

## Audio file

[2020-06-17 TeamMeeting\\_Counteressaging\\_\[Name redacted\].m4a](#)

## Transcript

00:02:32

All separate letters.

00:02:39 Speaker 1

Hey, what's up, [name redacted]?

00:02:44 Speaker 2

Hey, how's it going?

00:02:49 Speaker 1

How are you now? Just another day in paradise.

Speaker 2

Yeah, basically.

00:03:53 Speaker 3

Hi friends.

Speaker 2

Hey.

00:07:14 Speaker 4

Howdy, sorry.

[Speaker unknown]

Hey.

00:07:18 Speaker 4

I had one of those. I was so clever setting up, meeting, meeting—um—event calendars. And I didn't actually put where.

[Speaker unknown]

Yeah.

00:07:29 Speaker 4

That's all right. We'll put where in the other ones.

00:07:32 Speaker 3

[Garbled] ...was very cool.

00:07:35 Speaker 4

It's all yours.

00:07:36 Speaker 4

But I figured there—there's always stuff going on in disinfo, so we'll start doing just like general disinfo stuff in there, and there's some way you can share from channel to channel.

00:07:51 Speaker 4

So we should be able to set up in one channel and move across to another.

00:07:55 Speaker 4

And that's probably my biggest contribution to the world right now.

00:08:01 Speaker 3

Just being you I think is your biggest contribution to the world.

[laughter]

00:08:04 Speaker 1

I concur.

00:08:07 Speaker 4

I'm trying.

00:08:08 Speaker 4

[Name redacted], how are we doing on incidents at the moment?

00:08:12 Speaker 1

So that's—uhh—so I was going through kind of some of the kanban stuff today and then I have to go through, and probably right after this, start going through and looking at, pins and how else and and try to get a rundown of what, what incidents we are currently tracking and make sure that those have been initiated and I can create all the decans and and the hive and the mist if they're not.

00:08:50 Speaker 4

OK, I'm—I'm typing and talking at the same time, but it's just like, so how many incidents do we have live at the moment?

00:08:59 Speaker 1

Not sure, but I will check. Give me a second. I know.

00:09:16 Speaker 4

So I have—umm—I gotta share screen. Oh, I can't share screen host disabled. Whoever host is.

00:09:27 Speaker 4

Do we have a host?

00:09:28 Speaker 1

So I think the—the—I think the latest one we have that has been put in is the Black lives protest.

00:09:36 Speaker 4

OK.

00:09:37 Speaker 3

[Name redacted], are you host?

00:09:40 Speaker 1

So that's number 50.

00:09:45 Speaker 4

So that's case 50 in Hive?

00:09:49 Speaker 1

Yes. So then we have Pride Fall, [garbled]. I think we can I—think we can—

00:09:56 Speaker 4

We—we can kill Pride Fall, I mean that never happened.

00:09:59 Speaker 1

So I'll go ahead and close that one out right now.

00:10:01 Speaker 4

Yeah, please.

00:10:11 Speaker 4

Yeah, host has definitely disabled screen sharing.

[Speaker unknown]

[Garbled]

00:10:25 Speaker 1

Yeah, I'm not hosting. Was it—wasn't that—?

00:10:30 Speaker 2

I think it was [Name redacted] who set up the room. So.

00:10:33 Speaker 4

OK.

00:10:35 Speaker 4

So anyway, we've got a bunch. Some of these are the persistents. So [name redacted] and I were talking to the native guys about MISP. Seems like a lifetime ago probably a day.

00:10:47 Speaker 4

And about how you can have a MISP type where you can just keep collecting objects into it. That may be more useful for the persistent—

00:10:59 Speaker 1

...you mean by a MISP type? So like persistent based on narrative? Or based on—are we going to do it based on like the AMITT?

00:11:10 Speaker 4

So one of the reasons we collect persistent objects—

Speaker 1

Yup.

Speaker 4

—is because we have...so if you look for example at the persistent anti-vax. There's a whole bunch of URLs in there.

Speaker 1

Okay.

00:11:23 Speaker 4

These are known anti-vax websites.

00:11:26 Speaker 1

Got it.

00:11:26 Speaker 4

So we know if something goes through them, it's probably connected to anti-vax.

00:11:31 Speaker 1

Oh yeah. Yeah. So. And then we can, we can, we can update that consistently. And then if something either falls off or shut down, then we can. Take it off the list.

00:11:42 Speaker 1

Basically active? And then just keep feeding them in there as we find them?

00:11:47 Speaker 1

So like we've done that with like blacklists before, right? So like active domains and then it'll go, it'll update the same event.

00:11:56 Speaker 4

Yeah. So if.

00:11:56 Speaker 1.

And then it'll just update active or not.

00:11:58 Speaker 4

Yeah. So if we do this, so it was a MISP feed, [name redacted]? You were talking about?

00:12:08 Speaker 2

Yeah, we can um—yeah we can create a MISP. Yeah, we can create a MISP feed for that.

00:12:15 Speaker 1

And then you just add whatever and then you do a cron job, update that, if anything's been taken off, it'll take it out of that event. Or are we going to do one that just adds anything new? You can do it both ways.

00:12:27 Speaker 2

So think of a MISP feed as like a long running event. The source is—is whatever, it might be CSV or JSON, it doesn't matter.

00:12:31 Speaker 1

OK.

00:12:35 Speaker 2

But periodically we will import data into an event. You know?

Speaker 1

Yeah.

Speaker 2

So we have like a job, like a cron or whatever, that just pulls in and updates into that feed—into that event.

[Multiple speakers]

00:12:50 Speaker 4

Yeah. So that that would be difficult.

00:12:50 Speaker 1

So how are we identifying those?

00:12:53 Speaker 4

How do you find them?

00:12:55 Speaker 1

Well, how do you want to identify those specific events?

00:12:58 Speaker 4

So we have persistent objects, or—or persistent cases already in Hive.

Speaker 1

OK.

00:13:04 Speaker 4

If we create the MISP equivalents of those—

00:13:07 Speaker 1

Got it.

00:13:10 Speaker 2

[Garbled] So like the—the thing with—so I guess like the—the utility distinction between a MISP event and a feed is like, an event is like an incident. It's like a really like a self-contained, you know, event. But feeds, feeds are used to like, maybe like, further contextual contextualize those events. Or allow events, to like, be related to long running campaigns. So like—a ransomware tracker makes sense for a feed, and or like you know botnet tracker, or like yeah like—or like you know—

00:13:50 Speaker 1

Infrastructure, yeah, active infrastructure or whatever.

00:13:54 Speaker 2

Secondary Infection, if we expect it will continue to go on, you know, or like or rather like more appropriately it would really be like you know like, suspected Russian backed or state sponsored, you know, and that would that would make sense as a container so.

Speaker 1

Well, that's why I was kind of trying to figure out if we wanted to, if we're going to do it by persistent infrastructure and how we were going to bucket that because these campaigns have multiple, so obviously they're going to have multiple narratives, and multiple campaigns within an operation. Operation is going to be longer, so—

00:14:33 Speaker 4

I think—I think I'm going to leave you two to work that one out. Have got all the pieces for that tech, [name redacted]? Oh, unless there's anything left on incidents that we need to—?

00:14:45 Speaker 1

No, not right now. Is there any? Is there anything that anybody's tracking is live right now that hasn't—that needs to get put in and and how you guys have flagged that? So like is, is, are we still pinning stuff?

00:14:57 Speaker 4

I—I haven't—

00:15:00 Speaker 4

I haven't been bringing externals in. Oh, also yeah, we need to deal with the how—how do we track not using pins? Because those pins are a mess.

00:15:09 Speaker 1

So I'm going to go through, I'll do the D3PO. I got to look through that when we get off this call, I'll probably do it while we're on this call—or on the training.

00:15:22 Speaker 4

I mean I can wander through that as well. We can all look through that and work out—so looks like we already have a set, but this is for the tasks, this is for the individual tasks that we have people doing. And that might include that top level incident task of managing the incident. It's like they're—they're fed and loved.

00:15:42 Speaker 4

Umm—so you've got what you need for the moment?

Speaker 1

Yep.

Speaker 4

Cool. And [name redacted]'s coming. Yay. Which means that I can share screen at last.

00:15:56

Now I've made [name redacted] the host.

00:16:00 Speaker 6

Yay, I'm the boss.

00:16:02 Speaker 1

All right, I have to go back to—I have to go back to firefighting.

00:16:04 Speaker 3

No, no. You can—you can. No, no. You can change it. You can be—I—I added it now. It's multiple share so you got it. [Name redacted], you should be able to share your screen.

00:16:15 Speaker 4

So desktop 2. Share. Trying trying trying. Does that work?

Speaker 3

Yeah.

Speaker 4

Cool.

00:16:25 Speaker 3

Can I still be the boss though?

00:16:27 Speaker 4

You're still the boss.

Speaker 3

Kidding.

00:16:30 Speaker 4

Oh, come on. Don't you want to take it off my hands?

00:16:33 Speaker 3

Not this job. No thank you.

[laughter]

00:16:37 Speaker 4

OK, so this is the admin notes. I'm just writing up from today.

00:16:43 Speaker 4

So tech—[name redacted]. quickly, we've got hack-a-thon coming up. When is it?

00:16:51 Speaker 2

F\*ck. Good question. June 24th, maybe? Sounds—



00:16:56 Speaker 4

So that's pretty, that's pretty soon. I mean that's, yeah.

00:16:59 Speaker 2

I need to sit down and...think about this and...talk—talk to folks to see what we want to build and what we want to prioritize.

00:17:08 Speaker 4

Yeah. So June 24th is next Wednesday.

00:17:16 Speaker 2

Ooof. OK.

00:17:18 Speaker 4

So we've had some ideas for hack-a-thons we've been throwing in, but we—we need to work out what we would like. In a happy world, what do we each with our teams want in tech? And maybe also in process. And also what can we offer in terms of training?

00:17:43 Speaker 2

OK. [Name redacted], do you wanna help me with that? Maybe I'll soundboard some ideas and uh—kick around—

00:17:50 Speaker 3

I think [name redacted] dropped off, but I'm sure he would help you.

Speaker 2

Ohh did he? Yeah. OK, well, I'll ping him and ask. So other than the hack-a-thon, I've been—I've had my head down working on the subtechniques in the background. So no, no real updates from me, that's really it.

00:18:11 Speaker 4

Yeah. I mean, I think we're turning you into tech and research.

00:18:15 Speaker 2

I'm good with that. I would prefer to do—I'd prefer to do the—yeah, I'd prefer to do the research and, and work on theory.

00:18:24 Speaker 4

Well, if you have somebody who can step in and get all the tech run up, make it all happen.

00:18:34 Speaker 2

[Name redacted] has already confirmed that he'll do the Hive stuff, and he does it for his day job as well, so that's a great fit, but it's the other pieces we've discussed that I need to—

00:18:51 Speaker 4

I mean it, it's about having somebody who not just, I mean you're—you're leads not just 'cause I like you all. You're leads 'cause you're all adaptable. So you can look at the system and you can try out a completely new tool or notice that there's a gap and fill that gap. That's tool or process or way of doing incidents, or even just the incidents we pull in. So if there's somebody you can start training up—

00:19:22 Speaker 2

I should ask—I should ask the channel and see if anybody wants to step up. I know, like, I spoke to [name redacted] a couple of times and he seems like he might be keen but. I'll put some feelers out and. Yeah. OK, so that's it. No, no more updates from me really.

Speaker 4

That's the other thing for the team. You should always be looking for people around you, that you can train. My job is to do myself out of a job.

00:19:53 Speaker 4

And you know, it's not about having power. It's about making sure there are enough people who can do this thing because at some point, people are going to start different groups. I mean, if we win we're going to end up with a dozen groups, and we'll be seeding them. And we'll be seeding with ourselves and with the people we train.

00:20:18 Speaker 2

Yeah. So I'm like.

00:20:20 Speaker 3

I'm sorry.

00:20:21 Speaker 2

Sorry, so I'm like 100% the wrong person for that type of, like, social outreach. Seeing what people are up to. That's just that's not my thing, you know? And so if—if we have people on the team who are willing to do that and identify like, you know, somebody that's interested in tech or has that background or whatever, and can send them my way. I'll like, you know, like I—I will. I—

00:20:47 Speaker 4

This is why we have a people person

Speaker 3

I think that's [name redacted].

Speaker 2

Yeah. Yeah. So I will, I will try it. I will try and do that. But like my point is temper your expectations you.

00:20:54 Speaker 2

Know. It's just, yeah.

00:20:55 Speaker 2

So mean.

00:20:56 Speaker 3

I would say I would say.

00:20:57 Speaker 3

[Name redacted] would be awesome at that, [name redacted].

00:20:58 Speaker 3

I think she would be able.

00:20:59 Speaker 4

To help you out with that, that's that's her job. Talent spotting as well as onboarding.

00:21:00 Speaker 2

That would be great.

00:21:04 Speaker 4

OK.

00:21:07 Speaker 2

OK, so I'll I'll ping her right now and have that conversation with her.

00:21:11 Speaker 4

OK, on boarding off boarding.

00:21:15 Speaker 4

We we we brought a new cohort in yesterday.

00:21:20 Speaker 4

So just, you know, be aware of them and say hi.

00:21:23 Speaker 4

To them.

00:21:24 Speaker 4

I've I've put the welcome message in. Oh, there's a welcome.

00:21:27 Speaker 4

Message in channel.

00:21:32 Speaker 2

We should probably get them all on the same page of an incident even like even if it's not something super important, even if, like, if even if we're not 100% sure of what we want to work on today, we should pick something just because, yeah.

00:21:45 Speaker 2

The exercise of seeing how they can do you know how they can work and kind of throw them in the fire a little bit, so maybe maybe [Name redacted] if you want to like.

00:21:57 Speaker 2

I don't know. Pick something, or maybe we can all think about it and pick something and just run it. Just run.

00:22:03 Speaker 2

It down, you know.

00:22:11 Speaker 4

So we've got the the slow burns and then we've got the the rapid incidence. So we could run up a short rapid.

00:22:18 Speaker 4

One, OK.

00:22:19 Speaker 2

Yeah, let's do a fire, fire drill type thing, you know? Yeah.

00:22:27 Speaker 1

Sand table.

00:22:29 Speaker 4

Yep sand table. So which takes us to process.

00:22:33 Speaker 3

Cool. So.

00:22:35 Speaker 4

And documentation and stuff.

00:22:39 Speaker 3

So on the training side, I was able to rope [Name redacted] into this Saturday, identifying emerging narratives and outliers, which could be a great opportunity to kind of be a jumping off place for what you were just describing, [Name redacted], which is kind of throwing people into the fire. So maybe if there's something related to, I don't know, something that's going on in the world.

00:22:59 Speaker 3

That we could.

00:22:59 Speaker 3

Use and then encourage all those folks to come on Saturday. We could use that as the kind of jumping off place for that further investigation, maybe.

00:23:09 Speaker 3

That makes sense to you, [Name redacted].

00:23:12 Speaker 1

Yeah. So.

00:23:13

I'll, I'll go.

00:23:14 Speaker 1

Through and try to try to pick out a few that are not OBE or they're persistent and and then they have changing narratives as events go on. I mean you have the.

00:23:26 Speaker 1

Yeah, yeah, we can do that.

00:23:28 Speaker 3

Cool, I was able to. Oops, sorry.

00:23:32 Speaker 4

I was going to say documentation, so you've roped a few more people in. We've got 9 minutes so.

00:23:39 Speaker 3

Yeah, so documentation I have not made progress. I am going to, I think move to.

00:23:49 Speaker 3

Try to put [Name redacted] in charge of a lot of that stuff.

00:23:54 Speaker 3

So I'm going to rope.

00:23:55 Speaker 3

Her into that.

00:23:56 Speaker 4

Wonderful. She'd love doing that.

00:24:04 Speaker 4

And well done you for delegating.

00:24:04 Speaker 7

Because she.

00:24:05 Speaker 3

Yeah, working on that.

00:24:08 Speaker 4

You and those kids, you and me both.

00:24:11 Speaker 4

Sorry about setting up all the event things, but it was like whoopee.

00:24:14 Speaker 4

Events. Yeah, totally.

00:24:19 Speaker 3

Yeah, that's kind of where we are right now. Oh, and then we're talking about.

00:24:23 Speaker 3

And maybe this?

00:24:24 Speaker 3

Is related to the D3PO conversation, just ways to share out tasks to people or let them claim tasks in yeah, in the general Disinfo channel or even in triage. But I guess in triage people will have access to the GitHub, so that's probably less an issue. So maybe I should just try to push people who just came in the door.

00:24:43 Speaker 3

To do some kind of documentation.

00:24:47 Speaker 3

Just to get them used to.

00:24:48 Speaker 3

Going back and forth with the big book.

00:24:50 Speaker 1

Yes. So I think also.

00:24:56 Speaker 1

No, never mind. Go ahead.

00:24:58 Speaker 1

Time crunch.

00:24:59

That was all I had.

00:25:03 Speaker 4

I mean, I I was thinking you could do write ups on training slides.

00:25:11

I think I.

00:25:11 Speaker 1

Think walking through a scenario like have them walk through.

00:25:14 Speaker 1

A scenario that that.

00:25:15 Speaker 1

Maybe we've already walked through, right?

00:25:18 Speaker 2

Playbooks actually would be super.

00:25:19 Speaker 1

Yeah, yeah.

00:25:20 Speaker 2

Helpful. [Name redacted], let me when are you?

00:25:24 Speaker 2

What are you free for like half an hour? And I'll. I'll show you how Playbooks work in the hive and like, kind of what the structure is and how.

00:25:33 Speaker 2

Have used them in the past. What my expectation is to use them going forward and.

00:25:39 Speaker 2

That would be super useful for documentation if you could just get people to even do a simple one, and it's not. It's not a a hard.

00:25:49 Speaker 2

It's not hard to task so.

00:25:51 Speaker 1

I could jump on that too. Yeah. Cool. So.

00:25:54 Speaker 3

Yeah. Let me look at my schedule, I'll.

00:25:55 Speaker 3

I'll ping you. Maybe the three of us.

00:25:58 Speaker 2

OK. Yeah. Perfect.

00:26:00 Speaker 4

And also I'm going to start using this thing more.

00:26:03 Speaker 4

But only if I can get.

00:26:04 Speaker 4

These things I don't go.

00:26:07 Speaker 4

So we've talked about actions, things we need to do. I'm going to start populating the because we got, I got all in here.

00:26:16 Speaker 4

She's got some persistent stuff.

00:26:20 Speaker 4

And it's like.

00:26:24 Speaker 4

I did that. Yay. I can pass something to done what? Who?

00:26:29 Speaker 4

But having the Kanban gives us a log of what we've been up to.



00:26:33 Speaker 4

So if we just, like, get in the habit of looking through it and just checking through each time, so I gotta get into the habit. If I don't do it, tell me off, OK?

00:26:41 Speaker 1

So I did go through and and and added a few in there to kind of review that look like we we.

00:26:47 Speaker 1

May have it.

00:26:50 Speaker 1

Just need to close it out so.

00:26:52 Speaker 4

Yeah, this is the lead Canada.

00:26:55 Speaker 4

As opposed to the other campaign, yeah.

00:26:56 Speaker 1

OK.

00:26:58 Speaker 3

I don't have access to that yet, but I reached out to [Name redacted] to give me access.

00:27:05 Speaker 4

I didn't realize you didn't.

00:27:07 Speaker 4

We have a command board. It's not useful if we don't have all of us in.

00:27:10 Speaker 4

Here. Hey, [Name redacted].

00:27:12 Speaker 7

Hello. Am I late?

00:27:14 Speaker 4

For the latest meeting, yes.

00:27:16 Speaker 3

Why is that not on my schedule when is?

00:27:17 Speaker 4

The training or not?

00:27:20 Speaker 4

We're working. We're working on that. That's why we've got the event bot.

00:27:24 Speaker 7

It it doesn't exist if.

00:27:25 Speaker 7

It's not on my schedule.

00:27:27 Speaker 4

That's why we've got the event bot. That's where we're going to work out how to get it onto.

00:27:30 Speaker 4

A calendar. That's where we're gonna have our own calendar.

00:27:32 Speaker 7

So I think the word you're looking for is no, you're not. Like, I'm sorry I failed you.

00:27:39 Speaker 4

I'm sorry I failed you, commander. Doctor.

00:27:42 Speaker 4

OK.

00:27:43 Speaker 7

Love you lots.

00:27:47 Speaker 4

I love you all. OK, right. Any other business? Anything else? We need to be thinking about doing.

00:27:55 Speaker 4

Sorting out.

00:28:03 Speaker 4

We got 4 minutes.

00:28:06 Speaker 4

So we've covered the hackathon, we've covered incidents.

00:28:13 Speaker 4

Yeah. Have you?

00:28:14 Speaker 2

Just a quick thought here. So like we've always our strategy so far has always been like, so like hunts you know like.

00:28:25 Speaker 2

Where? Where?

00:28:27 Speaker 2

We're going out and we're looking for things, right? We're hunting for incidents, but maybe we should just, like, ask the team. Hey, what are you working on? You know, like, have you seen something interesting and, like, invite people to speak up? And I don't really know if we've done that so far or maybe I haven't noticed. But, like, you know, we have we have like 500 people in the channel. What if we're just like, hey, guys.

00:28:42 Speaker 1

I think that's good.

00:28:47 Speaker 2

Well, it's interesting. What have you seen? Maybe someone will be.

00:28:49 Speaker 2

Like you know, whatever.

00:28:50 Speaker 2

Is a. There's a weird Twitter bot and.

00:28:51 Speaker 4

Yeah, they keep.

00:28:53 Speaker 4

They keep trying to talk to us, so it's like, yeah, an occasional one of them put something in channel, but.

00:28:57 Speaker 2

Yes, we should. Or like hey or yeah, you know, or just ask like, hey, like, you know, if we were gonna look at something for the next 6 hours, what should it?

00:29:04 Speaker 2

Be and maybe somebody will you know.

00:29:07 Speaker 2

Right, speak up so.

00:29:11 Speaker 2

Just a thought, yeah.

00:29:12 Speaker 3

Hello there.

00:29:14 Speaker 4

Yeah. And we, we, we should include them more, yes. And definitely triage, we should include triage more because we've we've pulled them in there.

00:29:23 Speaker 4

And they need to feel special for it.

00:29:29 Speaker 4

OK, I am going to close down this lot because we're going to go to the.

00:29:33 Speaker 4

Other meeting in a second.

00:29:39 Speaker 4

We are. We are in the right place.

00:29:40 Speaker 4

For training, aren't we?

00:29:48 Speaker 4

And lose all the pieces.

00:29:51 Speaker 3

I think I may have to post it to channel because I think it's possible [Name redacted] only posted it in managers. Let me do that.

00:29:58 Speaker 4

Now, yeah, that needs. Yeah, we should do that.

00:30:02 Speaker 4

And it's gone to all of the channels. So I need we need to get that into cookset collab as well.

00:30:08 Speaker 3

OK.

00:30:19 Speaker 4

And I'm going to stop.

00:30:20 Speaker 4

Sharing that probably helps too.

00:30:23 Speaker 4

OK.

00:30:37 Speaker 4

We should expect at least. [Name redacted]. [Name redacted]. Hi, [Name redacted].

00:30:41 Speaker 4

How are you OK.

00:30:45 Speaker 8

You're very prompt.

00:30:48 Speaker 4

Oh, you know, we look among you.

00:30:57

OK.

00:31:04 Speaker 8

Hi, guys.

00:31:06 Speaker 8

So I guess there's we should at.

00:31:08 Speaker 8

Least wait till 7, right?

00:31:10 Speaker 4

Yes, because we're still pulling people in.

00:31:23

Are you guys all?

00:31:26 Speaker 8

West Coast type people.

00:31:30 Speaker 7

No, I'm on the.

00:31:30 Speaker 7

East Coast.

00:31:32 Speaker 3

East Coast as well.

00:31:34 Speaker 1

East side.

00:31:37 Speaker 2

I'm on east too.

00:31:39 Speaker 8

OK.

00:31:40 Speaker 4

And West Coast.

00:31:42 Speaker 8

I know that about you. We have a we have a number of time zones which can make I know scheduling a little challenging.

00:31:49 Speaker 4

That's why we do it at 4:00 because our 4:00.

00:31:52 Speaker 4

Strokes 7:00.

00:31:54 Speaker 4

Because we catch people right? Just at the end of their day in on this coast, and they're not too exhausted on the other coast.

00:32:02 Speaker 9

We got it.

00:32:02 Speaker 2

Perfect time for me, hey.

00:32:17 Speaker 8

Get to see my white wall.

00:32:20 Speaker 8

I guess I should hang something back there eventually.

00:32:24 Speaker 7

Just do the virtual backgrounds like the rest of us.

00:32:29 Speaker 4

I refuse.

00:32:31 Speaker 8

Like I don't have enough.

00:32:32 Speaker 8

Rabbit holes to go down?

00:32:37 Speaker 6

I realize that one point I sometimes have stuff in my whiteboard behind me that I don't have the opportunity to clean up beforehand. It's like.

00:32:46 Speaker 6

OK, I know want to deal.

00:32:49 Speaker 2

With it.

00:32:50 Speaker 8

Yeah, well, my my room is actually.

00:32:53 Speaker 8

Very complicated. Other than this wall right behind.

00:32:57 Speaker 8

My comfy chair, which is.

00:32:58 Speaker 8

Where I do this sort of thing?

00:33:02 Speaker 6

Nice. It's like like.

00:33:03 Speaker 6

John Oliver. He has that nice.

00:33:05 Speaker 2

Little white space.

00:33:08 Speaker 4

OK, don't do that.

00:33:10 Speaker 7

Do that.

00:33:16 Speaker 4

I I gotta turn mine off because you don't need to watch me eating cereal.

00:33:21 Speaker 8

No problem.

00:33:23 Speaker 4

It's it's, it's a it's, it's a, it's a dinner of champions.

00:33:28 Speaker 8

I'm a big cereal eater myself.

00:33:31 Speaker 6

Can we at least hear?

00:33:32 Speaker 6

The crunching maybe.

00:33:36 Speaker 1

Cereal eating is better.

00:33:37 Speaker 1

Than cake eating. I'm just saying.

00:33:40 Speaker 8

It depends on your point of view about that.

00:33:46 Speaker 4

You guys take the time.

00:33:49 Speaker 1

Yeah, as a as a.

00:33:50 Speaker 1

Spectator sport? Let me.



00:33:51 Speaker 1

Say that.

00:33:55 Speaker 8

Fair enough.

00:34:06

All right.

00:34:09 Speaker 8

So should I?

00:34:13 Speaker 8

Dive in here a little bit. If other people join in, we'll talk to them soon.

00:34:19 Speaker 4

It's it's 2 minutes past, so yeah, we're just like.

00:34:22

OK.

00:34:25 Speaker 8

I appreciate having this time to talk to you about my little project that I'm starting to work on here. A number of you have seen earlier iterations of this and are somewhat familiar with the concept.

00:34:43 Speaker 8

But I really wanted to.

00:34:47 Speaker 8

Sort of. Formally, go over where I'm at.

00:34:50 Speaker 8

What the structure?

00:34:51 Speaker 8

Is and what I'm hoping to gather in terms of support and start to build a little bit of a team and a process together. I thought you might want to know a little bit about where this came from, where where I came from, why I'm.

00:35:06 Speaker 8

In here and I.

00:35:08 Speaker 8

A summarized this into a few little slides to make it easy to discuss, and then there's some more.

00:35:15 Speaker 8

Detailed stuff behind.

00:35:16 Speaker 8

It so to begin with, I'm [Name redacted]. Hi.

00:35:24 Speaker 8

I started my career a remarkably long time ago as a software engineer. My education is a science education. My degrees in neurobiology and computer science.

00:35:38 Speaker 8

But about.

00:35:40 Speaker 8

15 or 18 years ago I started working, moving more into the marketing side of things and trying to understand.

00:35:49 Speaker 8

How people work, how people.

00:35:50 Speaker 8

Understand things, that sort of thing. I became and moved into the.

00:35:56 Speaker 8

Marketing space and was sort of a marketing executive with technology firms for a decade or so, and the last several years.

00:36:08 Speaker 8

Five years or so, I've been primarily focused on building narratives, and I have a whole lecture on narratives I can get into. It's my favorite thing to to nerd out on, but in this case, what you need to know is I try to help. I I spent my time trying to help.

00:36:27 Speaker 8

Companies express what they did and why it mattered in a way that would.

00:36:31 Speaker 8

Resonate with people.

00:36:33 Speaker 8

So around, you know, early 2016 when I became.

00:36:39 Speaker 8

Aware of of.

00:36:41 Speaker 8

The disinformation and amplification that was going on in the information space, I became enraged that the tools of my.

00:36:53 Speaker 8

Idealistic marketing world were being.

00:36:59 Speaker 8

Taken over by and and used for.

00:37:06 Speaker 5

Nefarious or.

00:37:07 Speaker 8

With various purposes exactly. And so I started really studying what was going on there and I spent a lot of time looking at how they were using the exact same tools of marketing rhetoric, platforms, amplification, messaging repetition, all of that.

00:37:26 Speaker 8

To fight against us and to mess up the world. And I spent a lot of time studying that at a certain point, I realized what we have to do is actually fight back. And I spent a lot of time trying to figure out how to do that and.

00:37:45 Speaker 8

I I there's it's it's a big problem.

00:37:50 Speaker 8

And I'm trying to attack a piece of it.

00:37:55 Speaker 8

What I've learned by spinning around and around.

00:37:58 Speaker 8

Is that the?

00:37:59 Speaker 8

Simpler and more straightforward.

00:38:02 Speaker 8

We frame the problem, the more likely it is that we can actually do something about it. So here's how I'm framing the problem.

00:38:15 Speaker 8

Look, I need slides. PowerPoint is really the only technology I know how to use with any competence.

00:38:22 Speaker 4

It's a logo.

00:38:26 Speaker 8

Yes, if you get an account on creative market, you can download stupid logos too. I.

00:38:35 Speaker 8

Have no design skills.

00:38:37

But I have.

00:38:37 Speaker 8

A lot of appreciation for good design so.

00:38:40 Speaker 8

I tend to hate my own.

00:38:42 Speaker 8

Design work because I know what it should look like anyway.

00:38:45 Speaker 8

Reality team the purpose is to fight disinformation by competing in the information space. So rather than the information space being entirely saturated with disinformation, we can provide alternative narratives to to compete.

00:39:05 Speaker 8

And to fill that space with.

00:39:09 Speaker 8

And hopefully give people a way to unite around simple, reliable, memorable ideas and information. Basically, we're using many of the same techniques.

00:39:17 Speaker 8

As the bad guys.

00:39:18 Speaker 8

But we're doing it in.

00:39:20 Speaker 8

A good way we are creating.

00:39:25 Speaker 8

We are helping to.

00:39:28 Speaker 8

For, we are helping to people to understand the reality of complex situations. We are helping them to avoid.

00:39:39 Speaker 8

And we are helping to make simple.

00:39:45 Speaker 8

Hopefully viral concepts that can saturate the information space in the same way the bad guys do.

00:39:55 Speaker 8

You know, you guys, this is not.

00:39:58 Speaker 8

New to you?

00:39:59 Speaker 8

So much disinformation. It's intended to leave people angry and confused. The point is, it's very efficiently created and amplified by a mature network of former and tacit alliances and platform manipulation.

00:40:15 Speaker 8

We need to build a.

00:40:17 Speaker 8

Network of formal and tacit alliances and a.

00:40:23 Speaker 8

Work with platforms in a legal and ethical fashion to similarly amplify stuff the the one of the reasons that disinformation is so incredibly effective is that their talking points are extremely consistent.

00:40:37 Speaker 8

And endlessly repeated, so they just slip into the the the conversation. They slip into the mainstream media. The mainstream media is forced to pay attention to these things because they are just so pervasive. We can't let that stuff.

00:40:57 Speaker 8

Be unmet with resistance.

00:41:04 Speaker 8

So here's the strategy. The idea is that for to to work on a countering disinformation, but B also building positive alternate narratives.

00:41:22 Speaker 8

And in doing this, we'll be explaining heart issues.

00:41:27 Speaker 8

Issues that are extremely controversial or where there's a lot of nonsense and \*\*\*\*\* being passed around in the environment.

00:41:35 Speaker 8

A lot of people who are not news obsessed.

00:41:41 Speaker 8

Are legitimately confused by a lot of this stuff and.

00:41:46 Speaker 8

Our first job is to help them.

00:41:48 Speaker 8

Out the second thing is to encapsulate these ideas in clear resonant talking points, hashtags, memes, etcetera that can be used very consistently, heavily, heavily, repeated, amplified and shared.

00:42:12 Speaker 8

When you convert PowerPoint to.

00:42:15 Speaker 8

Google Slides. Weird things happen.

00:42:18 Speaker 8

Pay no attention anyway, so the primary audience is here.

00:42:25 Speaker 8

Our what I call the confused and the Persona I have in mind when I think about the confused is actually my 20 year old son.

00:42:37 Speaker 8

My 20 year old son is not particularly political. He doesn't follow the news. In particular, he doesn't read a newspaper regularly.

00:42:47 Speaker 8

And he's exposed to a lot of weird ideas. He's super skeptical because he thinks he believes everyone is biased and everything is \*\*\*\*\*. He doesn't.

00:42:55 Speaker 8

Know who to believe.

00:42:57 Speaker 8

He needs a way to understand complicated issues without reading 1500 words on them.

00:43:05 Speaker 8

He needs clear takeaways and he needs confidence that these are not.

00:43:13 Speaker 8

Just yet another person's biases.

00:43:19 Speaker 8

And then I think if the low end information liberal and the persona I think of here is my mother-in-law. Honestly she is, you know, she lives in [location redacted]. She has been, you know.

00:43:34 Speaker 8

Liberal ish. Politically most for life.

00:43:39 Speaker 8

But most of what she most of her so-called ideas are really things that she has heard somewhere from people she.

00:43:47 Speaker 8

Thinks are good guys and she repeats them. She doesn't really have any way to really.

00:43:54 Speaker 8

Support her ideas. She doesn't have any information or facts to back them up with. She just thinks you know bad guys. Bad. Good guys. Good.

00:44:07 Speaker 8

Again, what we should be trying?

00:44:09 Speaker 8

To do is help.

00:44:10 Speaker 8

These people stay connected to reality, defend and propagate.

00:44:18 Speaker 8

Their ideas, the wackadoodles, the cult members, the Fox News Snorters.

00:44:28 Speaker 8

There's not that much we can do about them in the short term. And so I think I'm not even trying.

00:44:34 Speaker 8

Although to the extent that we can.

00:44:39 Speaker 8

Make the make it so that the they see things beyond their bubble. If we can somehow penetrate the bubble.

00:44:46 Speaker 8

That's a big win.

00:44:49 Speaker 8

The other market, the the other audience we have, that's really critical are alla. As for building this network of this amplification network. So we can start to to circulate.

00:45:06 Speaker 8

Hashtags, memes talking points. What have you in a more consistent way, more reliably and actually have a network infrastructure to push out responses to issues as they come up and positive narratives as as as.

00:45:23 Speaker 8

We can build them.

00:45:25 Speaker 8

Am I just blabbing on or?

00:45:27 Speaker 3

No, you're doing great. I'd say keep going and maybe we can. After you do this piece kind of do general like, you know, kind of descriptive questions and then kind of probing questions and then kind of on to the pieces that you're interested in.

00:45:42 Speaker 8

Yep. OK, so the basic idea here. The methodology I'm trying to put together is 3 teams, a monitoring team, a messaging team, and a distribution team.



00:45:57 Speaker 8

The idea behind the monitoring team is that, you know, people out there scanning the environment such as you do, bringing not only.

00:46:07 Speaker 8

Trending issues, but emerging issues and I have some people who are very interested in trying to look ahead at what is likely to be an issue a month, two months down the road. What are the likely strategic moves in the disinformation space?

00:46:28 Speaker 8

The messaging team.

00:46:31 Speaker 8

They basically have to do three things they have to do some research. They have to build simple explainers, and then, you know, a very collaborative, hopefully very creative space to create these resonant talking points that we can share.

00:46:51 Speaker 8

And then the distribution team.

00:46:53 Speaker 8

Building up the network.

00:46:57 Speaker 8

Pushing out information, connecting with allies.

00:47:03 Speaker 8

Working with the platforms etc.

00:47:10 Speaker 8

We're also working on some infrastructure and process and there's some very interesting people who are helping in an advisory capacity as well.

00:47:29 Speaker 8

Yeah. OK. So.

00:47:31 Speaker 8

In terms of what we've managed to get going so far.

00:47:34 Speaker 8

And what we still need.

00:47:36 Speaker 8

There is a website in process.

00:47:40 Speaker 8

It is starting to be.

00:47:42 Speaker 8

Developed as we speak, the stub is up. They're.

00:47:44 Speaker 8

Starting to work on.

00:47:47 Speaker 8

Configuring it, getting pages up, getting content in there.

00:47:51 Speaker 8

We do have a slack workspace.

00:47:54 Speaker 8

That's sort of good news and bad news.

00:47:57 Speaker 8

Most of you probably.

00:47:59 Speaker 8

Have as I.

00:47:59 Speaker 8

Do about 7 different slack workspaces and they are sort of overlapping and strange in a couple of different ways and I'm still trying to figure out how to make that work well, but there is a slack workspace for sharing and.

00:48:14 Speaker 8

Bring these teams together to work on this stuff.

00:48:17

We have a.

00:48:18 Speaker 8

Variety of documents and processes for these teams, starting in in develop.

00:48:25 Speaker 8

We've got two basic explainers.

00:48:30 Speaker 8

Published on Medium right now.

00:48:32 Speaker 8

We've got a few volunteers, but not enough.

00:48:36 Speaker 8

In terms of what we really need, we need editors to own topics and take them forward.

00:48:44 Speaker 8

We need to build a regular weekly writers room so we can start to bang on these things and and make them better as a team. Then we will be as able to as individuals.

00:48:59 Speaker 8

Definitely need some design skills.

00:49:00 Speaker 8

If we can find them.

00:49:03 Speaker 8

We could use some people helping on the social media side and on the alliances side.

00:49:12 Speaker 8

It's just a little out of order. Perhaps you've been there in in this early phase, there are three things that I'm actually trying to build or deliver out into the world. One is these explainers, which are templates.

00:49:28 Speaker 8

This very simple.

00:49:31 Speaker 8

Explanations OF complex or controversial issues. Two have been published. They're about 7 in progress. The ones that have been published are about vote by mail and Antifa and the.

00:49:48 Speaker 8

Police protests.

00:49:54 Speaker 8

The purpose of these explainers is to give people a.

00:49:59 Speaker 8

Reliable source of clear, understandable information that's extremely well documented and researched, but also to develop these talking points that we can push out into the world.

00:50:10 Speaker 8

UM and this network, we.

00:50:14 Speaker 8

It would be.

00:50:15 Speaker 8

It this network wouldn't necessarily belong to us, it would be more of a community asset.

00:50:21 Speaker 8

But there are a.

00:50:21 Speaker 8

Lot of fellow travelers out there, some are influencers, some are organizations with similar objectives.

00:50:32 Speaker 8

They should be connected in a way that they can coordinate and share their work more formally and effectively than following them on Twitter and retweeting them.

00:50:47 Speaker 8

So I think that that would be an incredibly important asset.

00:50:52

For the world.

00:50:52 Speaker 5

To have are you suggesting there's also a potential that that, that network winds up credentialing the information?

00:51:00 Speaker 5

I mean, one of the things I've been seeing emerging from from some of.

00:51:05 Speaker 3

Before can I pause for a second potentially.

00:51:09 Speaker 8

I'm sorry. Say that again.

00:51:11 Speaker 3

So can I pause for a second?

00:51:12 Speaker 3

Just on the process.

00:51:12

Yeah, yeah.

00:51:13 Speaker 3

Piece what I was thinking, and maybe [Name redacted], you can disagree if this maybe doesn't make sense. I was gonna let you finish your thought. [Name redacted], have you framed a question for the group? Do a couple rounds of questions and then jump into like the discussion or like the actual. I did not do a good job of facilitating and framing.

00:51:31 Speaker 3

Upfront kind of how we might discuss. So that's my fault. Does that make sense?

00:51:36 Speaker 3

Or did you want people to interject? What would you prefer?

00:51:40 Speaker 8

I'm comfortable if I think that the the.

00:51:44 Speaker 8

The concept of the network is worth discussing for sure.

00:51:49 Speaker 8

And I think that there's a lot of different ways to approach it and to create it and I'm not sure honestly.

00:51:57 Speaker 8

How to do?

00:51:57 Speaker 8

It other than through introductions and schmoozing at this.

00:52:00 Speaker 8

Point. So I think that.

00:52:05 Speaker 8

As a credentialing construct, I think it's very interesting. I think that in terms of what we want to push in the network, it shouldn't only be our stuff, but that stuff which.

00:52:20 Speaker 5

Sure. Well, I'm thinking of it.

00:52:22 Speaker 5

Because some of the some of the vendors and people working throughout.

00:52:27 Speaker 5

The let's say the CTI.

00:52:30 Speaker 5

You know, look at this idea of creating ground truth about things.

00:52:35 Speaker 4

I I I am going to call lead privilege here. Let's get [Name redacted] get to the end. We will discuss network. We will get to this point. A lot of people will be saving.

00:52:43 Speaker 4

Questions. So let's make it to the end.

00:52:45 Speaker 8

OK. Well, we're pretty.

00:52:48 Speaker 8

Close to the.

00:52:48 Speaker 8

End basically in terms of how to help this. This isn't just for you. The PSA is. Make sure you're registered to vote and that you got your absentee that.

00:53:00 Speaker 8

But second, if you can follow the stubbed out social media accounts we currently have on Twitter and Snapchat, that would be great. If you want to actually join the team and.

00:53:18 Speaker 8

Take on either part of the writers room or the network building, or any other part of it.

00:53:24 Speaker 8

Let me know if you believe you can connect us with other people.

00:53:31 Speaker 8

That might be.

00:53:33 Speaker 8

Helpful either as allies or sources of resources, interesting connections etcetera. Let me know there.

00:53:47 Speaker 8

And that's that's pretty much all I wanted to say in terms of introducing it.

00:53:51 Speaker 8

So go ahead.

00:53:52 Speaker 3

Cool. So what I was thinking [Name redacted] and this is kind of where I was going. Thanks for that awesome intro. Is maybe we could do a round of like clarifying questions. So these would be things like you don't quite understand what's going on or maybe you want to better.

00:54:06 Speaker 3

Understand context and then we can do once we're all in the same page about it. Deeper. Sorry, someones vacuuming in the background. Deeper probing questions about what you think are like assumptions that are here or places that we can help and then kind of an open discussion if.

00:54:21 Speaker 3

That makes sense that.

00:54:23 Speaker 8

Would be great. I I understand this is a very new idea and I'm really here.

00:54:27 Speaker 8

To learn from you who have expertise in a.

00:54:30 Speaker 8

Lot of areas.

00:54:31 Speaker 8

I do not. So I appreciate you helping me to both refine what I'm talking about, make it clearer and give me.

00:54:39 Speaker 8

Your ideas so.

00:54:41 Speaker 3

Awesome. So let's do a round of maybe 5-5 or so minutes of just like kind of clarifying questions.

00:54:47 Speaker 4

OK, so I I had one which is can you amplify other groups content? So if you see something good online is that that's in OK.

00:54:54 Speaker 8

Yes, absolutely. I think that that's critical. I think it's stupid to think that we can do everything ourselves and it would be stupid to ignore great work of others. Furthermore, if we want to really build a network, it it.

00:55:11 Speaker 8

Needs to be.

00:55:13 Speaker 8

Multidirectional not just from.

00:55:15 Speaker 8

Us it's we don't have. We don't have the standing.

00:55:18 Speaker 8

Or the capacity to try to be God.

00:55:22 Speaker 5

Benefiting from the catalog effect.

00:55:27 Speaker 8

I don't know what that means, but I think.

00:55:29 Speaker 5

So yeah, well, it's it's like the like, [Name Redacted] is a well known artist and he can command a community of his own and push his messages or his art to them, yeah. Whereas some artists don't have that community and they benefit from being as part of a catalog like Netflix or.

00:55:47 Speaker 5

Something like that, where there's a lot of attention coming that is exposing grazers and you know, so.

00:55:53 Speaker 8

Yes, Better Together.

00:55:56 Speaker 5

Yeah, at least for this particular thing, right?

00:56:00

I agree.

00:56:02 Speaker 4

More clarifying questions.

00:56:06 Speaker 9

I actually do.

00:56:06 Speaker 5



Yeah, I guess go ahead, sorry.

00:56:08 Speaker 9

Hi, this is [Name redacted]. I just joined your league. So yes, hello, just a clarifying question. So the prime directive of this is definitely to to counter influence counter messaging, correct?

00:56:12 Speaker 4

Yay. Hey, [Name redacted].

00:56:26 Speaker 9

OK.

00:56:26 Speaker 8

What? Well, counter and create alternatives they they positive grounding narratives as well. It's not simply saying no, that's wrong. No, that's wrong. No, that's wrong.

00:56:31 Speaker 9

Right, so you're.

00:56:41 Speaker 5

Right, right. OK.

00:56:42 Speaker 9

I have a more descriptive question but.

00:56:44 Speaker 9

I'll wait for that later.

00:56:46 Speaker 8

OK.

00:56:47 Speaker 3

Awesome. Thank you.

00:56:49 Speaker 6

With with this type of work, and another thing, conversations around doing things proactive versus reactive, is there like, what's the relationship with where we're at now?

00:57:02 Speaker 6

Or like what you're trying to do right now to to begin with.

00:57:11 Speaker 8

If I understand your question correctly, you're asking me if we're trying to be proactive or reactive.

00:57:16 Speaker 6

Yeah, and it's like.

00:57:17 Speaker 6

Are are you starting off with both? Just focusing on reactive first or focusing on proactive because we can control those narratives or something like that.

00:57:25 Speaker 8

Yeah. So I'm trying to, I would like to be doing both. Unfortunately, right now I'm doing everything which kind of equates to almost doing nothing. And so progress is glacial. However, I do think that we need to.

00:57:46 Speaker 8

You know I have a running list of topics.

00:57:49 Speaker 8

To address some of which are things that are getting a lot of that are very complicated. For example, what is systemic racism? What does?

00:57:59 Speaker 8

It mean to.

00:58:00 Speaker 8

Defund the police. These are these are issues that are extremely confusing and and it is legitimate for people to be confused.

00:58:10 Speaker 8

And want.

00:58:12 Speaker 8

Clear, meaningful information without having to do.

00:58:16 Speaker 8

Hours of study on the topic, right?

00:58:20 Speaker 8

However, we also have a situation where the alternative narrative in theory led by.

00:58:28 Speaker 8

The Biden campaign is not as well articulated as it should be, or as I'd like it to be right now either. So what?

00:58:40 Speaker 8

Democracy. What are checks and balances? What is rule of law? What is, you know, what are norms? What does?

00:58:47 Speaker 8

It mean to be a global leader there.

00:58:51

There are.

00:58:52 Speaker 8

A lot of those sorts of narratives that I think are equally important to build and so.

00:58:58 Speaker 8

I think that in the writers room, we'll have to discuss prioritization, and my idea is that people.

00:59:07 Speaker 8

Each topic would get an editor.

00:59:10 Speaker 8

And that that editor would become the champion for that topic and responsible for pulling together the research, the explainer, and the points on that while the writers room as a team would work together to make sure that those that each of those deliverables were as good.

00:59:29 Speaker 8

As they could be.

00:59:31 Speaker 6

Got it. And then I I guess kind of going into the explainers, you mentioned that they're you plan on having templates for them based on if something's proactive or reactive, are you, do you think the same template is going to like we just need to use a?

00:59:50 Speaker 6

Single one or?

00:59:53 Speaker 8

So I believe in learning.

01:00:00 Speaker 8

And I may these things may change as we.

01:00:03 Speaker 8

Go along, however, couple of things.

01:00:08 Speaker 8

No, that's not what I meant. Sorry.

01:00:11 Speaker 8

A couple of things. When things are template sized.

01:00:18 Speaker 8

People learn to read them more efficiently.

01:00:23 Speaker 8

And it's a lot easier to build them.

01:00:27 Speaker 8

So I want people to know what to expect.

01:00:33 Speaker 8

For a topic we would have.

01:00:36 Speaker 8

Key takeaways for vote by mail it's bipartisan. It's tamper resistant. It's safe.

01:00:43 Speaker 8

Then we'd have a series of Q&A like frequently asked questions.

01:00:48 Speaker 8

Then we want to repeat the key takeaways which I did not do here, but.

01:00:52 Speaker 8

That's what we want.

01:00:53 Speaker 8

To do and then have a list of references to.

01:00:59 Speaker 8

Demonstrate credibility and invite people to go further if they want to, right? So I'm hoping to create a visual template for this.

01:01:08 Speaker 8

Primarily to make it easy to create and teach people how to read these things and make them really consistent. Now it doesn't mean that absolutely everything has to be letter perfect to the template, and it definitely doesn't mean we don't evolve the template as we learn. Learning is really important to.

01:01:29 Speaker 8

And it, you know, every time we do something, it should be helping us to do the next thing better. So if the template needs to evolve, it needs to evolve if.

01:01:38 Speaker 8

The templates need to.

01:01:39 Speaker 8

Diverge for countering versus core narratives. That's something that you know we can address if we figure out that that's what's required.

01:01:50 Speaker 5

Well, I'm sure that best practices will emerge and we'll have assets that evolve and that we can reuse and that people can contribute and stuff, so.

01:02:00 Speaker 3

Exactly other any other clarifying questions like yes, no answer before we dive into.

01:02:04 Speaker 4

I had a quick one, which was you're talking about design skills. Are you looking for design skills as in design of the pretties or people who can who can build memes?

01:02:18 Speaker 5

General graphic design skills.

01:02:22 Speaker 8

So so both, but right now I'd really like someone who could help me make this template as legible and and clear and punchy as possible. I have a.

01:02:38 Speaker 8

Logos we need.

01:02:39 Speaker 8

To establish some identity and that needs a little bit more.

01:02:41 Speaker 8

Design skill than I really have.

01:02:43 Speaker 8

I mean, I'm faking it till I can.

01:02:45 Speaker 8

Find it, but ideally I'd like something better me.

01:02:48 Speaker 5

That's on the wire, the.

01:02:49 Speaker 5

Websites being wireframed with that.

01:02:51 Speaker 8

Stuff, dude. Yeah. So the.

01:02:52 Speaker 8

Nates building out the the website, which is fantastic.

01:02:58 Speaker 8

But looks count looks count not just for identity, but for clarity and attachment and.

01:03:07 Speaker 8

So I would like to have.

01:03:09 Speaker 8

I would like it to be.

01:03:09 Speaker 8

Better than what I can do.

01:03:15 Speaker 3

Maybe into some probing questions. These could be things that question assumptions or push a little bit or kind of get it deeper ideas.

01:03:24 Speaker 2

I have a question. It's not clear to me or maybe I I missed something here but that you gave the example of your 20 year old son who is searching for information, doesn't know what to what to trust and doesn't want to read 1500 words.

01:03:44 Speaker 2

But why? Why would a template like this be more convincing or more accessible than anything else that's out there? Like what's the? What's the catch here that makes this resonate with our target audience specifically?

01:03:59 Speaker 8

It's a good question. I think what we're there are few things that I'm trying to do here, although I won't swear that I've.

01:04:08 Speaker 8

Necessarily achieved all of it.

01:04:11 Speaker 8

One is these key takeaways.

01:04:15 Speaker 8

Two is some empathy with the fact that confusion is probably a normal response to whatever we're talking about, because if we're talking about it, it means it's confusing. And three.

01:04:34 Speaker 8

My goal would be to have these.

01:04:37 Speaker 8

As simple as possible so.

01:04:41 Speaker 8

When you talk about narratives and what makes them effective, usually you have a narrative hierarchy.

01:04:49 Speaker 8

And so your key takeaways would be the top of that hierarchy and you want people to you want people to remember those things and the purpose of the rest of this Q&A is to.

01:05:02 Speaker 8

Flush those ideas out enough that people appreciate why those are the takeaways.

01:05:09 Speaker 8

Ideally, these takeaways.

01:05:13 Speaker 8

Are simple and repeated enough.

01:05:19 Speaker 8

They stick with you a little bit.

01:05:21 Speaker 8

So unlike a newspaper article, which is, you know, paragraphs of prose isn't really focusing on being.

01:05:31 Speaker 8

Teaching people a few certain points. The goal of these, and whether I've actually achieved it in this format or not.

01:05:42 Speaker 8

Is to get these three ideas or the two ideas, or the four ideas stuck in your head?

01:05:50 Speaker 2

So just to I'm just gonna repeat back what you said really quick quickly in, in my own words and see if I understood. So you want you wanna create a like a a show.

01:06:01 Speaker 2

Message with like the viral virality. I don't know if it's a word of a meme.

01:06:06 Speaker 2

You know something that sticks in your head but actually contains like, useful content? You know, it's not just a picture that's really we're trying to trying to like Bridge Bridge a gap between like a meme and a I don't know, a fact sheet that's.

01:06:12 Speaker 5

Iconic things.

01:06:22 Speaker 8

Right. Imagine though, you know in my ideal world.

01:06:27

The key takeaways?

01:06:29 Speaker 8

Could be torn off and sent off as talking points, hashtags, memes of their own.

01:06:35 Speaker 8

And they would essentially act as an invitation back to learn a little bit more.

01:06:42 Speaker 8

Right. And those are the things that can be repeated and repeated if you know anything about.

01:06:50 Speaker 8

Narratives, rhetoric, propaganda, marketing. You know that repetition is truth.

01:06:57 Speaker 8

So we need these and we need to be.

01:07:00 Speaker 8

Able to encapsulate these.

01:07:02 Speaker 8

Very complicated ideas in itty bitty pieces that serve as vectors out into the world.

01:07:12 Speaker 8



And can populate and help animate that network of alliances.

01:07:17 Speaker 5

Because we can't afford drivetime radio and billboards.

01:07:22 Speaker 5

And everyone and everyone's here. So this is the big, loud screaming message that you can put by the.

01:07:25 Speaker 4

Side of the road, we are not exactly driving to work right now.

01:07:30 Speaker 5

That's the point.

01:07:30 Speaker 5

This is our this is our billboard.

01:07:32 Speaker 5

And our our this.

01:07:33 Speaker 5

Is the the boat? Yeah, we get to use.

01:07:35 Speaker 5

The thing I interrupted you before.

01:07:37 Speaker 3

With your question and I think this is probably a good place for it, so I apologize.

01:07:40 Speaker 5

Yeah. No, that's fine. I mean, and that's, I mean, so part of the product that we're delivering is probably certified, you know, certified or validated information.

01:07:49 Speaker 5

So I think it's that, you know, I say credential just because it's where my lips fall when I think about this kind of stuff in governance.

01:07:58 Speaker 5

UM.

01:08:00 Speaker 5

But I think that has value potentially in somehow.

01:08:05 Speaker 5

Putting a stamp on the information and or talking about a process that's gone through. I mean, Snopes is wonderful and you know, they've gotten a lot of egg on their face for various different things. So I think that's part of.

01:08:17 Speaker 5

The importance of what you're what it what it is and also the fact that you mentioned that you want it to.

01:08:21 Speaker 5

Be governed by a community.

01:08:23 Speaker 5

And you know, as I think about decentralization and the types of things that are emerging in governing community and decentralization, it goes towards both that, you know, the governance as well as the validity of the position you're trying to.

01:08:39 Speaker 5

Present his truth.

01:08:41 Speaker 5

And and then again going back to building that network and that.

01:08:47 Speaker 5

You know which it feels like. Lines up with a sort of cognitive security approach. If I might borrow some of the reasons why we're here, because that is how.

01:09:00 Speaker 5

Cti is being done in some ways and threat threat, intelligence or threat monitoring. As a service, you know.

01:09:10 Speaker 5

Or where it's necessary, right? I.

01:09:12 Speaker 5

Mean it lines up with that.

01:09:14 Speaker 5

Operational mode potentially.

01:09:17 Speaker 8

Yeah, the first you know.

01:09:19 Speaker 8

My I I think that that's a really.

01:09:21 Speaker 8

Powerful idea my first.

01:09:25 Speaker 8

Concept of the network was thinking you know.

01:09:28 Speaker 8

The bad guys have.

01:09:29 Speaker 8

A very effective network, right? The you know someone, whether it's.

01:09:35 Speaker 8

The White House.

01:09:36 Speaker 8

Fox News, creepy Reddit, or RT, puts together some talking points and they all.

01:09:44 Speaker 8

Sort of coordinate around these things and.

01:09:46 Speaker 8

They have very mature.

01:09:49 Speaker 8

Process and network for doing that. You know, we don't have to discuss the many ways.

01:09:55 Speaker 8

And things.

01:09:56 Speaker 5

For manufacturing consent.

01:10:00 Speaker 8

The so my initial idea was that this would be a.

01:10:06 Speaker 8

Good guy analog to that, but I think that part of that good guy analog could be a a an invitation. Would you like to be part of this network and, you know, vetting in in some ways the way you do with CT I league if you're in this, if you're in this network, it means you're one of.

01:10:27 Speaker 8

The good guys.

01:10:32 Speaker 8

That said.

01:10:33 Speaker 8

Part of why I wanted to call it something team is because I wanted.

01:10:39 Speaker 8

Everyone in out there in the, you know, any ordinary Joe to feel like, yes, I'm on the reality team as opposed to being one of the wackadoodles.

01:10:53 Speaker 8

So it would be interesting to think about.

01:10:57 Speaker 8

You know, maybe.

01:10:58 Speaker 8

Layers of what that network looks like.

01:11:00 Speaker 3

[Name redacted], are you raised your hand? Did you have a question?

01:11:04 Speaker 9

Yes. Yeah, thank God. I found that I'm on like 40 zoom calls a day, so I really.

01:11:09 Speaker 9

Know how to work this? Yes.

01:11:11 Speaker 9

My question is actually so most of my work in this information has been abroad, mostly South Asia, Southeast Asia, China and one of the things that I find very interesting about this piece is that it is not only counter.

01:11:25 Speaker 9

Messaging it's.

01:11:25 Speaker 9

For, but you're trying to build the network. What I have seen from my work abroad is how you respond to counter counter influence. It's a very we're trying to come up with a new term for it and like now that I'm at, I have a faculty position at university. I can actually.

01:11:41 Speaker 9

Spend research dollars on.

01:11:42 Speaker 9

It and it's really right to really look at.

01:11:46 Speaker 9

Right. You put out there is information operations, there's influence operation going on. You've identified narrative, you've identified, maybe even the ecosystem, those who are most involved, those who are useful idiots, whatnot.

01:11:59 Speaker 9

But then you put out your own counter message, your counter narrative and you.

01:12:03 Speaker 9

Amplify that through your network.

01:12:06 Speaker 9

Because of how things are set up here, you don't really have an ability to stress test whether a the narrative.

01:12:12 Speaker 9

Will take off.

01:12:13 Speaker 9

And B are you able to withstand counter?

01:12:16 Speaker 9

Narrative against you.

01:12:18 Speaker 9

Because that is something we have seen, at least from my old work and now it's like you look at how China does this, especially with Asian countries.

01:12:26 Speaker 9

In Vietnam and so forth, where we look at like how a narrative before you'll be trying to be countered and then they come back with a new.

01:12:32 Speaker 9

Narrative and I kind of like to think of it as I always had said, like in cyber security, you know, disrupt, degrade, disrupt, degrade, destroy, but it's also discredit that's kind of what you're seeing from some of these threat actors. So I'm looking down the road. Is that something that you're like, is that percolating at all with this kind of work like?

01:12:52 Speaker 9

Is there a way you could actually say? All right, we're going to put the messaging out there and our network can handle anything that is thrown back at it.

01:12:59 Speaker 9

Because that's something I look at, you know, in particular.

01:13:03 Speaker 8

Yeah. So it's a really good question. There's parts of that that I parts of what you've described that I've put a lot of thought into in terms of, you know, doing sort of programmatic advertising to test and strengthen messages, particularly to micro targets much the way the bad guys do.

01:13:21 Speaker 8

Using Facebook because they're.

01:13:24 Speaker 8

So awful they make it easy to do the part about being resilient to counterattacks is something that I have spent less.

01:13:34 Speaker 8

Time thinking about.

01:13:37 Speaker 8

And so I'd really like to.

01:13:38 Speaker 8

Talk to you about what?

01:13:42 Speaker 8

What creates that resilience? In my my initial thinking about that is that having positive core narratives helps create part of that resistance credibility. But I get the feeling that you've examined this.

01:14:00 Speaker 8

From different perspectives than I've had the.

01:14:02 Speaker 8

Chance to and.

01:14:03 Speaker 8

I would love to learn your thoughts on that.

01:14:05 Speaker 9

Absolutely. This is the academic side of me speaking too, so.

01:14:08 Speaker 8

And no, I like that.

01:14:10 Speaker 5

Yeah, I mean.

01:14:11 Speaker 9

One of the things that I'm coming up with new research and finally you get funded for is cognitive hardening. You know, looking at how you know when someone is establishing this truth and they're like, oh.

01:14:24 Speaker 9

How does this truth vary from the truth that I've always learned you know, and this is something I'm kind of looking up further from my disinfo work abroad, but now that I'm kind of vectoring towards the US, it's something I'm going to dig a little bit deeper into. Like also the theory of like truth Resiliency, Capital T, truth resiliency like.

01:14:43 Speaker 9

So I would love to talk.

01:14:45 Speaker 9

More with you about this so.

01:14:46 Speaker 8

Yeah, I'd be.

01:14:47 Speaker 8

Happy to discuss some of that. I mean, I think that if we put, if we go beyond particularly once, once we get estaba.

01:14:56 Speaker 8

And UM, you know there will be people who get angry at us and try to counter, but you're also sort of talking about.

01:15:06 Speaker 8

Trying to.

01:15:10 Speaker 8

Transition people away from toxic narratives that they have internalized and and and so I've read a lot of the psychology around that, and that's taken me also into a lot of reading about cults and deprogramming cults. I'm not sure I think what you're talking about in terms of resilience.

01:15:30 Speaker 8

Is about the network.

01:15:31 Speaker 8

But I think it's very interesting to think about what?

01:15:35 Speaker 8

How people harden their resilience around their beliefs.

01:15:39 Speaker 5

That's the cognitive security piece.

01:15:39 Speaker 8

As well.

01:15:41 Speaker 9

Right. Yeah, yeah. And actually looking more towards like in regards to kind of this besides the COVID aspect and looking at it from the right wing perspective, you know like exactly this kind of deprogramming, but you know and that's what a couple of my colleagues are kind of looking at.

01:15:51 Speaker 5

For sure.

01:15:55 Speaker 9

It in particular like causative.

01:15:58 Speaker 5

And to dovetail on to what [Name redacted] was saying too, from a technical perspective, the, the technology itself is hardened against tax and things like that. But then we're also hoping or I'm hoping that we'll be able to use it as as Canary in the coal mine and early listening points to start to.

01:16:08

Right.

01:16:18 Speaker 5

Some of that stuff cause we imagine as as you say, we're going to hear counter narratives or observe them probably before others and or the network will.



01:16:26 Speaker 9

Right. Because you become a target.

01:16:28 Speaker 9

At this point, you know and it's. Yeah, exactly.

01:16:29 Speaker 5

Yeah, which is what we love, right?

01:16:31 Speaker 5

I mean, I'm off managing the the.

01:16:33 Speaker 5

Leagues website and.

01:16:36 Speaker 5

I think we've talked about some other doing some other stuff around memes and things like that. So there's, there's actually almost some active listening capability that we can.

01:16:46 Speaker 9

Right. Excellent. Awesome.

01:16:49 Speaker 4

So just a quick from me is that the scope of this is way beyond just medical and COVID, which is why it's out on its own separate.

01:17:00 Speaker 5

Right, right.

01:17:00 Speaker 4

You can bring in from other teams, but also that this covers many many areas, including the right wing stuff that we all desperately want to work on.

01:17:07 Speaker 9

Excellent. I have a few friends that could help with those colleagues at my university. You're interested.

01:17:13 Speaker 8

That that would be amazing. I mean, my basic motivation here is that, you know, I I don't know how to. I don't know a lot. I know something about narratives and it's something about how people are manipulating those narratives and if the world is going to come to an end.

01:17:30 Speaker 8

I'm going to go down fighting.

01:17:33 Speaker 8

And that is essentially my entire motivation for this.

01:17:38 Speaker 5

Wielding the pen.

01:17:40 Speaker 5

Wielding the pen.

01:17:42 Speaker 8

Yes, and.

01:17:43 Speaker 4

We're not going to go down, but we are.

01:17:45 Speaker 4

Going to.

01:17:46 Speaker 4

Try and keep the pollution out if we can.

01:17:50 Speaker 8

Right, so my my scope is it overlaps somewhat with COVID, but definitely goes beyond it. I'm I am very much focused on the.

01:18:03 Speaker 8

The election the US election in November because.

01:18:10 Speaker 8

I think it's a very end of.

01:18:12 Speaker 8

The world type of moment and we.

01:18:14 Speaker 5

The virus is just an actor in the broader story.

01:18:18 Speaker 3

Yeah. Anybody who hasn't had a chance to jump in and ask a question before we just.

01:18:22 Speaker 3

Totally open it up.

01:18:23 Speaker 3

To kind of feedback questions, ideas.

01:18:31 Speaker 3

I'm a teacher so.

01:18:31 Speaker 3

I will give awkward wait time.

01:18:34 Speaker 8

You're good facilitator.

01:18:36 Speaker 9

That's how I am with my students as.

01:18:37

I don't.

01:18:37 Speaker 9

Well, [Name redacted].

01:18:37 Speaker 8

Think you said anything?

01:18:41 Speaker 3

Well, I did so.

01:18:42 Speaker 3

I did have one question which was.

01:18:45 Speaker 3

To what extent do you see?

01:18:48 Speaker 3

So I'll speak for myself and probably our group more broadly, we have a somewhat homogeneous group.

01:18:55 Speaker 3

And so I'm wondering how you see getting extensive diverse voices into the process that you're thinking of and also groups. And I think this is maybe to the point that [Name redacted] was making earlier

people who are already validated or thought of highly in different spaces related to different topics. So how are you thinking about the relationship between kind of the team itself?

01:19:15 Speaker 3

And other organizations recruiting.

01:19:17 Speaker 8

Yes, you're not the only people.

01:19:21 Speaker 8

I'm talking to so the other networks that I have some connection with.

01:19:28 Speaker 8

Are people who are former government types but different kind of government than y'all? I have some former military, some former intelligence people that I've been talking to you.

01:19:48 Speaker 8

Who are very interested in this. I have one. I have a professor of ethics. I have some people in the communication spaces that I'm talking to. I'm hoping that you guys may also know people who may.

01:20:03 Speaker 8

Be interested in this idea, either in contributing to it and improving it, or.

01:20:12 Speaker 8

Helping to amplify it and build that network.

01:20:14 Speaker 3

Yeah. I guess part of what I was thinking about there I.

01:20:17 Speaker 3

Guess is like do.

01:20:18 Speaker 3

You view this in some ways as a network of networks. Or is this like a network unto itself? Like, are you trying to aggregate other networks to feed into this, or is this something where it is like a core network that has relationships to another network?

01:20:32 Speaker 3

Or or other groups.

01:20:32 Speaker 8

Or something.

01:20:33 Speaker 8

So one thing that I think is.

01:20:38 Speaker 8

An opportunity is that there, as I say, there are a lot of fellow travelers out there from a lot of different spaces that essentially are looking to support liberal democracy in globally.

01:20:56 Speaker 8

I do not. And they.

01:20:59 Speaker 8

Are generally friendly toward one another, and many of them follow each other in various little communities and various little social media worlds.

01:21:11 Speaker 8

If we could be the touchstone for those and help to coordinate them and to be a friendly facilitator across domains, I think that that would be amazing. It would be incredibly powerful. It would be, it would have a high level of utility.

01:21:31 Speaker 8

In terms of disseminating ideas consistently and repetitively in a broader universe than we would be able to ourselves, I am not trying to build a selfish network asset. I'm trying to build.

01:21:48 Speaker 8

I'm trying to build a network that will get.

01:21:52 Speaker 8

As much valuable information to as many people.

01:21:58 Speaker 8

As possible as quickly as possible.

01:22:01 Speaker 8

So if you think about the bad guy network, it is very much a network of networks.

01:22:06 Speaker 8

I would like the good guy analog if.

01:22:10 Speaker 8

And so in whatever way that any.

01:22:13 Speaker 8

Of you can.

01:22:14 Speaker 8

Creatively help to connect links of that chain together. That would be that. That's the.

01:22:22 Speaker 8

Whole ball game right there.

01:22:23 Speaker 3

Awesome. So let's open it up to feedback discussion. I'll stop facilitating everybody. Just jump in.

01:22:33 Speaker 4

OK, enough. Awkward pause. So I've been thinking about sort of the way hackers work and we do lots of little things very quickly and.

01:22:42 Speaker 4

And I'm looking at is something that's a much more planned, much bigger scale.

01:22:48 Speaker 4

I mean literally we go to like the shitpost template site, grab one of those, and throw it out and tell our friends.

01:22:56 Speaker 4

So how are?

01:22:56 Speaker 4

We going? How are you? No, I know it's another question. Sorry. It's like under.

01:23:01 Speaker 4

So how how do we actually get those two worlds to meet up?

01:23:07 Speaker 4

The call we can ship posters against the carefully planned, carefully researched right this.

01:23:13 Speaker 8

Room. So there's definitely a place.

01:23:15 Speaker 8

For all those things, right, I.

01:23:21 Speaker 8

I would like to see the writers room as sort of a rapid response, and I think that as we get some.

01:23:27 Speaker 8

Health and a process we can make that more of a rapid response. The I I would like to make.

01:23:32 Speaker 8

It so I worked at AOL and and the Golden standard there was dollar cost scalable that when the demand for something that you architect something so that all you needed to do was throw more stuff at it and it could handle more load. I would like a process that if we get more people.

01:23:53 Speaker 8

More people can contribute and do stuff.

01:23:59 Speaker 8

That said, the \*\*\*\* posting stuff is great.

01:24:05 Speaker 8

And it's not.

01:24:11 Speaker 8

It it, it is not mutually.

01:24:13 Speaker 8

Exclusive with the with any of this stuff.

01:24:18 Speaker 4

Yeah. So we can grab from you and then produce our memes.

01:24:26 Speaker 8

So I think that it's important to be able to be nimble and and do that sort of stuff. I think it's super satisfying to throw \*\*\*\* out there into the network because it's so incredibly aggravating and frustrating what's going on. But at the same time, I think.

01:24:43 Speaker 8

We also want something that's just.

01:24:48 Speaker 8

Get a little more going on, but look, Jon Stewart could put out a show every night.

01:24:55 Speaker 8

We should be able to put out some stuff every night.

01:25:00 Speaker 10

So I I have a a question for I I I hope this is a question because I hope somebody has any insights. Otherwise I guess it's just an observation which is that regarding this.

01:25:09 Speaker 4

We're on discussion now. You're allowed.

01:25:11 Speaker 10

To observe. Yeah, yeah, yeah. You have no idea how much self-control it took for me to leave my observations to the end anyway.

01:25:19 Speaker 10

Regarding this network of networks and you know the bad guys have a network of networks and then you were just talking about being decentralized and nimble and scalable and stuff like that.

01:25:30 Speaker 10

So one one of the reasons that the that the you know that the layout of the the playing field looks the way it does right now is because there were a bunch of.

01:25:40 Speaker 10

Different people who you know, it was not just like one sort of centralized, coordinated group of people, but there were a bunch of different and.

01:25:47 Speaker 10

These that all had a lot of money and all kind of vaguely had aligned interests, and so they all sort of ended up reinforcing each other like, you know, whatever it is that might be going on now, it was not originally the Republican Party working together with the Russians that, you know, they certainly have not been in cahoots all along.

01:25:55 Speaker 4

Right.

01:26:07 Speaker 10

So for instance, so, so where I'm going with this is.

01:26:07

Right.

01:26:11 Speaker 10

A big part of what we're seeing is just a reflection of the very large amount of money that was thrown at the problem.

01:26:19 Speaker 10

Because all these people were throwing money at the same problem, sort of accidentally.



01:26:25 Speaker 10

So does anyone have any thoughts about the financial side? Because it it seems.

01:26:31 Speaker 10

To me that.

01:26:35 Speaker 10

Reality has an advantage because if no one's throwing money at anything, then the only one thing that a lot of people believe is reality.

01:26:46 Speaker 10

So we don't have quite as much of a challenge.

01:26:50 Speaker 10

Bringing people back to reality. But we do kind of have to drown out some of the voices bringing people away from reality and that.

01:26:56 Speaker 10

Does have to be?

01:26:58 Speaker 10

Broadly on the same order of magnitude.

01:27:01 Speaker 8

Yes. So I think that the.

01:27:01 Speaker 10

Of effort.

01:27:04 Speaker 8

So yes, I've spent a lot quite a bit of.

01:27:06 Speaker 8

Time talking about.

01:27:07 Speaker 8

Thinking about that and really I think if we get a portfolio together and we can prove that we can put together.

01:27:15 Speaker 8

Quality stuff that's interesting and scalable that we could use that, that there are a number of organizations.

01:27:23 Speaker 8

Out there? Who?

01:27:25 Speaker 8

May be willing to fund this in in meaningful ways.

01:27:31 Speaker 8

Everything from.

01:27:34 Speaker 8

You know.

01:27:36 Speaker 8

[Name redacted] [Name redacted] [Name redacted].

01:27:42 Speaker 8

I am not.

01:27:44 Speaker 10

But like the.

01:27:45 Speaker 10

I think what I I mean I think that I'm afraid that meaningful really means.

01:27:50 Speaker 10

Dozens of millions of dollars a month.

01:27:55

I mean the.

01:27:56 Speaker 4

The the K pop spans are doing OK.

01:27:59

The what?

01:27:59 Speaker 4

The K pop stands K pop and they don't have the huge amount of money. They just have a lot of I think anger and.

01:28:02 Speaker 10

Oh yeah.

01:28:06 Speaker 3

Enthusiasm. [Name redacted]'s point in the chat that we might not necessarily agree on reality and that we might need to. It might be an essentially contested idea.

01:28:08 Speaker 2

Well, that's like.

01:28:19 Speaker 3

That we need to play around with more, [Name redacted].

01:28:20 Speaker 3

You want to jump in? Yeah.

01:28:23 Speaker 7

So, so couple of things. The the first one is that reality isn't reality, right? You you can watch Fox News and then watch CNN and and realize that there's no shared reality there, right? A lot of it is perception of reality. And you know, epistemically I have a problem with the.

01:28:43 Speaker 7

Truth with a capital T.

01:28:45 Speaker 7

Because a lot of that is based upon observation, the really there are some issues where you can talk about reality you.

01:28:54 Speaker 7

I mean we're.

01:28:55 Speaker 7

Not going to fix the flat Earthers, right? No, no amount of reality and scientific proof is.

01:28:59 Speaker 8

Going to those guys are beyond our reach, the.

01:29:00 Speaker 8

Right.

01:29:02 Speaker 8

The cult members and the crazies.

01:29:05 Speaker 8

Are beyond our reach.

01:29:06 Speaker 7

Right. And so we should waste our time, but a lot of the other things. The problem is that there is no.

01:29:09

Right.

01:29:12 Speaker 7

No, there is no truth. It's very much a perception in individual thought.

01:29:19 Speaker 7

And the challenge has been historic, that if you were, if you're biased, lean one way, you weren't even seeing the media or the messages for the counter argument that the predominant characteristic in social media is that the social media network breaks links at a much faster rate.

01:29:40 Speaker 7

That it creates new links.

01:29:42 Speaker 8

You get a bubble. I I get that so well.

01:29:46 Speaker 8

That I also understand.

01:29:47 Speaker 5

And maybe proof is not the right word. Maybe it's consensus.

01:29:53 Speaker 7

Consensus I like.

01:29:55 Speaker 10

So. So let me just clarify what I meant when I said that about reality, because I I'm as a Tibetan Buddhist, I'm as much of A relativist about reality as anyone can possibly be. My point is simply that.

Commented [1]: Religious ID sometimes qualifies as PII but I don't know if it does in this case

01:30:08 Speaker 10

That if you were so I actually want to do this experiment. If you were to do a math survey and ask people to click on a color map.

01:30:16 Speaker 10

To show what they believe the color of the sky is, and then you plotted that out. There would be one big peak and then if you spent a few \$1,000,000 on like bot Nets and social media campaigns and stuff like that, telling everyone that the sky was orange and then you repeated the experiment after that there there would be.

01:30:36 Speaker 10

At least two clusters in the you know, in the heat map in terms of where people clicked on the color map when you did the survey. But then if you stopped promoting the idea that the sky was orange and you waited whatever the appropriate amount of time.

01:30:52 Speaker 10

Because there's only one attractor in that system, which is the actual sky.

01:30:58 Speaker 10

So to the extent that there is a reference point which is not merely a matter of someone paying a bunch of money to tell people stuff, that attractor is the thing that pulls people to it. And that doesn't mean that everyone believes that the sky is blue because there are crazy people who believe that the sky is.

01:31:18 Speaker 10

You know any arbitrary color because they're crazy and they're.

01:31:21 Speaker 10

All over the.

01:31:21 Speaker 10

Map, but there won't be another single point on the color map that a lot of people cluster around unless there's something pulling people to that point.

01:31:31 Speaker 10

So like one of the things that I think is important here is that it's actually, from my point of view, it's actually fine that there are a very large number of people who believe completely stupid things. The problem is just when they're well organized and they're focused on specific.

01:31:47 Speaker 10

Sort of.

01:31:49 Speaker 10

You know potent, stupid things that are able to manipulate society.

01:31:52 Speaker 8

Well organized is key.

01:31:57 Speaker 8

And I think that that's part of why the disinformation is so impactful is because it is a mature network of coordination.

01:32:09 Speaker 8

And our challenge is going to be to try to compete with a highly mature, well organized network.

01:32:19 Speaker 10

But the really the good news is that apart from competing, all you have to do is break the well organized network and breaking something organized is always easier than organizing something.

01:32:31 Speaker 4

Well, that's kind of our job. Citi and France, yeah.

01:32:33 Speaker 2

Yep, like I like where this is going.

01:32:37 Speaker 7

The gorilla.

01:32:37 Speaker 10

Yeah, me too, actually.

01:32:39 Speaker 4

And but you need the boat. You need both sides of.

01:32:41 Speaker 4

This right, right.

01:32:43

We we have to.

01:32:44 Speaker 10

Both sides.

01:32:44 Speaker 4

Work on this information, but you're saying no, no, no, not.

01:32:46 Speaker 4

That both sides.

01:32:47 Speaker 4

You you, it's it's.

01:32:48 Speaker 4

A double problem.

01:32:51 Speaker 4

If you break the well organized network, you leave information voids all over the place and then people just like crap fills up the information voids. So you need to have solid information in place.

01:33:03 Speaker 4

So you need this double thing of informing, plus removing disinformation, or at least reducing.

01:33:03 Speaker 2

Can we?

01:33:09 Speaker 8

So, you know, we may.

01:33:11 Speaker 8

We may all.

01:33:14 Speaker 8

Disagree on objective reality. So when I go out and I give talks my I start with this this image, this gorgeous image of a beautiful cheeseburger with a beer next to it.

01:33:27 Speaker 8

Which seems like.

01:33:30 Speaker 8

Terribly political issue, right? But you know, to my husband, that image says it's Friday afternoon and this is perfection to my son. He wasn't legal to buy beer. He can't.

01:33:43 Speaker 8

Wait to be.

01:33:43 Speaker 8

Able to go out and order that beer if you're a vegetarian, it means a different thing. If it's an if, you're an.

01:33:48 Speaker 8

Alcoholic. It means a different thing.

01:33:51 Speaker 8

So there is a it is.

01:33:57 Speaker 8

Your internal narratives influence the way you interpret the meaning of things, and nobody's going to have the same internal narratives, however.

01:34:06 Speaker 8

When we are talking about issues like.

01:34:11 Speaker 8

What is this unmasking thing? What is Antifa, and are they coming on buses?

01:34:19 Speaker 8

You know what? There there's there's all of this craziness going back and forth about, you know, what is systemic racism?

01:34:30 Speaker 8

Those are those are topics where.

01:34:33 Speaker 8

There is a legitimate amount of.

01:34:37 Speaker 8

Complicated stuff.

01:34:40 Speaker 8

That you can.

01:34:43 Speaker 8

Collapse down so that people can feel like they understand what's going on around them better. They may interpret it in different ways. They may not agree with exactly what we're trying to say, but there is.

01:34:56

A lot of.

01:34:57 Speaker 8

Space between what's being pushed around in the disinformation space and.

01:35:03 Speaker 8

What most people would agree is real.

01:35:08

A lot of.

01:35:09 Speaker 8

The goal of the disinformation operation is confusion, and at the very least, we can help sort with that, sort that out.

01:35:16 Speaker 3

Absolutely. We're running up on the hour, I think.



01:35:21 Speaker 3

[Name redacted], is there another meeting in here?

01:35:24 Speaker 4

There is. We're heading on into so the.

01:35:29 Speaker 4

God, there's a there's a.

01:35:31 Speaker 4

A army equivalent of Softworks and they've put out a challenge to write to disinformation piece.

01:35:38 Speaker 4

So basically what we did for the D-Day that started all of this.

01:35:41 Speaker 4

Work two years ago.

01:35:43 Speaker 4

And and we're having the Crockett Co. Lab is having a writing meeting on that. We're going to design one.

01:35:52 Speaker 4

We're going to go trash, trash a country again.

01:35:57 Speaker 3

Awesome. I should probably make you the host.

01:36:02 Speaker 4

Well, it's just like.

01:36:03 Speaker 4

It's. It's all welcome. We can kind of just get on with it and hang on. We had. Oh, there you are.

01:36:09 Speaker 8

Anyone. If, if anyone wants to follow up on this, if you are interested in in either joining the writers room or helping to build the network, or or being on the monitoring team, or if you just have advice or ideas for me in one of the 700 slacks that we're connected with.

01:36:30 Speaker 8

Drop me a note or you can e-mail me at [email redacted].

01:36:40 Speaker 8

And I will.

01:36:41 Speaker 8

Share this out.

01:36:43 Speaker 4

We've already got this into the notes from today's meeting.

01:36:47 Speaker 8

OK, that's.

01:36:47 Speaker 4

Great. Yeah, but share it out as a follow up to the comments in the sack streams.

01:36:52 Speaker 8

I absolutely will thank.

01:36:52 Speaker 5

And thanks so much [Name redacted].

01:36:54 Speaker 8

You very, very much for your.

01:36:58 Speaker 8

Thoughts and your patience and your your input.

01:37:02 Speaker 8

And I'm really curious about how you're going to take down whatever you're going to.

01:37:06 Speaker 8

Take down.

01:37:07 Speaker 4

We're going to go have fun, just like we had a meme fun, fun session. We're just going to have a let.

Let's go see what we can do to a country fun session. Nice to be back, guys.

01:37:16 Speaker 8

The most important thing.

01:37:18 Speaker 8

Most important thing here, next is to get some editors to take on topics so we can start publishing so we can start publishing.

01:37:27 Speaker 4

OK.

01:37:27 Speaker 4

Deb, we're done. We're good. OK, next meeting.

01:37:28

Right.

01:37:32 Speaker 4

Sorry, just being polite to the people coming in.

01:37:34 Speaker 8

Sorry. Thank you.

01:37:35 Speaker 4

Thank you.

01:37:38 Speaker 4

We're going to sort out these meeting rooms.

01:37:42 Speaker 4

Right.

01:37:43 Speaker 4

OK.

01:37:44 Speaker 9

Thank you for having me.

01:37:47 Speaker 4

You can stay if.

01:37:47 Speaker 4

You want oh.

01:37:49 Speaker 9

I didn't know if I was OK.

01:37:52 Speaker 6

I'm [Name redacted]. I'm curious, but I might pop.

01:37:54 Speaker 6

Off, but yes, that's awesome.

01:37:57 Speaker 9

Same here.

01:37:57 Speaker 4

OK, so let's close down 10 different windows.

01:38:06 Speaker 4

Go find the one with the.

01:38:09 Speaker 4

Help somebody who's just joined.

01:38:13 Speaker 5

What kind of country?

01:38:15 Speaker 4

I'm. I'm just going and finding the brief.

01:38:18 Speaker 4

So it's the mad scientist.

01:38:24 Speaker 4

So let's find your math scientist crowdsourcing.

01:38:27 Speaker 3

SJ I'm making you host just so you can be in charge.

01:38:31 Speaker 4

Oh God.

01:38:32 Speaker 4

Help me. Help me. So what I'm going to do is.

01:38:39 Speaker 4

Panic for a second.

01:38:41 Speaker 4

Then go go into the Google Drive, start up a Google Doc. So we.

01:38:44 Speaker 4

Can start writing together.

01:38:49 Speaker 4

So drive.

01:38:57 Speaker 4

And make sure anyone writing in here actually leaves a name in it they want to be credited because.

01:39:00 Speaker 4

It's going to go in.

01:39:08 Speaker 4

Probably comes under documentation.

01:39:13 Speaker 4

Give a duck.

01:39:16 Speaker 4

Right.

01:39:20 Speaker 4

So I guess share screen.

01:39:25 Speaker 4

So if any snot comes up, don't blame me.

01:39:28 Speaker 4

Actually do blame me.

01:39:35 Speaker 4

All your faces.

01:39:41 Speaker 4

So come on, it is up a second ago there.

01:39:45 Speaker 4

It is.

01:39:46 Speaker 4

So this is a mad scientist crowdsourcing. If someone wants to go hunt that out and Chuck it in the chat channel.

01:39:54 Speaker 4

Just so we've got.

01:39:55 Speaker 4

Back. Yeah. Thanks.

01:39:58 Speaker 4

So deadline is 1st of July.

01:40:02 Speaker 4

So Mad scientist crowdsourcing.

01:40:09 Speaker 4

So you can find it again.

01:40:17 Speaker 1

Let's say we recording this. Are we going to be recording this?

01:40:20 Speaker 4

I I have no idea. I mean we.

01:40:22 Speaker 4

Can kind of.

01:40:25 Speaker 5

Recording right now so.

01:40:26 Speaker 4

All right. Can we lose the recording? The recording?

01:40:29

Yeah, that's kind of.

01:40:33 Speaker 5

Yeah. You, you, you have to stop it.

01:40:35 Speaker 4

Oh, I'm damn it. You put me in.

01:40:38 Speaker 4

Charge, sorry.

01:40:42 Speaker 4

Remote control more.

01:40:44 Speaker 1

Doctor. Commander did that.

01:40:46 Speaker 4

Stop recording.

01:40:46

Start from bottom of friend.

