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

The ART of DECEPTION
GCHQ
TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS
Online HUMINT
Strategic Influence
Disruption and CNA
We want to build Cyber *Magicians*.
Online Covert Action

Accreditation
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
- SMS
- IM / IRC
- Phone Voice

Now
Community of Interest
Global

SECRET//SI//REL TO USA, FVEY
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>
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</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>Repeating</td>
<td>Simulate the action</td>
</tr>
<tr>
<td>Conspicuity &amp; Expectancies</td>
<td>The Target looks where you look</td>
<td>Repeating</td>
<td>Make the cue dynamic</td>
<td>Simulate the outcome</td>
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<td>Time-shift perceived behaviour</td>
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<td>Divorce behaviour from outcome</td>
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<td>Channel behaviour</td>
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</tbody>
</table>

**Secret//SI//REL to USA, FVEY**
STRAND 2: Influence and Information Operations
10 Principles for Influence

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

NEW PRODUCT ADOPTION

I THINK I CAN
I THINK I CAN
I'M KING OF THE WORLD
SMOOTH SAILING

JUST WORKING OUT THE KINKS
OOF, I'M PATHETIC
WOW
BRILLIANT

I HEARD ASHTON KUTCHER HAS ONE

I FOUND IT AT SAM'S CLUB

WHAT NEW PRODUCT?

LAGGARDS

© 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?
Redbud, Illinois, April 23, 1950
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

Question: Can I game this?
Self-actualization: achieving one’s full potential, including creative activities

Esteem needs: prestige and feeling of accomplishment

Belongingness and love needs: intimate relationships, friends

Safety needs: security, safety

Physiological needs: food, water, warmth, rest
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

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

**Tension**

**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

Head of Human Science
JTRIG-HSOC
NSTS: