



What kind of future did you think the internet would give us?

A Key Problem: Human Nature

- Early thinking about the internet underestimated critical facets of human nature, that have now come roaring forward.
- Personal confirmation and validation feel better than objective truth.
- There are lots of people in the fun house mirror business.
- You can create deceptions in the internet at all levels of abstraction.

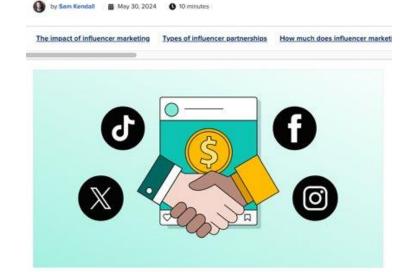




Opinion | The internet was supposed to make humanity smarter. It's failing.



Influencer pricing: how much influencers really cost



A growing number of Americans are getting their news from TikTok



MOTHERBOARD TECHBY VICE

Al Trained on 4Chan Becomes 'Hate Speech Machine'

After 24 hours, the nine bots running on 4chan had posted 15,000 times.

A Russian Facebook page organized a protest in Texas. A different Russian page launched the counterprotest.

POLITICS OCTOBER 19, 202

Media Confidence in U.S. Matches 2016 Record Low

BY MEGAN BRENAN



Hon

Hall of shame

Hundreds of examples of deceptive patterns u



Enshittification:

Enshittification is a pattern where online services and products experience a decline in quality over time.

Wikipedia

whoami



Tom Cross (Decius)

- Guy known for giving rants at hacker cons
- Creator of FeedSeer, a news reader for Mastodon, and MemeStreams, an early social network
- Security researcher (IBM X-Force, Lancope), CTO (Drawbridge Networks, OPAQ, Fruitful)
- Principal at Kopidion



Greg Conti

- Developed and Taught
 Information Operations course
 at BH and for enterprises
- West Point, NSA, US Cyber Command
- Dissertation was on Denial of Information Attacks
- Principal at Kopidion

We are teaching Adversarial Thinking at Defcon Training

The views in this talk are those of the speaker and do not reflect the policy or position of our current or former employers.

What this talk will cover

- **Deception:** A formal understanding of how to craft effective deceptions and deception operations, grounded in military doctrine.
- **Counter-Deception:** Disciplines that can be constructed within information or intelligence collection efforts that protect against deception.
- Internet Applications: How can we apply counter-deception disciplines to the design of capabilities within the internet that make deception harder.



Why, So What, Who Cares

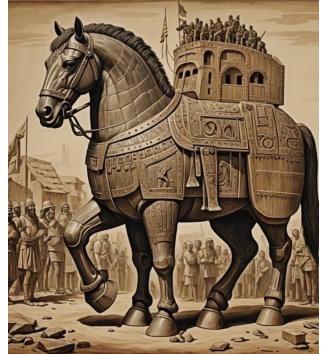
- Hackers have the ability to see things (fuckery) that other people don't see
- If we don't get this right Now

 we'll be living in a future that
 out-Gibson's William Gibson
 and out-Orwell's George Orwell
- The people in this room have the skillset to deflect our future's trajectory



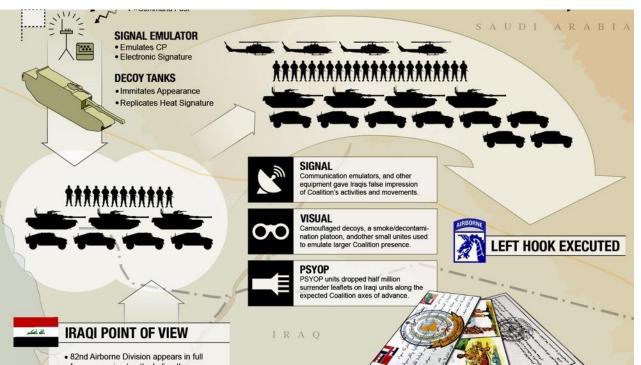












Deception is an Ancient Military and Intelligence Practice

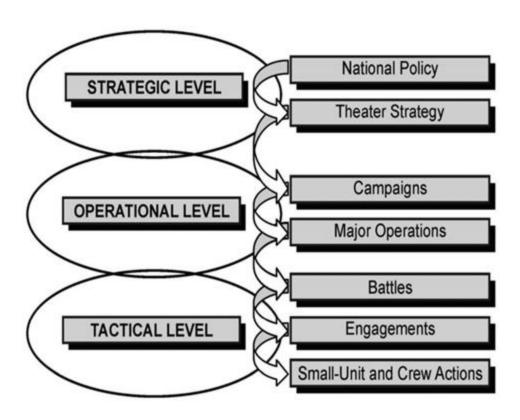
The act of hiding the truth, especially to get an advantage

Military deception is actions executed to deliberately mislead adversary military, paramilitary, or violent extremist organization decision makers, thereby causing the adversary to take specific actions (or inactions) that will contribute to the accomplishment of the friendly mission

Deception Target

	Human		Code	Al
	Users	Malware Analysts	Malware Detection Systems	Al
Deception Technique	Phishing Typosquatting Domain mimicry Spoofed login page Malicious PDFs Malicious Images Trojans Keyloggers	False Flags Code obfuscation/packing Fileless malware Deceptive metadata Anti-debugging Living off the Land Attacks C2 on legitimate domains	Fileless Malware Polymorphic malware Stolen digital certificates Rotating C2 infrastructure Code injection Encryption Bypassing AV Impersonated system context	Poisoning Jailbreaks Evasion attacks Privacy attacks
Examples	My name is Legion; for we are many :) Zeus (banking)	Olympic Destroyer xz backdoor Petya & NotPetya CyberCaliphate & TV5Monde	Malvertising App Stores infiltration Antivirus software bypass	<u>Glaze</u> <u>Nightshade</u>

Levels of Deception

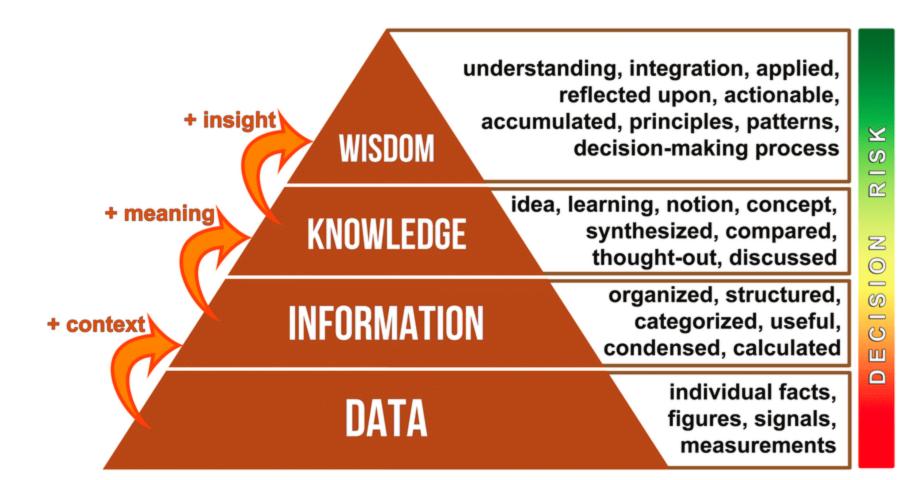


Strategic: Disguises basic objectives, intentions, strategies, and capabilities.

Operational: Confuses an adversary regarding a specific operation or action you are preparing to conduct.

Tactical: Mislead others while they are actively involved in competition with you, your interests, or your forces.

Poisoning the DIKW Hierarchy



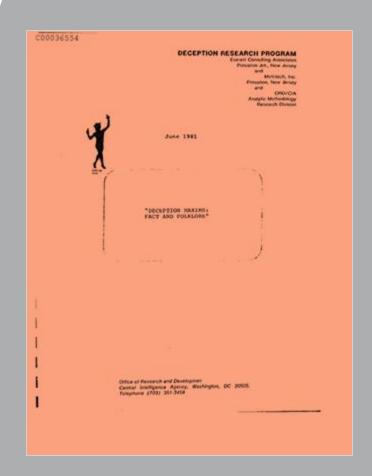
What are you really trying to do

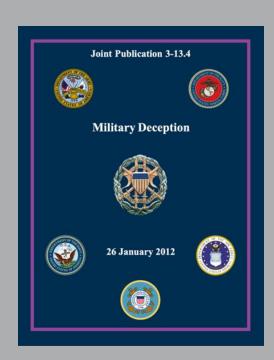
How deep are trying to get into your target's head

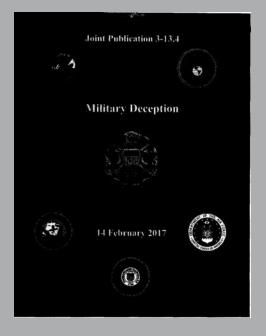
Al intersection?
The strategic high level perspective

Deception Maxims

- These deception maxims were developed by the CIA, later declassified and released under FOIA
- In this section of the talk, we explain these maxims and illustrate them with examples seen today

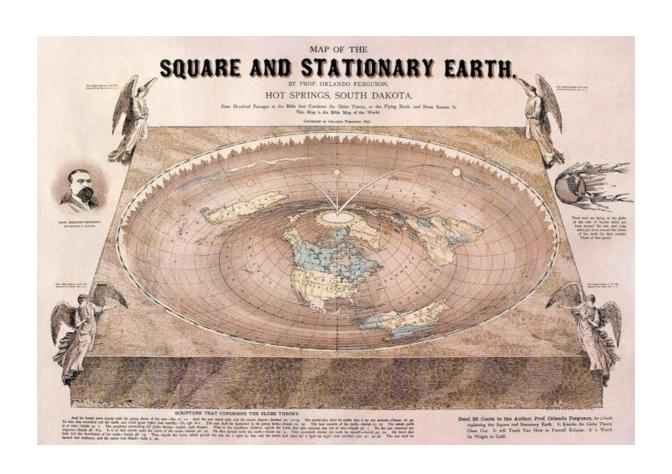


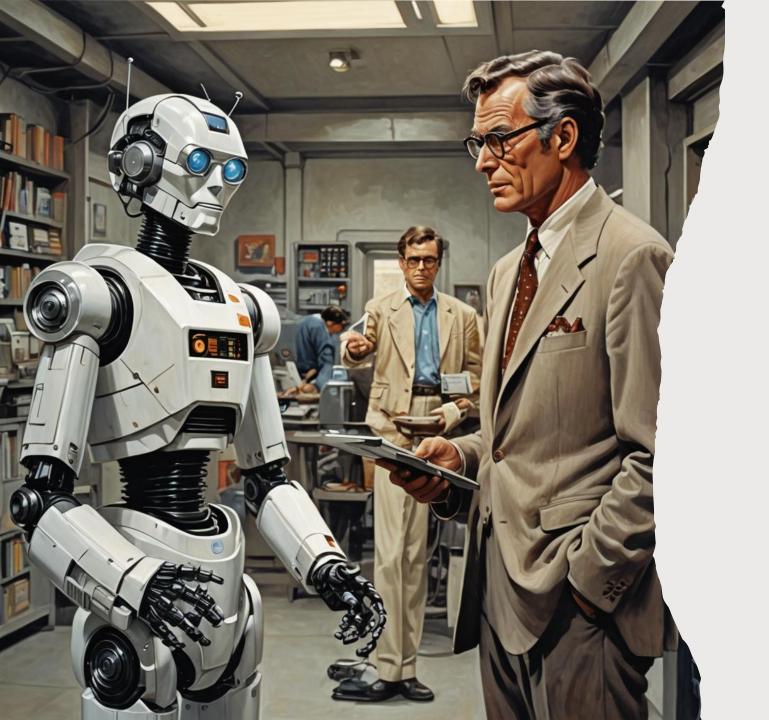




Maxim 1 - Magruder's Principle

It is easier to maintain a preexisting belief in the target than force a change in beliefs





"I do have the ability to detect and affect human emotion...

When I do interfere, it is rarely that I do more than strengthen, as little as I can, what is already there...

He was not anxious to hand you over to the Imperial authorities, whom he does not like. I merely strengthened the dislike a trifle and he handed you over to my care, accepting the arguments I offered..."

Asimov – Prelude to Foundation

Maxim 2 - Exploiting Limits of Human and Machine Sensing and Information Processing

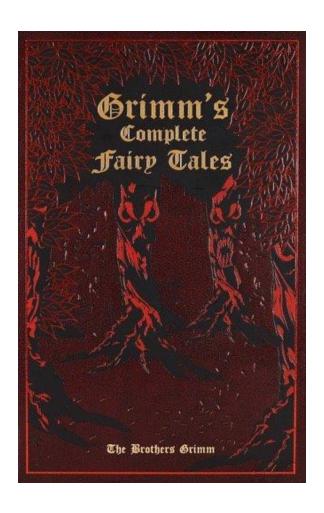


Maxim 3 - Jones Dilemma

Deception is difficult if there are more real sources than false sources



Maxim 4 - Carefully Sequence Deception Activities to Tell a Story



Maxim 5 - Carefully Design Planned Placement of Deceptive Material

- Make target "work" for it, don't boldly announce what you are doing (example diary easily found on a desk vs. hidden, obfuscated code)
- Contrast this with "orgy of evidence"



"A combination of certain code development environment features stored in executable files, known as Rich Header, may be used as a fingerprint identifying the malware authors and their projects in some cases.

In case of Olympic Destroyer wiper sample analyzed by Kaspersky Lab this "fingerprint" gave a 100% match with previously known Lazarus malware components and zero overlap with any other clean or malicious file known to date to Kaspersky Lab.

It now looks like a very sophisticated false flag which was placed inside the malware intentionally in order to give threat hunter impression that they found a smoking gun evidence."

Pysons Ghans 2918

Maxim 6a - Ambiguity

Increase doubt by providing many possible truths



Maxim 6b - Misdirection

Decrease doubt by focusing target on a given falsehood



Maxim 7 - Husband Deception Assets



Maxim 8 - Feedback



Includes attackers monitoring for success of deception and monitoring for being deceived themselves.

Countering Deception

Four ways to counter deception:

- Intelligence: Directly observing the adversary's deception planning and activities
- **Disruption:** Preventing the adversary from injecting narratives into your sources
- Analytic: Detecting simulated narratives
- **Deterrent:** Demonstrating detection capability

Developing Analytic Processes:

- Identifying and checking key assumptions
- Devil's Advocacy or TeamA/TeamB
- What do deception maxims imply about defense?



Maxims that suggest when deception may be present

Maxim	Counter-Maxims
Maxim 6a - Ambiguity Deception	Is there more than one narrative present? Contradictions and incongruities may suggest deception.
Maxim 6b - Misdirection Deception	The Plus-Minus Rule: No imitation can be perfect without being the real thing. In a simulation, characteristics will be added or they will be missing.
Maxim 4 - Carefully Sequence Deception Activities to Tell a Story	Is there an "orgy of evidence?" Are facts being revealed all at once when it would make more sense for them to emerge slowly (or vice-versa).

Maxims that suggest mental discipline in analysis

Maxim	Counter-Maxims
Maxim 1 - Magruder's Principle	Apply the same critical analysis to facts that support your assumptions that you apply to facts that contradict them.
Maxim 5 - Carefully Design Planned Placement of Deceptive Material	Don't assume a fact is true just because it was hard to obtain it.

"The vulnerable mind fits ambiguous information to its own preconceptions and expectations."

- Bennet & Waltz - CounterDeception Principles and Applications for National Security

Advertising bias Anti-science bias Concision bias Content bias Corporate bias Coverage bias **Decision-making bias** Demand-driven bias Demographic bias Distortion bias False equivalence **Selection bias** Negativity bias Partisan bias

Actor-Observer bias Anchoring bias Availability bias **Confirmation bias** False Consensus effect Halo effect Hindsight bias Misinformation effect Optimism bias Self-Serving bias Apophenia Framing Status quo bias Speculative content

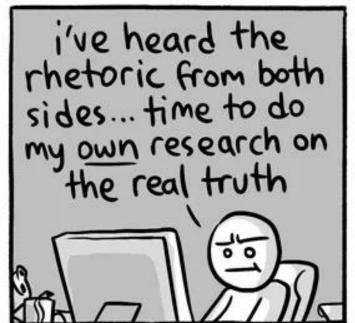


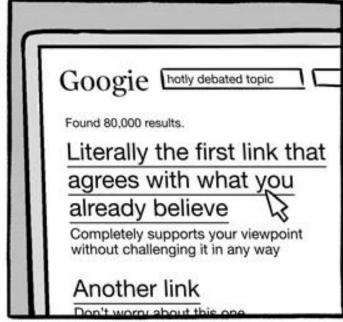
Maxims that suggest methods of preventing deception

Maxim	Counter-Maxims
Maxim 2 - Exploiting Limits of Human and Machine Sensing and Information Processing Maxim 3 - Jones Dilemma	Develop lots of trustworthy sources of data and analysis. Measure reality from multiple perspectives and resolutions.
Maxim 7 - Husband Deception Assets	Model the adversary's capabilities and neutralize them.
Maxim 8 - Feedback	Behave as if you believe the deception so the adversary doesn't pivot. Deter the adversary by showing them that you've detected the deception. (Pre-bunking)

Developing trustworthy sources of data and analysis

- Evaluating independence, expertise, and the biases of sources of analysis.
- Do you trust this source because of your own biases?
- Evaluating past performance to determine future results.
- Measuring from multiple perspectives and resolutions.
- Triangulating sources of information







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A problem with experts.

We can't be experts on everything, but we have to make decisions about things.

We rely on experts to tell us both what the facts are and what to think about them, and that puts us at their mercy.

Experts don't have to lie – they can omit and emphasize.

Reality: 1 + 2 + 3 + 4 + 5 = 15

One Perspective: 1 + 2 + 3 = 6

Another Perspective 3 + 5 = 8



An observation about Journalistic Objectivity.

One Perspective: 1 + 2 + 3 = 6

Another Perspective 3 + 5 = 8

- Presenting both of these perspectives doesn't get us closer to the answer.
- The agenda setting power of institutions allows them to influence what questions are discussed. (See: Steven Lukes)

What if journalistic objectivity was defined as filling in the missing, relevant pieces of information that other institutions are overlooking?

"Good reporting requires the exercise of the highest of scientific virtues."
- Walter Lippmann

Reality: 1 + 2 + 3 + 4 + 5

Call to Arms

- Hackers have an independent view outside of traditional institutions, and can therefore imagine what is needed to empower individuals.
- Some of you remember Gopher a past when the internet had other tools and other possibilities than it does today.
- Technology criticisms sometimes prompt overcorrection. Hackers often see both the promise and the perils.



Four Focus Areas.

Counter-Maxims	Projects
Model the adversary's capabilities and neutralize them.	DISARM Framework Misinformation Village
Measure reality from multiple perspectives and resolutions.	Can we build tools for information triangulation?
Apply the same critical analysis to facts that support your assumptions that you apply to facts that contradict them.	How do we know when questions have been raised about what we're reading?
Develop lots of trustworthy sources of data and analysis.	How can we identify and collect networks of experts?

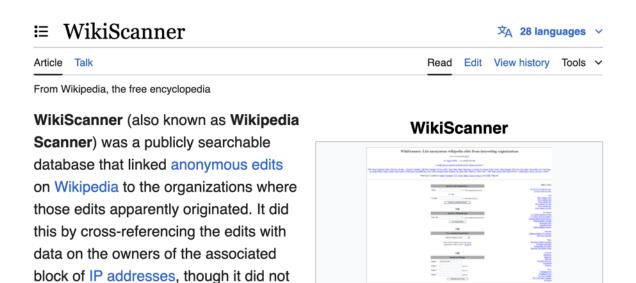
WikiScanner and WikiWatchdog

Screenshot of the website on August 22, 2007.

Database tool

Chinese, Dutch, English,

French, German, Italian,



Type of site

Available in

https://github.com/volpino/WikiWatchdog

investigate edits made under a

2007.[1][2]

username. It was created by Virgil

Griffith and released on August 13,

Sometimes there are small, focused technical projects that can have a big impact.

WikiTrust and Puppy Smoothies

Website

Keyboard,

Bass

Synthesizer

Schlagzeug

http://www.porcupinetree.com @

Aktuelle Besetzung

Richard Barbieri

Colin Edwin

Gavin Harrison

Gitarre, Gesang John Wesley (nur bei Konzerten)

Wichtige ehemalige Mitglieder

Chris Maitland

Gesang, Gitarre Steven Wilson

 Druckversion 4.3 DVD Audio Werkzeuge 4.4 DVD Video Links auf diese 4.5 Singles und EPs 5 Finzelnachweise Änderungen an 6 Weblinks verlinkten Seiten = Hochladen (Bearbeiten) Geschichte Spezialseiter ■ Permanenter Link Seite zitieren [Bearbeiten] Die Anfänge (1987 bis 1990)

In anderen Sprachen

- Česky
- English ★ Español
- Suomi
- Français
- Galego
- שברית ש
- MagyarBahasa Indonesia
- = Italiano
- 日本語
- Македонски
- NederlandsNorsk (nynorsk)
- Norsk (bokmål)
- PolskiPortuguês
- Русский
- Svenska
- Türkçe ■ 中文

Porcupine Tree war zunachst ein Soloprojekt von Steven Wilson. Parallel zu seiner Arbeit mit Tim Bowness (No-Man) nahm erbeeinflusst von psychedelischen Rockbands aus den 1970er Jahren – in seinem zu Hause eingerichteten Studio erste Tapes auf. Da er befürchtete, dass ihm als "Hobbymusiker" die Anerkennung versagt bleiben könnte, erfand er die fiktive Band Porcupine Tree, die sich angeblich nach einem längeren Gefängnisaufenthalt auf einem Rock-Festival in den 1970er Jahren zusammengefunden hatte. Er fälschte eine zugehörige Diskografie und veröffentlichte 1989 eine 80-minütige Kassette mit dem Titel Tarquin's Seaweed Farm, die bereits eine erste Version von Radioactive Toy enthielt, einem der bekanntesten Titel aus der Frühphase von Porcupine Tree. [1] Im Inlay der Kassette waren die fiktiven Informationen über Porcupine Tree abgedruckt. [2]

Es folgten weitere Kassetten in Kleinstauflagen, die zunächst nur wenig Beachtung fanden. Dennoch nahm ihn die vom britischen Untergrund Magazin "Freakbeat" neu gegründete Plattenfirma "Delerium" als ersten Künstler unter Vertrag. Das Porcupine-Tree-Stück Linton Samuel Dawson wurde auf einem Sampler der Plattenfirma veröffentlicht und Tarquin's Seaweed Farm erschien in etwas größerer Auflage.

[Bearbeiten] On the Sunday of Life... und Up the Downstair (1991 bis 1994)

1992 wurde On the Sunday of Life in einer Auflage von 1.000 Kopien auf Schallplatte veröffentlicht. Dieses Album enthielt eine Auswahl der besten Stücke aus den bis dahin veröffentlichten Tonträgern und war bereits kurz nach Veröffentlichung ausverkauft. Aufgrund der hohen Nachfrage wurde die Platte nachgepresst und das Album zudem auf CD veröffentlicht. Bis zum Jahr 2000 wurden von On the Sunday of Life mehr als 20.000 Kopien verkauft. [3]

In der Folgezeit wandelte sich der Stil von Wilsons Veröffentlichungen. So erschien im November 1992 die ungefähr 30 Minuten lange EP Voyage 34 (Phase 1 und 2). Die Musik vermischt Einfüsse aus Armbient und Trance und lehnte sich an Werke von Gruppen wie The Orb oder Future Sound of London an. Die Stücke sind geprägt durch lange Soli, die als liquid rock bezeichnet werden, sowie eine Erzählung, die von einem LSD-Trip berichtet. Die EP erhielt gute Kritiken und erreichte die Top 20 der UK Independent Singles Charts. Ende 1993 folgte die zweite Voyage 34-EP (Phase 3 und 4), die den Drogentrip zu Ende führte (alle vier Stücke wurden 2000 überarbeitet auf einer CD wiederveröffentlicht).

1993 folgte jedoch zunächst Up the Downstair und wurde mit Begeisterung aufgenommen. Die britische Musikzeitschrift Melody Maker bezeichnete es als ein "psychedelisches Meisterwerk", [41] Der Musikstil, welcher wieder zwischen Rock und Ambient angesiedelt war, wurde weiterentwickelt. Die nicht verwendeten Stücke der Sessions wurden kurz danach als EP Staircase Infinities veröffentlicht. Zum ersten Mal arbeitete Wilson bei den Aufnahmen zu Up the Downstair mit seinen späteren Bandkollegen Richard Barbieri (Keyboards, früher bei der Band Japan aktiv) und Colin Edwin (Bass) zusammen, was insbesondere beim zehnmitigen Titelstück zu hören ist. Ende 1993 gaben Porcupine Tree ihr Livo-Debüt. Dazu wurden noch der Schlagzeuger Chris Maitland hinzugeholt, den Wilson bereits von seinem Projekt No-Man kannte. Die "klassische" Besetzung war geboren. [5] Bei der CD-Neuausgabe von Up the Downstair 2005 ersetzte man den auf der ursprünglichen Fassung verwendeten Drumcomputer durch Gavin Harrisons Schlagzeugspiel und fügte Staircase Infinities auf einer Bonus-CD hinzu.

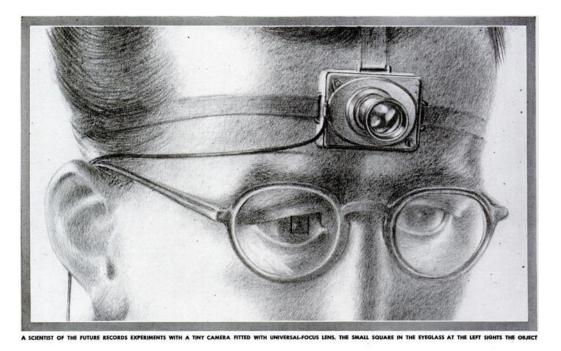
[Bearbeiten] The Sky Moves Sideways und Signify (1995 bis 1997)

Die Arbeiten am nächsten Album sollten nicht vor Anfang 1995 fertig sein und daher veröffentlichten Porcupine Tree im Oktober 1994 die EP Moonloop, die zwei Stücke des nächsten Albums beinhaltete (wobei Stars Die vorerst nur auf der US-Version der Platte enthalten war und Moonloop auf dem Album gekürzt wurde).

Im Februar 1995 veröffentlichte die Band das dritte Studioalbum The Sky Moves Sideways. Es war das erste komplett mit der neuen Besetzung eingespielte Werk und wurde ein derartiger Erfolg, dass Porcupine Tree als die Pink Floyd der 1990er gefeiert wurden. Dennoch bedauerte Steven Wilson diesen Vergleich: [1]

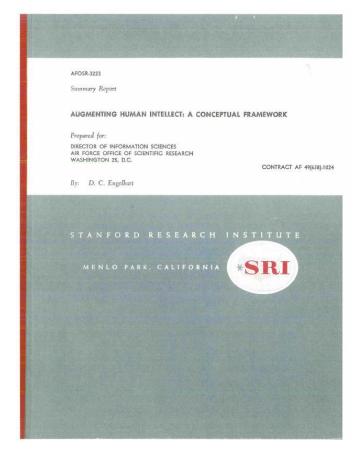
"I can't help that. It's true that during the period of The Sky Moves Sideways, I had done a little too much of it in the sense of satisfying, in a way, the fans of Pink Floyd who were

Can we show the user when they are reading something that might be unreliable?

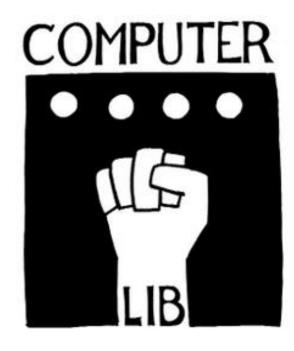


AS WE MAY THINK

A TOP U.S. SCIENTIST FORESEES A POSSIBLE FUTURE WORLD IN WHICH MAN-MADE MACHINES WILL START TO THINK



You can and must inderstand computers NOW.



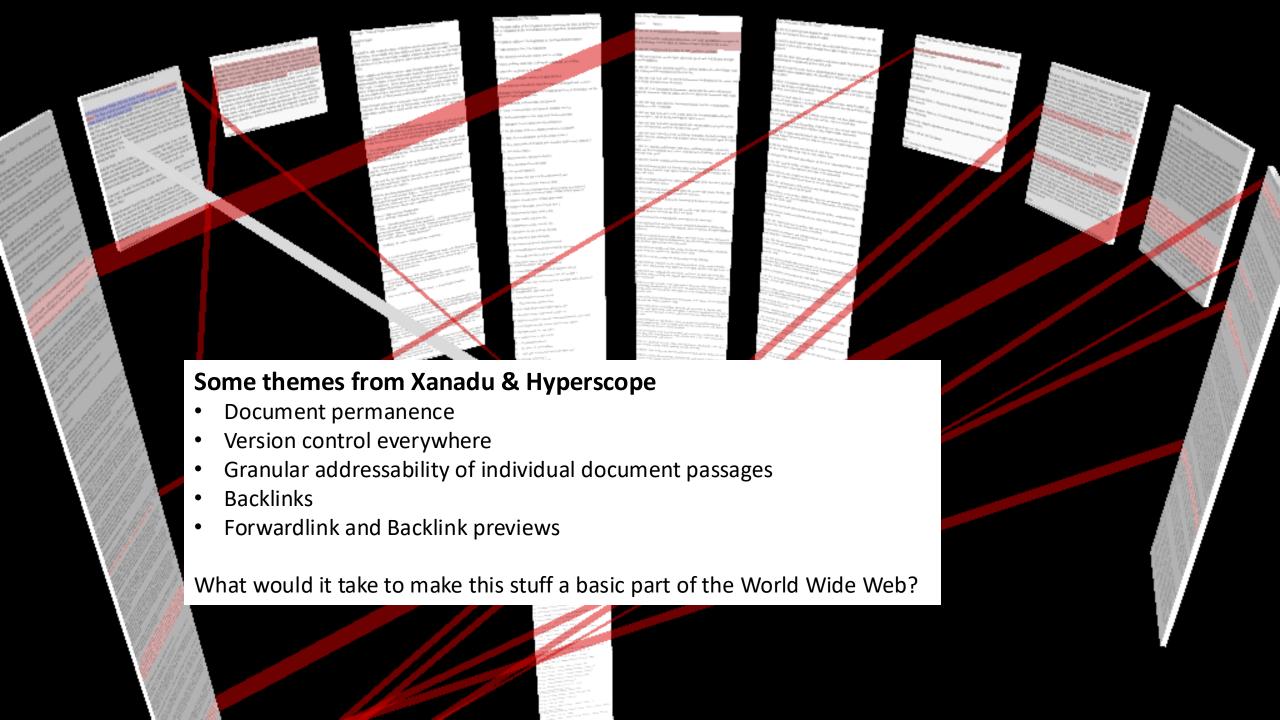
SEVEN DOLLARS.

Vannevar Bush

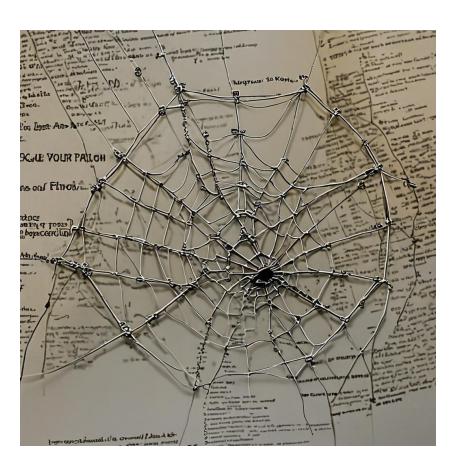
Douglas Engelbart

Ted Nelson

Theme: Computers will always augment human intelligence better than they can replace it.



Backlinks are a content moderation challenge



- Backlinks are both valuable and worthless
 - Pagerank uses backlinks to calculate a page's reputation
 - A naive open backlink system would be overwhelmed with abuse and spam
- Imagine if you had a single "comment section" that worked for every webpage on the Internet and only showed you posts from people whose views you respect and value.
 - o It would be valuable if my browser told me if anyone I follow on social media has posted about the page I'm viewing.
 - It might be even more valuable if social media users could respond to specific passages within web pages in a machine readable way.
- Building on top of social media platforms requires platforms that are technically, economically, AND culturally open to innovation.

Expertise/Source Reliability Protocol

No current expertise infrastructure in the Internet combines:

- Open
- Machine readable
- Clear meaning & notion of authority

Authoritative: University Website Profiles

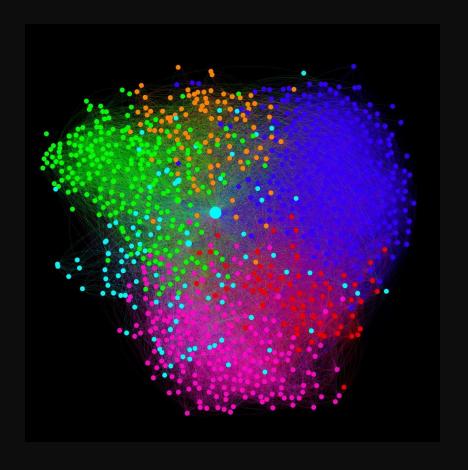
Quasi-Authoritative: Wikipedia Profiles

Web-of-Trust: Linkedin Endorsements

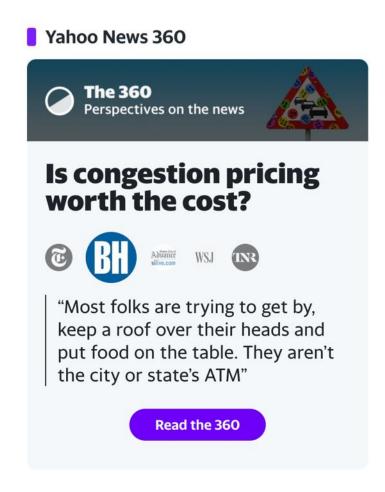
Self-Published: Social Media Profiles

Machine Readable: Geek Codes

Equivocal: Social Media Follower Graphs



Information Triangulation - Summarization of different views



- Can I use LLMs to serve as a check and balance against my own biases?
 - LLMs are dispassionate
 - LLMs have built-in biases
- What if LLMs were coupled to data about source reputation?
- Could LLMs highlight individual passages in an article I am reading that have been disputed by other sources?

48 QUESTIONS FOR CRITICAL THINKING

Critical thinking helps you take a deeper look at everything around you. It's crucial for making informed decisions and understanding different viewpoints. Use these 48 questions to challenge assumptions, explore ideas, and uncover the real story behind what you see and hear.

- 1. Who is affected by this issue?
- 2. Who faces the biggest consequences?
- 3. Who holds the power in this situation?
- 4. Who might see this differently?
- 2. What are the main arguments?
- 3. What is the evidence?
- 4. What assumptions are being made?
- 1. What is the issue at hand?
- 7. What are the risks of each alternative?
- 8. What steps can be taken next?
- 1. Where did this first become an issue?

- 4. Where have solutions worked before?
- 3. Where can we find supporting data?

1. When did this issue first emerge?

3. When was the data last collected?

4. When is the best time to act?

- 2. Where is the problem most evident?
- 5. When have solutions been attempted?

5. Where are resources most needed?

6. Where are potential obstacles located?

7. Where can we implement solutions first?

8. Where should we monitor the outcomes?

5. Who are the key stakeholders involved?

6. Who benefits from this outcome?

8. Who can provide more information?

5. What are the potential consequences?

7. Who else should be consulted?

6. What alternatives exist?

- 2. When do the effects typically appear? 6. When is the deadline for action?
 - 7. When should we expect to see results?

5. Why has this not been addressed sooner?

6. Why are some more affected than others?

7. Why is immediate action necessary?

8. Why should we revisit it in the future?

8. When will we review progress?

why

how

when

- 1. Why is this issue significant?
- 2. Why did it arise in the first place?
- 3. Why are certain solutions preferred?
- 4. Why might opinions differ?

- 1. How did this issue start?
- 2. How does this impact different groups?
- 3. How can we gather more data?
- 4. How have others tackled similar issues? 8. How often should we reassess?
- 5. How will we implement the solution?
- 6. How will we measure success?
- 7. How should we communicate changes?

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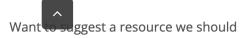
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FOR EDUCATORS. GRADES: HIGH, INSTRUCTIONAL MATERIALS, SCIENCE

Climate Literacy Unit

The interdisciplinary lesson set includes four activities centered on climate change misinformation....

FOR EDUCATORS **SCIENCE**

Toolkit for K-12

Science Curriculum

Developers

Well-designed curriculum materials for K-12 science education can help students be better ...

VIEW

Critical Thinking

Media Literacy

VIEW

References

Deception:

- CIA Deception Maxims
- Army Support to Military Deception
- US DoD Doctrine on Military Deception

Deception in Malware:

- The Untold Story of the 2018 Olympics Cyberattack, the Most Deceptive Hack in History
- OlympicDestroyer is here to trick the industry
- Under False Flag: Using Technical Artifacts for Cyber Attack Attribution
- Wave Your False Flags! Deception Tactics Muddying Attribution in Targeted Attacks
- <u>Digital False Flag Operations: A How-To Guide</u>

Counter-Deception:

<u>Counterdeception Principles and Applications for National Security</u>

Journalism, Media & Critical Thinking:

- 48 Questions for Critical Thinking Justin Wright
- Media Literacy Now
- Journalism as a scientific endeavor Julia Angwin
- How do we protect ourselves against disinformation? Tom Cross
- Facts, frames, and (mis)interpretations: Understanding rumors as collective sensemaking – Kate Starbird

Internet Counter-Deception:

- DISARM Framework
- Misinformation Village
- RAND: Tools that Fight Disinformation Online
- The Socratic Web & Why Tools Shouldn't Adjudicate Truth Shane Greenup

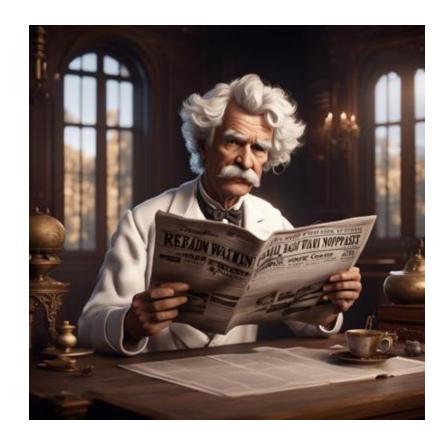
Wikipedia:

- WikiScanner & WikiWatchdog
- Puppy Smoothies (by Tom Cross) & WikiTrust

Inspiration for the World Wide Web:

- As We May Think Vannevar Bush
- <u>Augmenting Human Intellect A Conceptual Framework</u> Douglas Engelbart
- Hyperscope 2.0
- Computer Lib/Dream Machines Ted Nelson
- Project Xanadu

Thank you!



If you don't read the newspaper, you're uninformed. If you read the newspaper, you're mis-informed.

- Mark Twain

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