The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS

SECRET//SI//REL TO USA, FVEY
Online HUMINT

Strategic Influence

Disruption and CNA
ANTHROPOLOGY

SOCIOLOGY

PSYCHOLOGY

ECONOMICS

HISTORY

POLITICAL SCIENCE

BIOLOGY
We want to build Cyber Magicians.
ACNO Key Skill Strands

- Online HUMINT
- Influence & Info Ops
- Disruption & CNA

Magic Techniques & Experiment

- Individual
- Psychology
- Deception
- Professionalism
- Elegance
- Creativity

- Group
- Performance
- Media
- Intuition

Global
Human Science Learning Path

Core
- History (e-learning)
- Human Aspects of Cyber Operations (3 day)
- Culture (1 day)

Influence
- Scams And Deception (2 weeks)
- Psychology And Cyber-psychology (1 day)
- Digital Tells (1/2 day)

Online HUMINT
- Disruption (1 hour)
- Social Engineering For CNA (e-learning)

CNA and Disruption
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

Mimicking

Inventing

Decoying

Simulation – Show the false
The psychological building blocks of deception

Attention → Perception → Sensemaking → Behaviour

Expectancies

Affect
Map of technologies to message delivery

- eMail
- Web Pages
- Blogging
- LinkedIn
- News Media
- Facebook
- Twitter
- IM / IRC
- Phone Voice

Time Dimension:
- Prever
- Soon
- Now

Personal
Community of Interest
Global
Attention Management
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

<table>
<thead>
<tr>
<th>Attention</th>
<th>Perception</th>
<th>Sensemaking</th>
<th>Affect</th>
<th>Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control attention</td>
<td>The big move covers the little move</td>
<td>The Target looks where you look</td>
<td>Attention drops at the perceived end</td>
<td>Repetition reduces vigilance</td>
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<tr>
<td>Conspicuity &amp; Expectancies</td>
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<tr>
<td>Mask/Mimic</td>
<td>Repackage/Invent</td>
<td>Dazzle/Decoy</td>
<td>Make the cue dynamic</td>
<td>Stimulate multiple sensors</td>
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<tr>
<td>Eliminate - Blend</td>
<td>Modify old cues Create new cues</td>
<td>Blur old cues Create alternate cues</td>
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<tr>
<td>Recreate - Imitate</td>
<td></td>
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<tr>
<td>Exploit prior beliefs</td>
<td>Present story fragments</td>
<td>Repetition creates expectancies</td>
<td>Haversack Ruse (The Piece of Bad Luck)</td>
<td>Swap the real for the false, &amp; vice versa</td>
</tr>
<tr>
<td>Create Cognitive Stress</td>
<td>Create Physiological Stress</td>
<td>Create Affective Stress (+/-)</td>
<td>Cialdini+2</td>
<td>Exploit shared affect</td>
</tr>
<tr>
<td>Simulate the action</td>
<td>Simulate the outcome</td>
<td>Time-shift perceived behaviour</td>
<td>Divorce behaviour from outcome</td>
<td>Channel behaviour</td>
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</tbody>
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STRAND 2:
Influence and Information Operations
10 Principles for Influence

The Time Principle
The Need and Greed Principle
The Social Compliance/Aprority Principle

The Deception Principle
The Dishonesty Principle

The Herd Principle
The Consistency Principle
The Distraction Principle

The Reciprocity Principle
The Flattery Principle
NEW PRODUCT ADOPTION

I THINK I CAN I THINK I CAN

I HEARD ASHTON KUTCHER HAS ONE

I FOUND IT AT SAM'S CLUB

SIGH WHAT NEW PRODUCT?

LAGGARDS

EARLY MAJORITY

LATE MAJORITY

EARLY ADOPTERS

INNOVATORS

JUST WORKING OUT THE KINKS

WOW

COF, I'M PATHETIC

SMOOTH SAILING

NAME YOUR PRICE

BRILLIANT

THE CHASM

I'M KING OF THE WORLD

© 2007 Thanks to G. Moore

SKYDECKCARTOONS.COM

by Tom Fishburne
People make decisions as part of groups

People make decisions for emotional reasons not rational ones.
Social Creativity

“Passion, Density and Empowerment”
Whole Foods Market

Fresh Ground Buffalo

$4.99/lb

Reg. $5.99
STRAND 3
Online HUMINT
OCEAN

Openness  Contentiousness  Extroversion

Agreeableness  Neuroticism
Liking → Certainty → Disclosure → Liking
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?
Physiological needs: food, water, warmth, rest

Safety needs: security, safety

Belongingness and love needs: intimate relationships, friends

Esteem needs: prestige and feeling of accomplishment

Self-actualization: achieving one’s full potential, including creative activities

Self-fulfillment needs
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

Tension

Things that push a group together:
- Shared opposition
- Shared ideology
- Common beliefs

Things that pull a group apart:
- Personal power
- Pre-existing cleavages
- Competition
- Ideological differences
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