



NATO Strategic Communications Centre of Excellence

Mr. Sebastian Bay

Senior Expert

Technical and Scientific Development Branch







COE as the hub for the StratCom Community of Interest



COOPERATION WITH UNIVERSITIES & THINK TANKS



VYTAUTAS MAGNUS
UNIVERSITY
MCMXXII

CONDUCTING SEMINARS, WORKSHOPS & CONFERENCES



CONTRACTING EXPERTS AND RESEARCHERS



COOPERATION WITH INTERNATION ORGANISATIONS



Hybrid CoE



OWN EXPERTISE

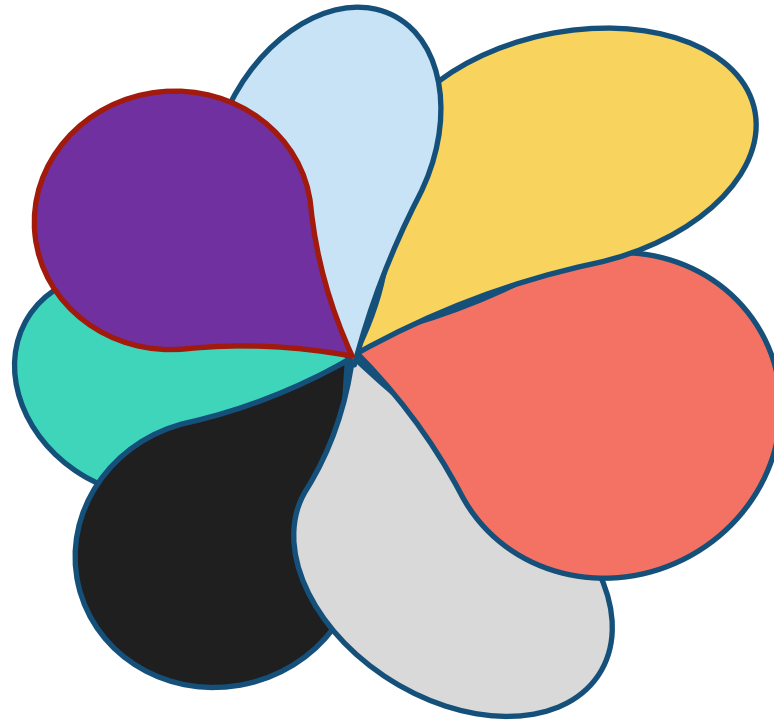


Post-truth. Disinformation as a combat tool.

Are we prepared to face this new dimension of conflicts?



What is the challenge with hostile messaging?



Differently created,
less shared
space

A model of opinion formation



Something happens

New information, an event, news, scientific breakthrough, decision...

Experts, officials, sources

Experts, officials, representatives, scientists, eye witnesses, communicators *explain new information*

Media and culture

Newspapers, television, radio, blogs, Facebook, Twitter *mediate new information*

Public sphere

New information filters through into a social context. An individual deliberates with their community, both social and para social.

You



RESEARCH REPORT

Countering Information Influence Activities

The State of the Art

Vulnerabilities



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Media system vulnerability

- Forged evidence, manipulated sources
- Fake experts, eyewitnesses, commentators
- Fake media, hacked accounts/sites
- Amplification via bots, clickbait
- Unbalanced reporting



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Public opinion vulnerability

- Social proof, fake proof
- Spiral of silence, bandwagon effects
- Outrage, polarisation, trolls
- Sockpuppets, memes
- Filter bubbles / echo chambers



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Cognitive vulnerability

- Bias confirmation
- Psychographic targeting
- Backfire effects (familiarity, overkill, worldview)

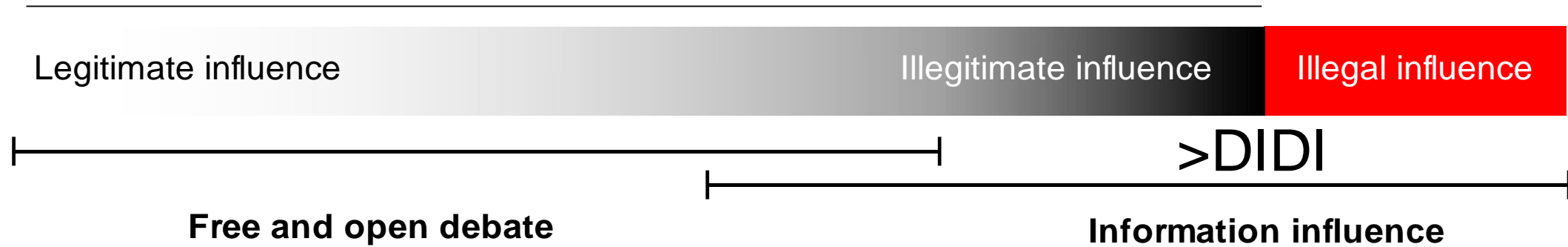


RESEARCH REPORT

Countering Information Influence Activities

The State of the Art

What is legitimate influence?



What is legitimate influence?



Deception

Legitimate communication is open and transparent about its source, origins and purpose. Its contents are credible and can be verified. Therefore, deceptive information is by definition an illegitimate form of communication.

Intention

Legitimate communication intends to contribute toward a constructive debate, even if the nature of the solution is contested. Information can be framed in a way that is persuasive and angled, but not entirely biased. Deliberately unbalanced information intended to benefit only one party is an indicator of illegitimacy.

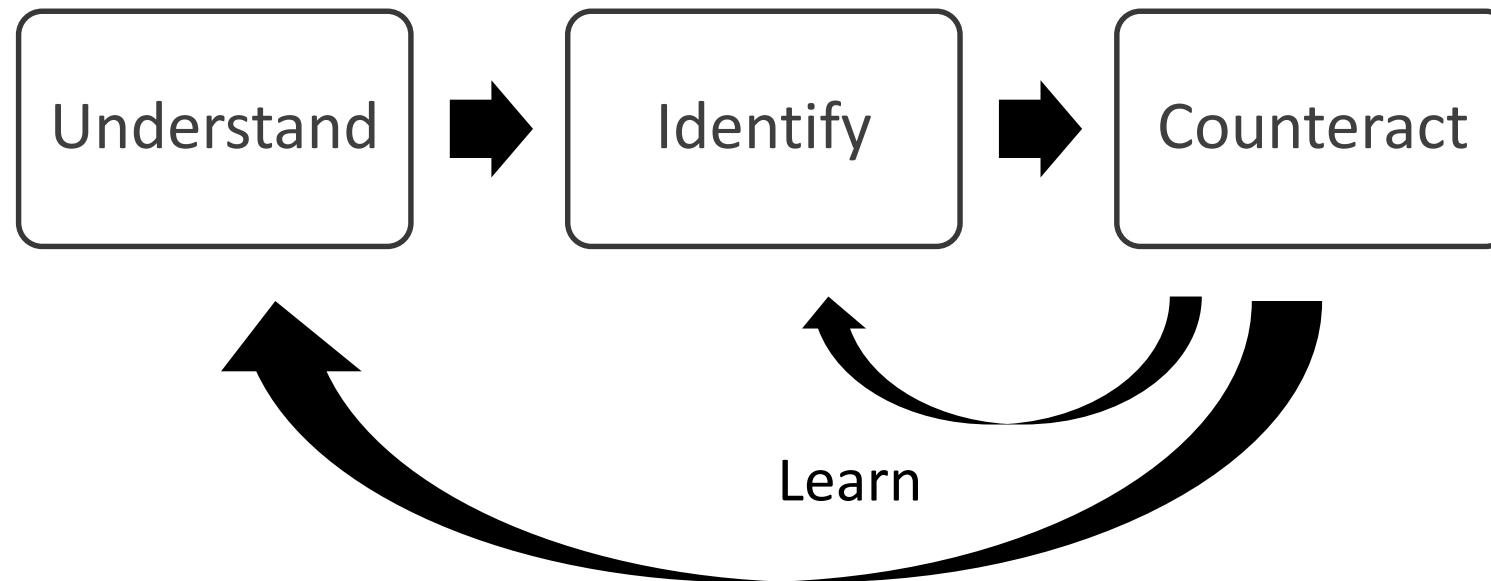
Disruption

Legitimate communication is sometimes disruptive, for example in public demonstrations. Disruption can also take place on websites, where for example trolls undermine a discussion. Examples where disruption is not productive and is disproportionate to or outweighs the potential benefits of that disruption, may be an indication of illegitimacy.

Interference

Legitimate communication rests, at least partly, on being personally affected by an issue. Do all of the parties involved in a debate actually have a stake in that debate? The clandestine involvement of a foreign power in an election, for example, would constitute illegitimate interference.

Are we prepared to deal with this new dimension?



Are we prepared to deal with this new dimension?



We are..

Reducing our vulnerabilities

Raising the threshold through preparedness

We understand the need to...

Use audience centric responses

Use value based responses

Whole of society response





Robotrolling



Violent Extremism and Communications



Fake News. A Roadmap.



Russia's Footprint in the Nordic-Baltic Information Environment



Academic journal
'Defence Strategic Communications'