

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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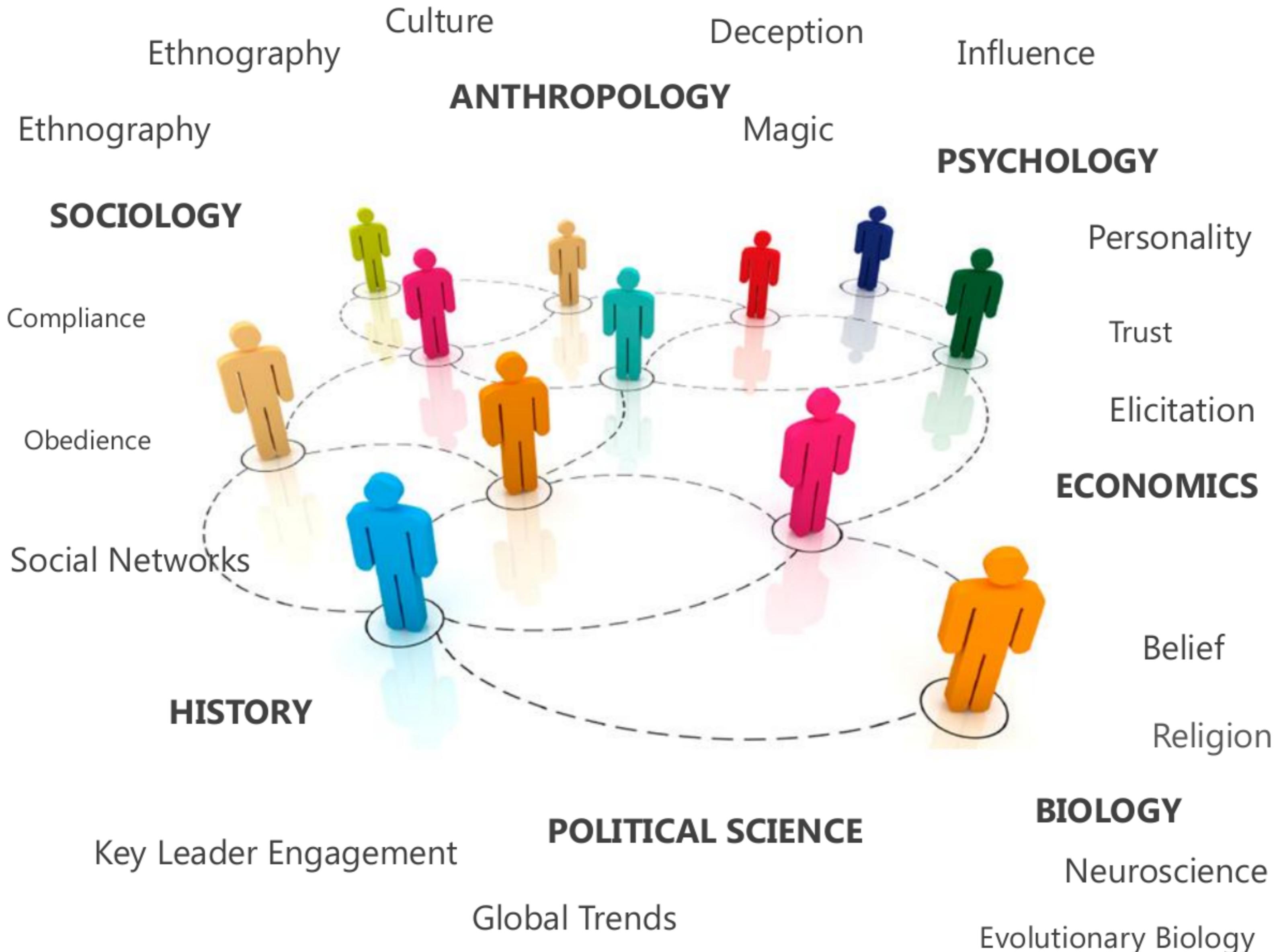
JTRIG

Online
HUMINT

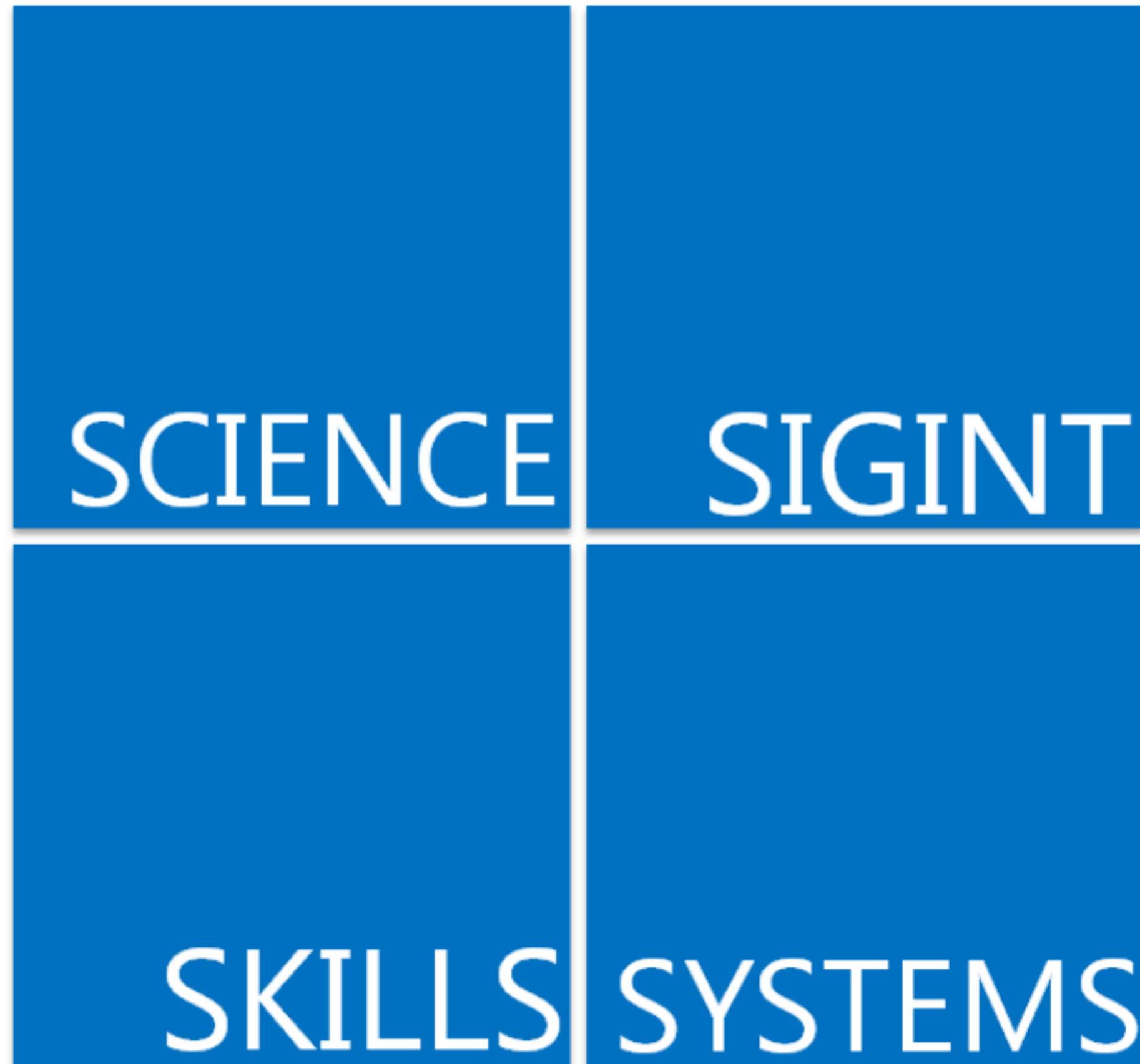
Strategic
Influence

Disruption
and CNA





S4





JTRIG

Online
HUMINT

Strategic
Influence

Disruption
and CNA



We want to build *Cyber Magicians*.



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Online Covert Action

Accreditation

ACNO Key
Skill StrandsOnline
HUMINTInfluence &
Info Ops

Disruption & CNA

Magic Techniques & Experiment

Individual

Psychology

Professionalism

Group

Deception

Elegance

Global

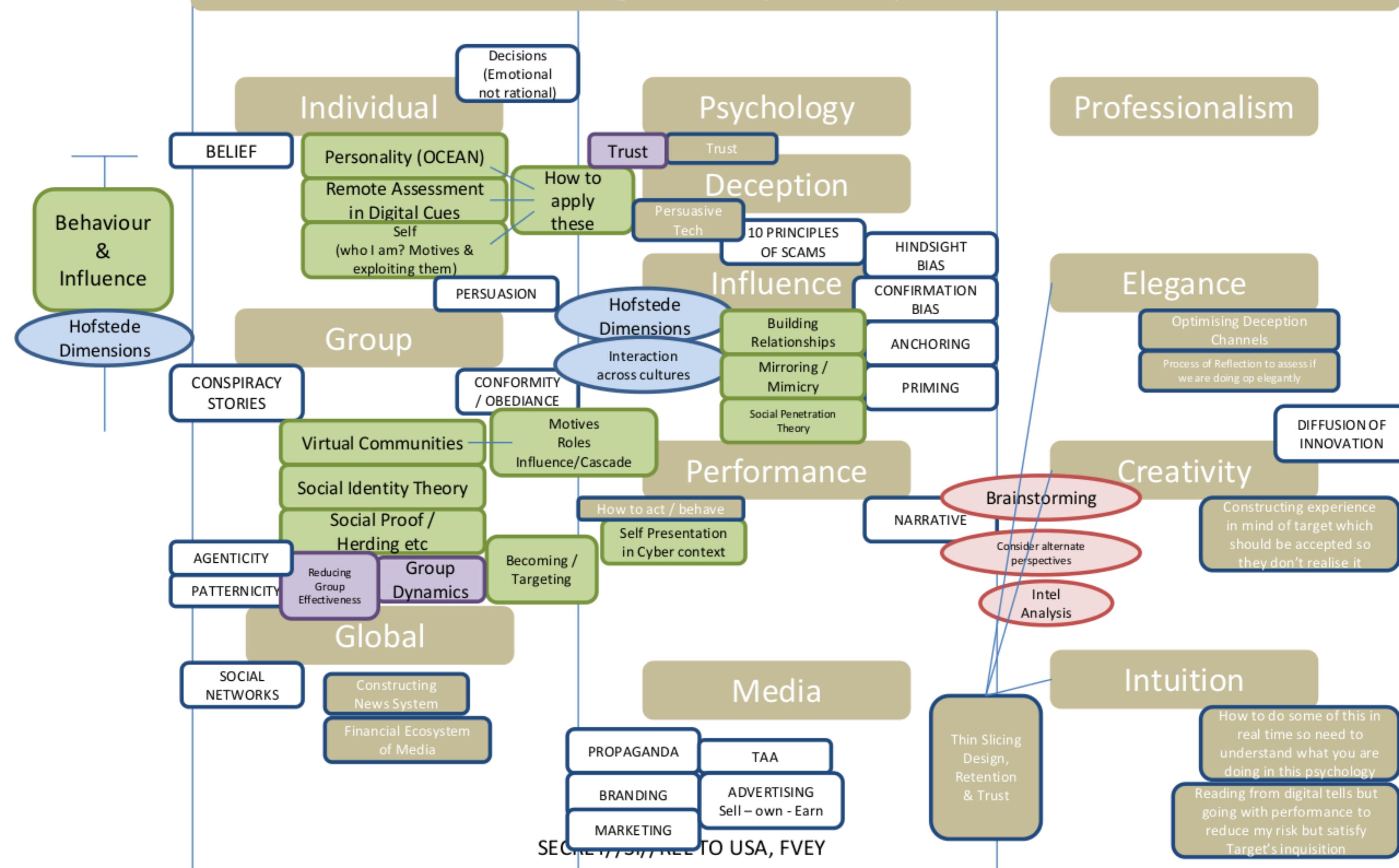
Performance

Creativity

Media

Intuition

Magic Techniques & Experiment

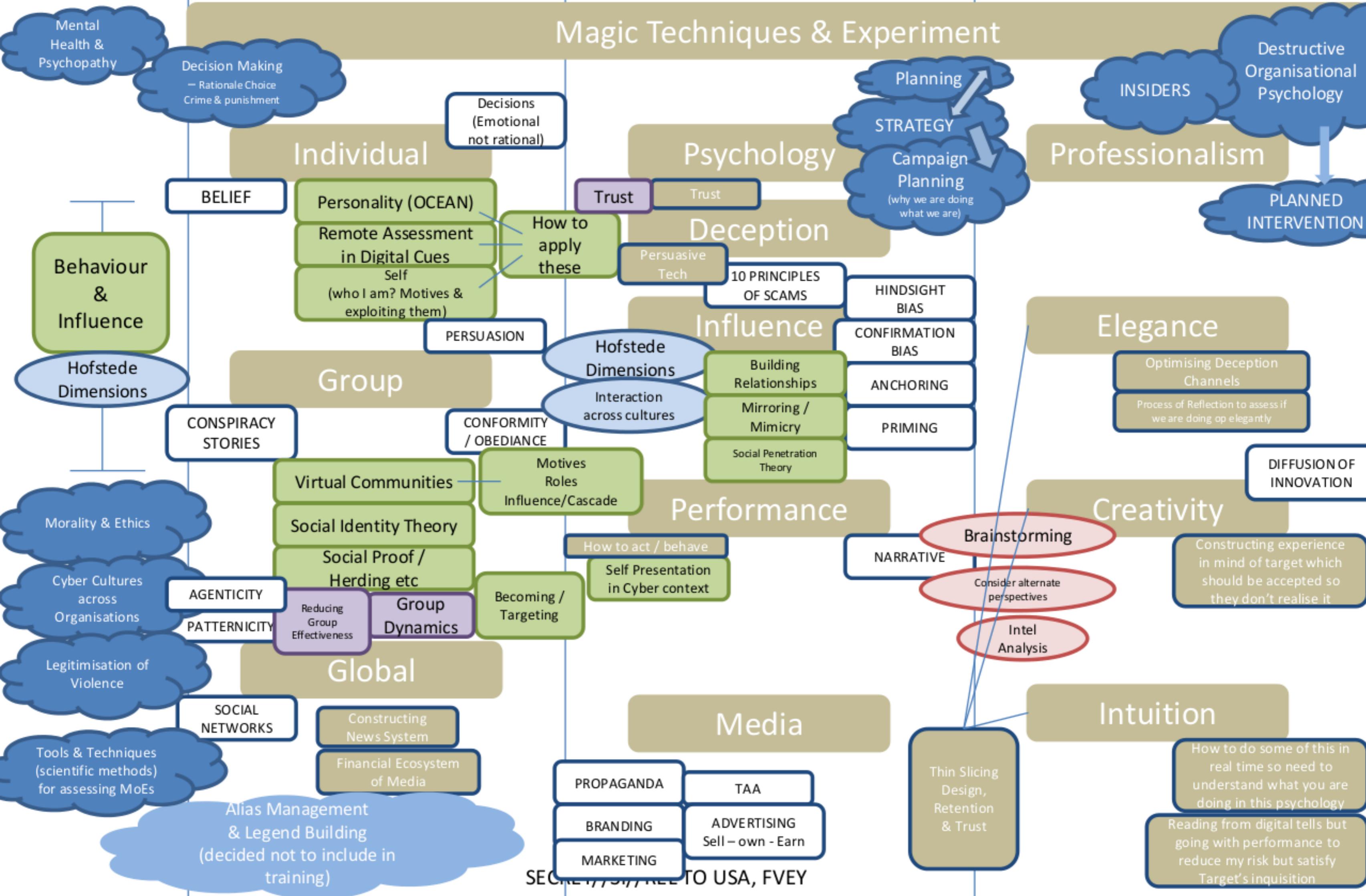


ACNO Key Skill Strands

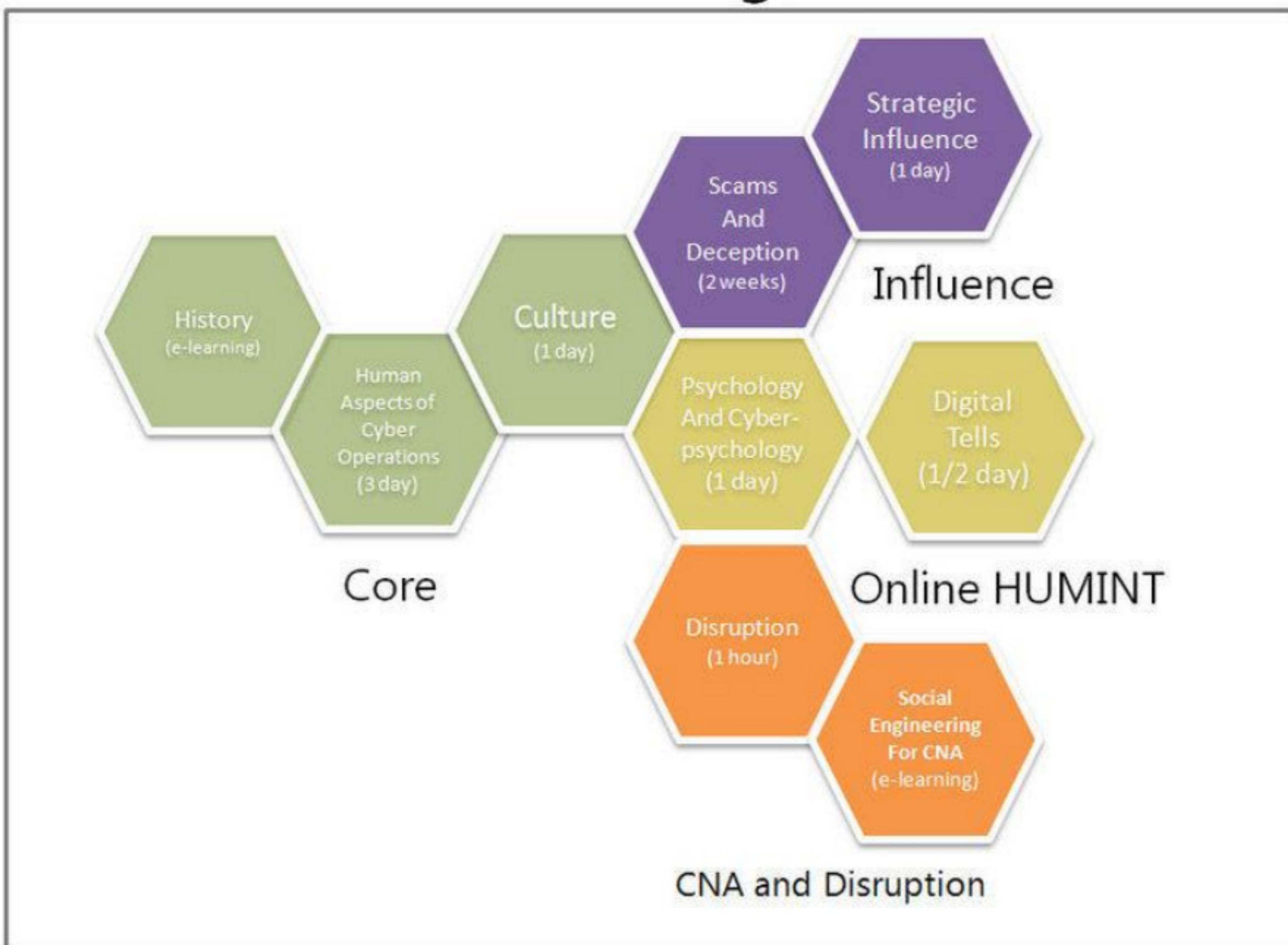
Online HUMINT

Influence & Info Ops

Disruption & Comp Net Attack



Human Science Learning Path



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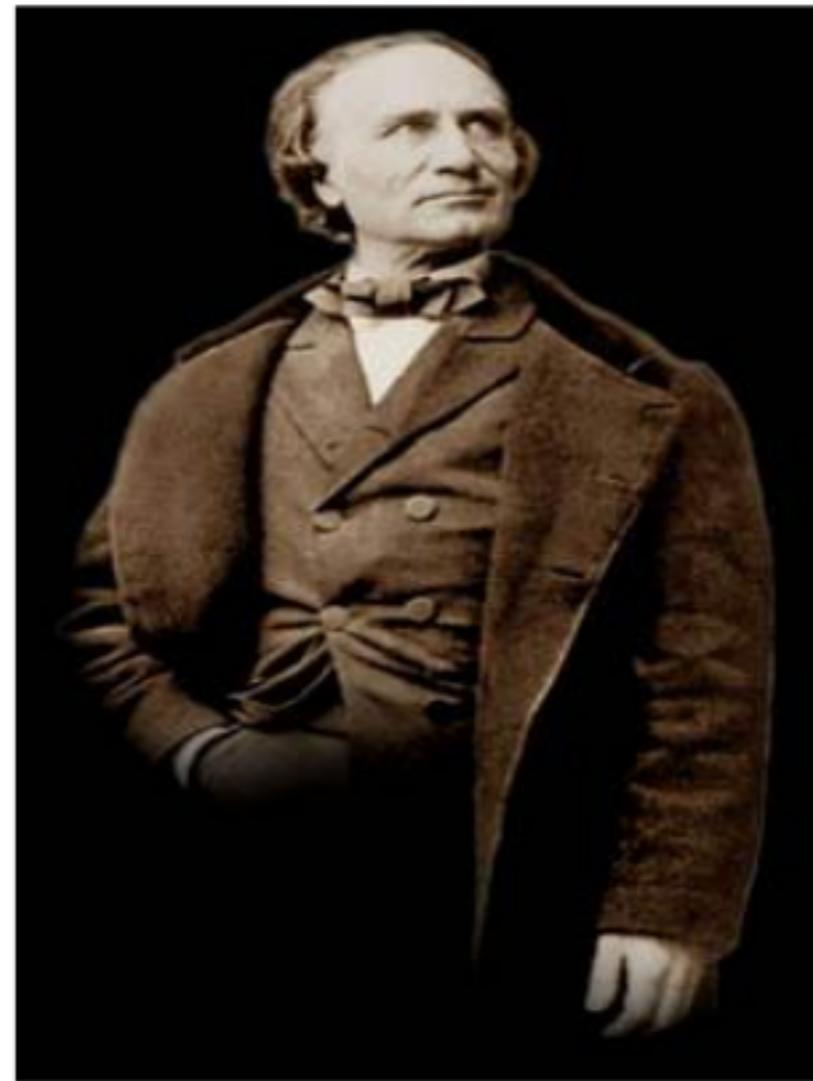
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Magicians, the military and intelligence



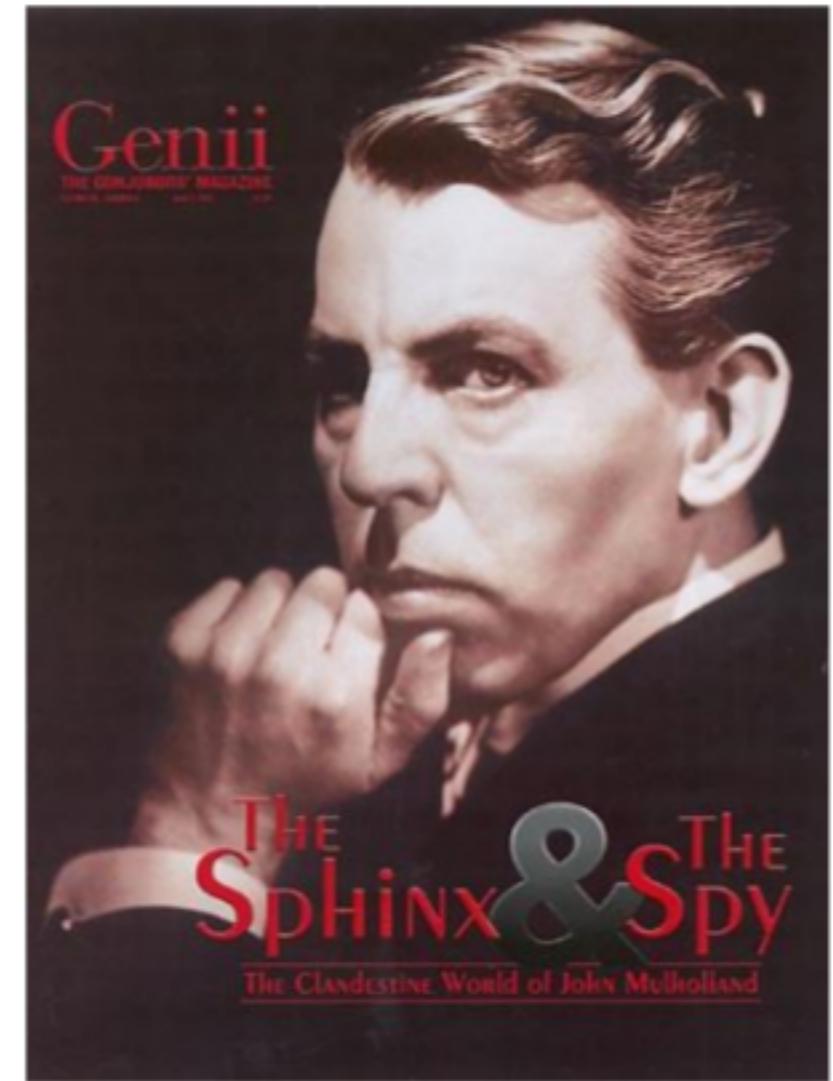
Jean Robert-Houdin

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



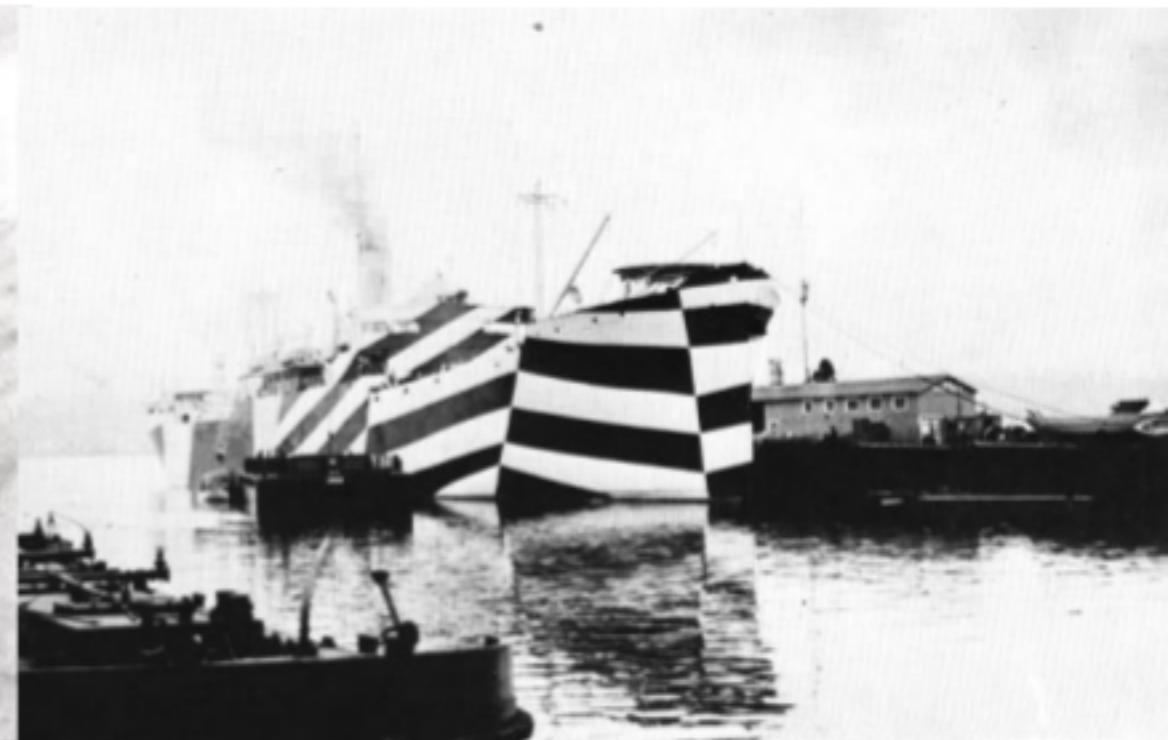
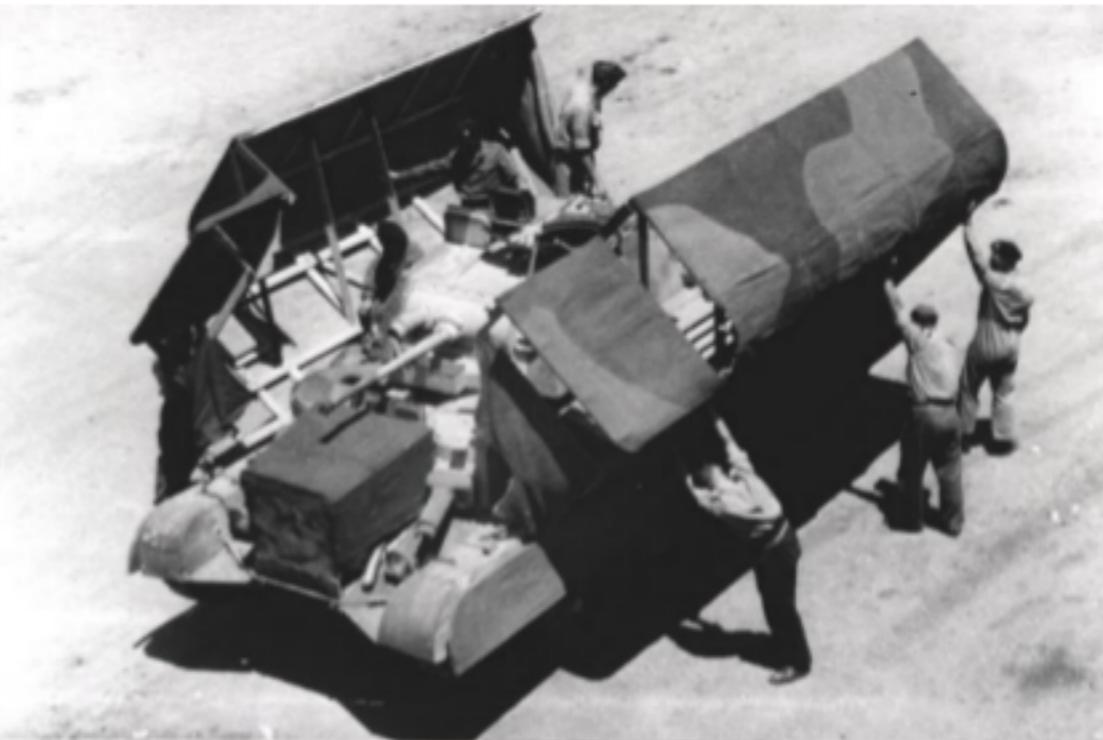
Jasper Maskelyne

1940s Camouflage work during the Second World War.



John Mulholland

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



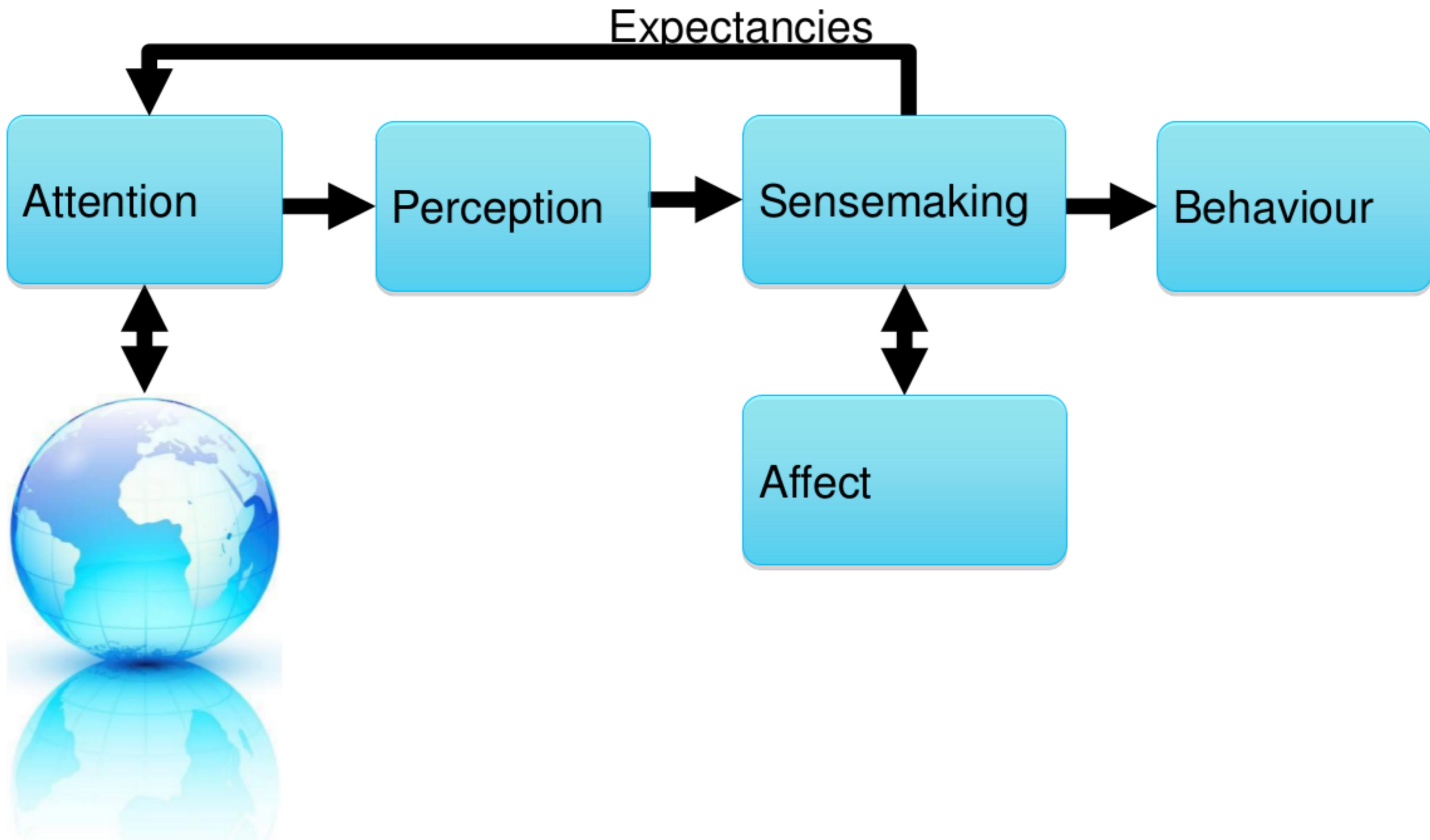
Mimicking

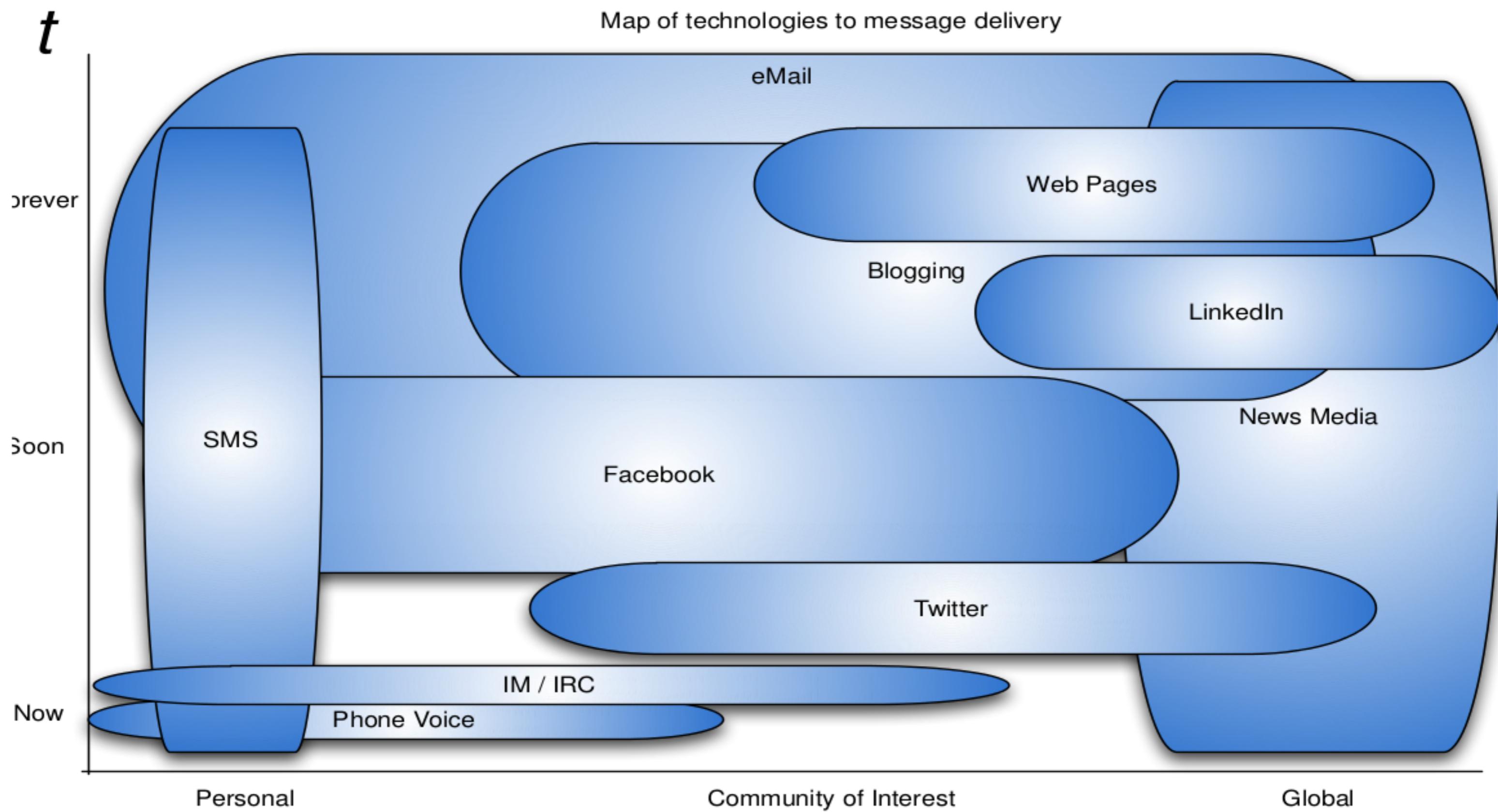
Inventing

Decoying

Simulation – Show the false

The psychological building blocks of deception





Attention Management

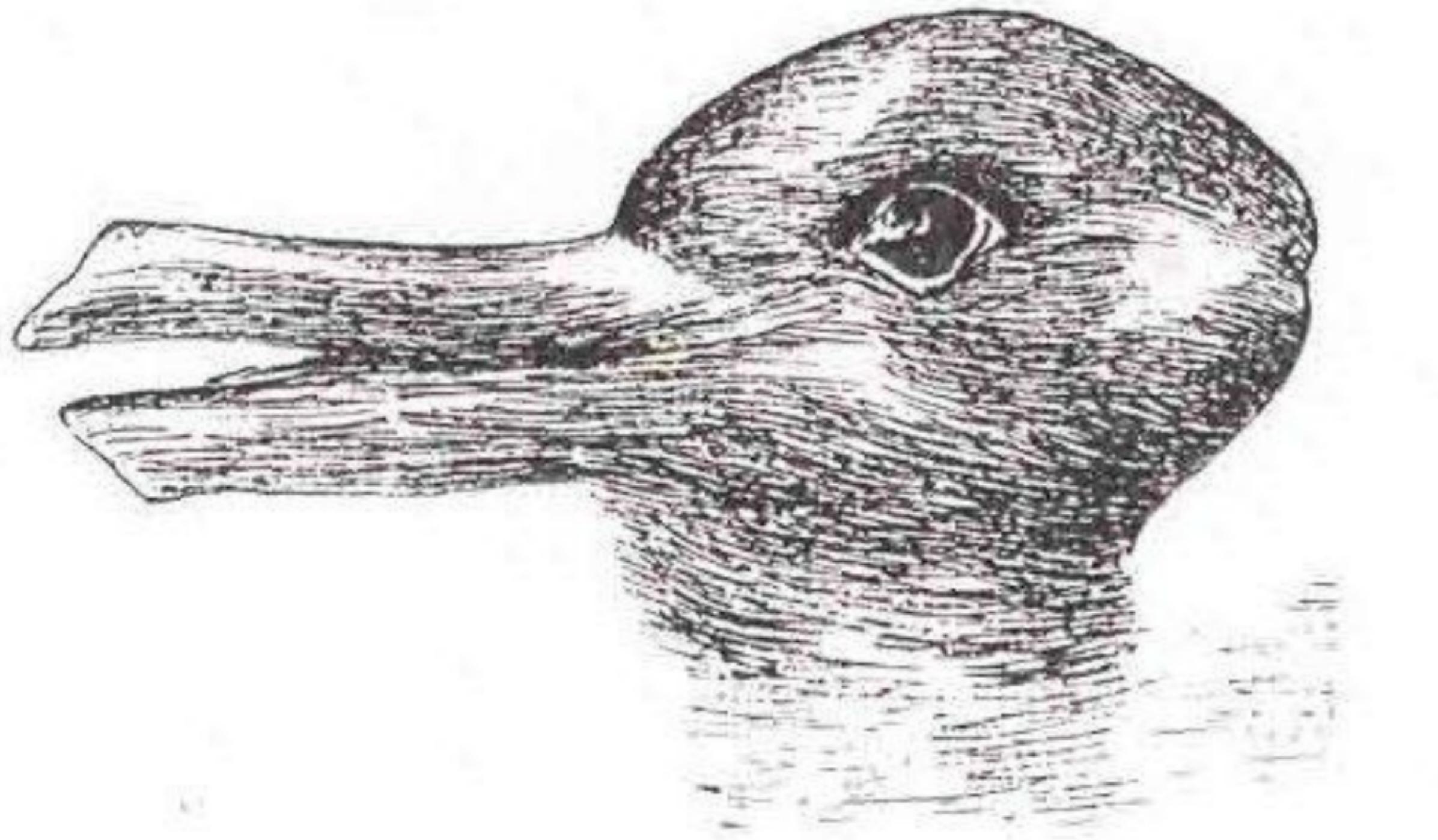


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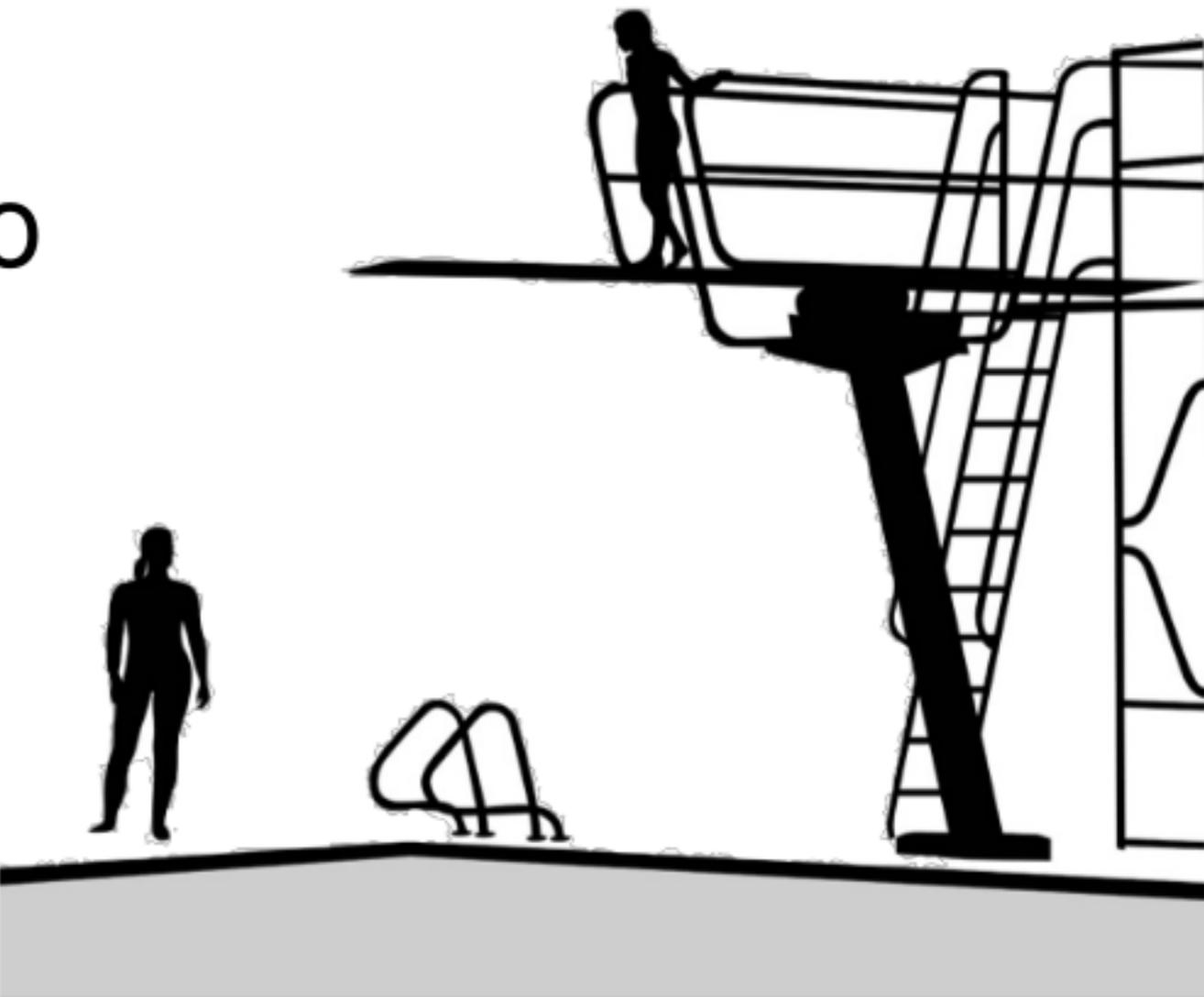
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Expectancies

- 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

Attention

Control attention
Conspicuity & Expectancies

The big move covers the little move

The Target looks where you look

Attention drops at the perceived end

Repetition reduces vigilance

Perception

Mask/Mimic
Eliminate - Blend
Recreate - Imitate

Repackage/Invest
Modify old cues
Create new cues

Dazzle/Decoy
Blur old cues
Create alternate cues

Make the cue dynamic

Stimulate multiple sensors

Sensemaking

Exploit prior beliefs

Present story fragments

Repetition creates expectancies

Haversack Ruse
(The Piece of Bad Luck)

Swap the real for the false, & vice versa

Affect

Create Cognitive Stress

Create Physiological Stress

Create Affective Stress (+/-)

Cialdini+2

Exploit shared affect

Behaviour

Simulate the action

Simulate the outcome

Time-shift perceived behaviour

Divorce behaviour from outcome

Channel behaviour

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STRAND 2:
Influence and Information
Operations

10 Principles for Influence

The Deception Principle

The Time Principle

The Dishonesty Principle

The Herd Principle

The Consistency Principle

The Reciprocity Principle

The Need and Greed Principle

The Social Compliance/
Authority Principle

The Distraction Principle

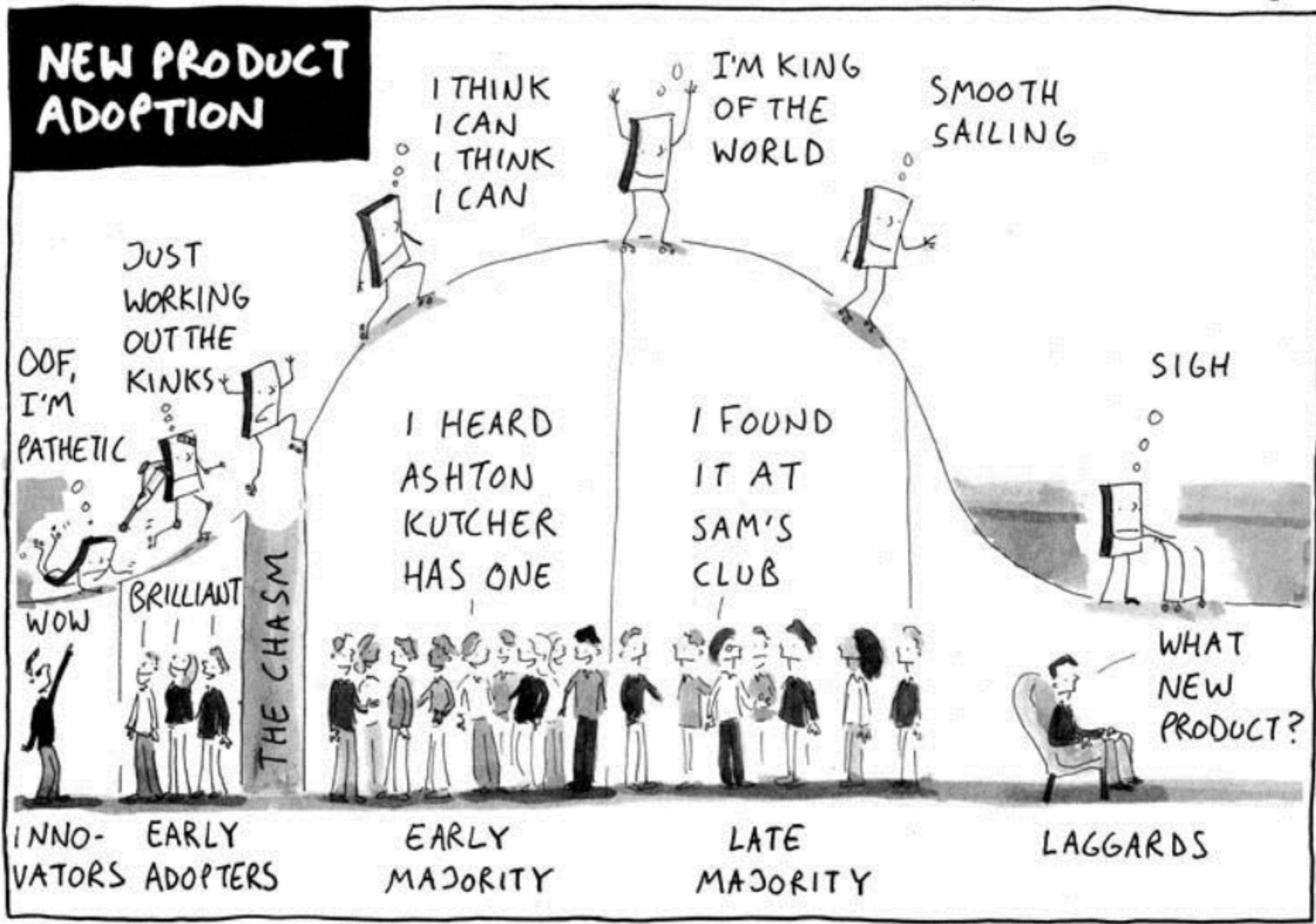
The Flattery Principle





BRAND CAMP

by Tom Fishburne



© 2007

Thanks to G. Moore

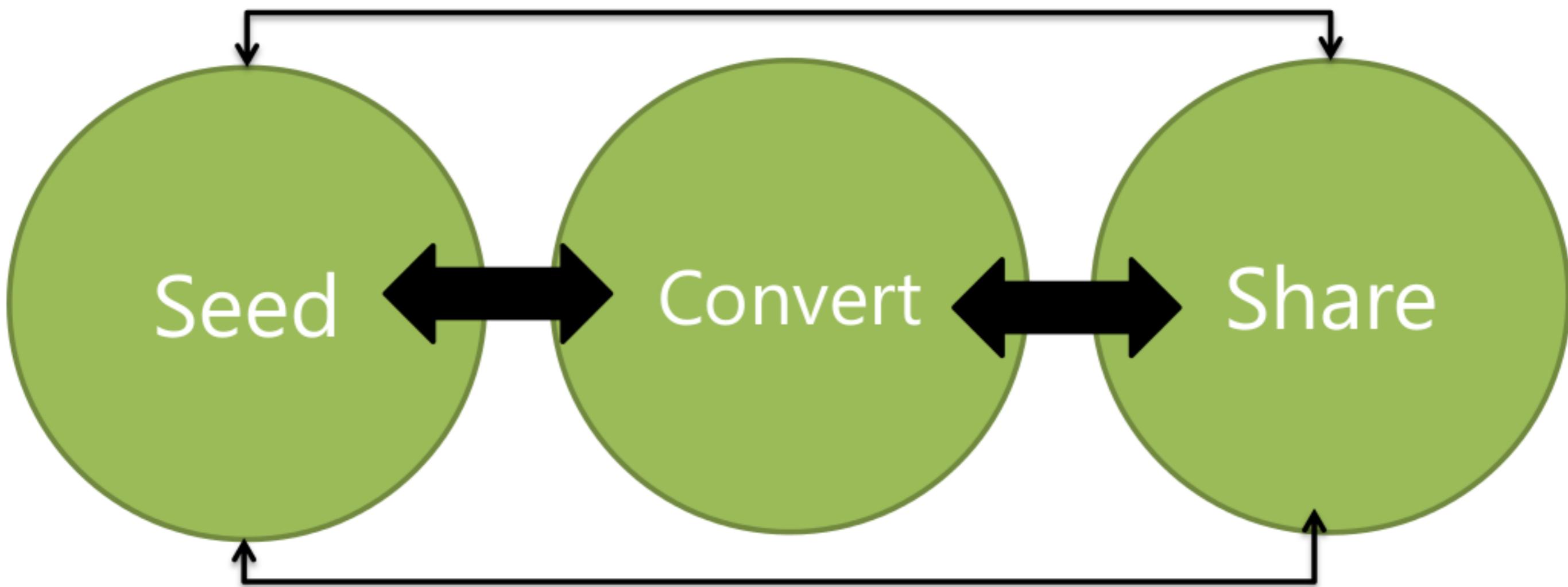
SKYDECKCARTOONS.COM



People make decisions as part of groups

People make decisions for emotional
reasons not rational ones.

Social Creativity



“Passion, Density and Empowerment”



Do you ❤️ your brand?



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Redbud, Illinois, April 23, 1950

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STRAND 3 Online HUMINT



OCEAN

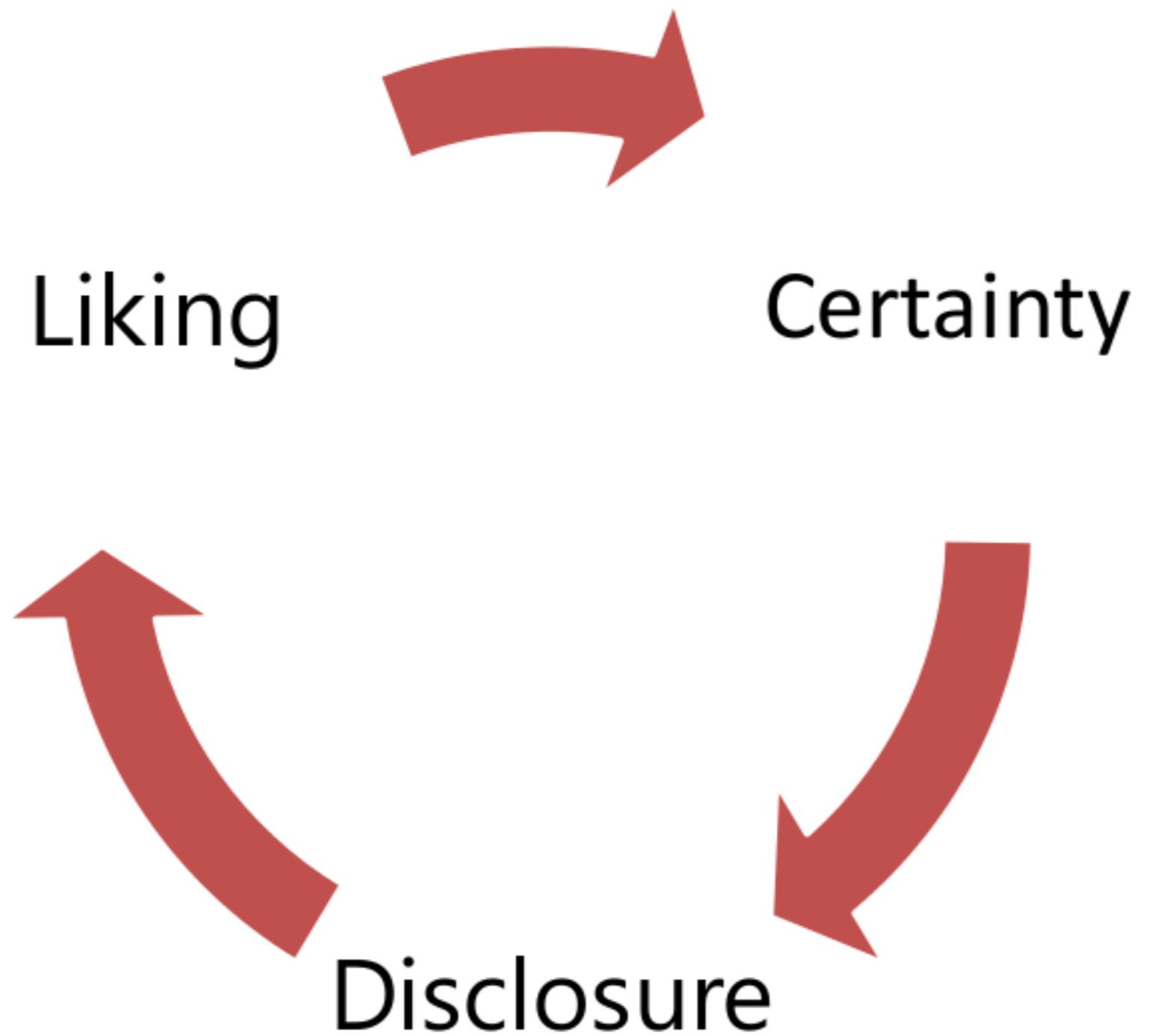
Openness

Contentiousness

Extroversion

Agreeableness

Neuroticism



Mirroring

People copy each other while in social interaction with them.

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

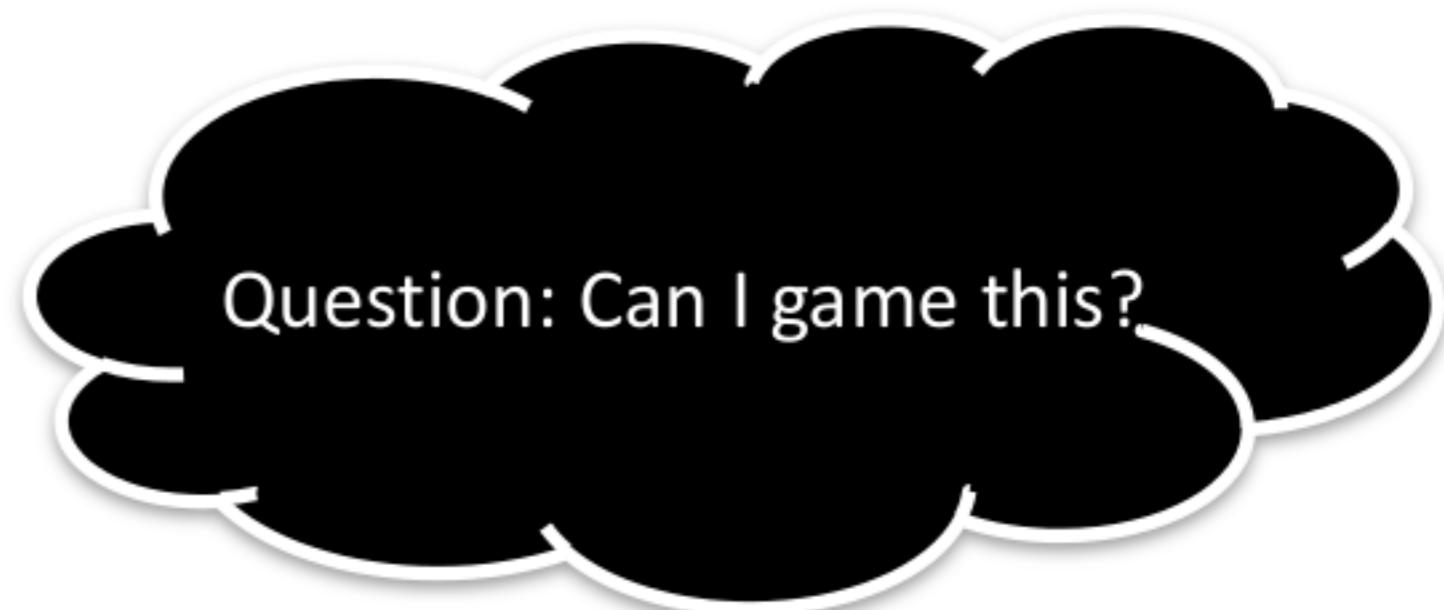
Accommodation

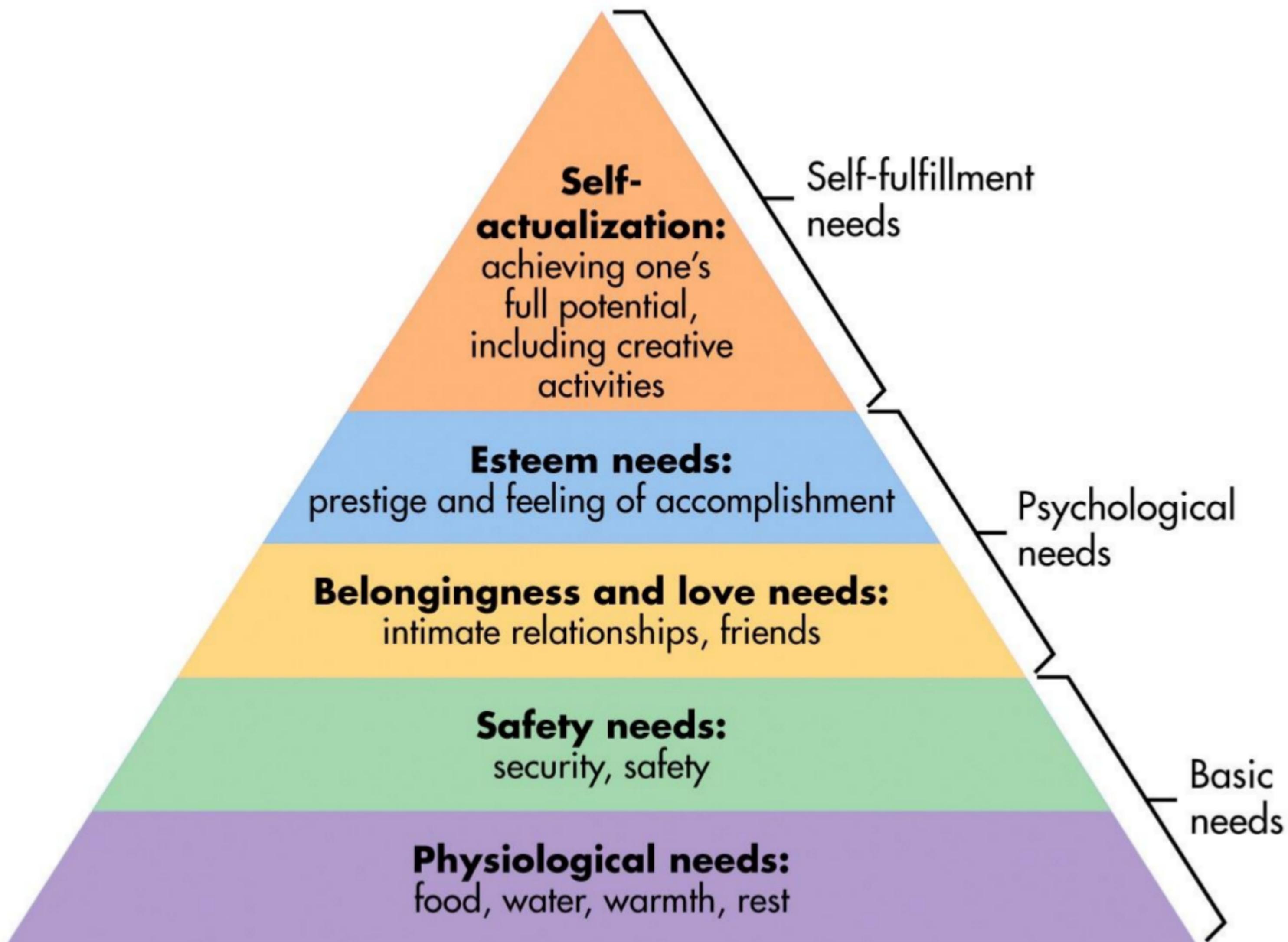
Adjustment of speech, patterns, and language towards another person in communications

- 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





Who
are
you?





STRAND 4 Disruption and Computer Network Attack

Block

Turn

Fix

Disrupt

Limit

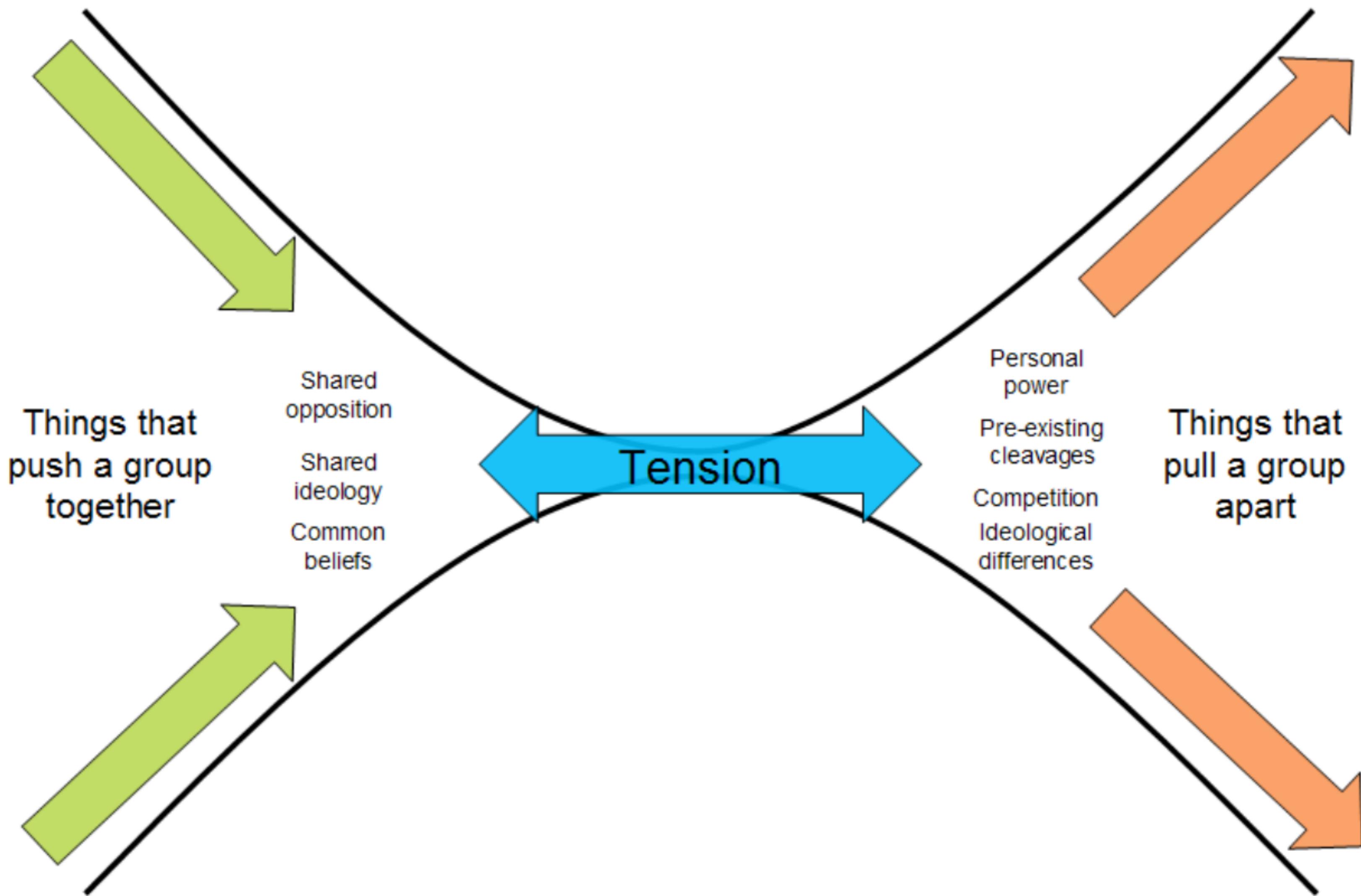
Delay

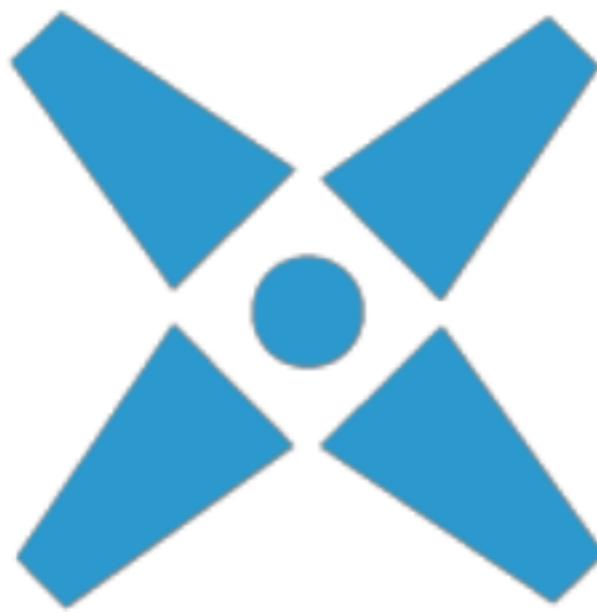
DISRUPTION

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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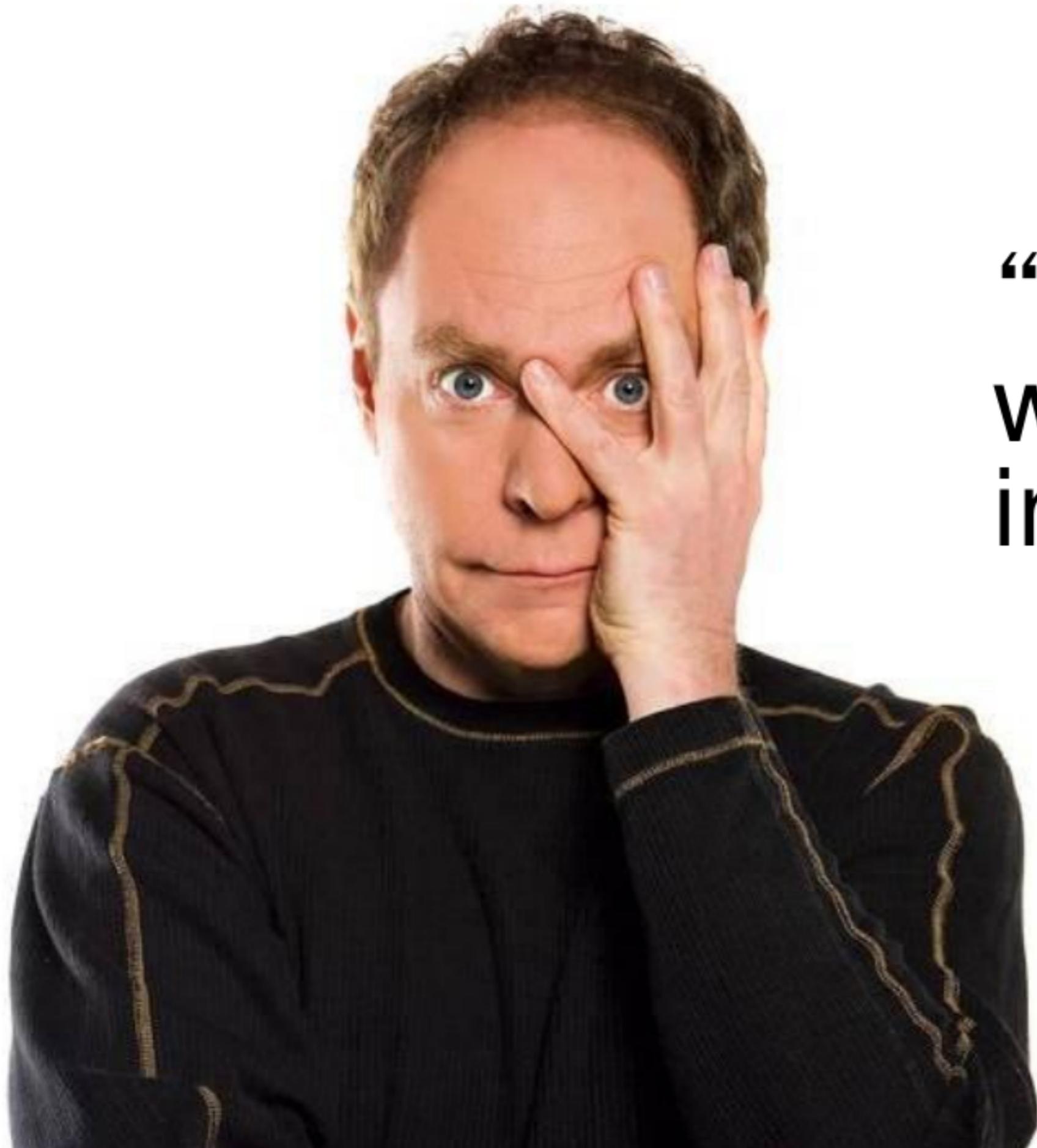
Online Covert Action

Accreditation

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

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

“Relentlessly Optimise Training
and Tradecraft”



“Conjuring with information”

Teller, 1998



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