

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

BATMAN

The ART of DECEPTION

TRAINING FOR A NEW GENERATION OF ONLINE COVERT OPERATIONS





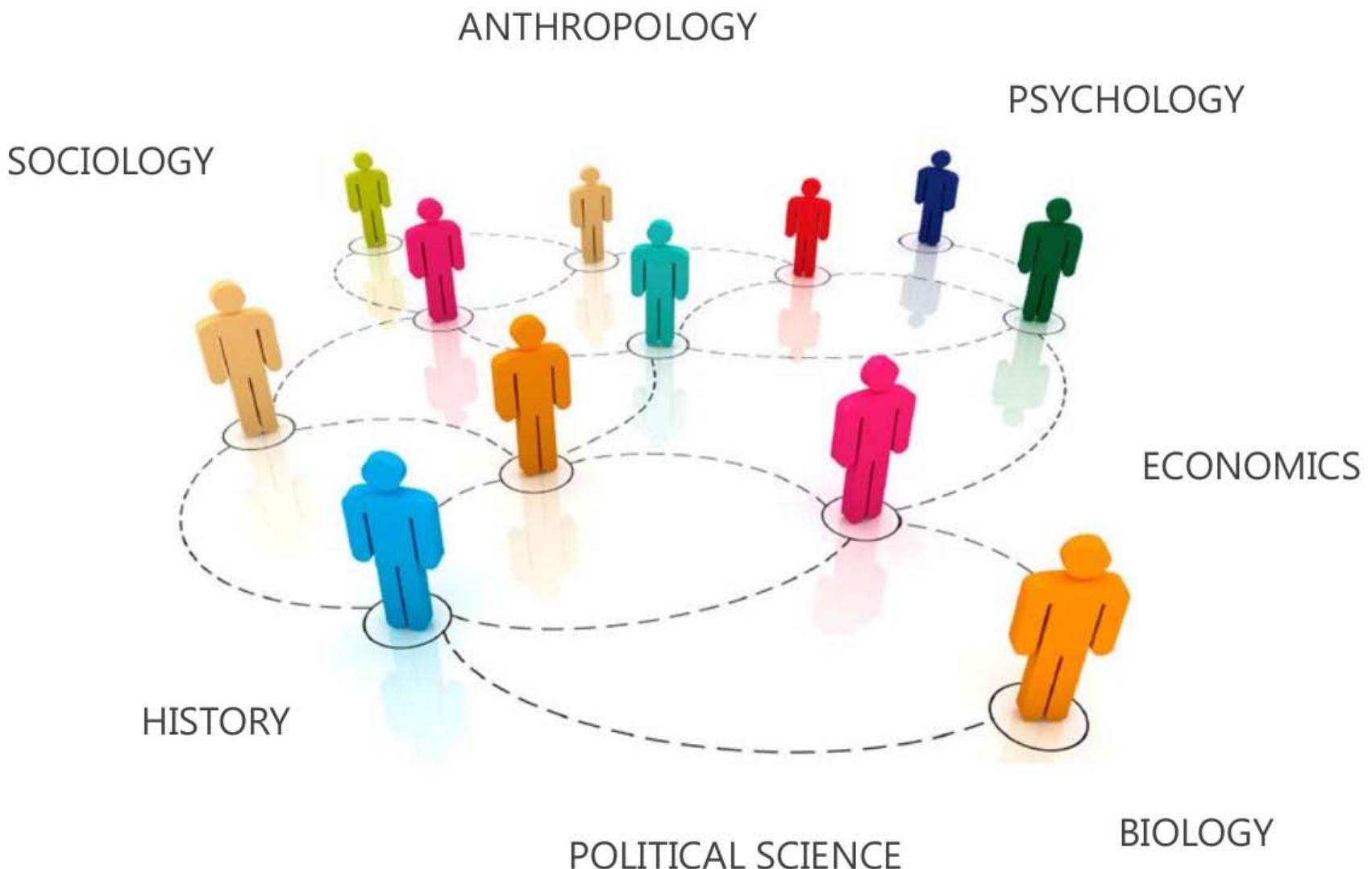


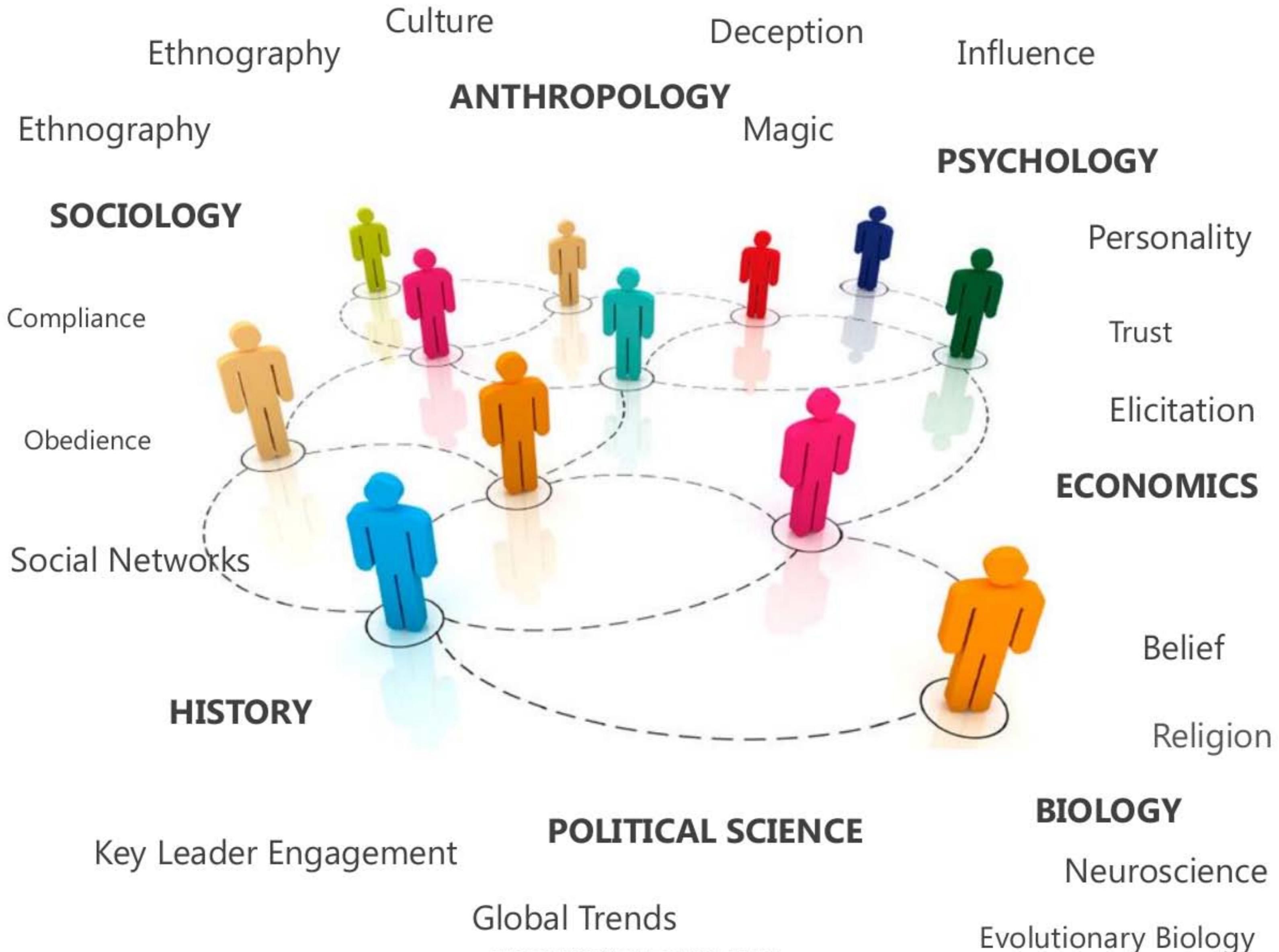
**JTRIG**

Online  
HUMINT

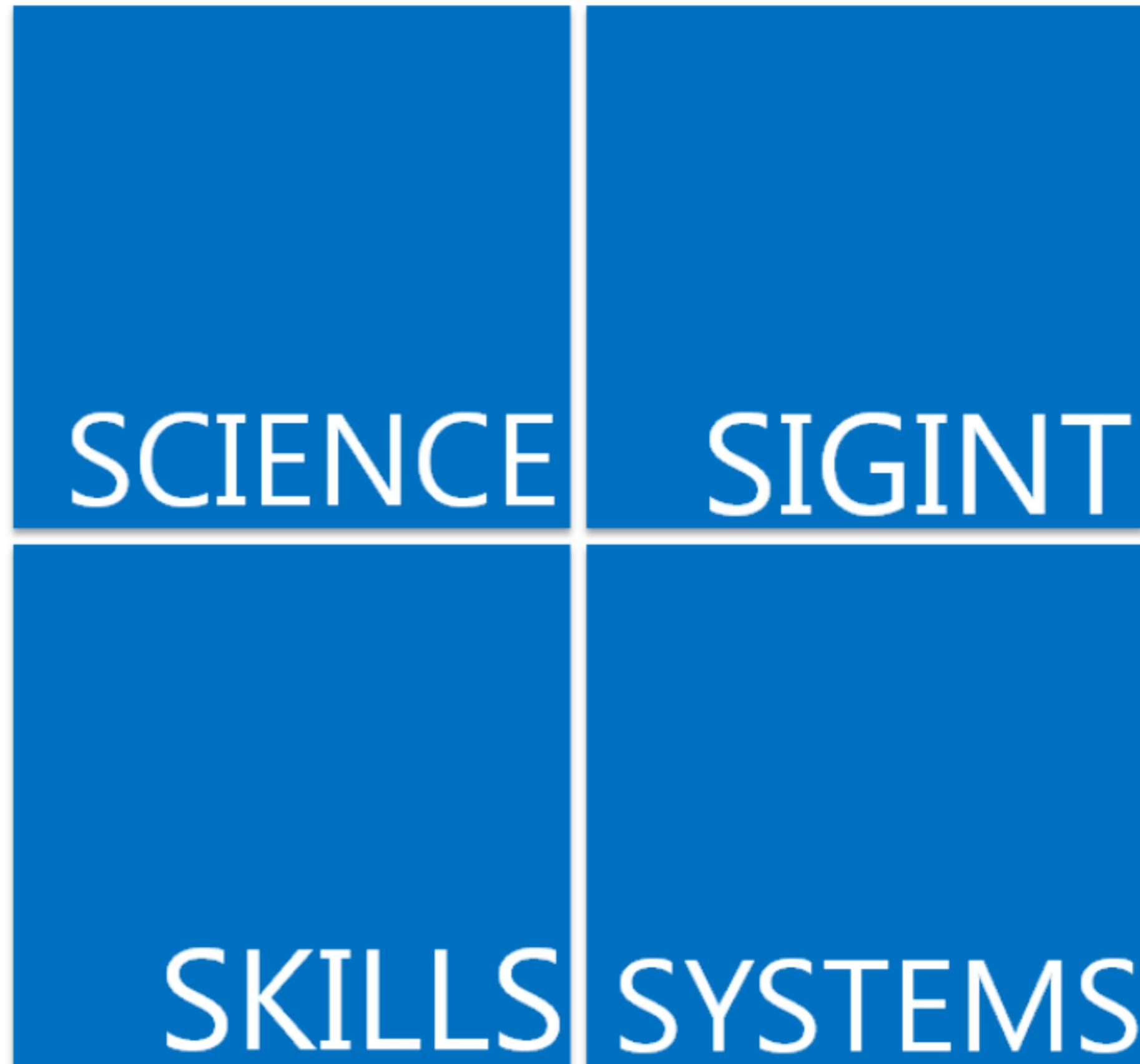
Strategic  
Influence

Disruption  
and CNA





S4



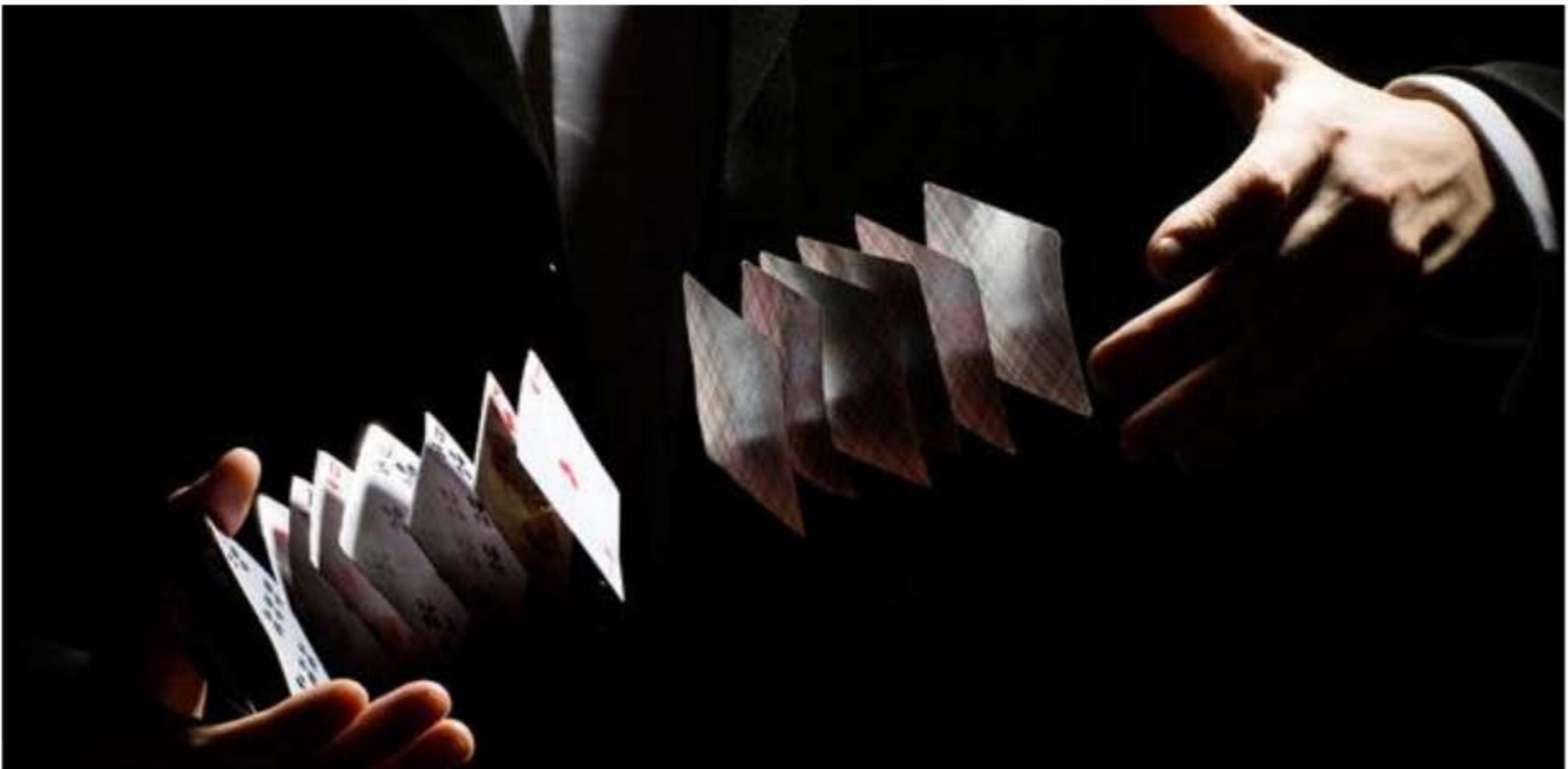


**JTRIG**

Online  
HUMINT

Strategic  
Influence

Disruption  
and CNA



We want to build *Cyber Magicians*.



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Online Covert Action

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Accreditation

ACNO Key  
Skill StrandsOnline  
HUMINTInfluence &  
Info Ops

Disruption &amp; CNA

## Magic Techniques &amp; Experiment

Individual

Psychology

Professionalism

Group

Deception

Elegance

Global

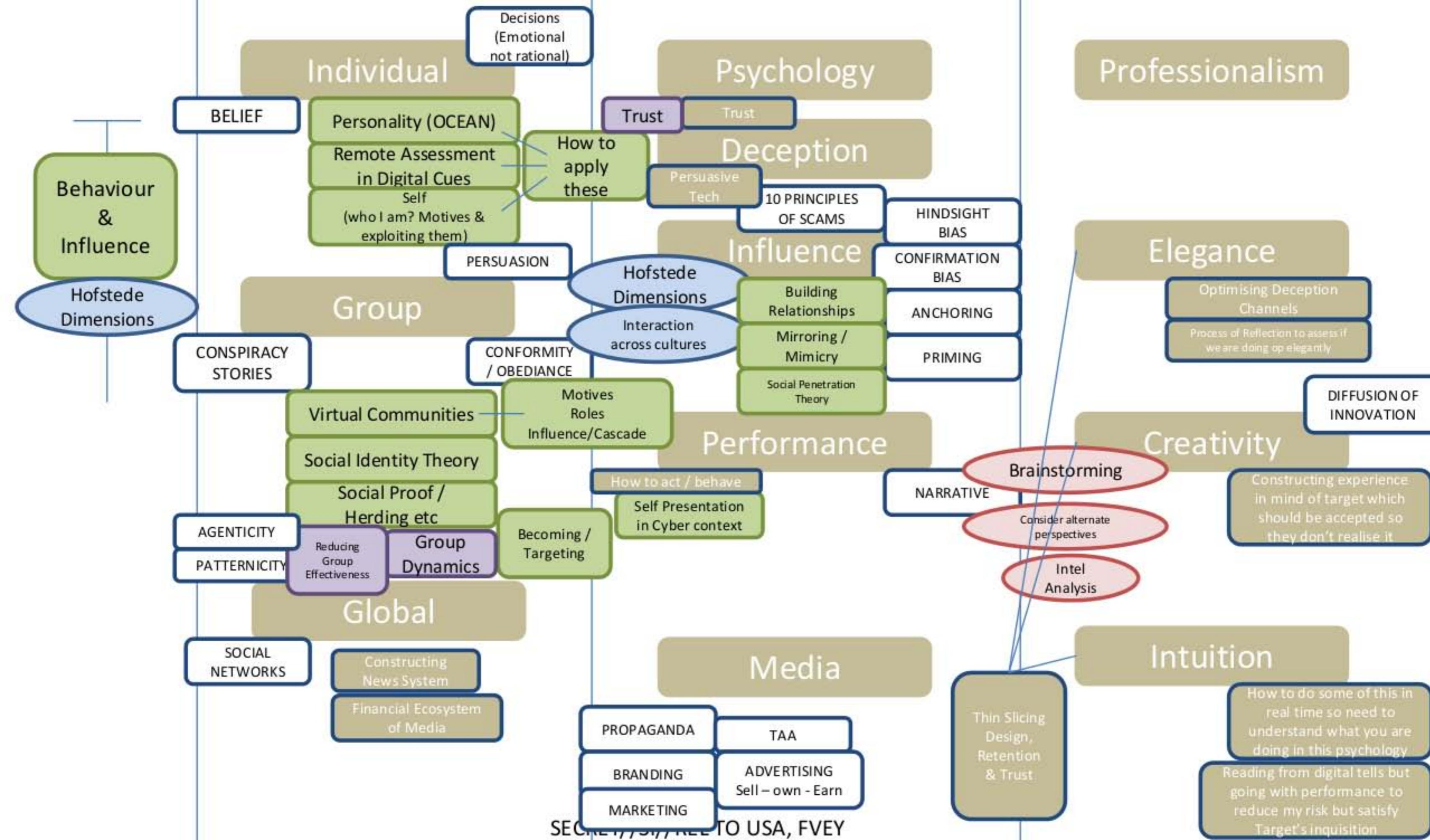
Performance

Creativity

Media

Intuition

## Magic Techniques &amp; Experiment

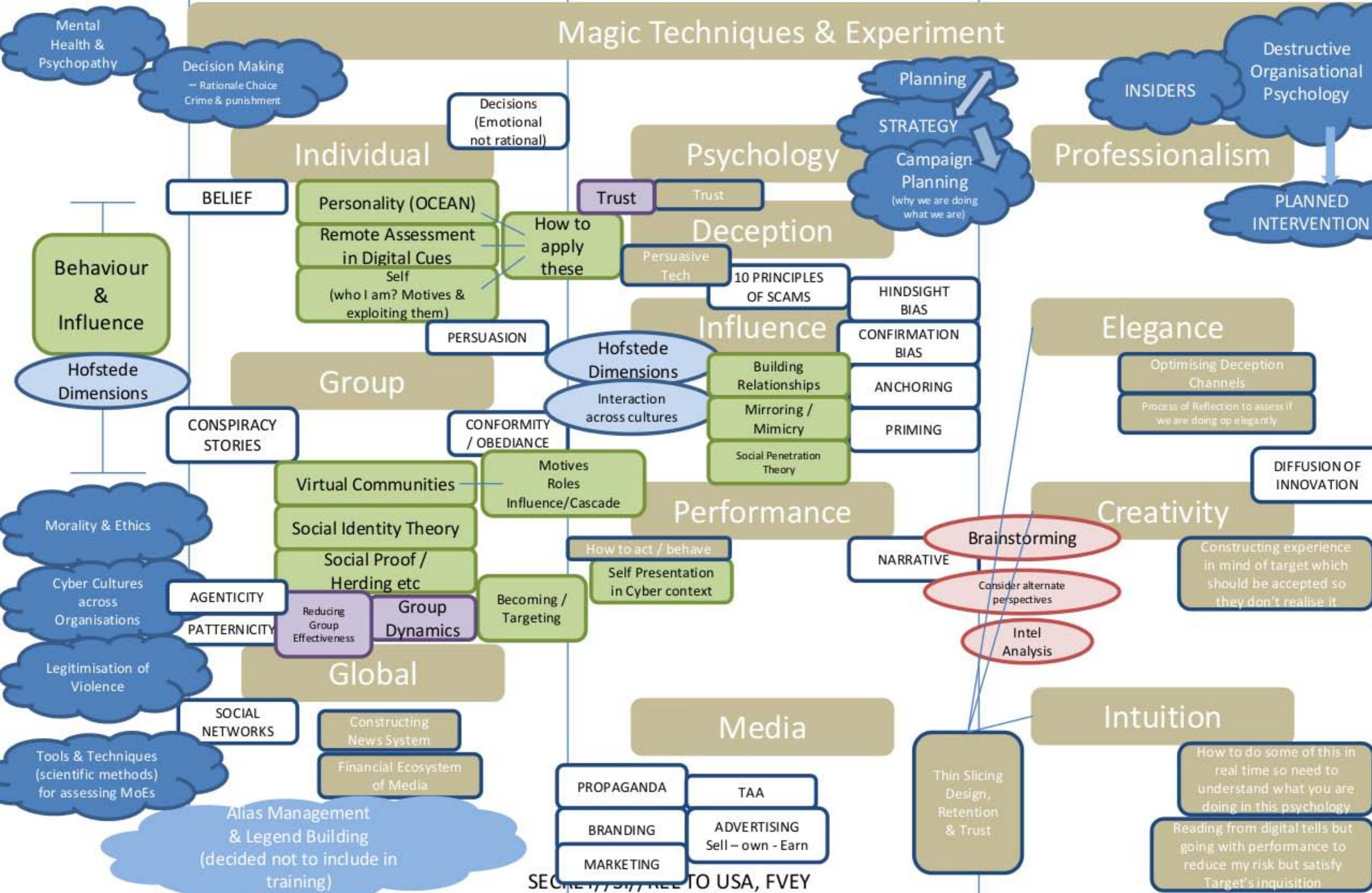


## ACNO Key Skill Strands

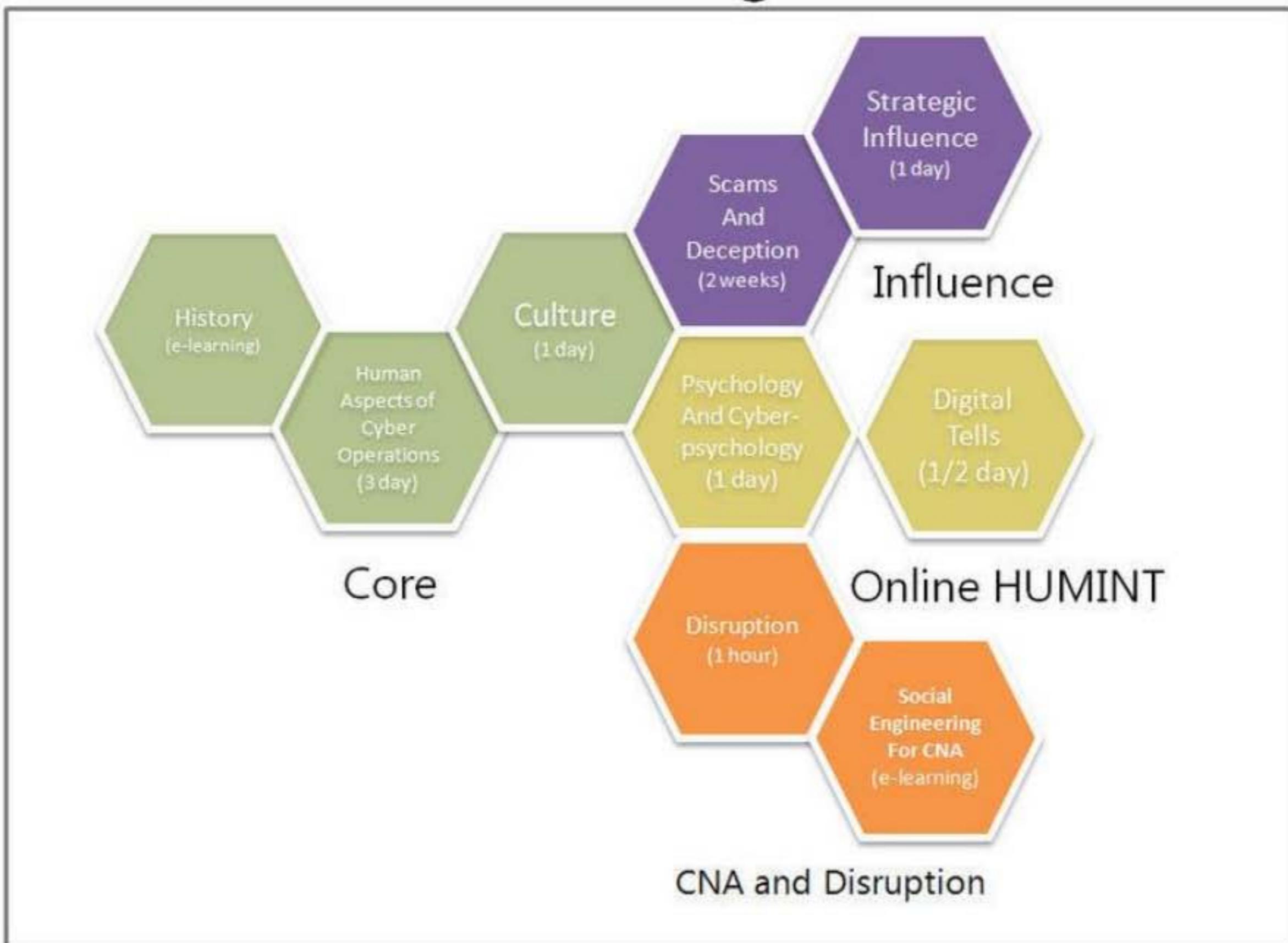
## Online HUMINT

## Influence &amp; Info Ops

## Disruption &amp; Comp Net Attack



# Human Science Learning Path



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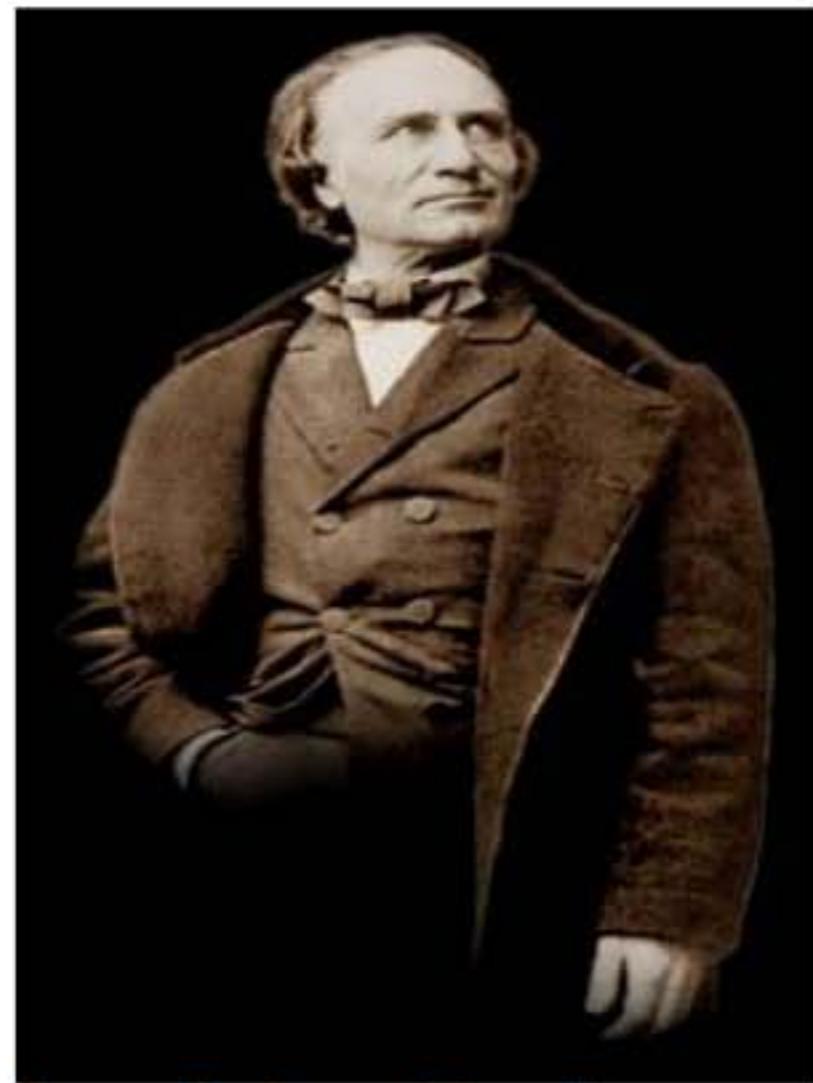
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# Magicians, the military and intelligence



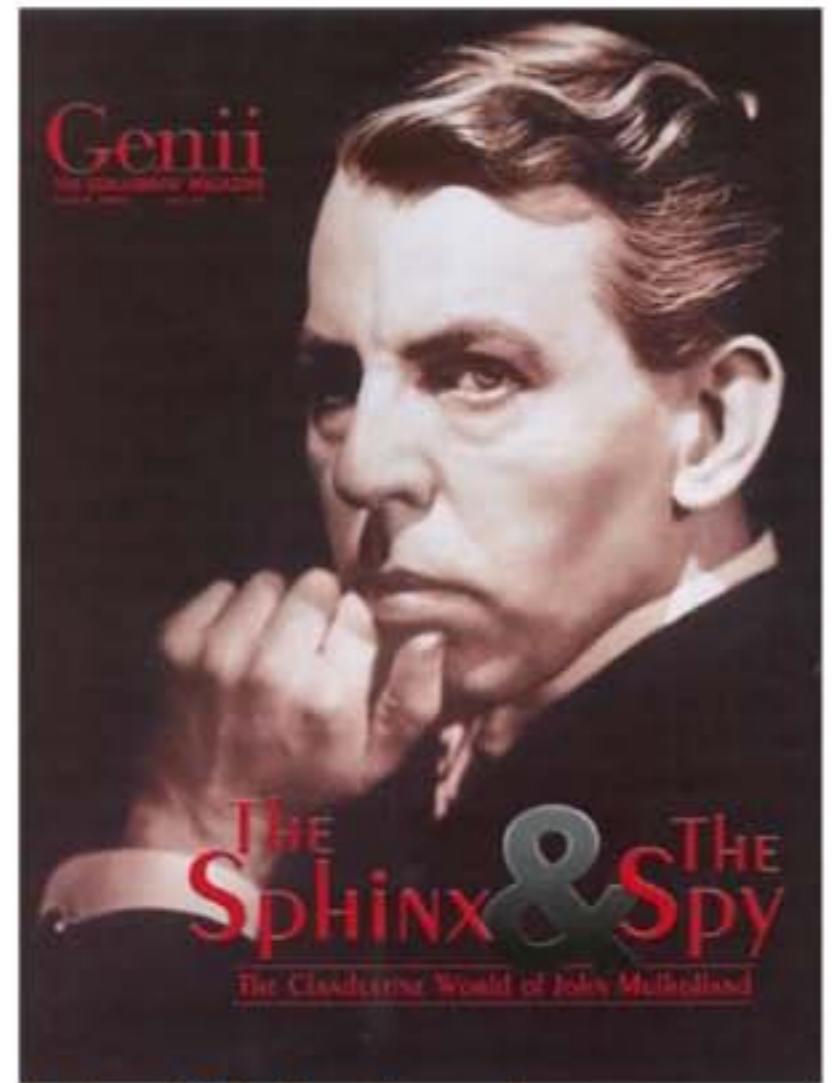
Jean Robert-Houdin

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

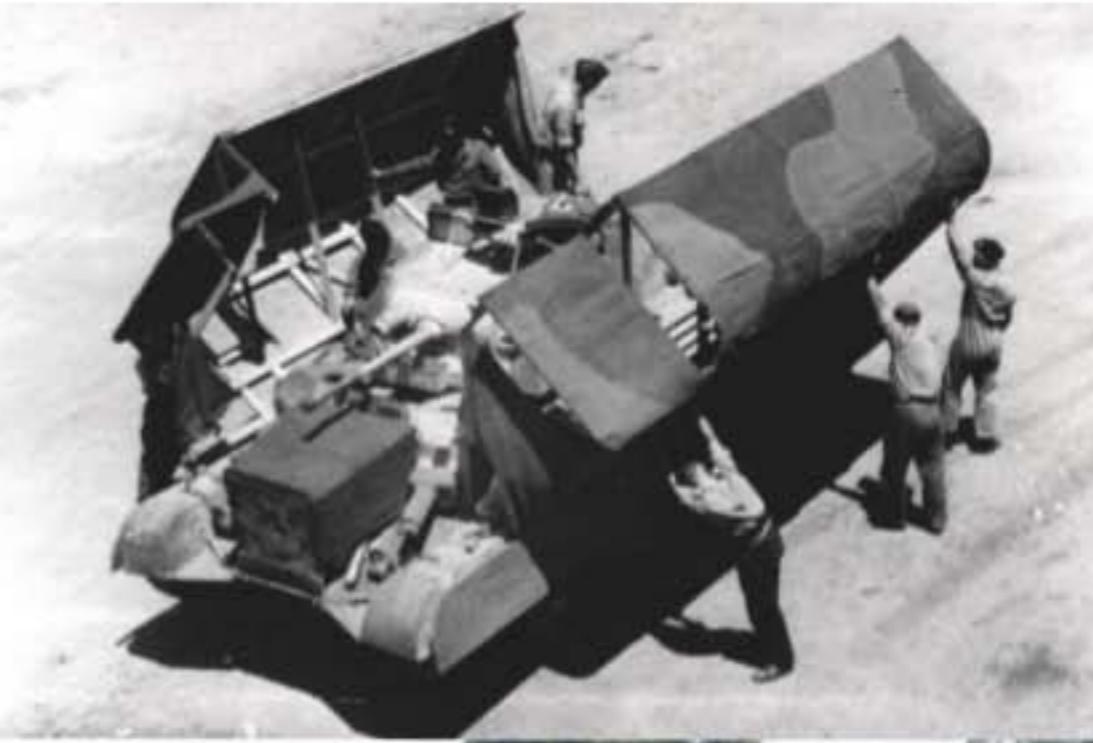
1950s CIA work on the application of conjuring to 'clandestine activities'.

# Dissimulation - Hide the real

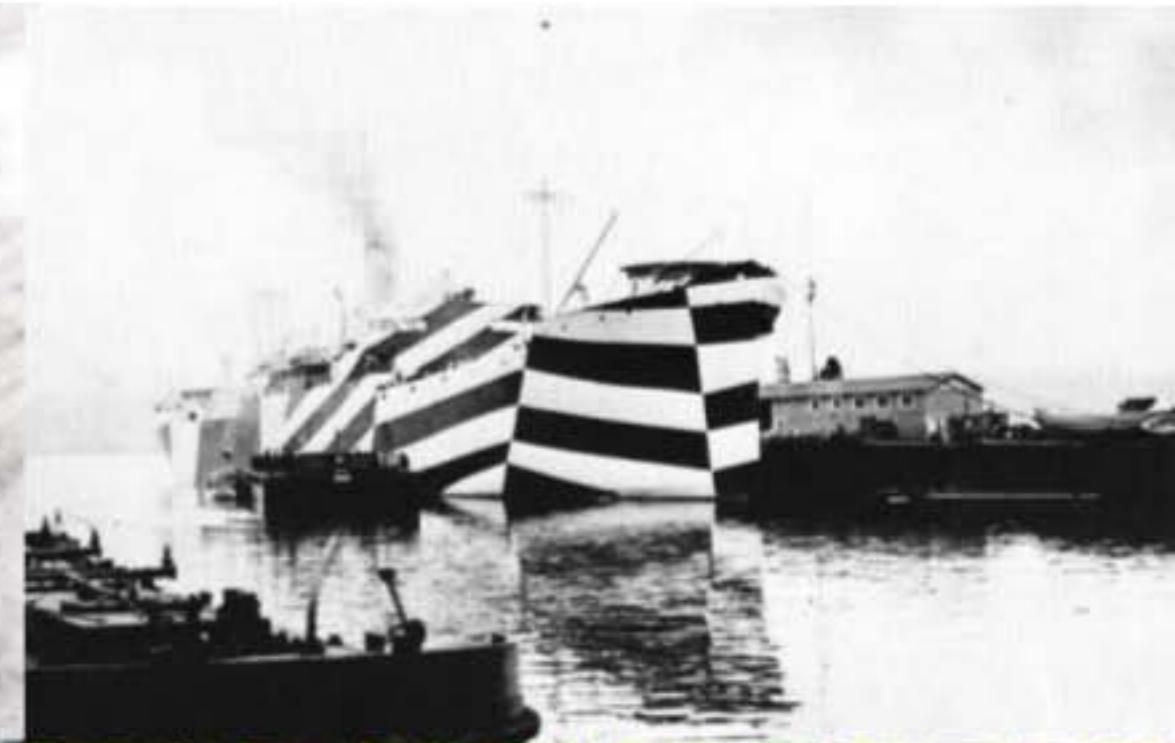
## Masking



## Repackaging



## Dazzling



## Mimicking



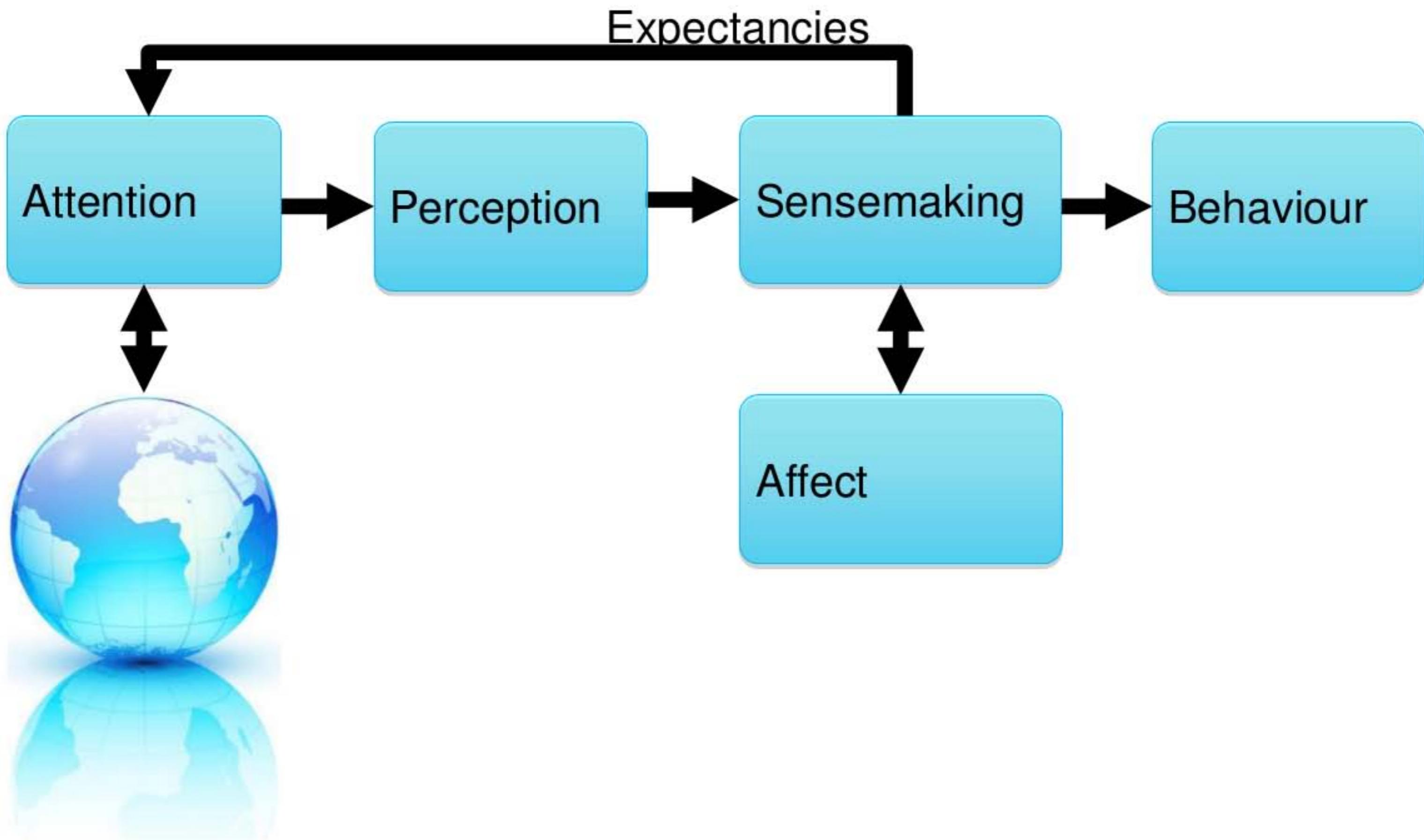
## Inventing

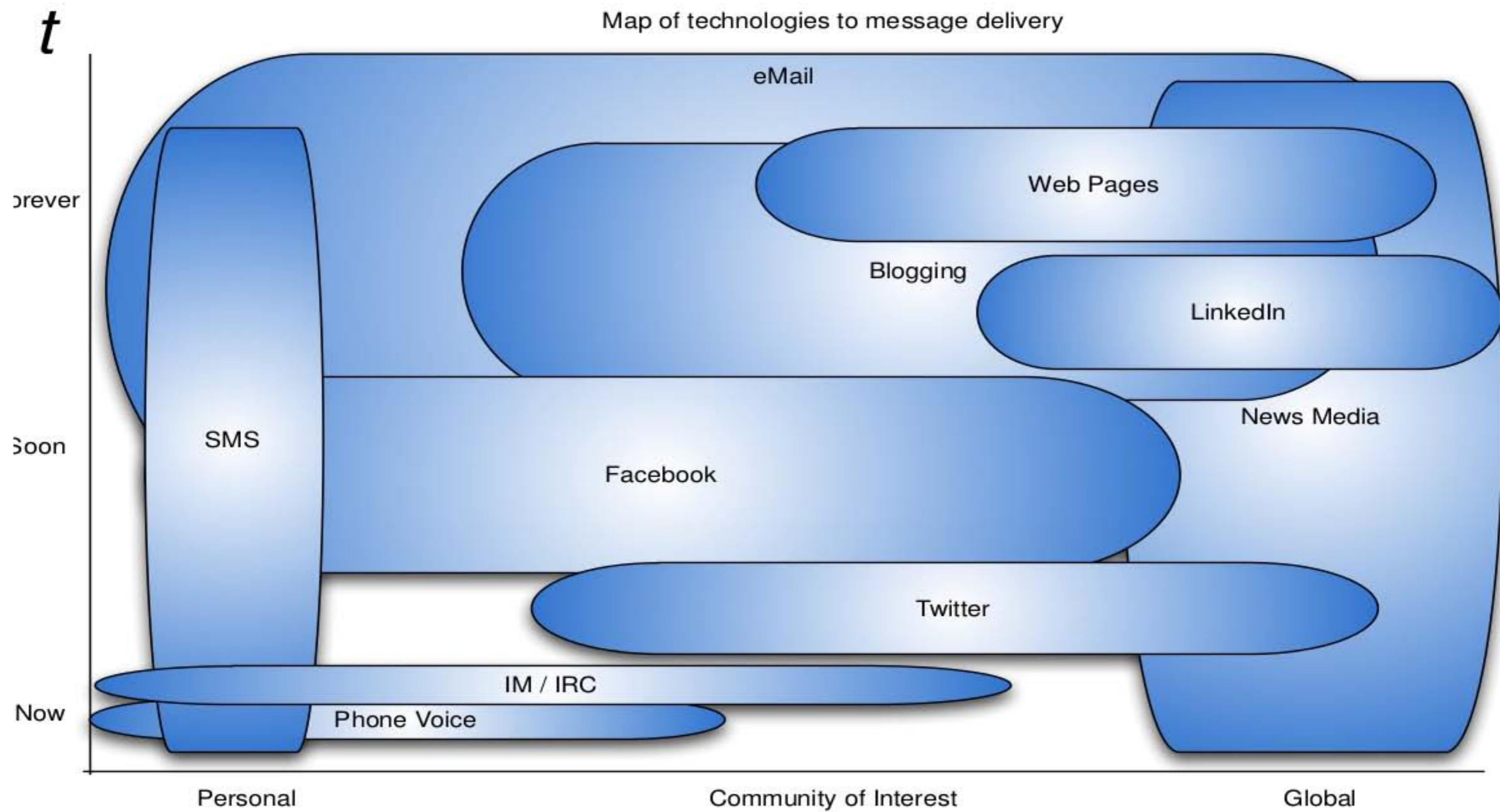


## Decoying

# Simulation – Show the false

# The psychological building blocks of deception





# Attention Management

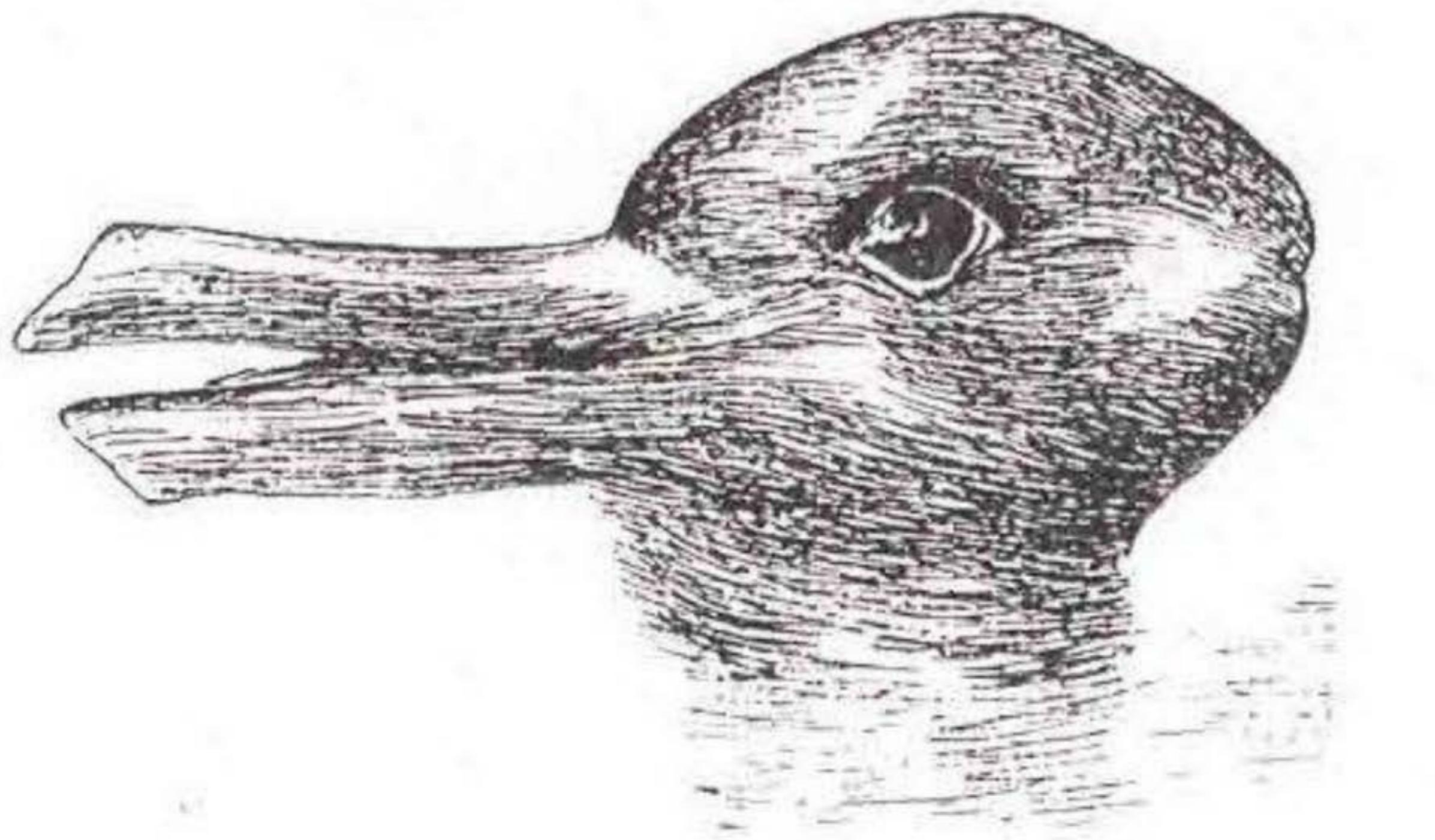


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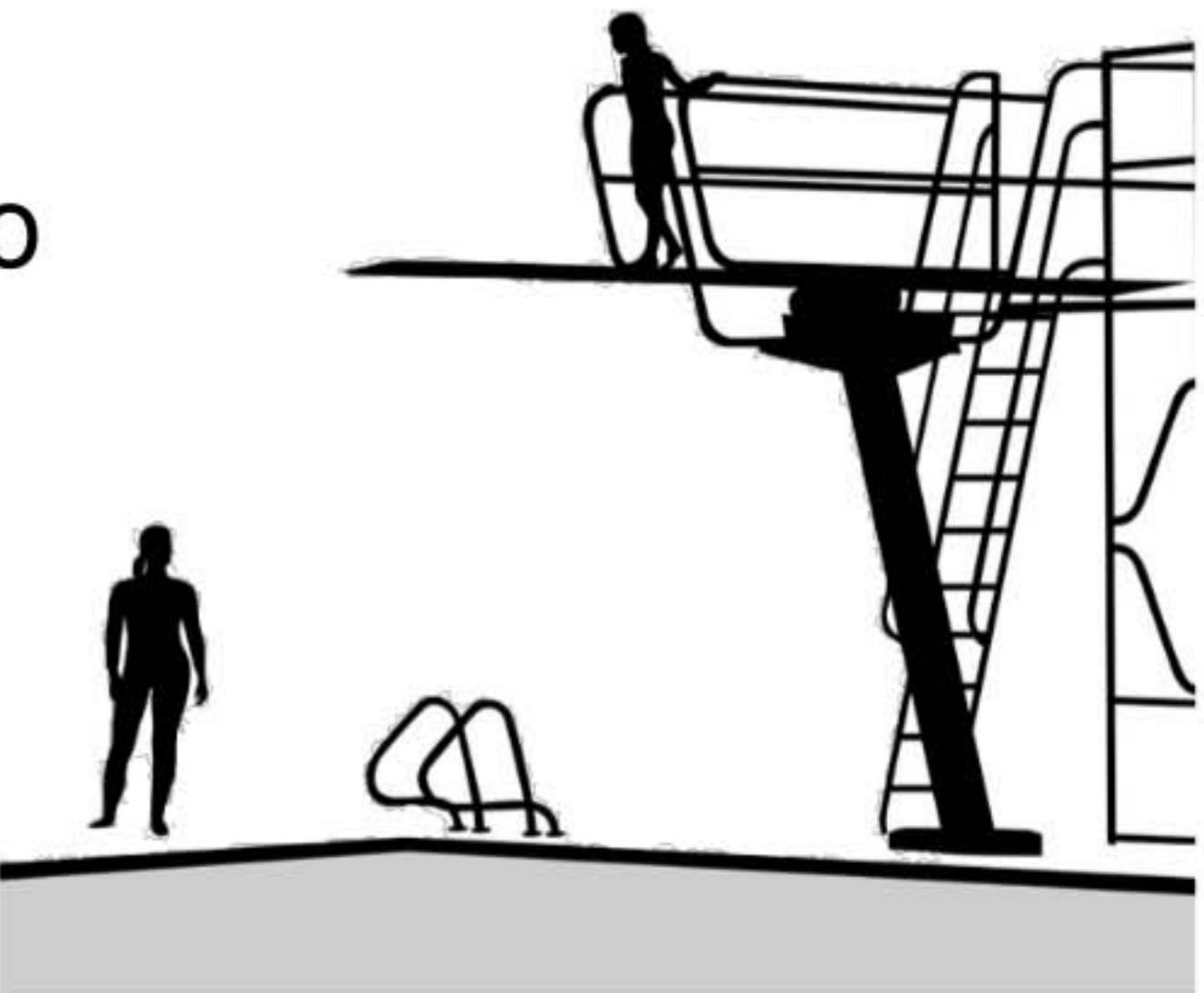
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# Expectancies

- 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/Invention  
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 Dishonesty Principle

The Herd Principle

The Consistency Principle

The Reciprocity Principle

The Time Principle

The Need and Greed Principle

The Social Compliance/  
Authority Principle

The Distraction Principle

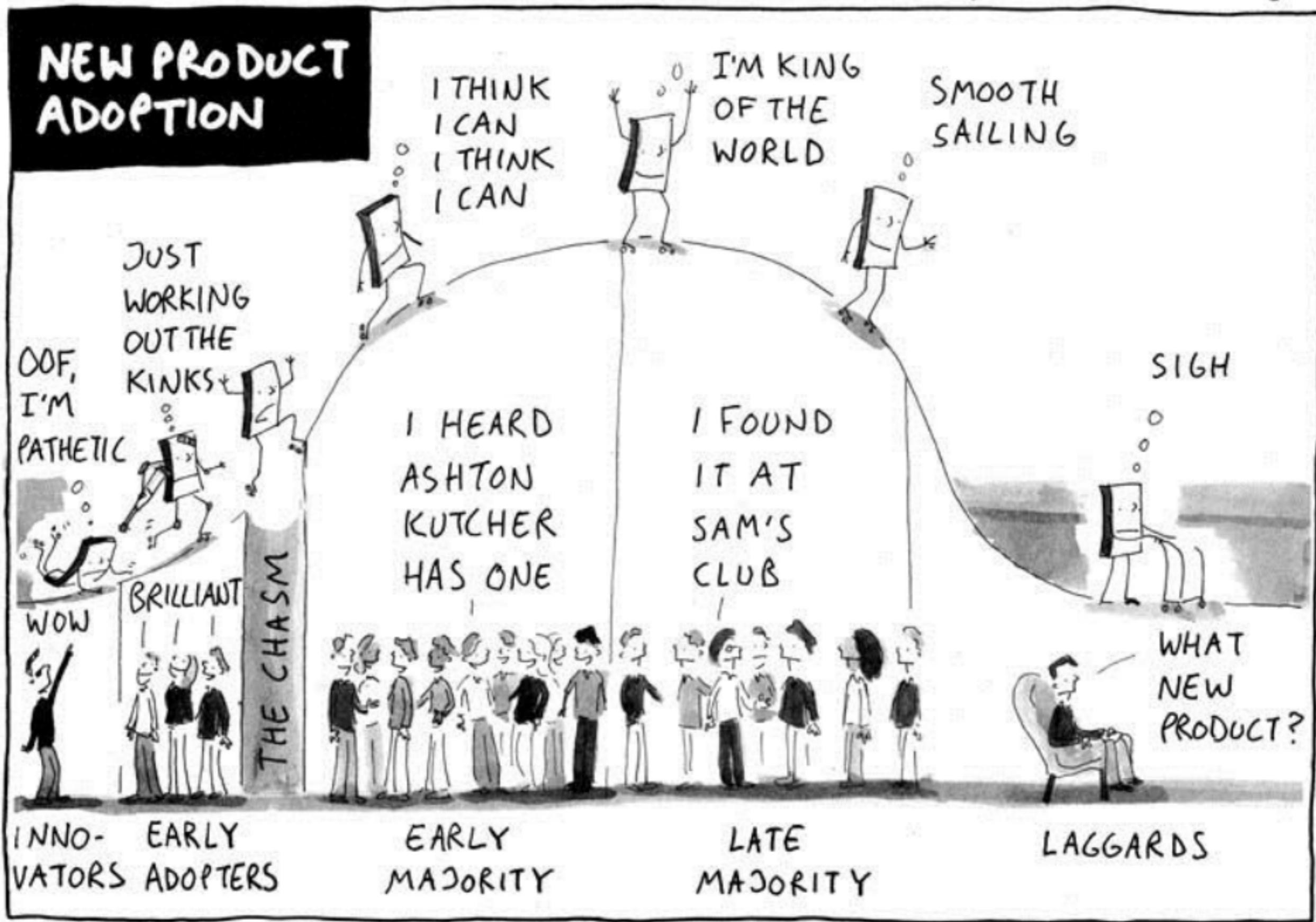
The Flattery Principle





## BRAND CAMP

by Tom Fishburne



© 2007

Thanks to G. Moore

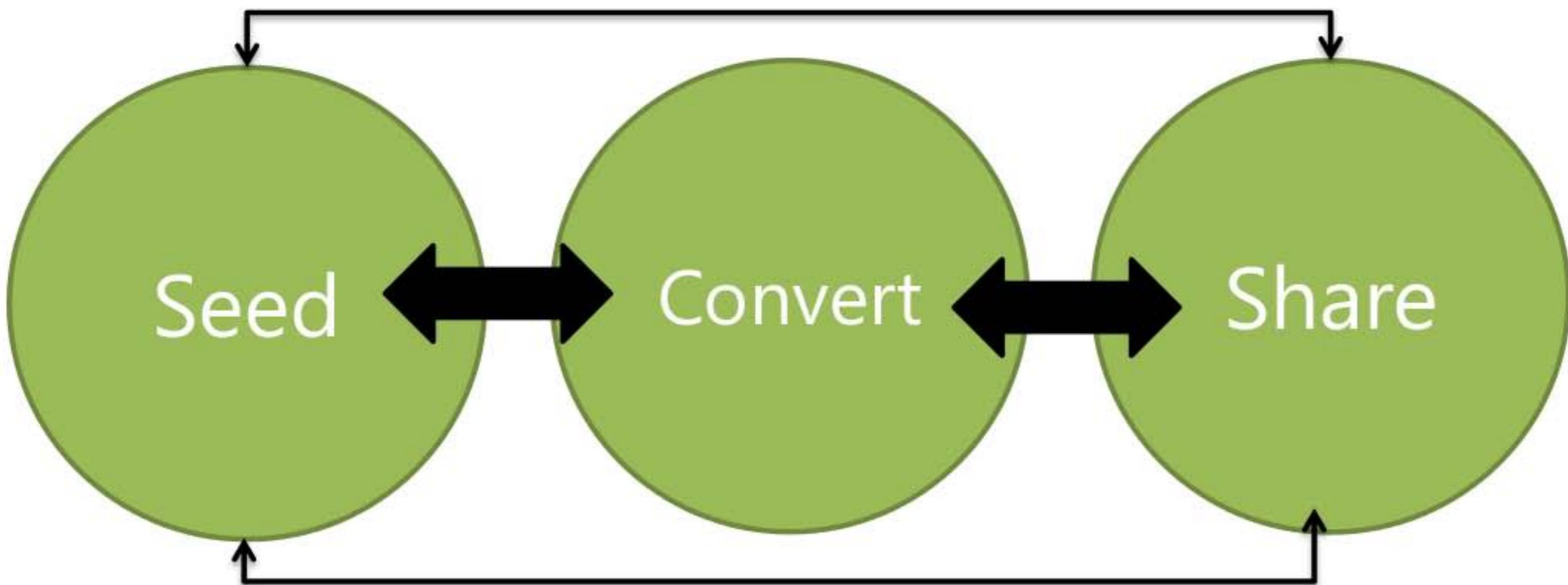
SKYDECKCARTOONS.COM



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

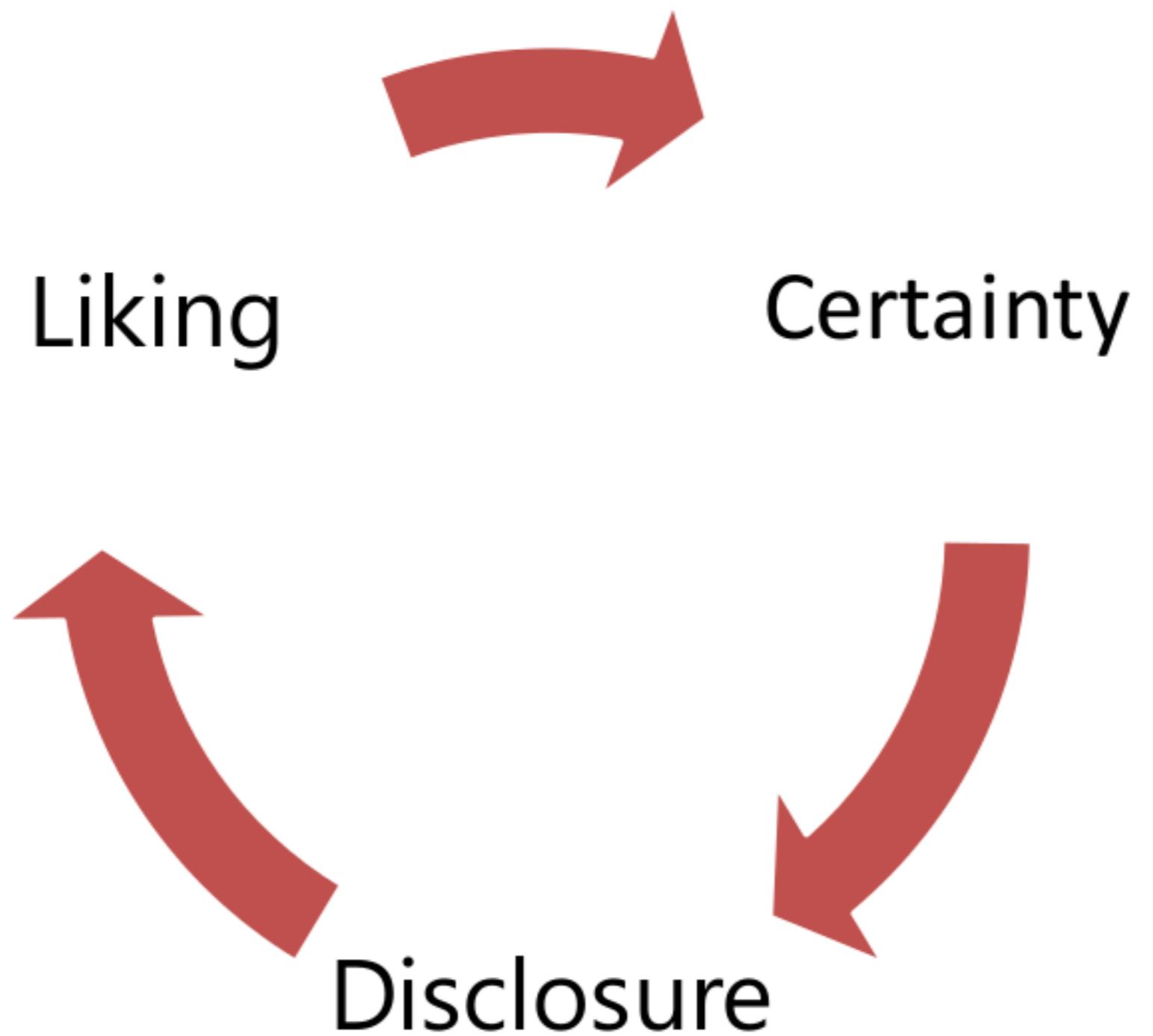
Openness

Contentiousness

Extroversion

Agreeableness

Neuroticism



# Mirroring

People copy each other while in social interaction with them.

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

# Accommodation

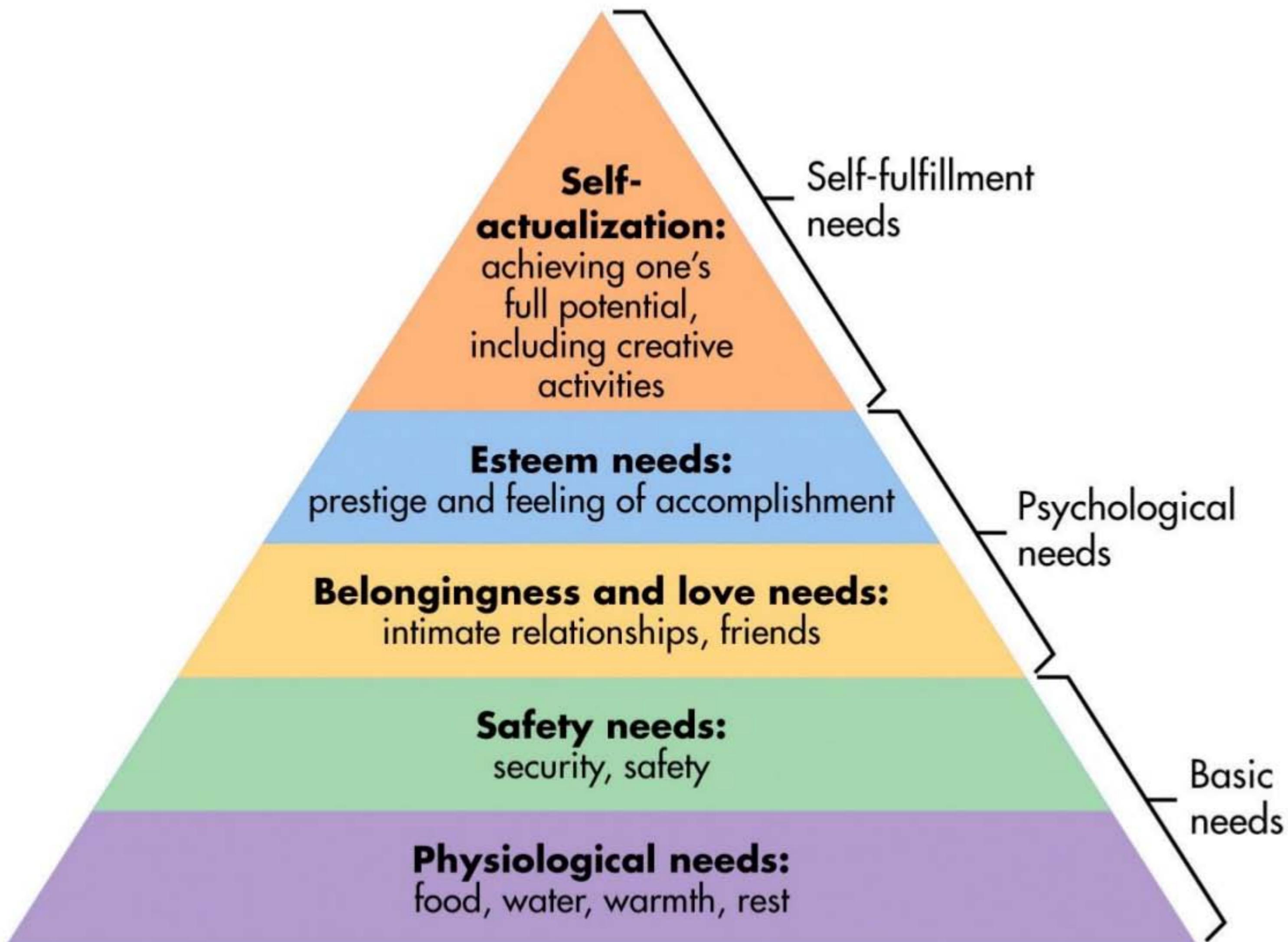
Adjustment of speech, patterns, and language towards another person in communications

- People in conversation tend to converge
- Depends on empathy and other personality traits
- Possibility of over-accommodation and end up looking condescending

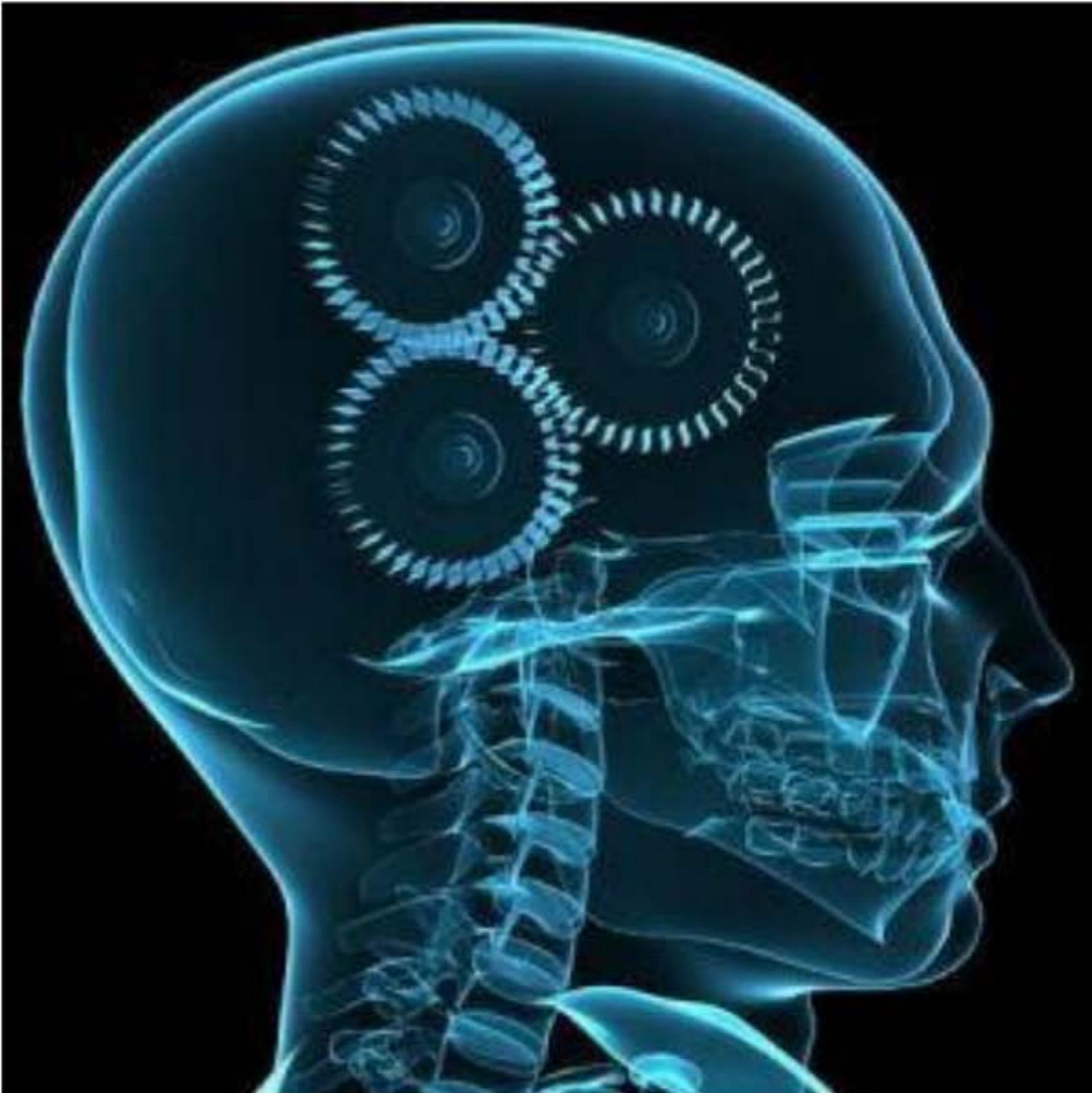
# Mimicry

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

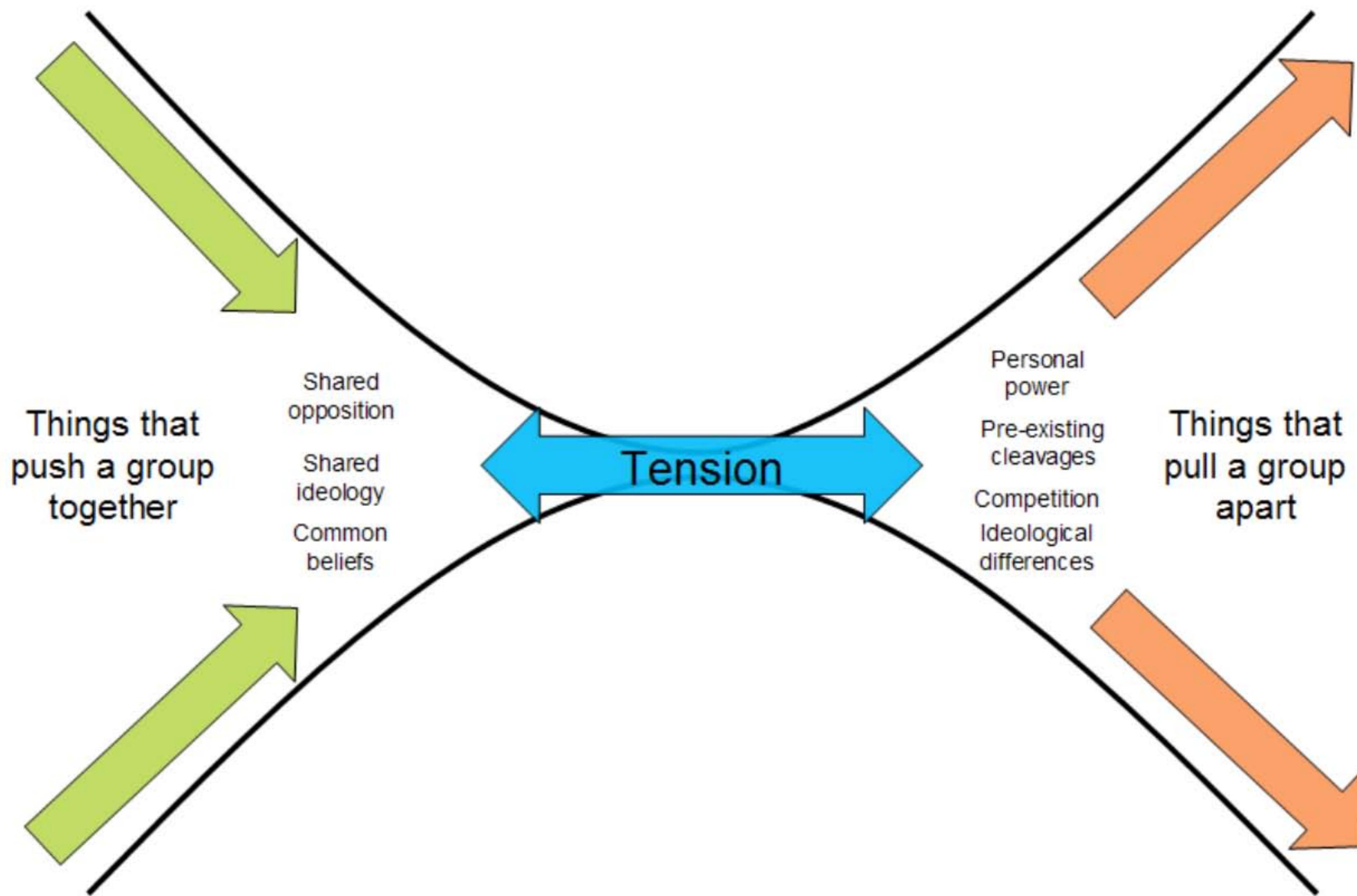
Delay

# 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

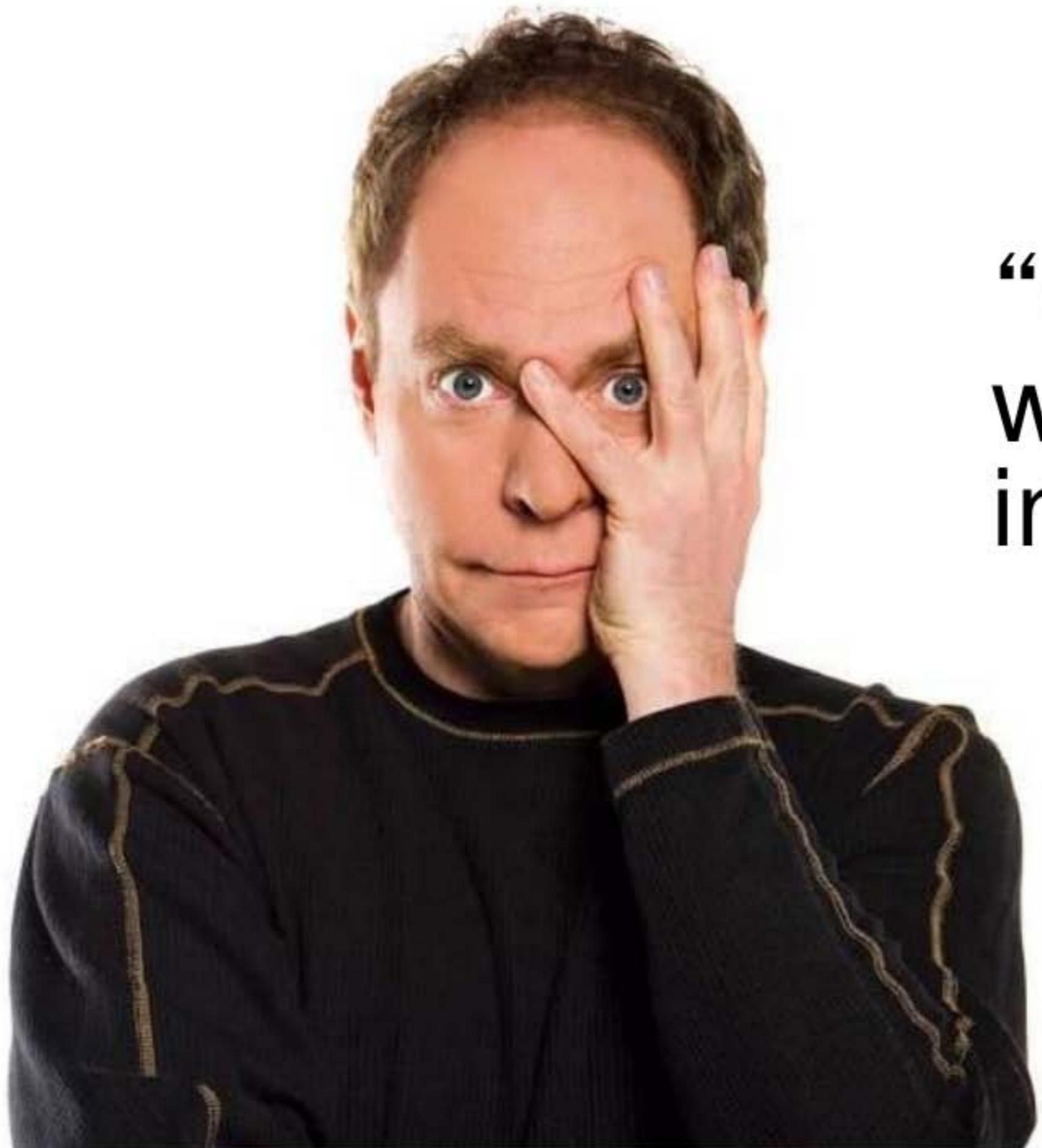
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Accreditation

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]