The ART of DECEPTION
TRAINING FOR A NEW GENERATION OF ONLINE CONFIDENCE

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

BATMAN
We want to build Cyber Magicians.
How to do some of this in real time so need to understand what you are doing in this psychology. Reading from digital tells but going with performance to reduce my risk but satisfy Target's inquisition.
Human Science Learning Path

Core
- History (e-learning)
- Human Aspects of Cyber Operations (3 day)
- Culture (1 day)
- Psychology And Cyber-psychology (1 day)
- Scams And Deception (2 weeks)
- Influence

Influence
- Strategic Influence (1 day)
- Digital Tells (1/2 day)
- Social Engineering For CNA (e-learning)

Online HUMINT
- Online HUMINT

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

SECRET//SI//REL TO USA, FVEY
The psychological building blocks of deception

- Attention
- Perception
- Sensemaking
- Behaviour

Expectancies

Affect
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

## 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
  - Create - Imitate
- **Repackage/Invent**
  - 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**
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 Reciprocity Principle
- The Need and Greed Principle
- The Social Compliance/Authority Principle
- The Distraction Principle
- The Flattery Principle
NEW PRODUCT ADOPTION

INNOVATORS ADOPTERS

EARLY MAJORITY

LATE MAJORITY

LAGGARDS

I THINK I CAN, I THINK I CAN

I HEARD ASHTON KUTCHER HAS ONE

I FOUND IT AT SAM'S CLUB

SMOOTH SAILING

WHAT NEW PRODUCT?

COF, I'M PATHETIC

JUST WORKING OUT THE KINKS

WOW, BRILLIANT

THE CHASM

BRAND CAMP

by Tom Fishburne

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SKYDECKCAROONS.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?
STRAND 3
Online HUMINT
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

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

Head of Human Science
JTRIG-HSOC
NSTS: