**Cognitive confrontation on the social media battlefield**

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The "invisible control" of social media in topic planning, the "seamless embedding" of information production, and the "seamless link" of information dissemination can effectively achieve the "unconscious" impact on the audience

The practice of local wars in recent years has shown that modern wars are often fought in two battlefields at the same time: one is the battlefield where personnel and equipment compete in real space; The other is the social media battlefield where information and cognition are confronted in cyberspace. Cognitive confrontation on the social media battlefield aims to shape the macro framework of the target audience's recognition, definition, and understanding of events, and strive to influence the target audience's actions through customized information transmission under the macro framework, and then have a significant or even decisive impact on the real war by influencing key cognitive factors. Due to the linkage and superposition of information dissemination mechanisms, the social media confrontation style is complex and comprehensive, but the key is to carry out the cognitive competition of the target audience. At present, there are four main types of confrontation actions that can be clearly identified.

**Information perturbations**. Posting specific messages on social media that influences the target audience's perception of the real belligerent situation, which in turn shapes their stance and changes their actions. At present, social media has developed a variety of platforms such as instant messaging, mobile live broadcast, picture and video, game entertainment, etc., which basically realize the type coverage and functional replacement of traditional media, and its vivid and rich media forms make it easy for people to identify with the communication content. With more than 4 billion social media users worldwide, reacting too quickly to some sensitive events will have a huge ripple effect and social impact. During the 2012 Palestinian-Israeli conflict, the Israel military continuously released battlefield information through the "Israel Defense Forces Spokesperson" social media account, both releasing information to express its own position and demonstrating military deterrence by publicizing the results of the war. Not to be outdone, Hamas, its opponent, has made full use of the "Qassam Brigades" account to fight back and win international support by portraying the weak and victims. The actions of both sides have been dubbed the "Twitter Wars" by the media, and the move also signals the expansion of the war into the cognitive domain through social media.

**Discourse competition**. That is, to competitively release key evaluation indicators, and then build a discourse environment based on corresponding standards, and subtly shape a cognitive framework that is beneficial to a specific party. At present, the "trolling" strategy of disseminating narratives through social media and online commentary, gradually influencing public perception, and then helping to achieve war or political goals, is the main manifestation of this style of action. Its main approach is to "bring rhythm" by disseminating false and misleading remarks in hot events, thereby awakening the existing cognitive biases of social media users, selectively shaping the cognitive framework of the target audience, intensifying the cognitive confrontation of the target audience, and exacerbating the tension in cyberspace and even social public opinion. At the same time, with the support of the algorithm recommendation technology of intelligent social media platforms, the false and misleading information disseminated by "trollers" in large quantities is more directive, and the group effect is more obvious. In recent years, the full use of social media platforms such as "Facebook" and "Twitter" in many major international events has shown that the "invisible control" of social media in topic planning, the "seamless embedding" of information production, and the "seamless link" of information dissemination can effectively achieve the "unconscious" impact on the audience.

**Public opinion obscures**. That is, to cooperate with specific offline actions at a specific time, including specific actions in the military and political fields, to create a specific type of public opinion to widely occupy the public opinion field, and then affect the trend of public opinion. At present, this type of action is mainly realized through intelligent media such as social robots. According to a survey by foreign research institutions, 66% of the 1.2 million "Twitter" posts collected from various social media platforms linking to more than 2,000 popular websites were shared by bots. Some studies believe that the most effective method of exerting cognitive influence is to use machine learning to mine user emotions and biases to screen and target the most vulnerable audiences, and then quickly and intensively "shoot" customized "spiritual ammunition" to the target group. That is, through a large number of "fake news" and "inaccurate information", the so-called "facts" or even rumors are consciously shaped and carefully fabricated, and the "first cause effect" is formed in the target audience after the implementation of accurate delivery, and then through the wide dissemination of intelligent media and the "flood of lies" by the network water army, the "changed facts" are formed, confusing the target audience's cognition of the truth of the "facts", so as to achieve the purpose of influencing their psychology and manipulating their cognition.

**Information blockade**. That is, to carry out technical attacks, blockades, and even physical destruction of the enemy's information transmission channels, so that the two sides are in an asymmetrical and unbalanced state in the cognitive confrontation, so as to monopolize the right to name, interpret and set the agenda, and carry out strong "cognitive shaping" of the target audience. At present, Western countries often take advantage of technological advantages such as mastering root servers to infringe on and control the Internet and network communications of other countries. In 2009, the United States government authorized Microsoft to cut off Internet instant messaging ports in Syria, Iran, Cuba and other countries, paralyzing their networks in an attempt to "erase" them from the world's Internet. In 2022, the social media platform "Facebook" publicly announced that it would restrict some media outlets in Russia, Iran and other countries, label them, and delete their propaganda against United States in order to gain a dominant position in cognitive confrontation. However, based on the consistent rule of "if there is a ban, bypass it" in the Internet world, it is difficult to completely block the opponent's information in real operation, and the social media battlefield will still be filled with the "fog of war" in which various information, including disinformation, are entangled.