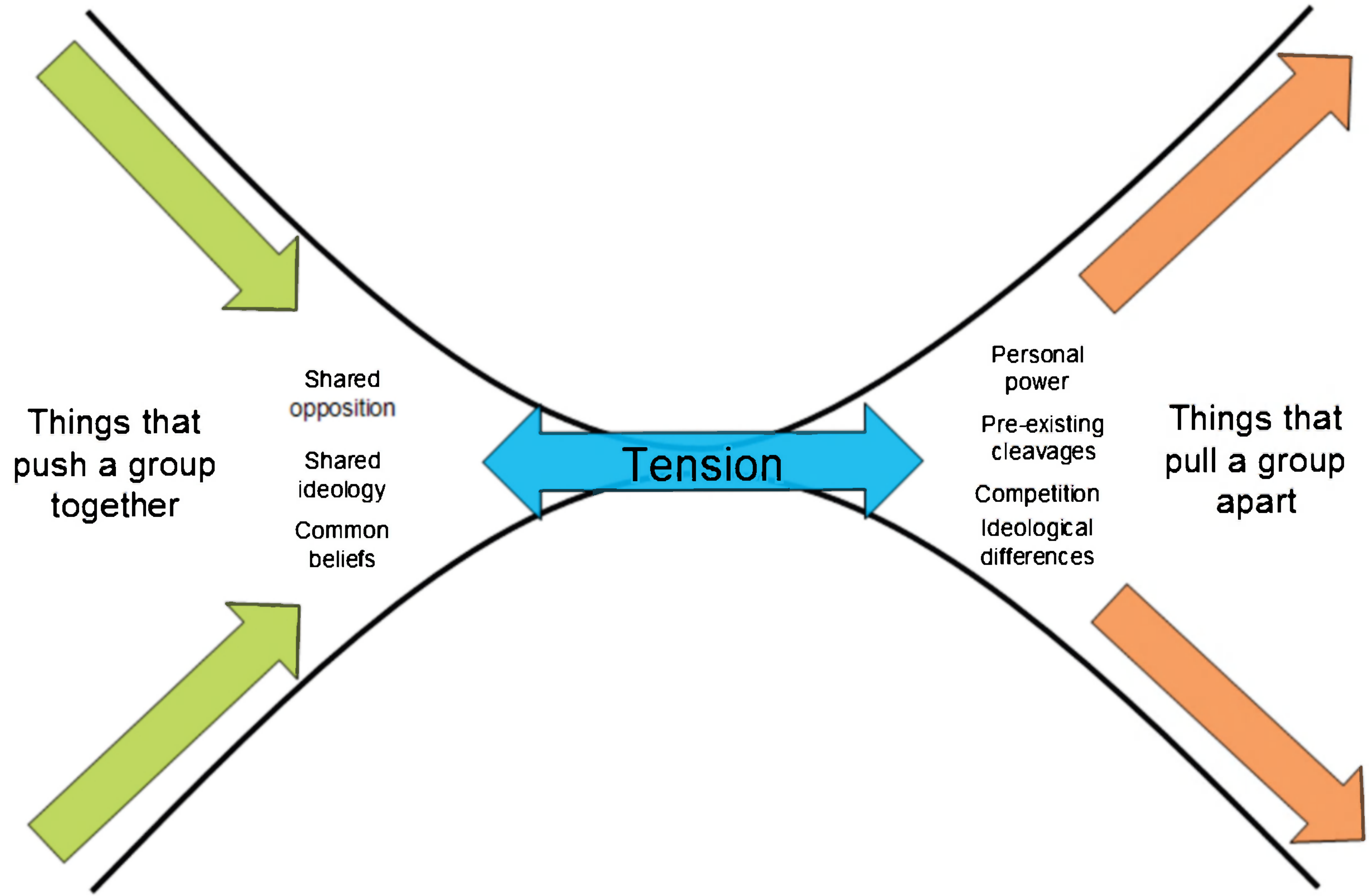
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DISRUPTION

Operational Playbook

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

Identifying & Exploiting fracture points

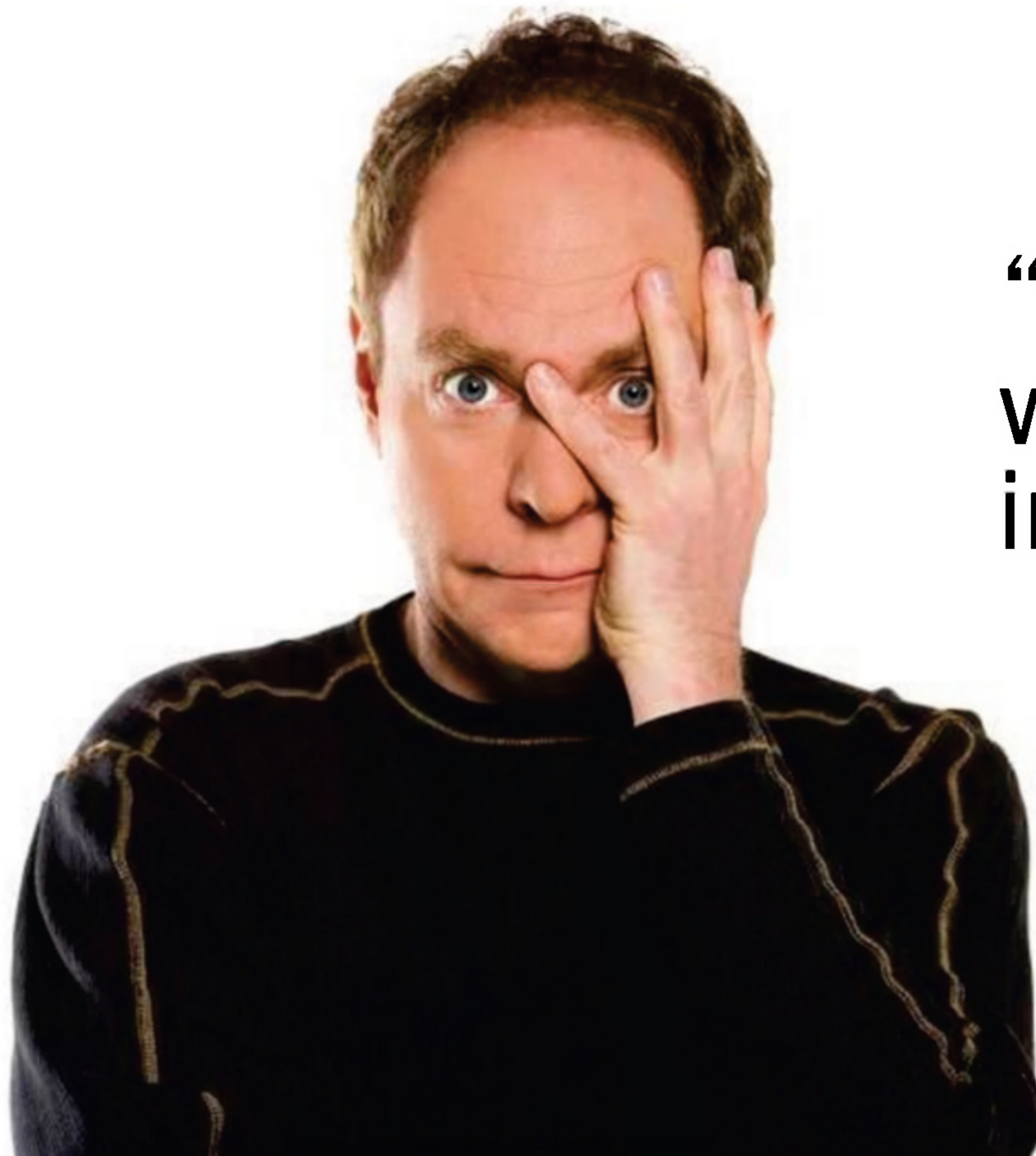




Full roll out complete by early 2013
150+ JTRIG and Ops staff fully trained

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:

