

I'm not
trying to impress you
But, I'm

BATMAN



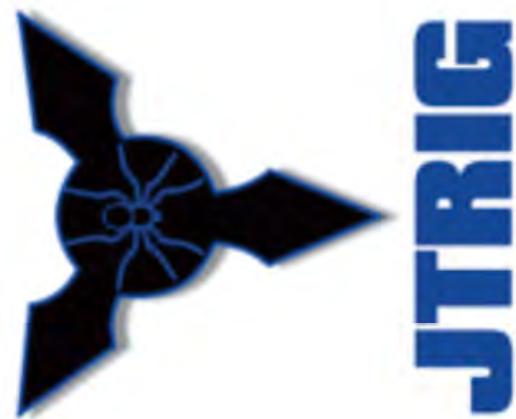
The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS

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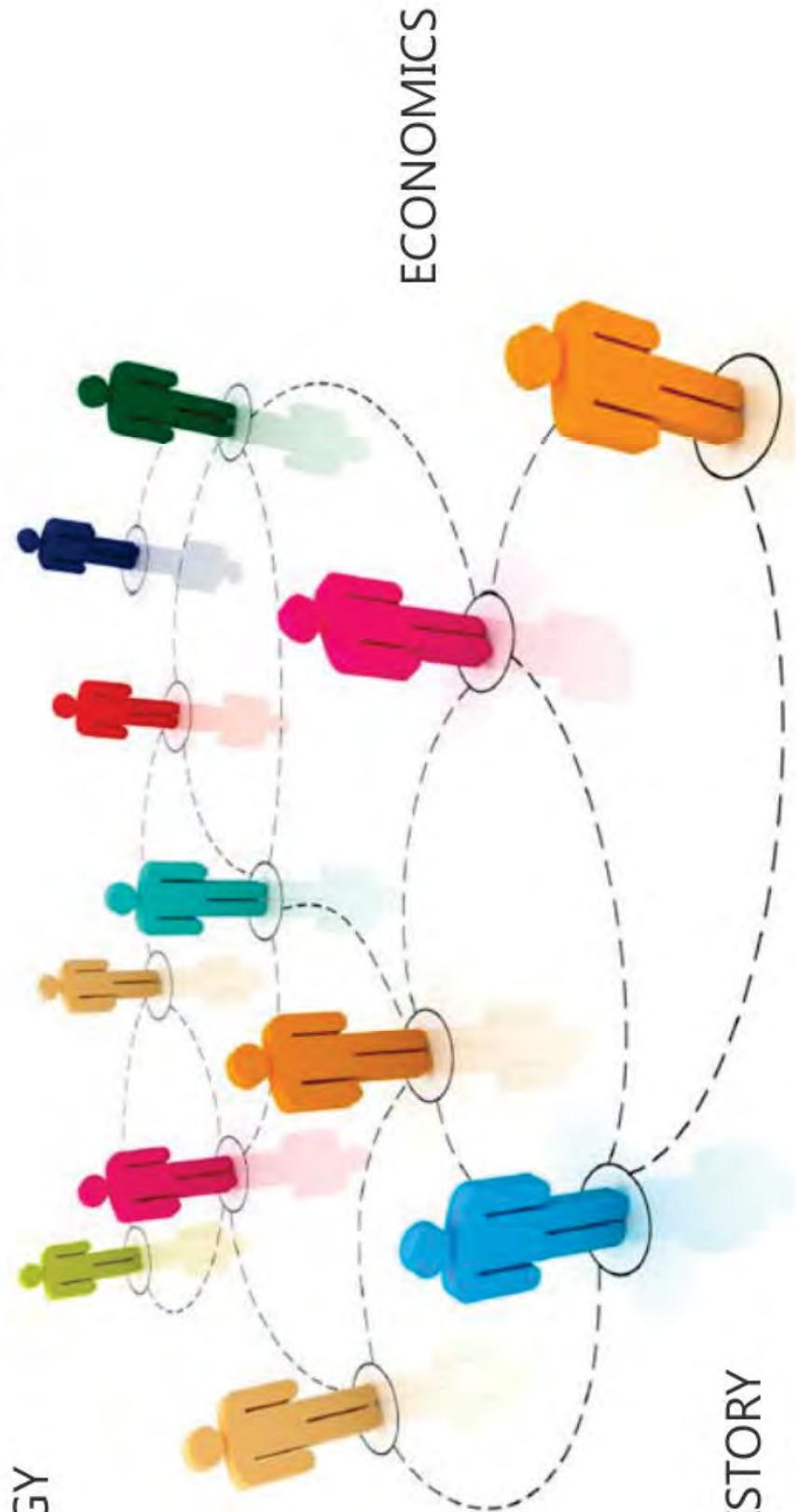


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ANTHROPOLOGY

PSYCHOLOGY

SOCIOLOGY



HISTORY

POLITICAL SCIENCE

BIOLOGY

ECONOMICS

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Ethnography
Culture

Deception

Influence

ANTHROPOLOGY

Ethnography

Magic

SOCIOLOGY

Compliance

Obedience

Social Networks

PSYCHOLOGY

Trust

Elicitation

ECONOMICS

Belief

Religion

POLITICAL SCIENCE

Key Leader Engagement

BIOLOGY

Neuroscience

Global Trends

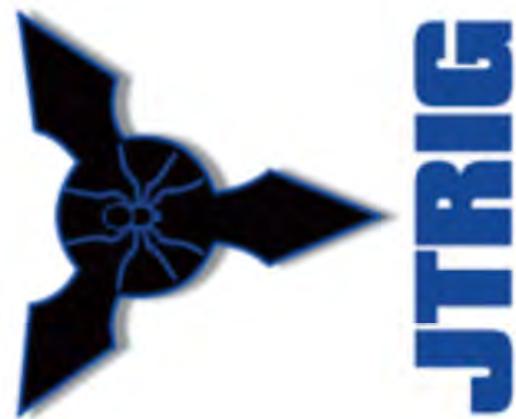
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Evolutionary Biology

S4

SCIENCE SIGINT

SKILLS SYSTEMS





We want to build Cyber Magicians.



ocoa

Online Cover Action

Accreditation

Online
HUMINT

Disruption & CNA

Influence &
Info Ops

ACNO Key
Skill Strands

Magic Techniques & Experiment

Individual

Psychology

Deception

Professionalism

Group

Elegance

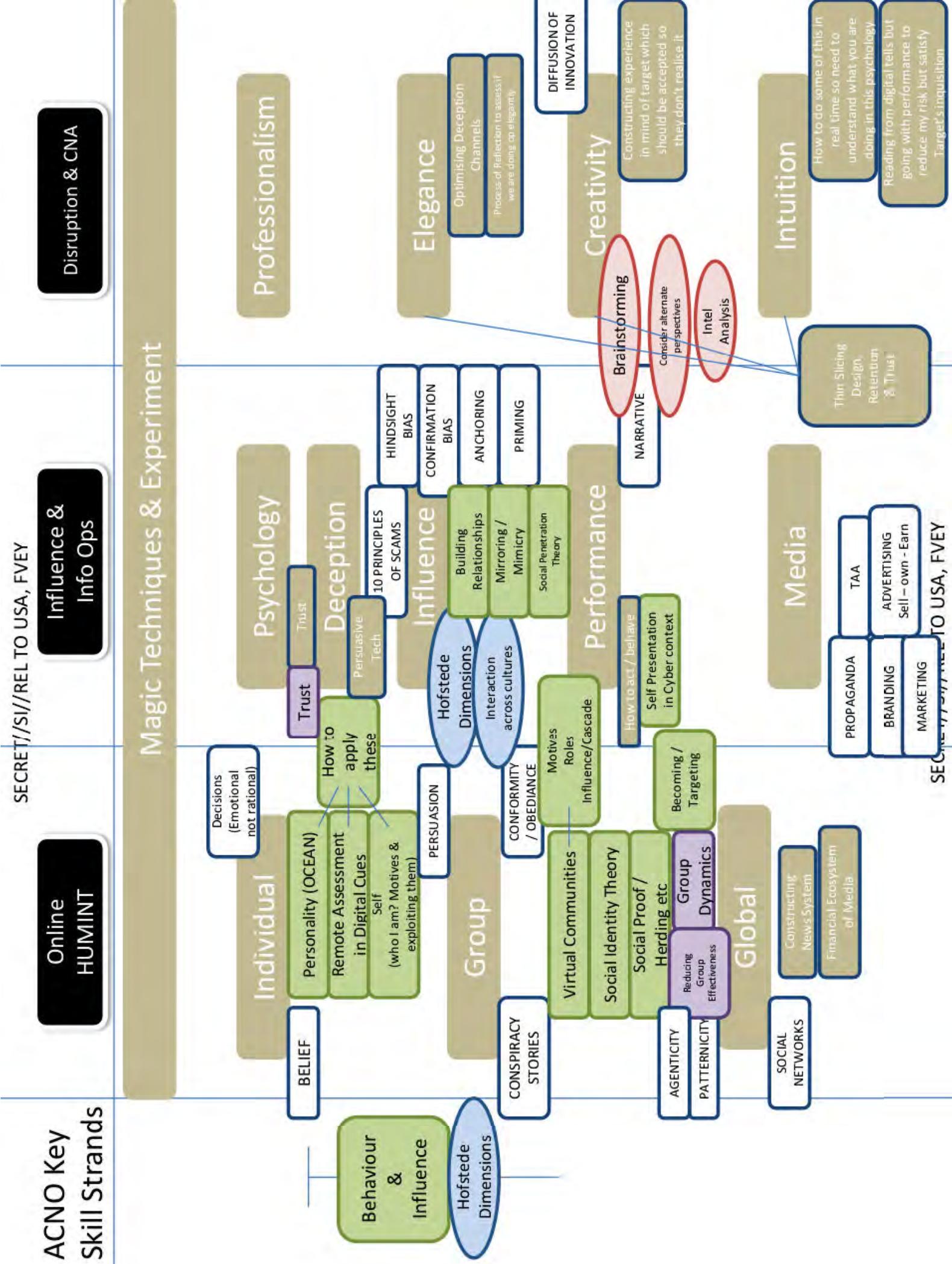
Performance

Creativity

Global

Media

Intuition

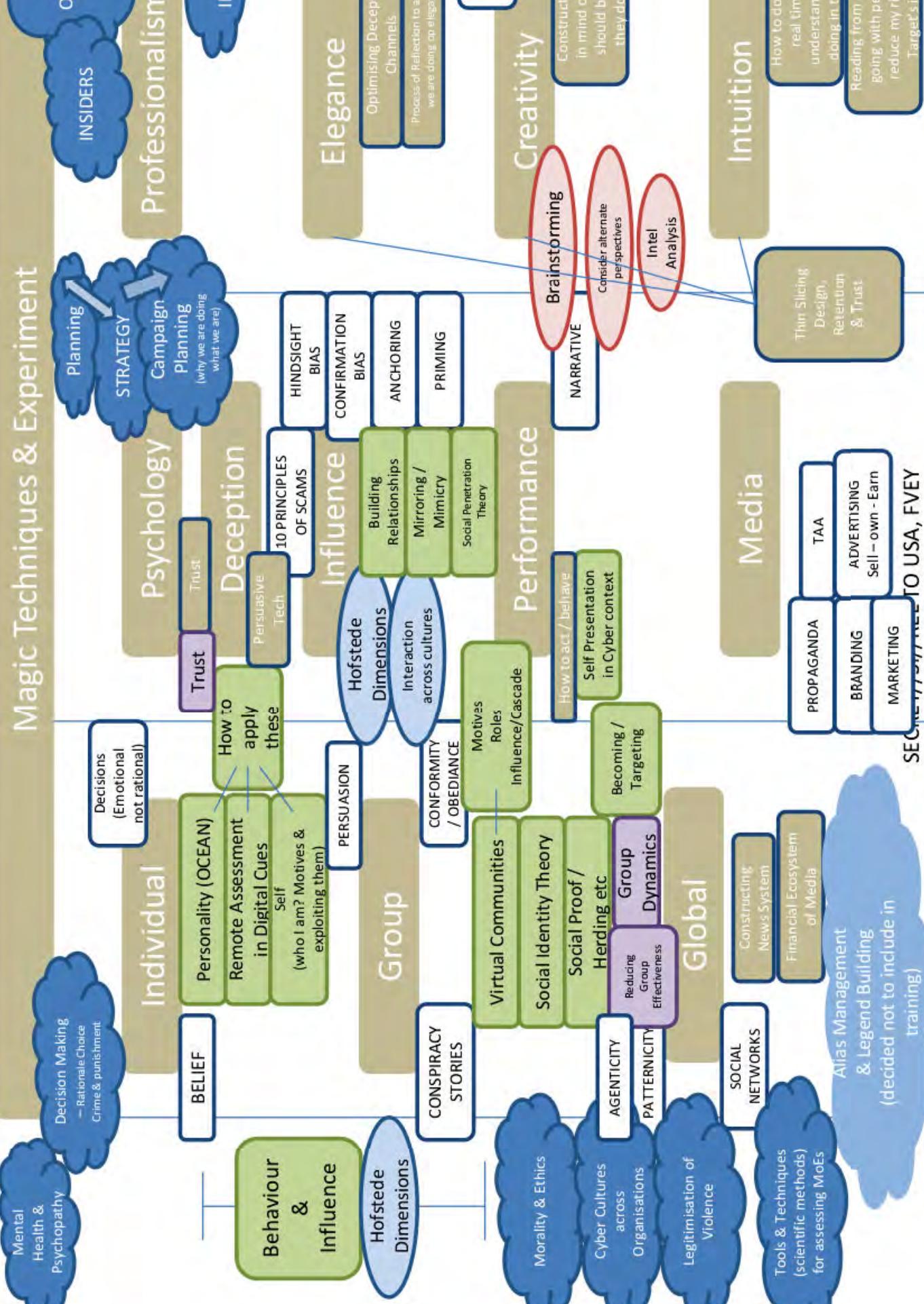


ACNO Key Skill Strands

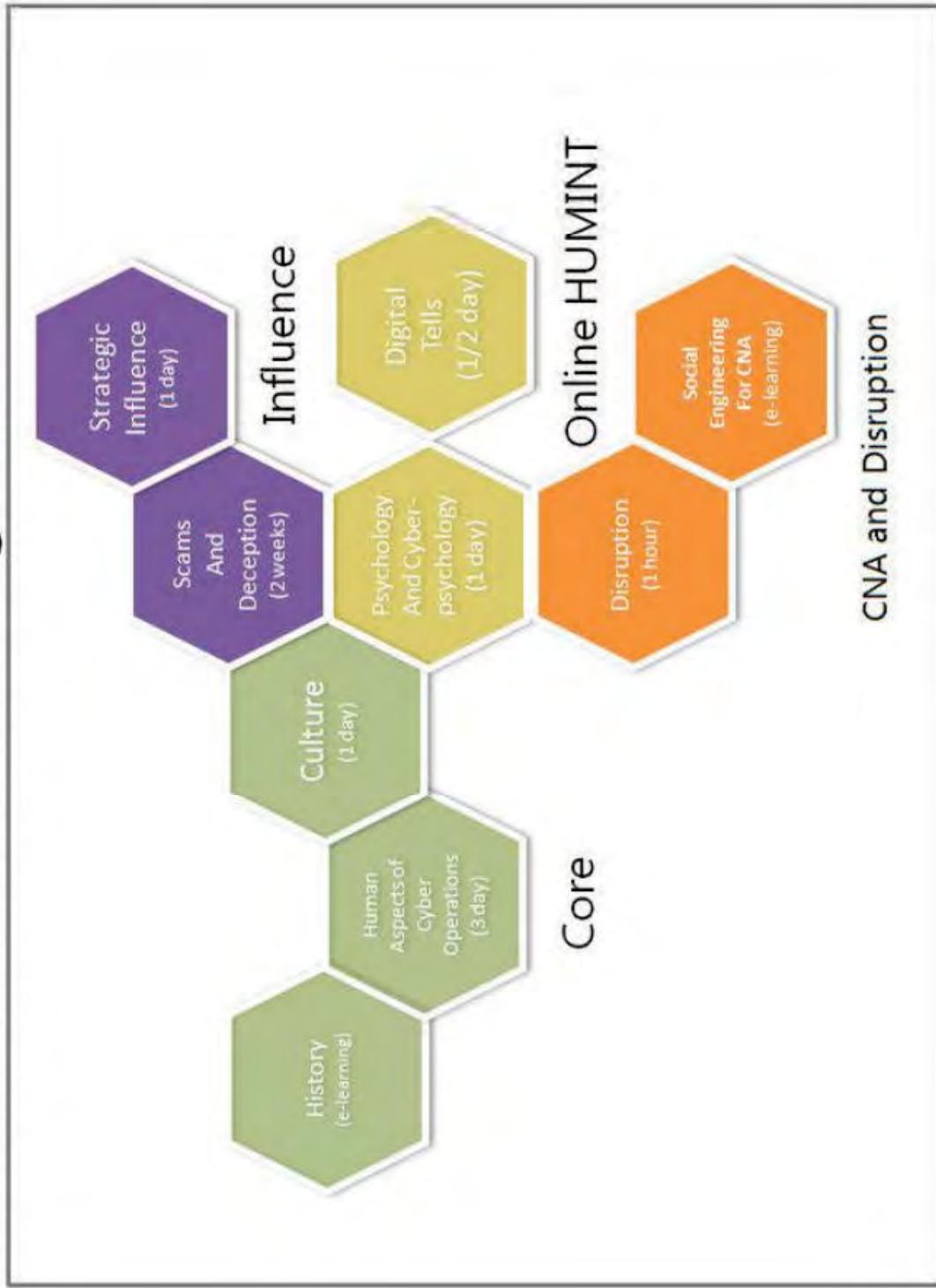
Influence & Info Ops

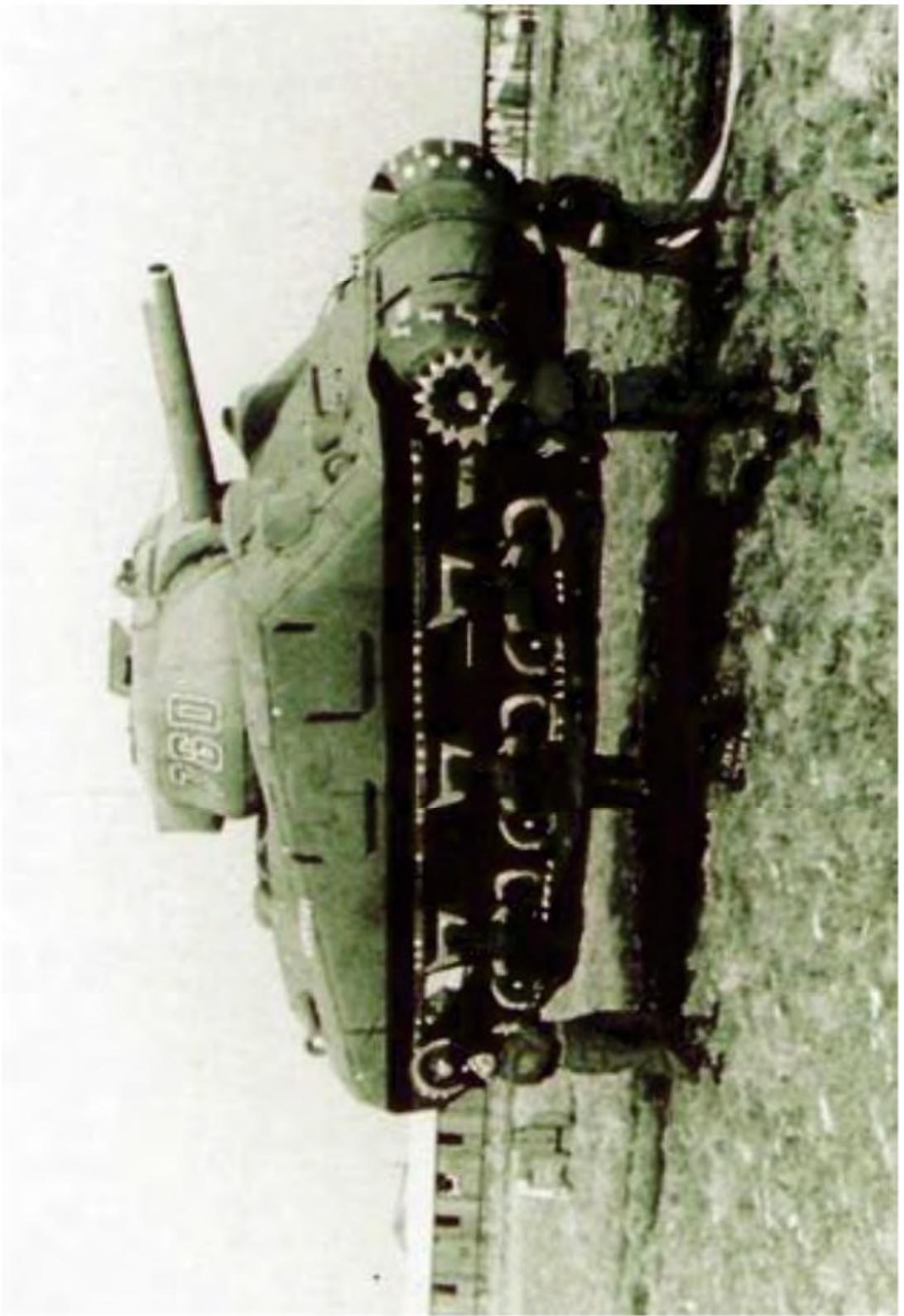
Online HUMINT

Disruption & Comp Net Attack



Human Science Learning Path





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Magicians, the military and intelligence



Jean Robert-Houdin

1856 mission on behalf of Napoleon III to help quell the Marabout-led uprising in Algeria.



Jasper Maskelyne

1940s Camouflage work during the Second World War.



John Mulholland

1950s CIA work on the application of conjuring to 'clandestine activities'.

Dissimulation - Hide the real Masking Repackaging

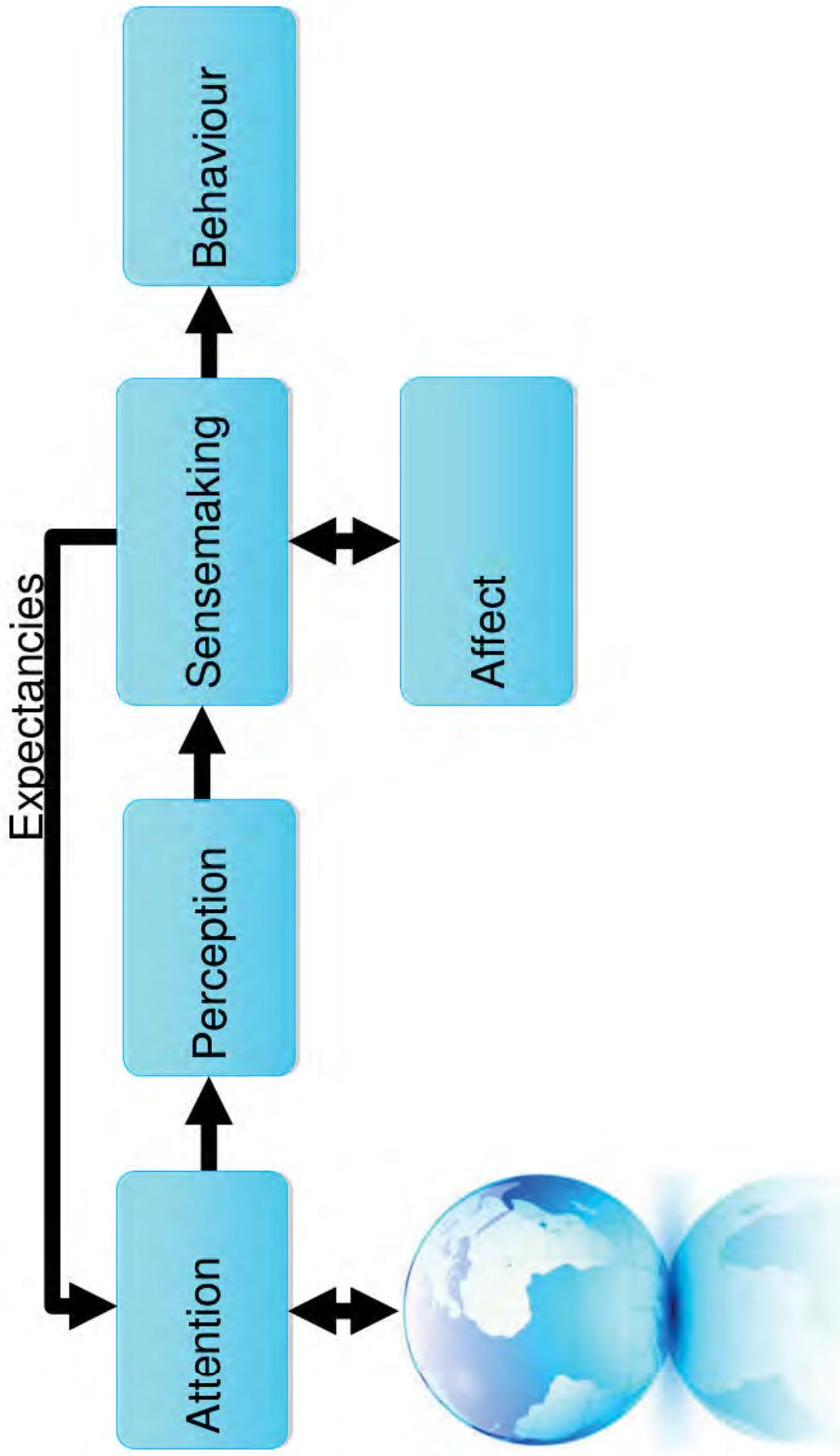


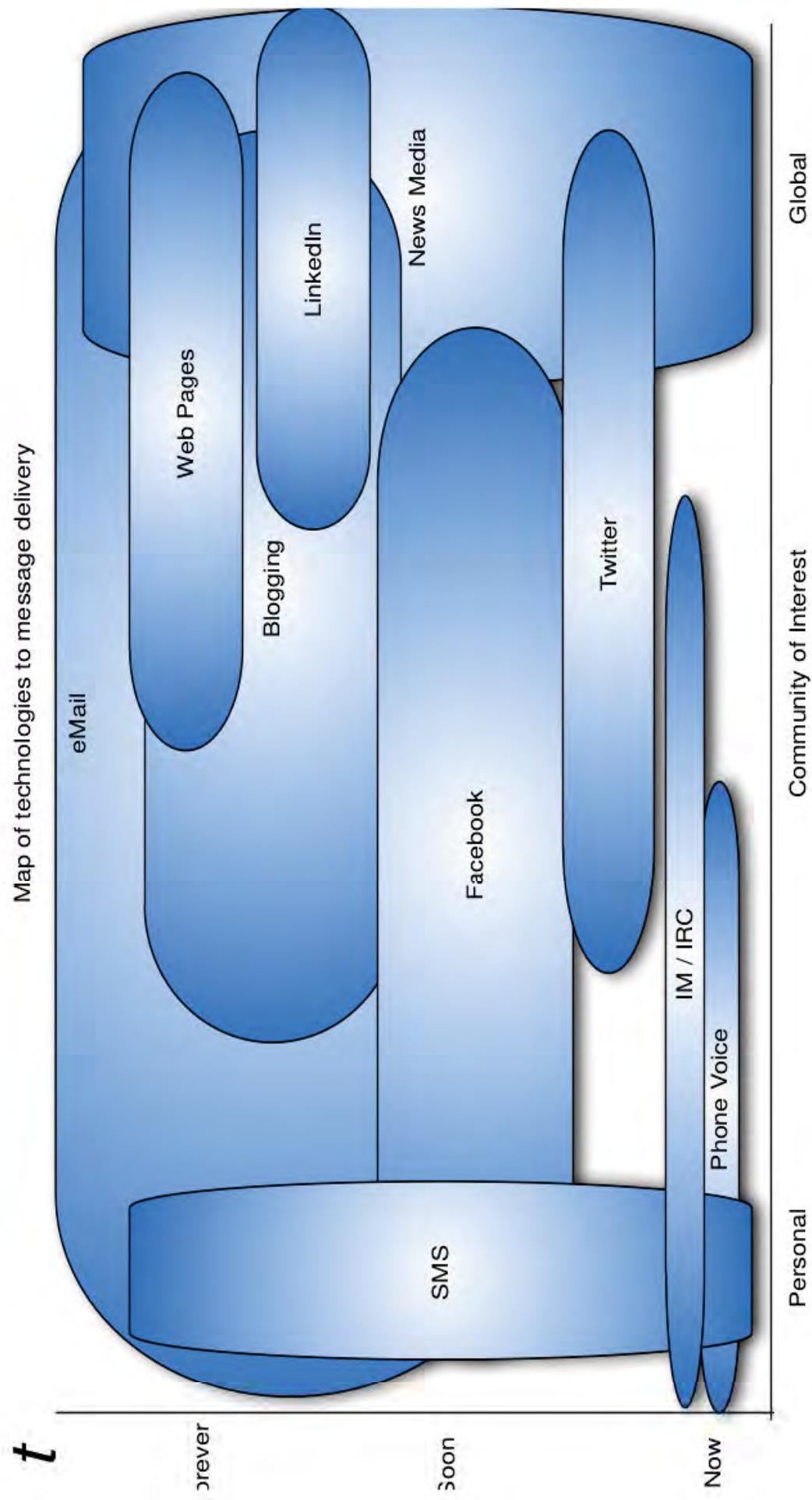
Dazzling

Decoying Inventing Simulation – Show the false

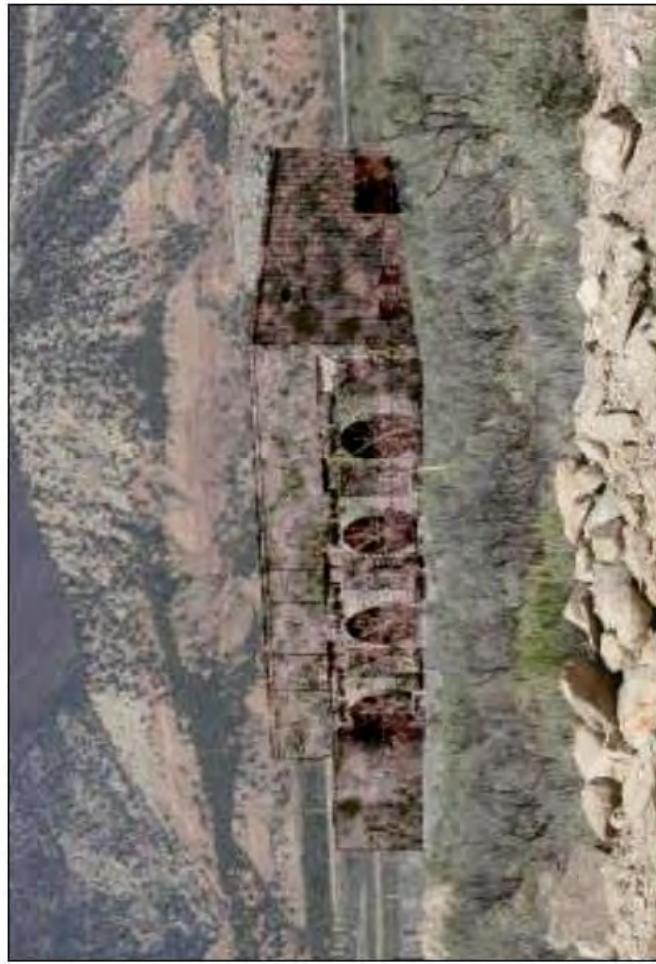
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The psychological building blocks of deception

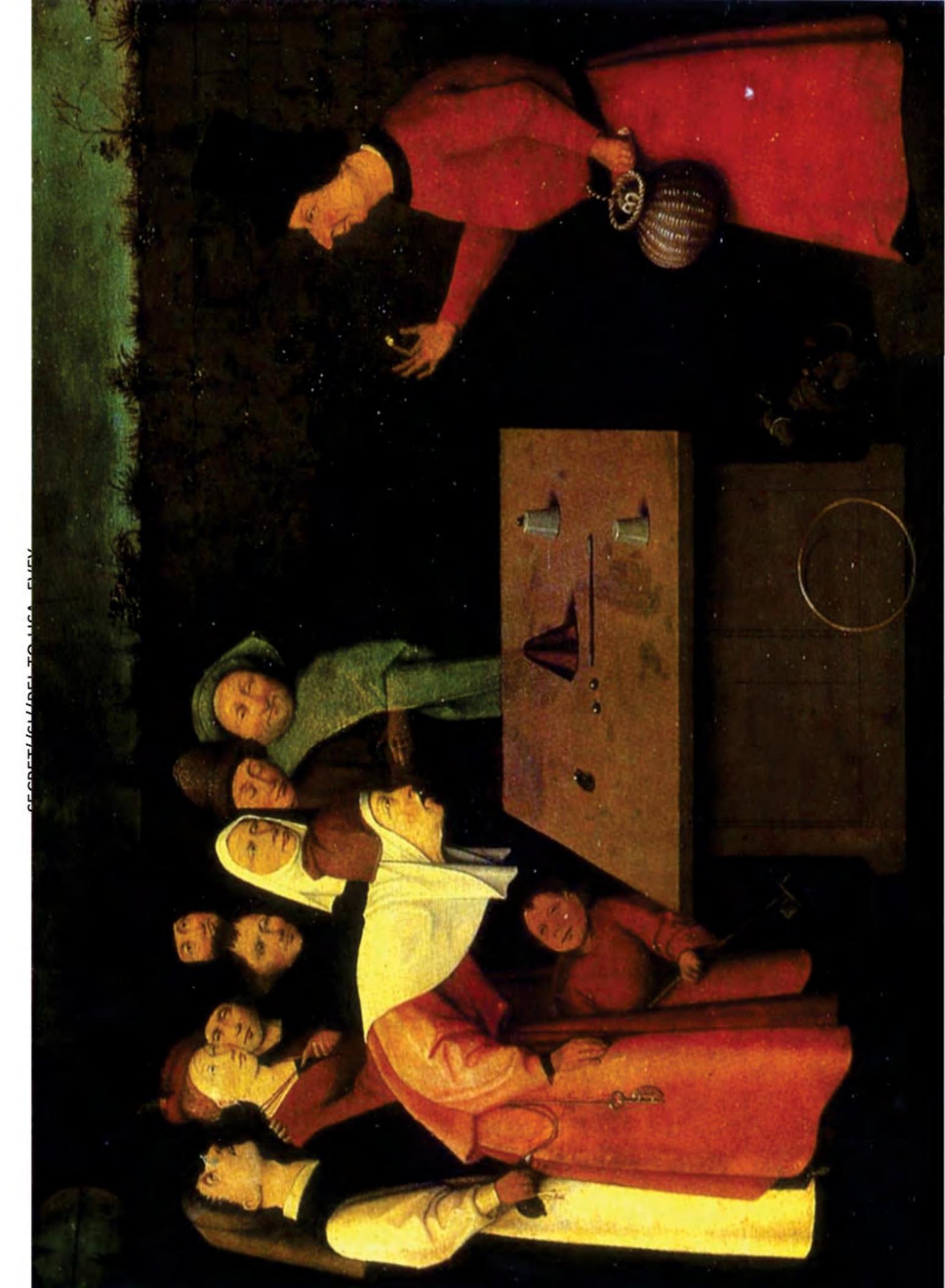




Attention Management

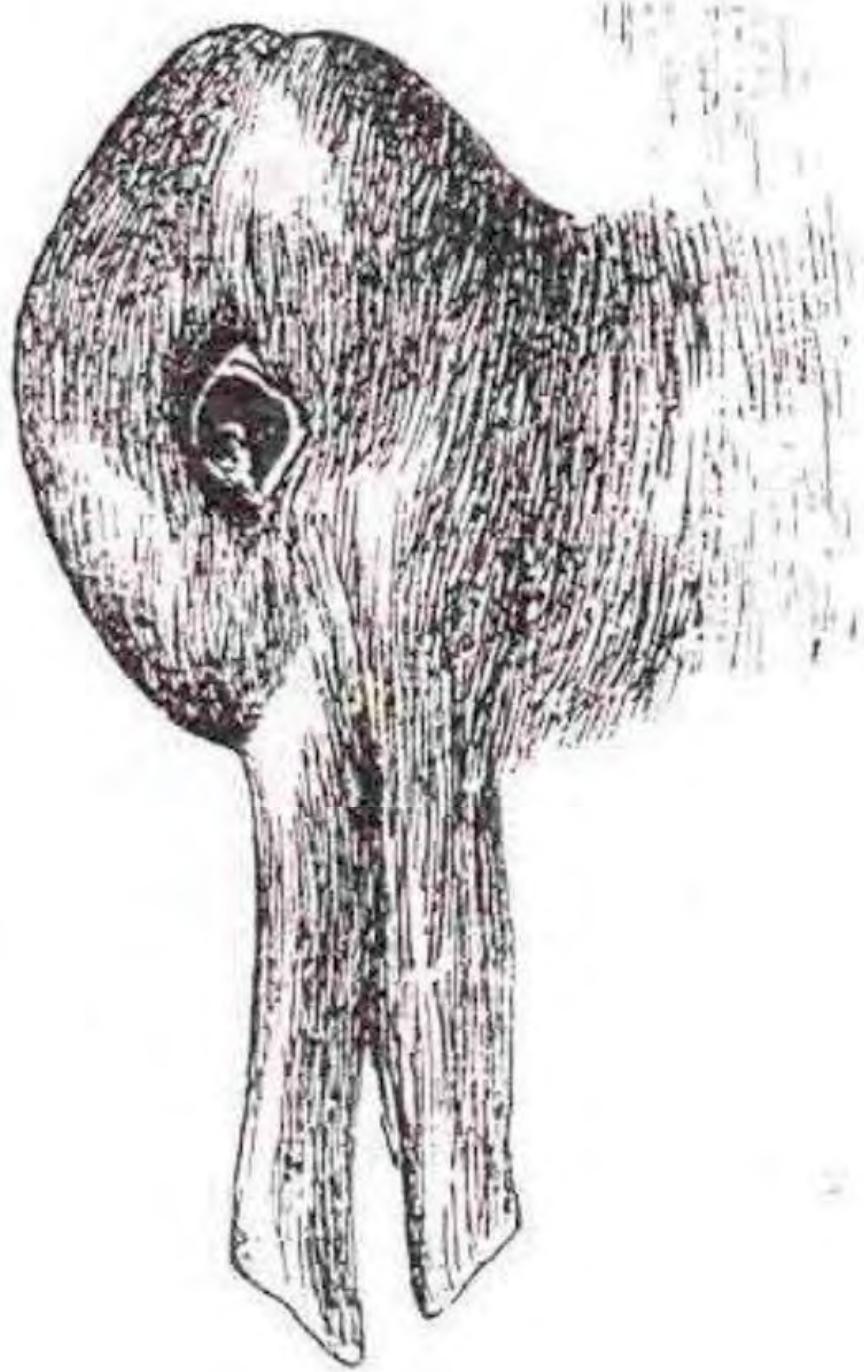


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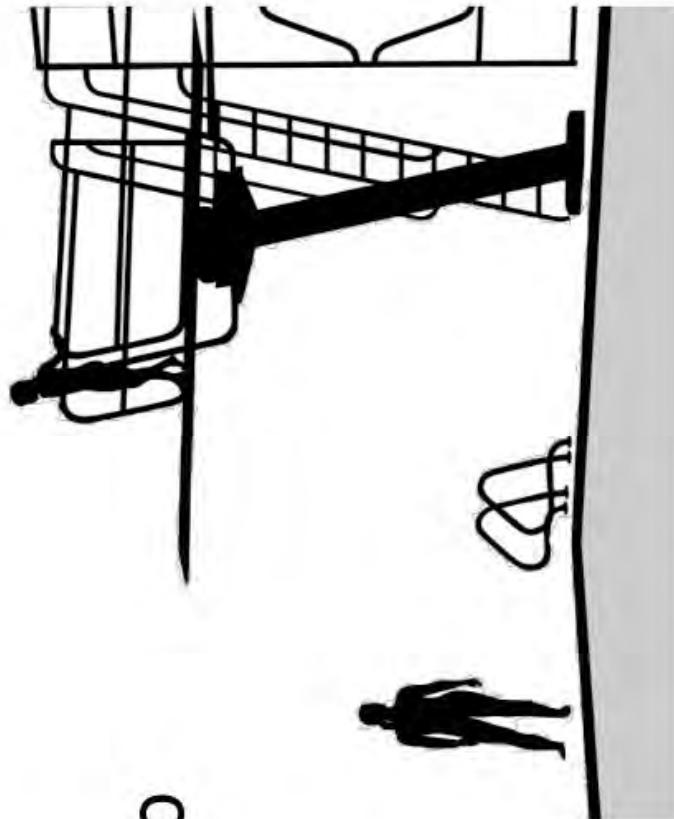
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Expectancies

- We look where we expect something interesting to happen
- We are biased to see/hear/feel/smell/taste what we strongly expect to see/hear/feel/smell/taste



Gambits for Deception

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Attention	The big move covers the little move	The Target looks where you look	Attention drops at the perceived end	Repetition reduces vigilance
Perception	Repackage/Invest Eliminate - Blend Recreate - Imitate	Dazzle/Decoy Blur old cues Create alternate cues	Make the cue dynamic	Stimulate multiple sensors
Sensemaking	Exploit prior beliefs	Present story fragments	Repetition creates expectancies	Haversack Ruse (The Piece of Bad Luck)
Affect	Create Cognitive Stress	Create Physiological Stress	Create Affective Stress (+/-)	Cialdini+2
Behaviour	Simulate the action	Simulate the outcome	Time-shift perceived behaviour	Divorce behaviour from outcome
			Swap the real for the false, & vice versa	Exploit shared affect
				Channel behaviour

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STRAND 2:
Influence and Information
Operations



10 Principles for Influence

- The Time Principle
- The Deception Principle
- The Dishonesty Principle
- The Herd Principle
- The Consistency Principle
- The Distraction Principle
- The Reciprocity Principle
- The Flattery Principle
- The Need and Greed Principle
- The Social Compliance/ Authority Principle



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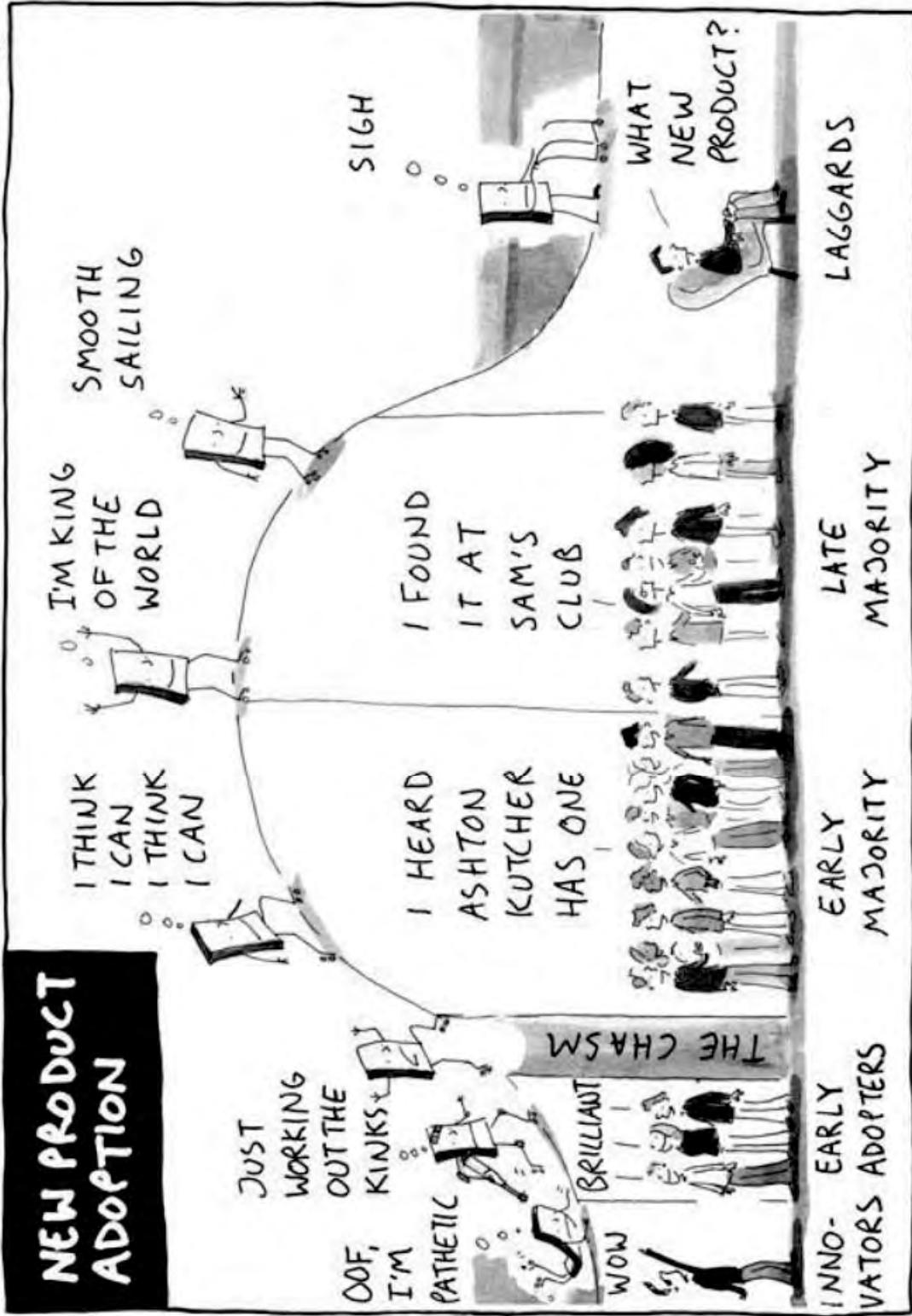


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BRAND CAMP

**NEW PRODUCT
ADOPTION**

by Tom Fishburne



© 2007 Thanks to G. Moore

SKYDECKCARTOONS.COM

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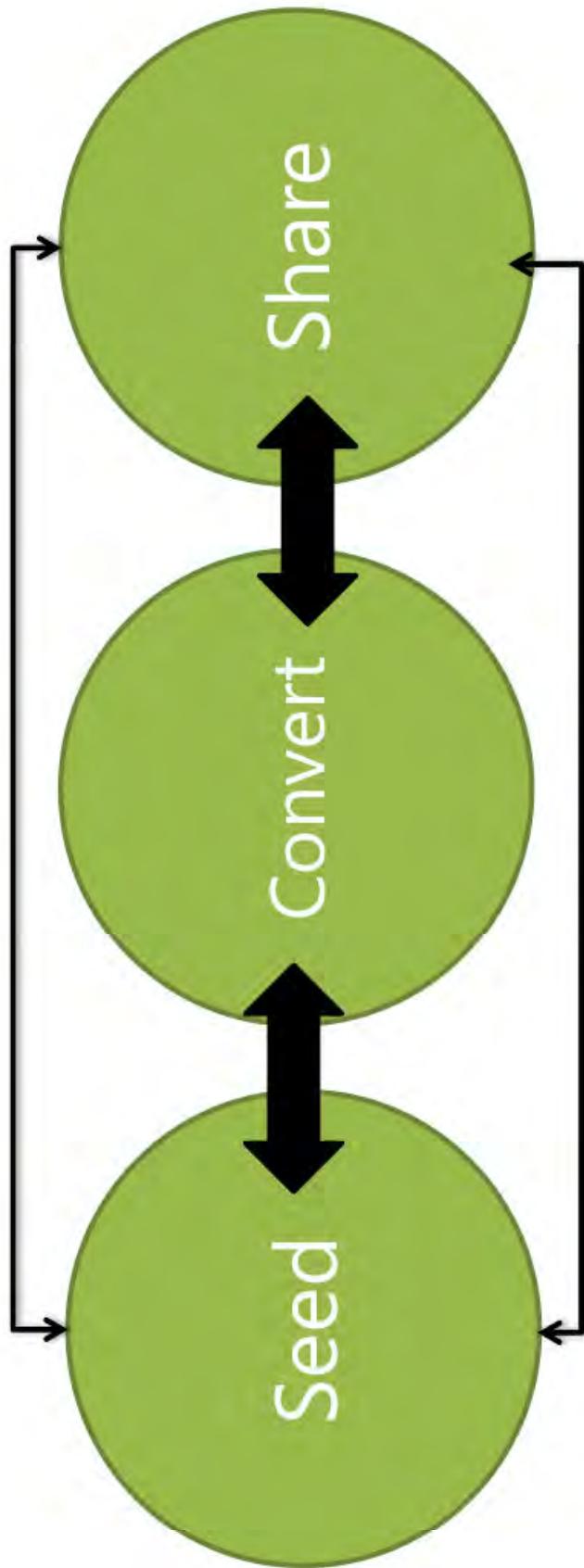
People make decisions as part of groups

People make decisions for emotional
reasons not rational ones.



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Social Creativity



“Passion, Density and Empowerment”

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Do you ❤️ your brand?



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Red Bud, Illinois, April 23, 1950

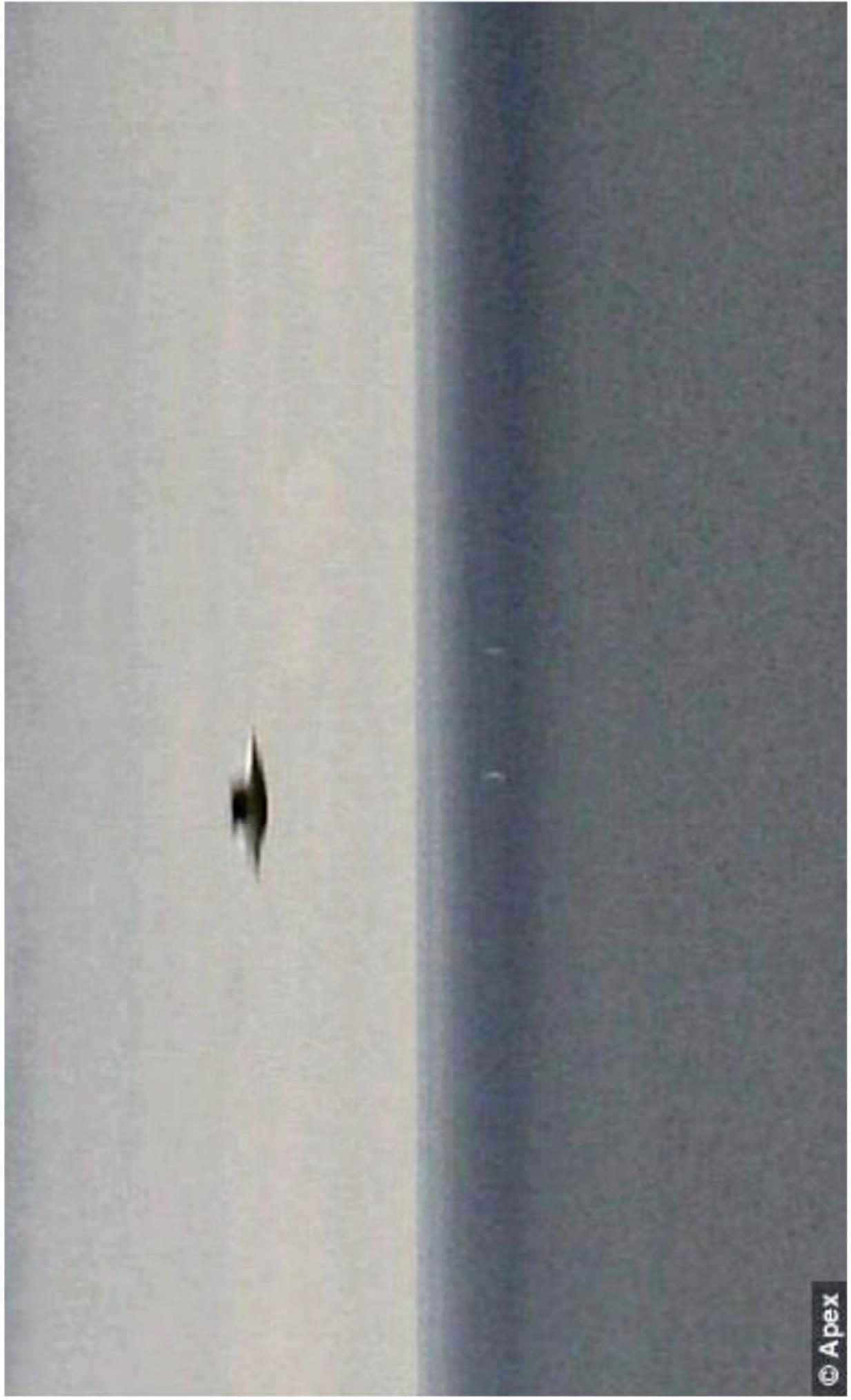
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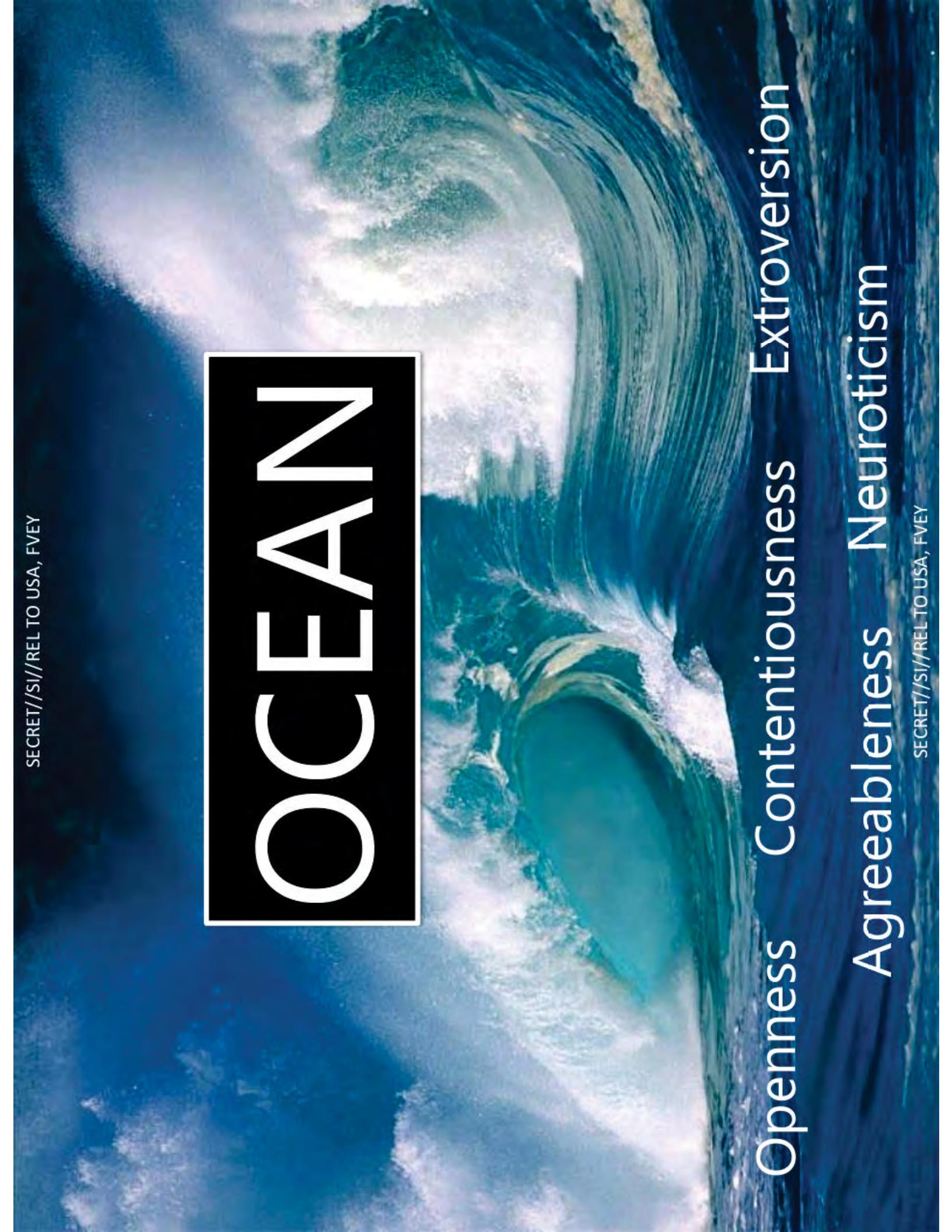


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STRAND 3

Online HUMINT





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OCEAN

Openness Contentiousness Extroversion

Agreeableness Neuroticism

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Liking Certainty



Disclosure

Mirroring

People copy each other while in social interaction with them.

- body language
- language cues
- expressions
- eye movements
- emotions

Accommodation

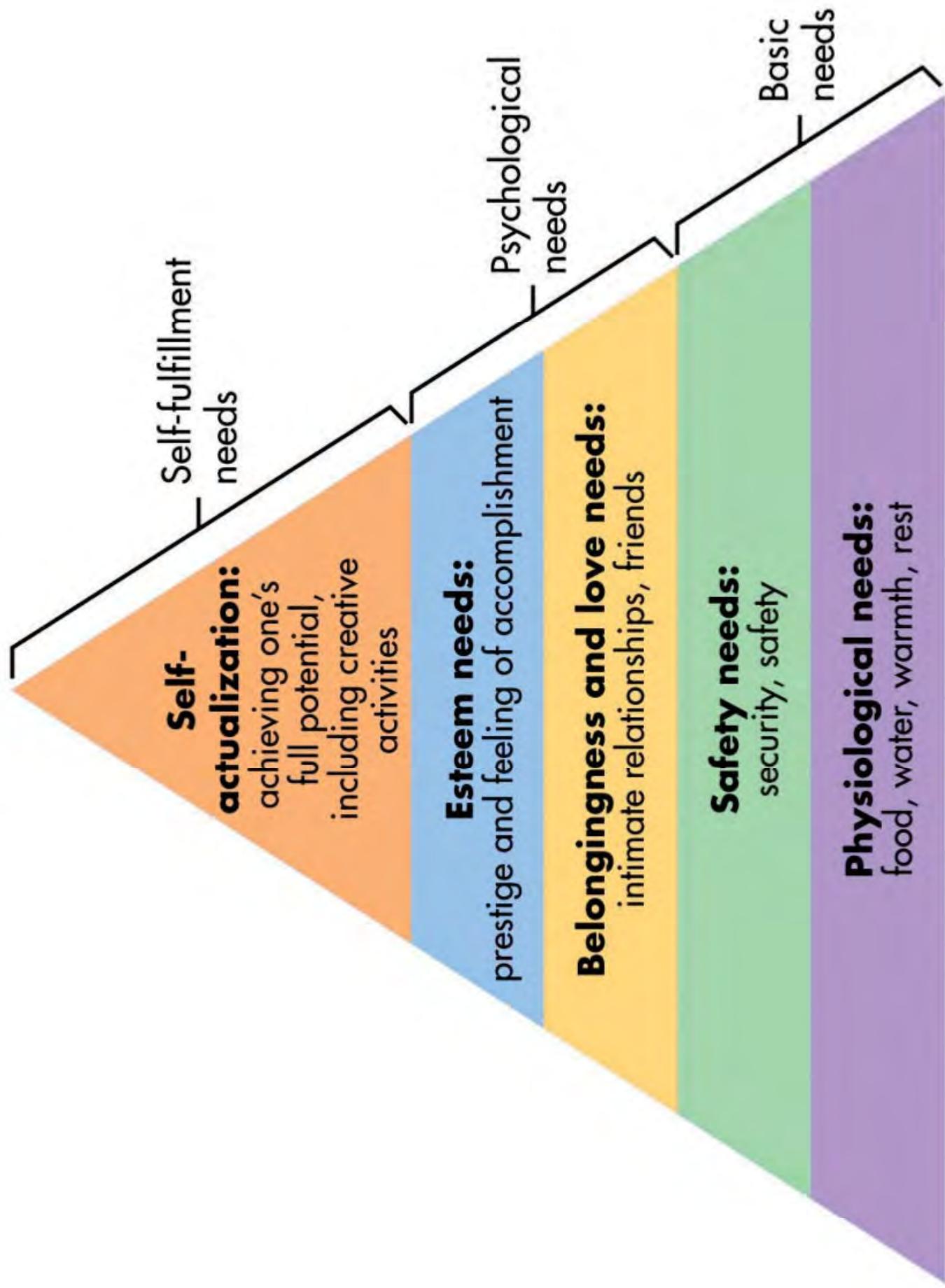
Adjustment of speech, patterns, and language towards another person in communications

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

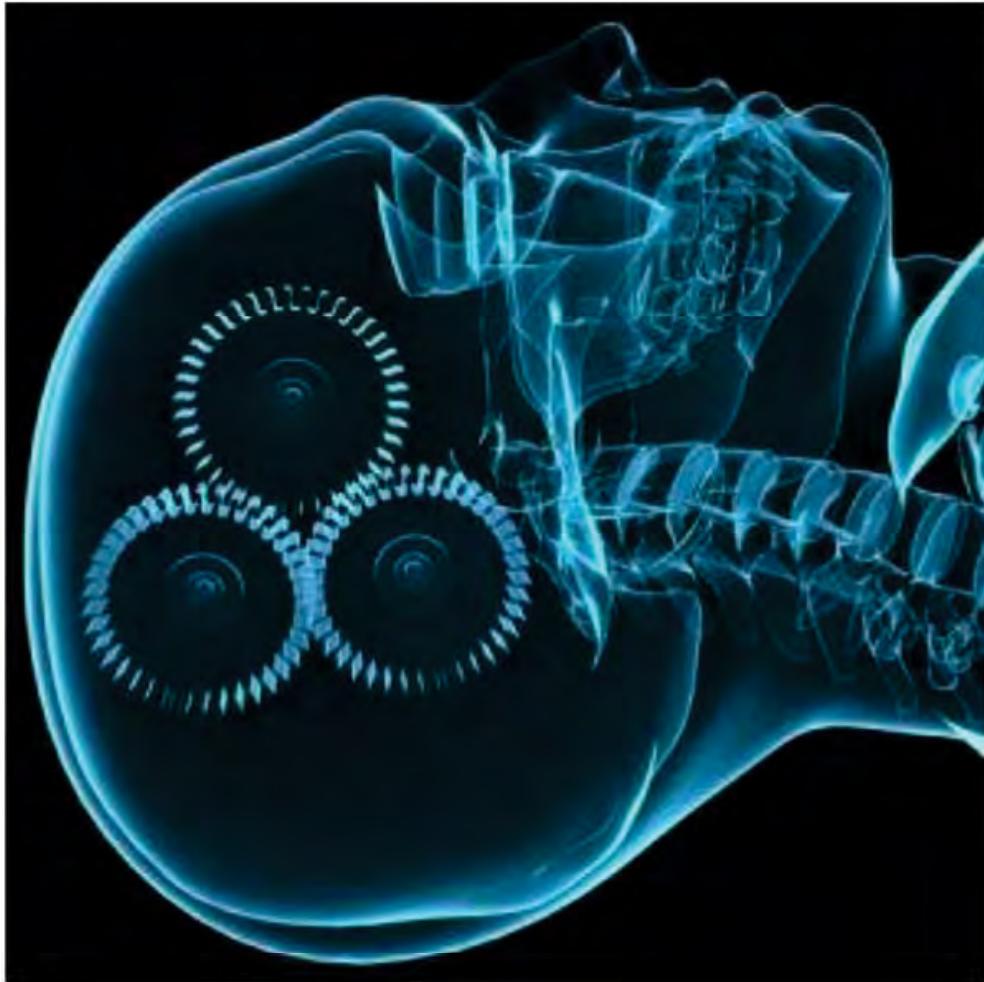
Mimicry

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

Question: Can I game this?



Who
are
you?



STRAND 4

Disruption and Computer Network Attack



Online Covert Action

Accreditation



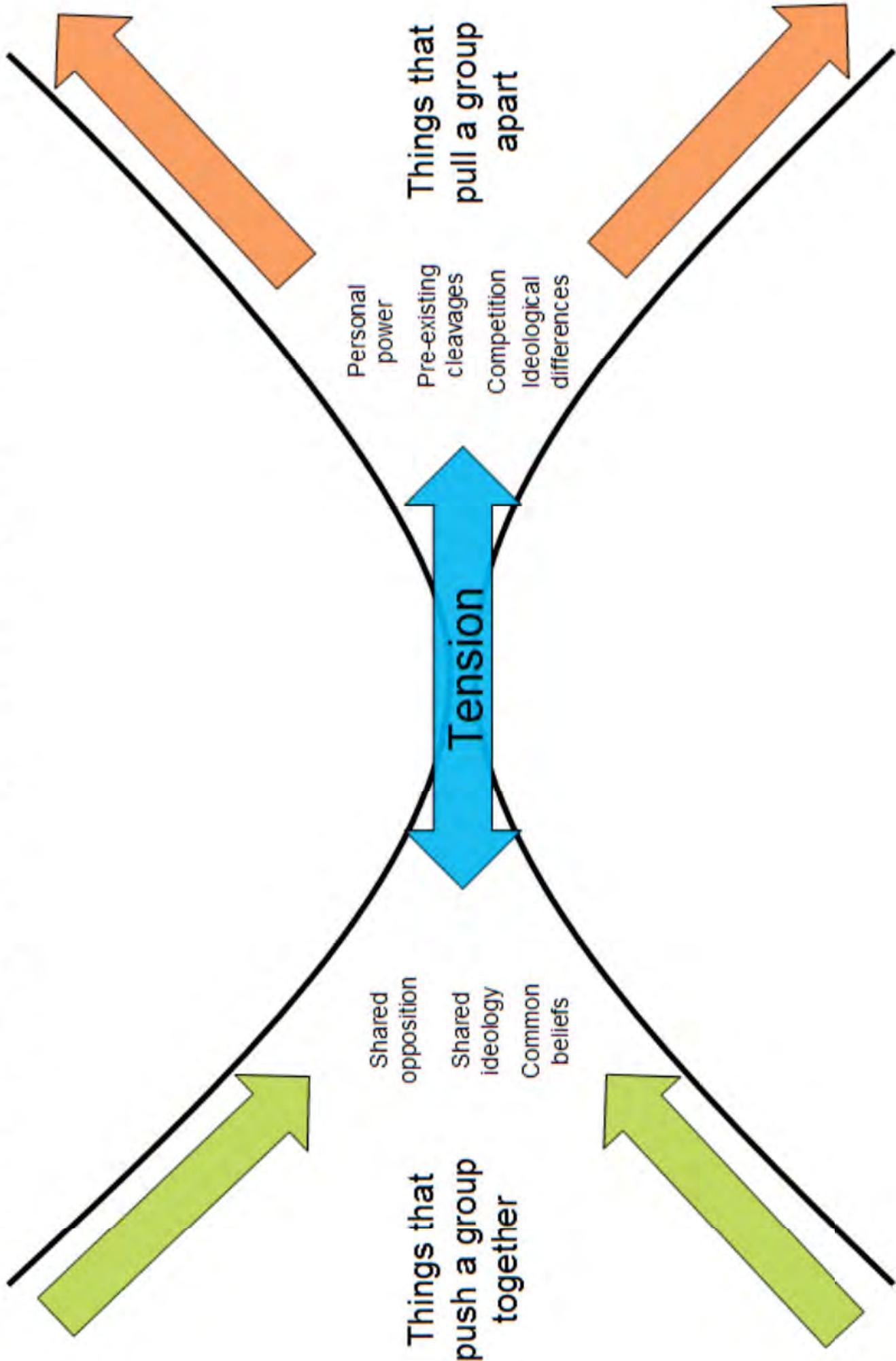
DISRUPTION

Operational Playbook

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

Identifying & Exploiting fracture points

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

Mainstreaming work – push reduced
“level 1” Tradecraft to 500+ GCHQ
Analysts

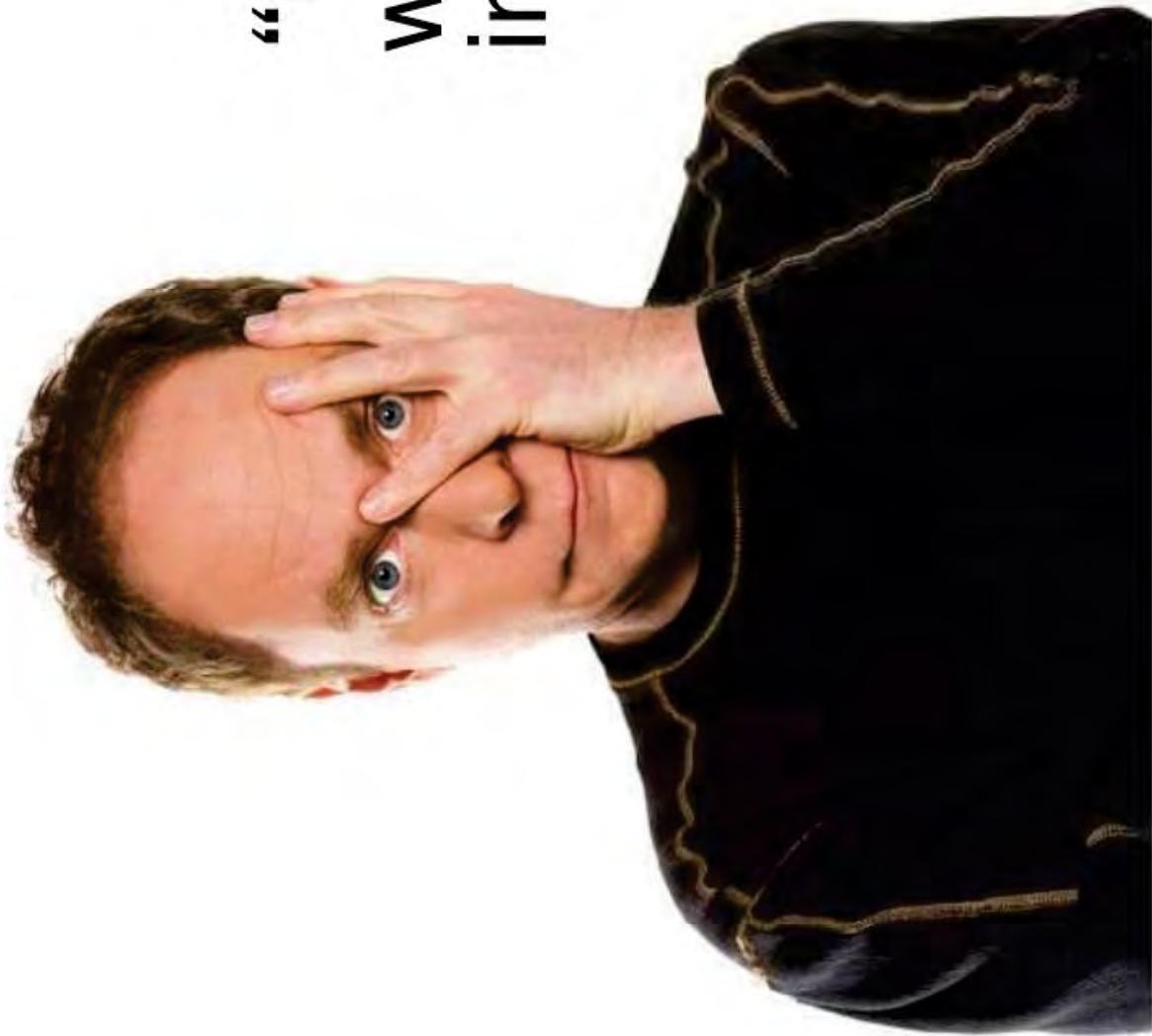
“Relentlessly Optimise Training
and Tradecraft”





“Conjuring with information”

Teller, 1998



[REDACTED]
Head of Human Science
JTRIG-HSOC
NSTS: [REDACTED]