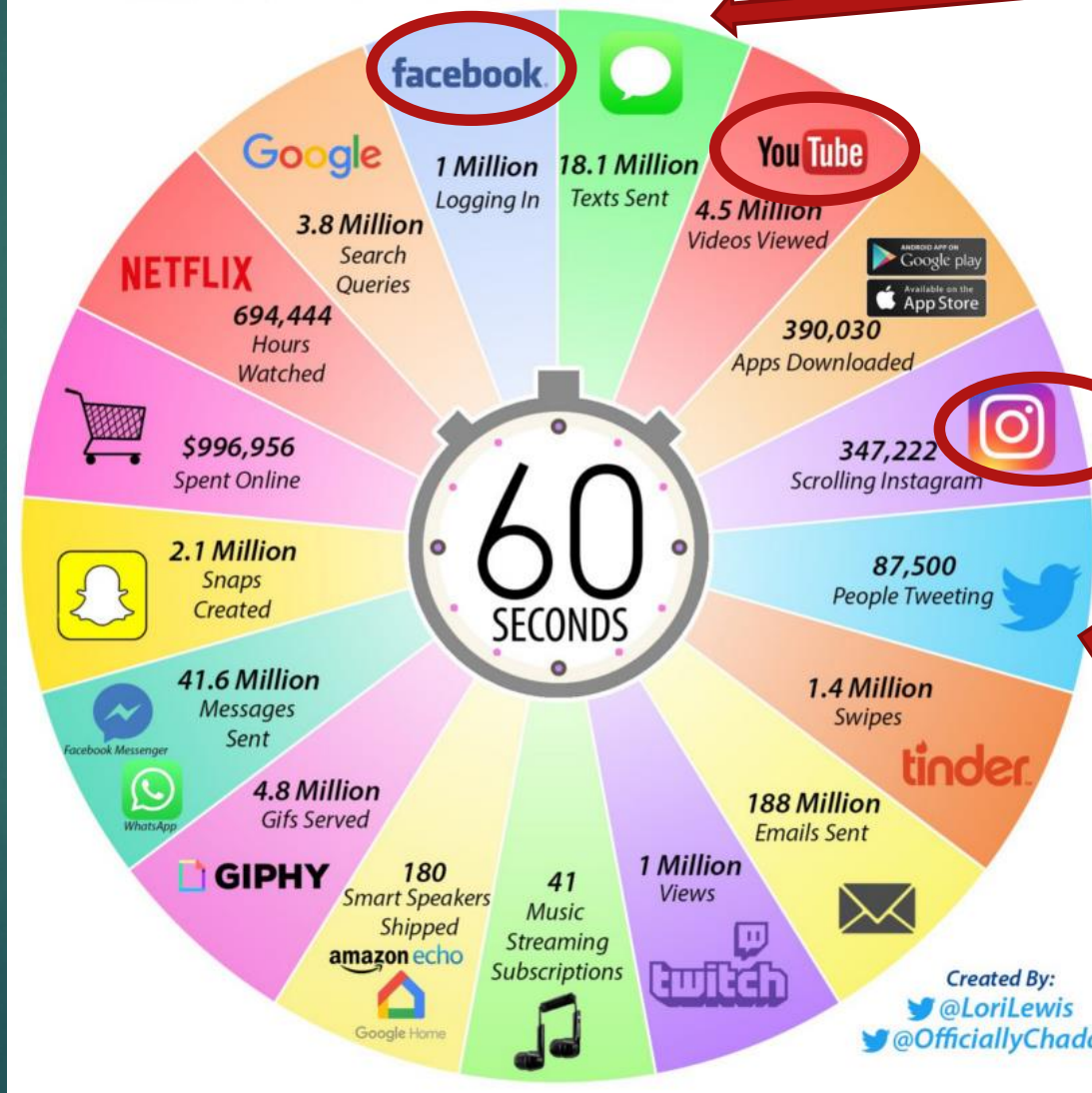


Strategic Competition in the Information Operations Environment

MARY MARKOVINOVIC

2019 This Is What Happens In An Internet Minute

Facebook: 4 million likes clicked, 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.



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What is fake news?

Claire Wardle of First Draft News identifies seven types of fake news:

- ▶ **satire or parody** ("no intention to cause harm but has potential to fool")
- ▶ **false connection** ("when headlines, visuals or captions don't support the content")
- ▶ **misleading content** ("misleading use of information to frame an issue or an individual")
- ▶ **false context** ("when genuine content is shared with false contextual information")

Original Version

<http://www.tibetancommunity.be/news/ch>

These people are called Tibetan Monks and they joined hands in rescue operations in China Earthquake



Tibetan monks help China quake rescue

What is fake news?

- ▶ **imposter content** ("when genuine sources are impersonated" with false, made-up sources)
- ▶ **manipulated content** ("when genuine information or imagery is manipulated to deceive", as with a "doctored" photo)
- ▶ **fabricated content** ("new content is 100% false, designed to deceive and do harm")

I
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e



The New York Times

16 hrs · 🌐

About a dozen people protested against what they called radical Islam in Houston in 2016. They were met by protesters on both sides, it turned out, were organized by Russian groups.



How Unwitting Americans Encountered Russian Operatives Online

With imperfect English and tireless posting on Facebook and other social media, a Russian operative summoned Americans to rallies, praised Donald J. Trump and...

NYTIMES.COM

WHY IS THIS CONTENT BEING CREATED?

Fake news is created for different reasons, and there's usually a pattern to the type of content created depending on the motive or the goal of circulating the untruth

←
LEAST
HARMFUL

Type of fake news ▶ Why it happens ▼	Satire	False Connection	Misleading Content	False Context	Imposter Content	Manipulated Content
Poor Journalism		✓	✓	✓		
Parody/Provoke	✓				✓	✓
Partisanship			✓	✓		
Profit	✓				✓	
Political Influence			✓	✓		✓
Propaganda			✓	✓	✓	✓

↑
MOST
HARMFUL

Source: First Draft, a project of Harvard Kennedy School's Sho...

TOI FOR MORE INFOGRAPHICS DOWNLOAD **TIMES OF INDIA APP**

Available on the
App Store

Google play

Windows
Phone

Why are people compelled to share it?

The sharing of fake news by the general public is driven by :

- ▶ Anger
- ▶ Anxiety
- ▶ Aspirations



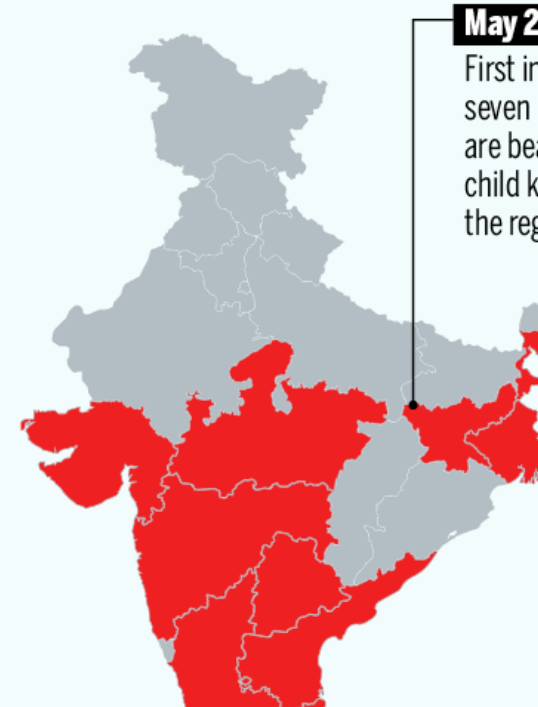
Vince Gilligan Announces Breaking Bad Season 6; Begins Shooting Jan. 2015 – Walt Did Not Die!

Posted about 2 days ago | 59 comments



Hollywood, CA — Breaking Bad fans around the world are celebrating the stunning, glorious and amazing news announced today: Walter White is not dead, and there will indeed be a sixth season of the wildly-popular, award-winning AMC drama.

WHERE FAKE NEWS WHATSAAPP LED TO



Total
27

What happens when fake news gets

German O
Stoke Ant



Riot policemen stand guard as the
2018.

U.S. EDITION ▾ Thu, Nov 23, 2017

Newsweek

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FAKE NEWS SPARKS BUDDHIST AND MUSLIM EXTREMISTS CLASH IN SRI LANKA—IS THIS ASIA'S NEXT CONFLICT?

BY **CRISTINA MAZA** ON 11/21/17 AT 1:25 PM

RAKHINE, MYANMAR
NOV. 2, 2017

MRTV

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MOST READ

'Fake' Apollo Moon Lan

Purveyors of Fake News/Disinformation

White
(Overt)

Government Propaganda
Outright messaging campaigns by
non-state actors

Gray
(Uncertain)

- Unknown intentions
- Trolls/Hackers/Bloggers

Black
(Covert)

- Government Influence Operations
- State Funded Troll Farms
- Non-state actors

Source: Ha

Russia's "Active Measures" - Blending Overt To The Covert On Social Media

Propaganda Themes:

Political

Financial

Social

Calamity

Attribution:
"White" = Overt



Overt Russian State News Outlets
Russia Television (RT),
Sputnik News

- Manipulate True Information
- Push Misinformation



Attribution:
"Gray" = Uncertain



Overt News Aggregators

- Build Social Media Following
- Amplify Narratives In Target Audience

Data Dump Websites
Wikileaks, DC Leaks

- Expose Secrets



Attribution:
"Black" = Covert



Hecklers

- Discredit Democracy, Public & Gov Figures
- Sow Mistrust
- Advance Narratives

Honeypots

- Compromise Accounts



Hackers

- Defacement
- Data Extraction
- Denial of Service

Fancy Bear
APT 28 - GRU

Cozy Bear
APT 29 - FSB



COPIES THEMES

SHAPE NARRATIVES

GUIDE THEMES

SUPPLY SECRETS

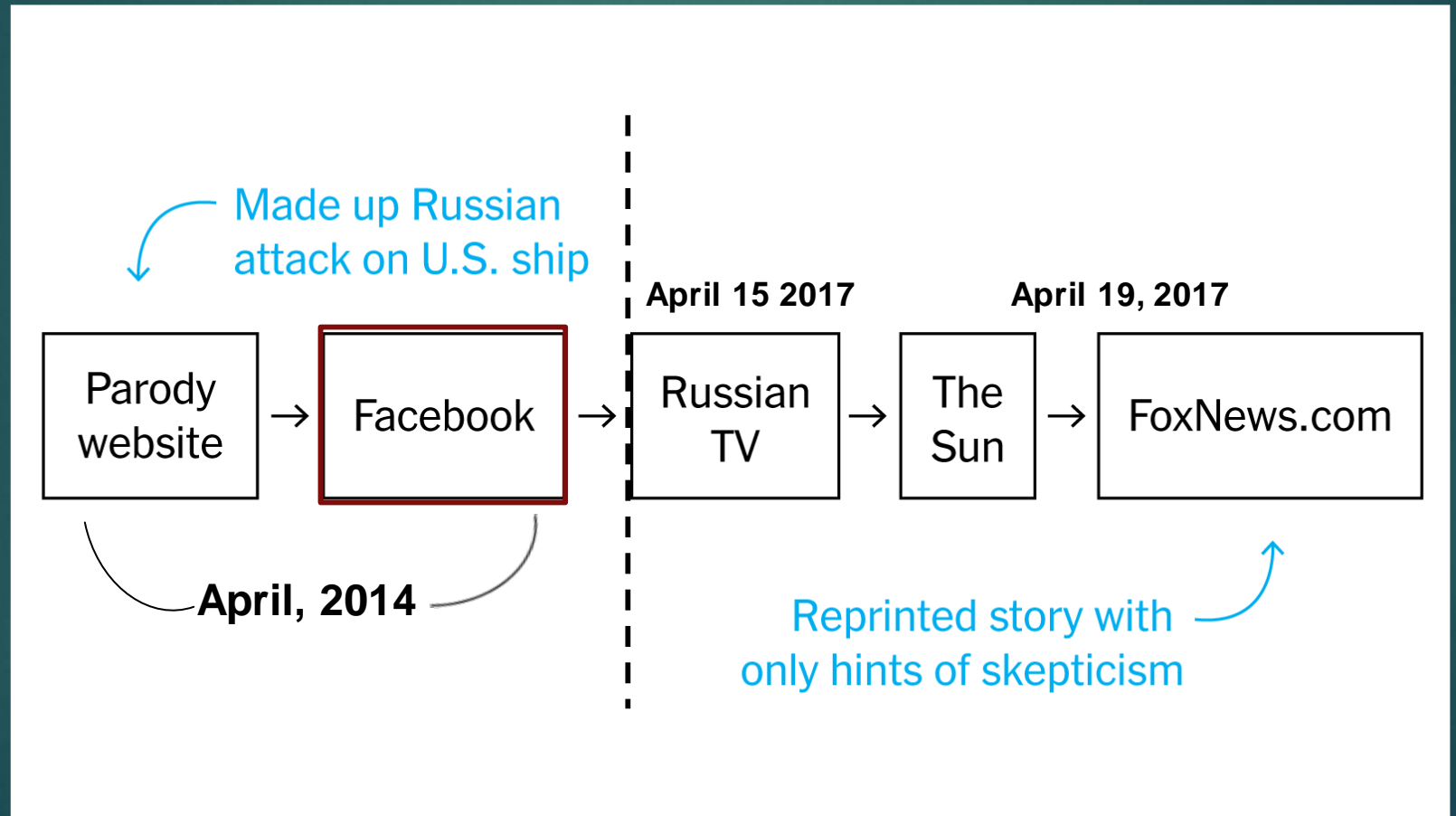
Source: A. Weisburd (CCHS) C. Watts (FPRI & CCHS) J. Berger (ICCT)

State-to-State social media campaign Goals

- ▶ Undermine citizen confidence in democratic governance;
- ▶ Foment and exacerbate divisive political fracture
- ▶ Erode trust between citizens and elected officials democratic institutions;
- ▶ Popularize policy agendas within foreign populat
- ▶ Create general distrust or confusion over informat sources by blurring the lines between fact and fic

Source: <https://warontherocks.com/2016/11/trolling-for-trump-how-russia-is-trying-to-destroy-our-democ>

Evolution of a fake news story: USS Donald Cook

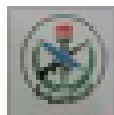


Facebook post

“We watched the Russian on our locator until he reached the kill zone, to then ‘shoot him down.’ But when he entered the damned zone, mysticism began. Our locators were the first to go out, and then the whole Aegis went out. The pride of our fleet became our shame!”

-- Donald Cook Sailor “Johnny”

Fake or Real?



Nick Olson

19 April 2014 · 🌐

Dear Mary

My favorite Mary! I'm sorry I have not written to you for a course of psychological rehabilitation at our base in Rome you that terrible happened. And not just with me, but with our valiant crew of the destroyer "Donald Cook". Our des with the best systems defeat the enemy, there is no such missiles or submarines, which we could not intercept. Our "Aegis" can even shoot down ballistic missile...

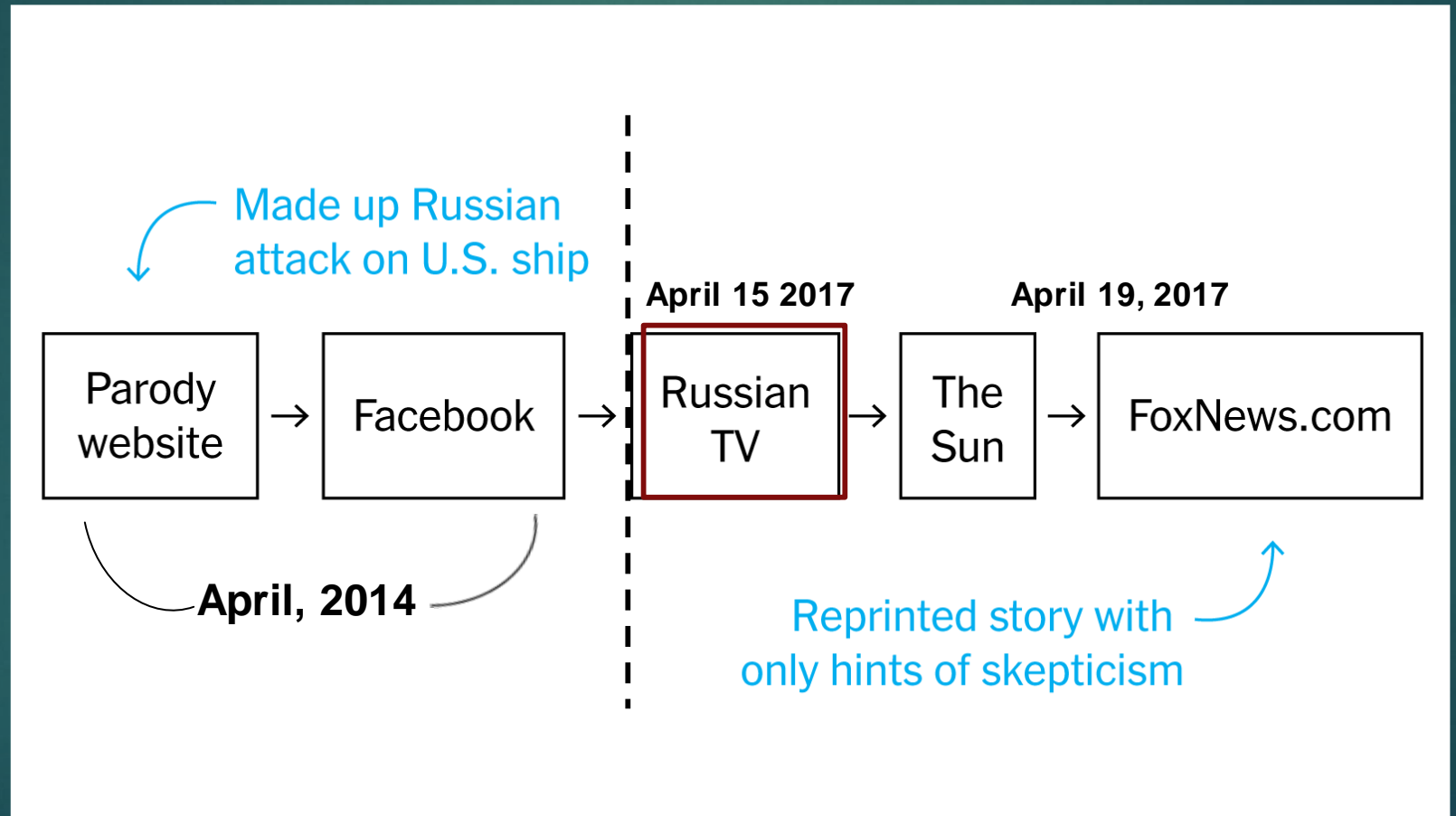
[Continue reading](#)

«Этот проклятый русский металлолом...» | Свобода
Публиш

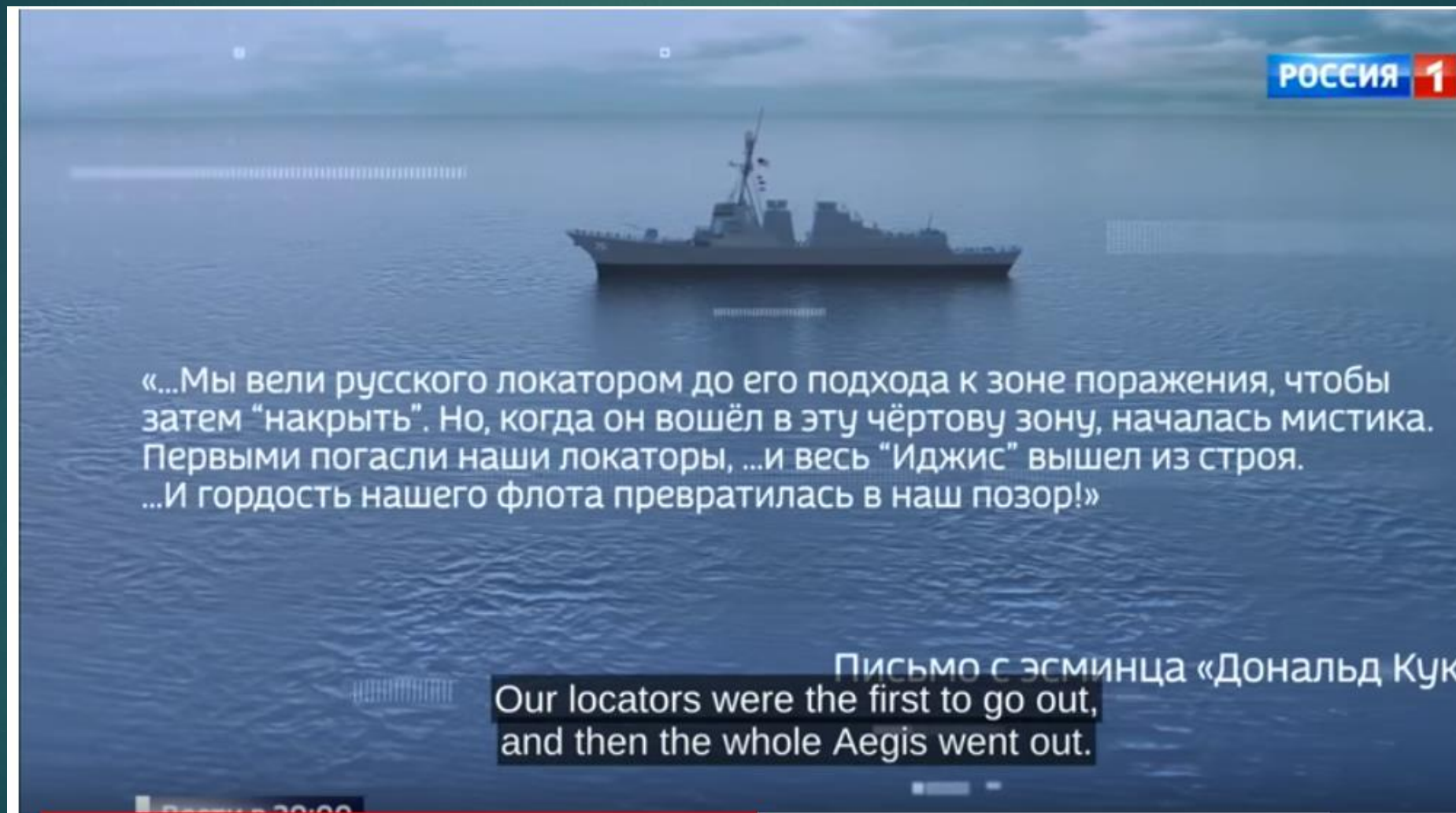
Моя любимая Мэри! Прости, что тебе целую неделю. Я проходил

FREEPUBLISH.RU

Evolution of a fake news story: USS Donald Cook



Vesti TV story



https://www.youtube.com/watch?time_continue=13&v=vI4uS307ydk

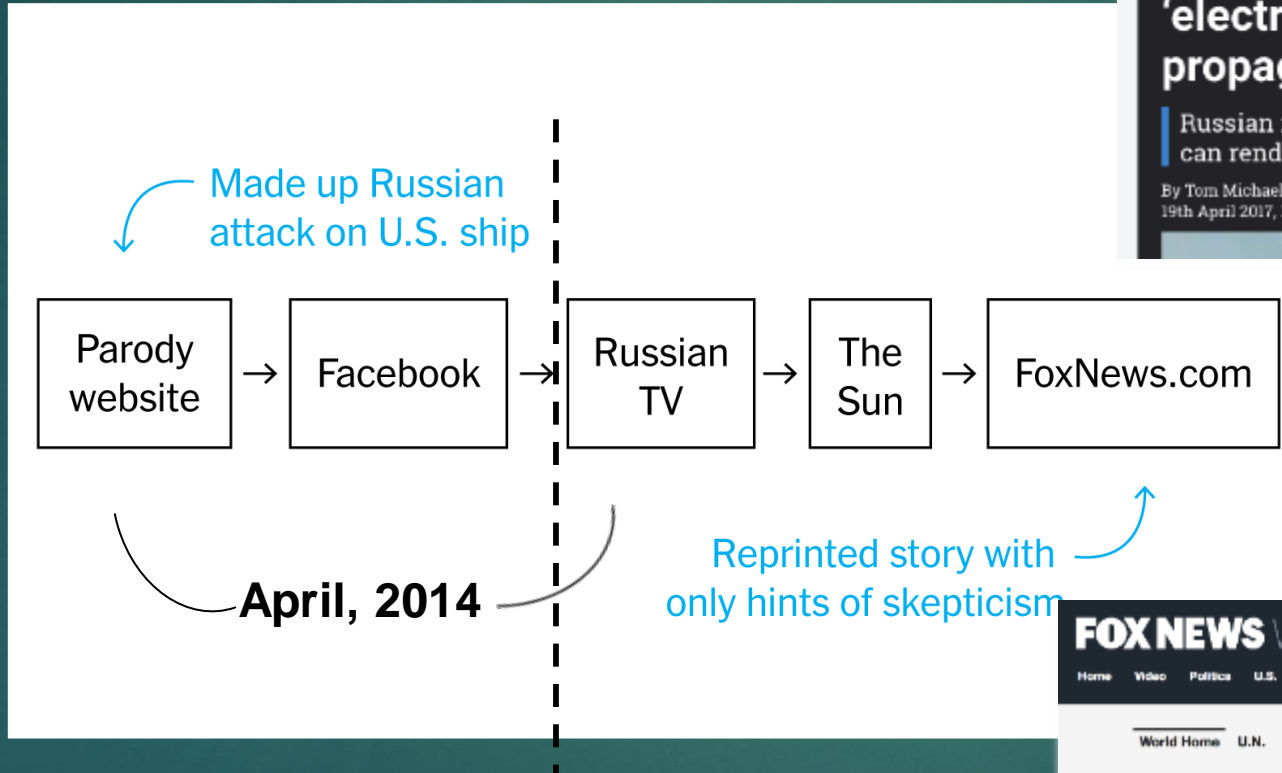
Vesti News “quotes” USAF



“Russian electronic weapons completely paralyze the functioning of American electronic equipment installed on missiles, aircraft and ships.”

-- Gen. Frank Gorec, USAFE

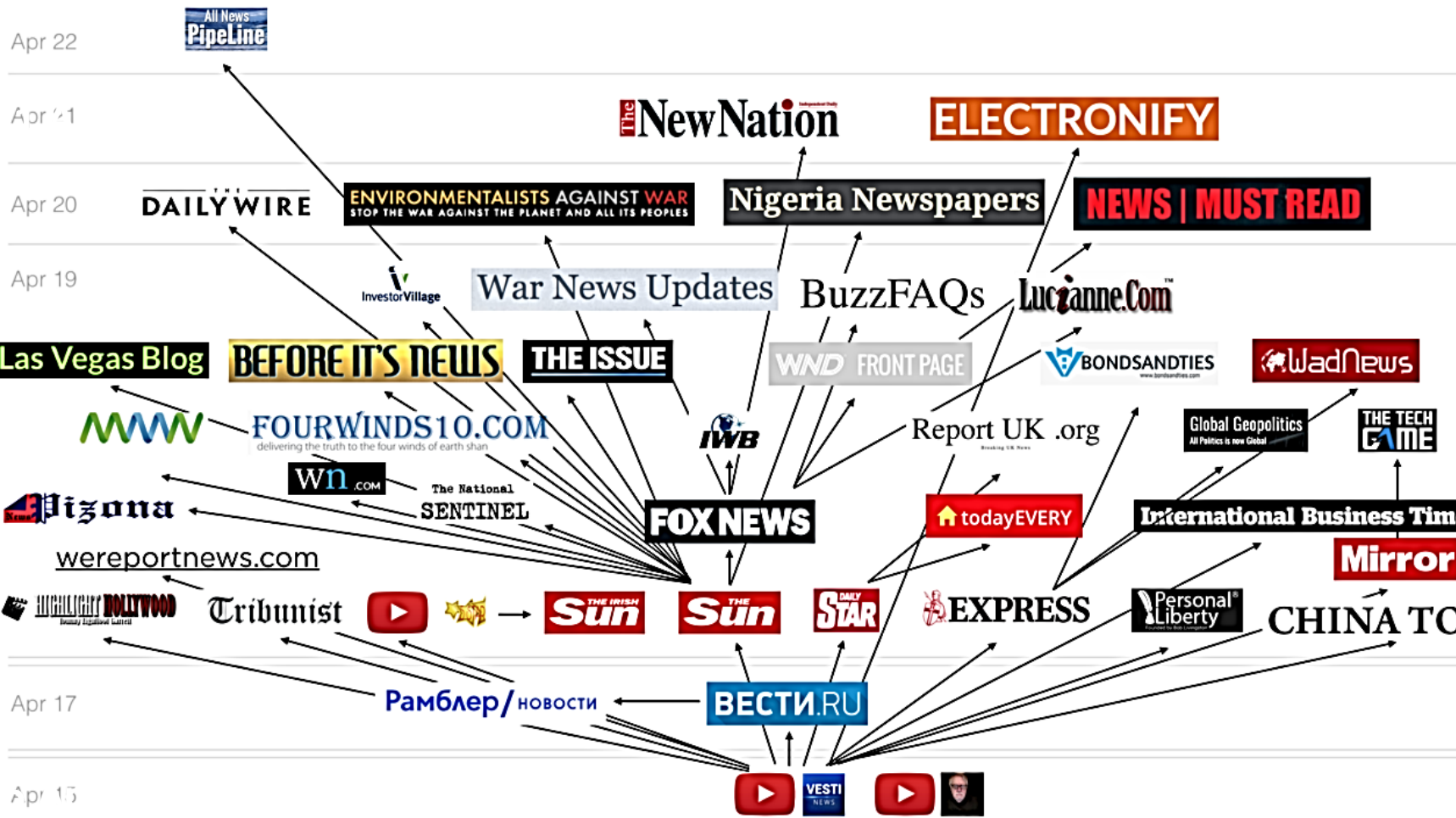
USS Donald Cook



April 19, 2017



Source: New York Times: June 7, 2017



Source: BuzzSumo analysis



Anonymous Web

Closed or
semi-closed
networks

Conspiracy
communities
or InfoOps orgs

Social
Media

Profes
Me

**FIRST
DRAFT**

Media Storm

I see plenty of pictures, but I can't make out the big one...

- LIVE REPORTS
- IMAGES
- DISPATCHES
- ANALYSES
- VIDEO
- UPDATES 24/7
- SOUND BITES
- GRAPHICS
- EXPERTS
- INTERVIEWS
- ANIMATION
- BRIEFINGS
- SPECULATION
- RUMOR

WAR NEWS

INFORMATION DATA FACTS FIGURES OPINIONS

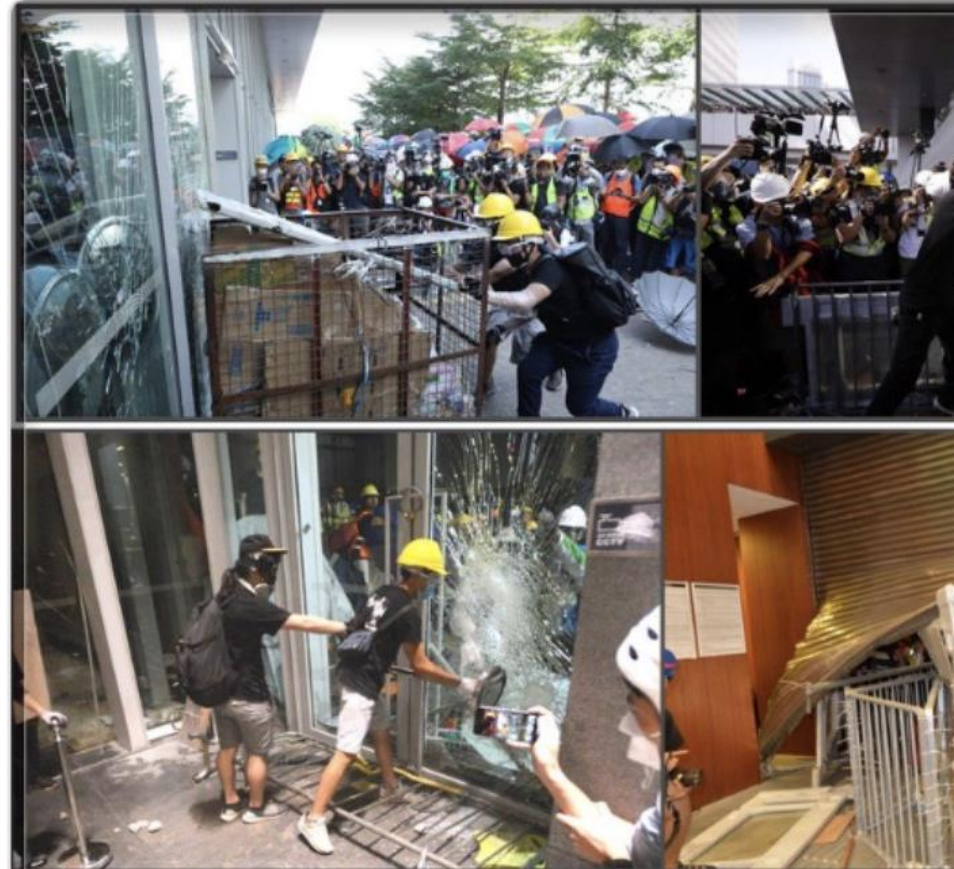
© 2003
TREVOR

China enters disinformation wars on Twitter, Facebook & YouTube



Dream News @ctcc507

Are these people who smashed the Legco taking benefits from the bad guys? It's a bad behavior, we don't want you radical people in Hong Kong. Just get out of here !



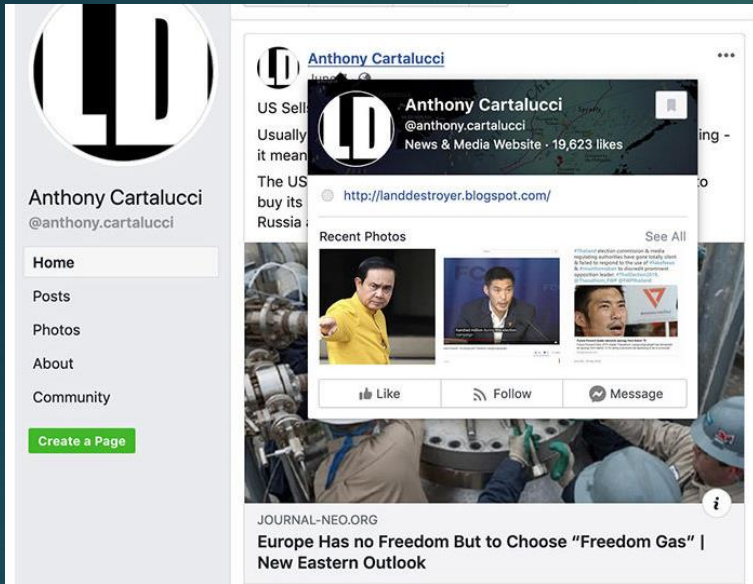


One of the Facebook posts Facebook believes originates



Google has suspended 210 YouTube channels it says were being used as part of a "coordinated" campaign to influence public opinion about the pro-democracy protests in Hong Kong.

Every Country is impacted



Content was amplified and repackaged for local audiences. In Thailand, it was on pages called "Land Destroyer" and "AltThaiNews." All featured articles were written by an anonymous author also known as "Anthony Cartalucci."

In Thailand alone, Facebook removed 12 accounts and 10 pages of content from individuals based in Thailand associated with New Eastern Outlook, a government-funded journal based in Moscow." Accounts associated with the same actors were suspended on Twitter as well.

Western intelligence describes the networks as part of elevated security measures" Russia has embraced via disinformation and propaganda in the United States.

New Eastern Outlook is a clearinghouse of pro-Russian messages, like an extreme version of the content produced by Sputnik or RT. Journal-neo.org, acknowledged itself that it is published by the Russian Academy of Sciences, a Russian government think tank.

<https://coconuts.co/bangkok/news/facebook-removes-russian-backed-misinformation-operations>

Example



JOURNAL-NEO.ORG

How the West is Trying to Recreate Myanmar's Crisis in Thailand | New Eastern Outlook



4

1 Share



Anthony Cartalucci

January 21, 2018 · 🌐

#Thailand: The Thaksin Shinawatra-linked Dhamma movement is a threat that threatens to consume not only Thai Buddhism, but also the 2,000-year-old traditions of tolerance and diversity.

This recent meeting (covered by the Bangkok Post here: <https://www.bangkokpost.com/.../scandal-hit-dhamma>) between cult members and Myanmar's racist/bigoted monks in Mandalay is a dangerous sign of strengthening ties between illegitimate, divisive political cancers.

The US is using Myanmar's "monks" to divide and conquer Thailand and has long sought to use Thaksin Shinawatra and his government to do likewise in Thailand.

There is no action by the government, police, and military to ensure this movement does not spread into Thailand. Buddhists, Muslims, and the secular depend on prevention from spreading.

<https://journal-neo.org/.../how-the-west-is-trying-to-re>

Fighting Fake News

- ▶ Expose it for what it is
- ▶ Correct immediately and repeatedly
- ▶ Overwhelm fake news stories with new truthful content, context, and imagery
- ▶ Share with supporters and contact fact checker sites
- ▶ Educate whole of society (students, teachers, journalists, NGOs, etc)

HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Posting old news stories doesn't mean they're relevant to current events.

IS

If it is too old, Research the



CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.

ASK

Ask a
fa

IFLA

International Federation of Library Associations and Institutions

With thanks to www.FactCheck.org

Source: International Federation of Library Associations and Institutions

Fighting Fake News

- ▶ Corporations (Google, Facebook)
- ▶ Countries are setting up their own anti-FakeNews/Information Operations programs (Ex. United Kingdom, Germany, etc.)
- ▶ Organizations:
 - ▶ European Centre of Excellence for Countering Hybrid Threats
 - ▶ Estonian Cyber Defence Unit
 - ▶ Digital Forensic Research Lab
- ▶ Snopes.com
- ▶ FactCheck.org
- ▶ PolitiFact

Misinformation is not a plumbing problem. It is a social condition, a crime, that you must constantly monitor to.

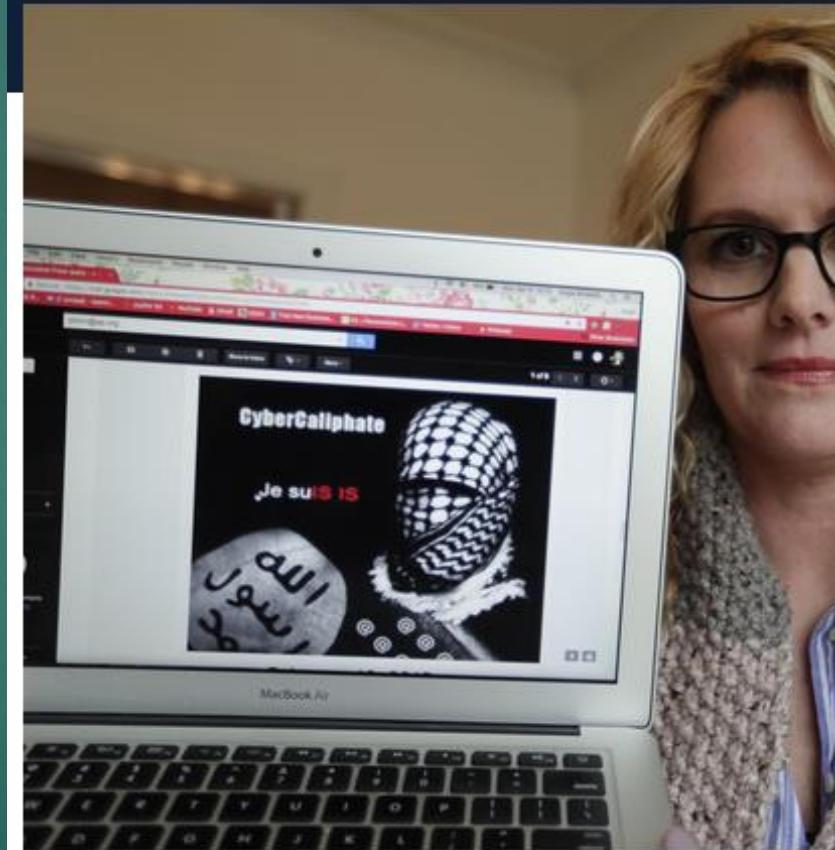
What can consumers do?

- ▶ Social media makes worse the problem of confirmation bias. People need to gain better critical thinking skills or “intellectual resilience” to question information.
- ▶ Educate at all levels* to help identify potential threats.
(* Teens, Grandparents, Facebook group members, etc.)

'ISIS hackers' threats against U.S. wives actually came from Russia

"Never in a million years did I think that it was the Russians. It feels like the same time."

By Associated Press / May.08.2018 / 2:05 AM ET



— Angela Ricketts poses with a screenshot of a message she received from a group claiming to be

Word of caution

In some countries governments some leaders are shouting “Fake News” or “false information” whenever they see a story they don't like.

- ▶ This undermines all media.
- ▶ This also undermines governments as people lose faith in who they can trust causing further polarization.

Questions?

FakeNews is not New

- ▶ Ancient times - Octavius vs. Mark Antony
- ▶ 15th Century – Galileo trial
- ▶ 18th Century – Benjamin Franklin – King George & Indian scalpers
- ▶ 1800s -Yellow Journalism – Spanish –American War
- ▶ 20th Century – Wartime Propaganda / Entertainment (SNL)
- ▶ 21st Century – Social Media explosion



Alqassam Brigades

@AlqassamBrigade

#Palestinian children killed by #Israeli strikes on #Gaza Strip. #GazaUnderAtt #Palestine #IDF #IsraeliTerrorism
pic.twitter.com/6kqUuzAo

← Reply ↻ Retweet ★ Favorite



110
RETWEETS

9
FAVORITES



Fake News: the gift that keeps on giving

ABOUT ONE IN FOUR SHARE FABRICATED NEWS

Percentage of U.S. adults who say ...

...they shared political news story online they **later found out** was made up



...they shared political news story online they **knew at the time** was made up



...did either/both of these

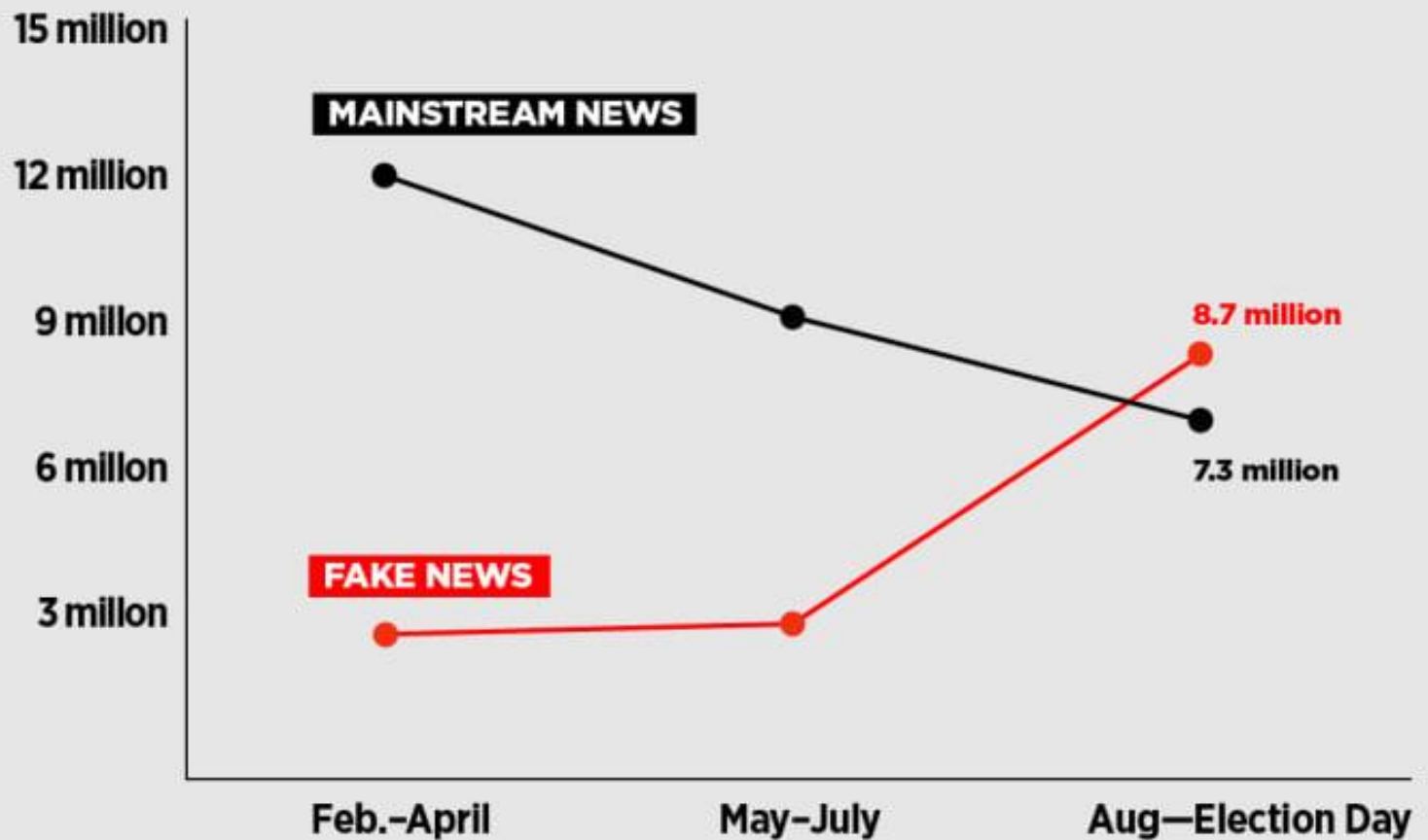


SOURCE Pew Research Center survey conducted Dec. 1-4.

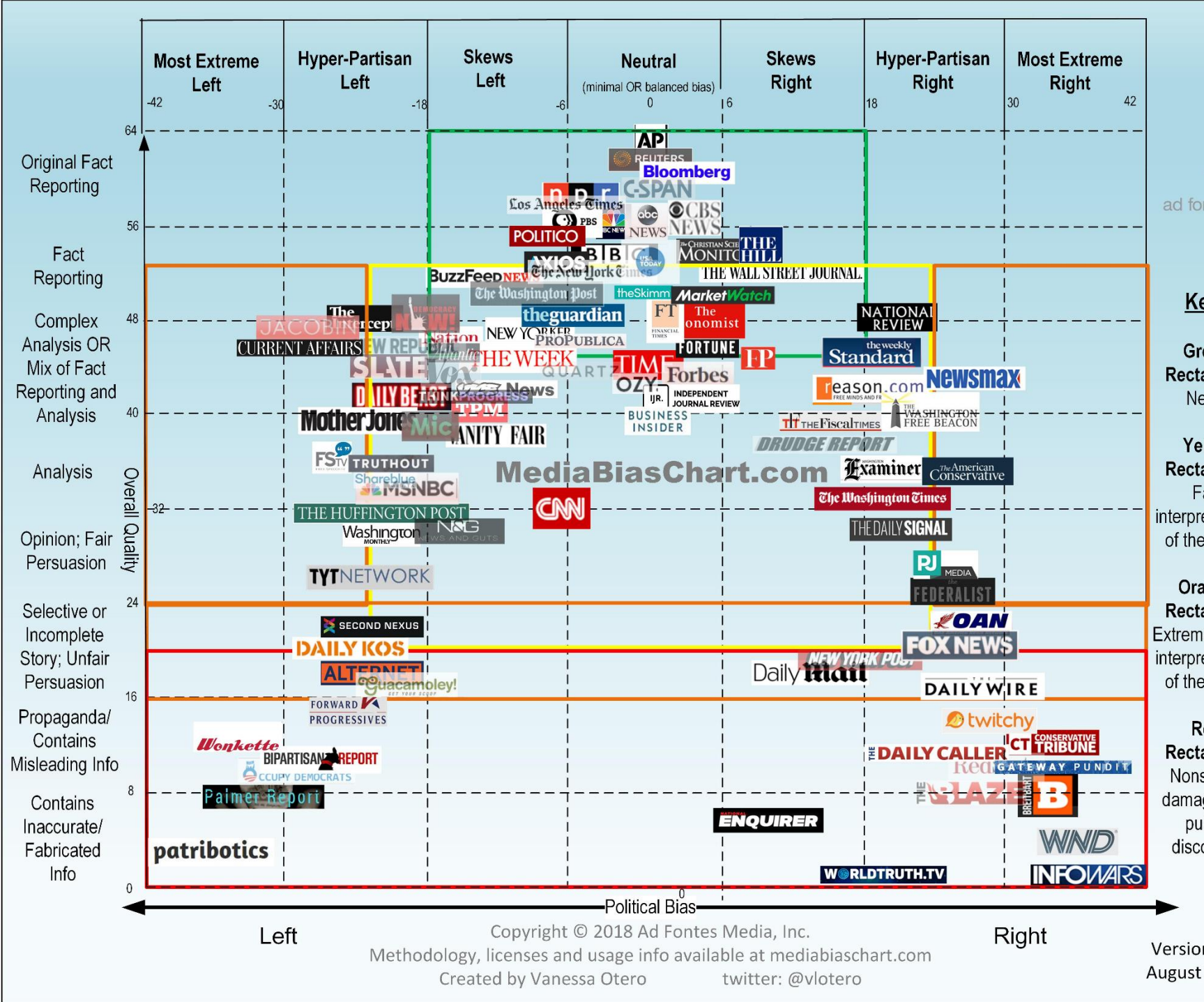
Janet Loehrke, USA TODAY



Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO



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