



Defending brands from disinformation and media manipulation

**Jonathon Morgan, CEO**

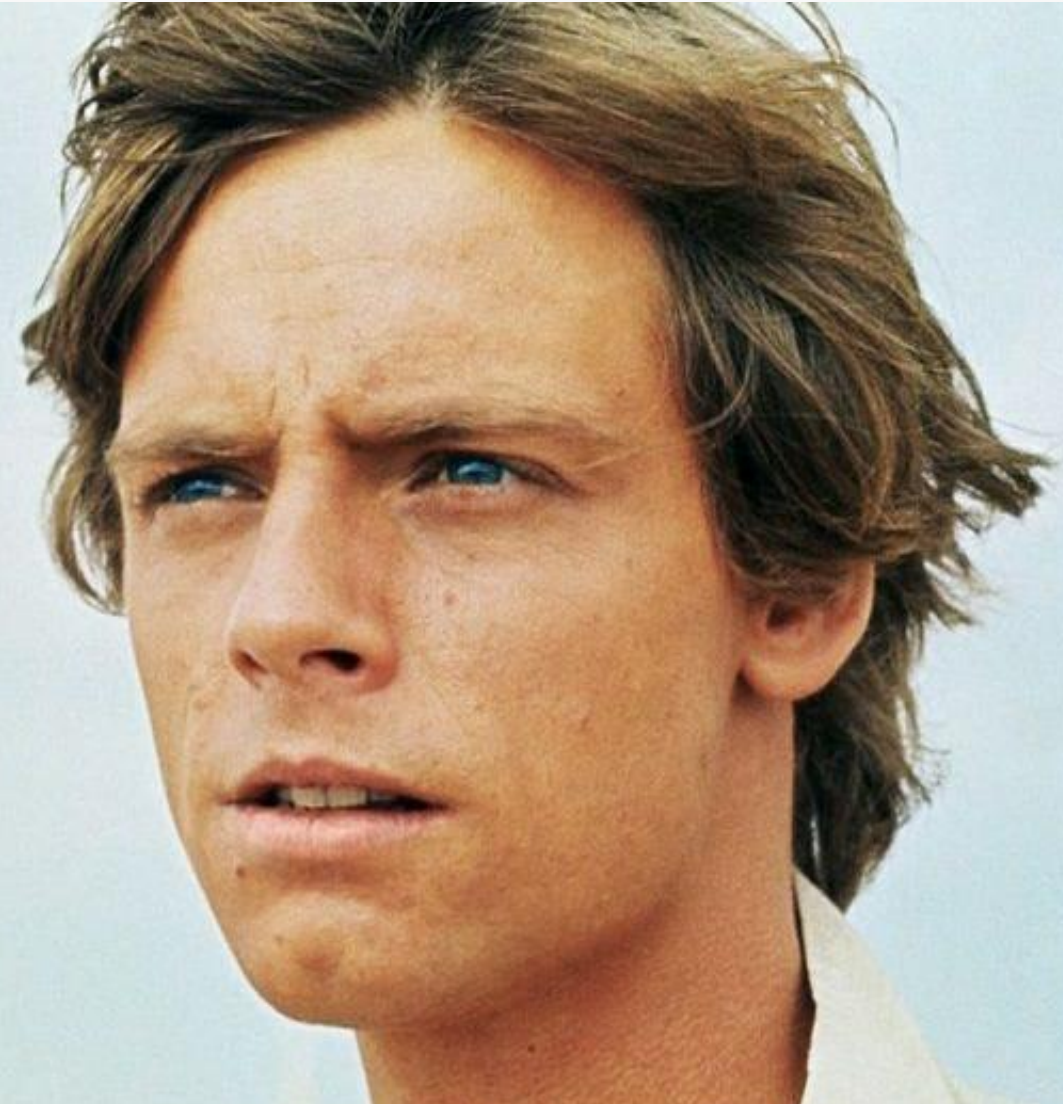
512.850.5843

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# THE PROBLEM

Social consensus becomes the truth

An orphaned boy becomes radicalized after a military strike kills his family. He is indoctrinated into an ancient religion, joins a band of rebel insurgents, and **carries out a terrorist attack killing 300,000 people.**



# SOWING DISCORD AT SCALE

Here Is Facebook's Dubious Plan to Prevent Its 2016 Election Catastrophe From Happening Again

*Facebook Removes More Accounts Tied to Russian 'Troll Factory'*



Russian Hacking and Influence in the U.S. Election



Twitter: More than 677,000 U.S. users engaged with Russian troll accounts

*For Russian 'Trolls,' Instagram's Pictures Can Spread Wider Than Words*



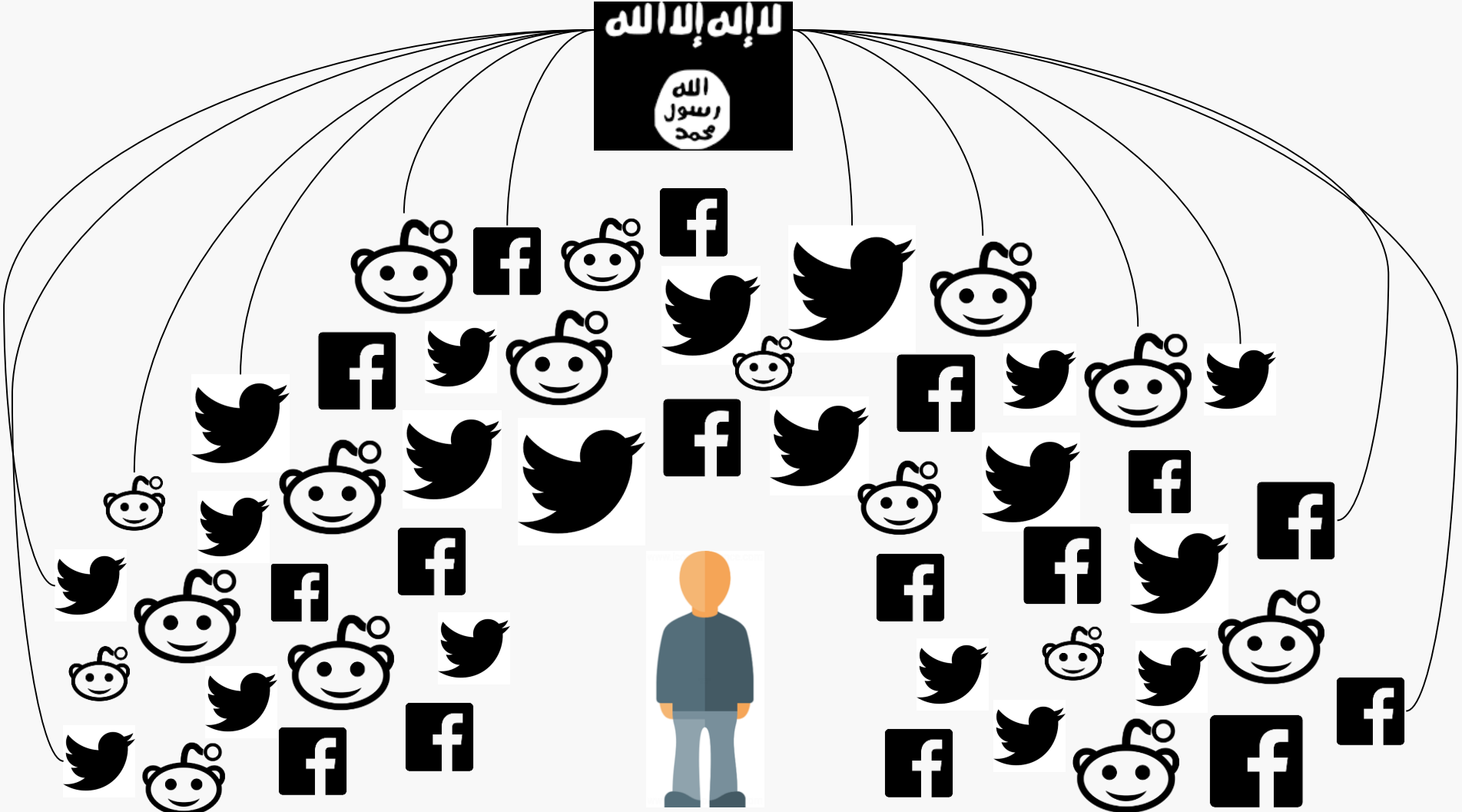
DOWNVOTE

Russians Used Reddit and Tumblr to Troll the 2016 Election



Jailed Russian: Here's How I Hacked The U.S. Election

# WE'VE BEEN HERE BEFORE



# SOCIAL MEDIA MANIPULATION

is widespread and systemic

**60**

**MILLION**

Facebook  
accounts are fake

**48**

**MILLION**

Twitter accounts  
are fake

**126**

**MILLION**

people saw  
election  
propaganda  
in 2016

**10**

**MILLION**

spent on  
propaganda  
targeting US  
industry

**We help you beat it**

# DEFENDING PUBLIC DISCOURSE

DIGITAL MEDIA  
+  
MACHINE LEARNING  
+  
NATIONAL SECURITY

*the Atlantic*

BROOKINGS

The  
New York  
Times



The  
Washington  
Post

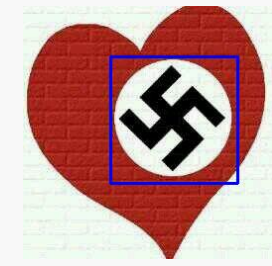
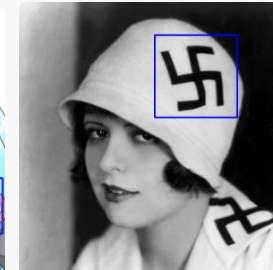
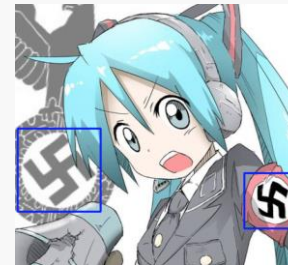




# IDENTIFYING EXTREMISM

## Using artificial intelligence

- We consumed data from social media platforms like Twitter, Facebook, Instagram, and others.
- Using machine learning, we identified the most polarizing, extremist content in text and images.
- This allowed us to target the accounts and conversations that were most influential in manipulating Americans on divisive social issues such as race and gun rights.

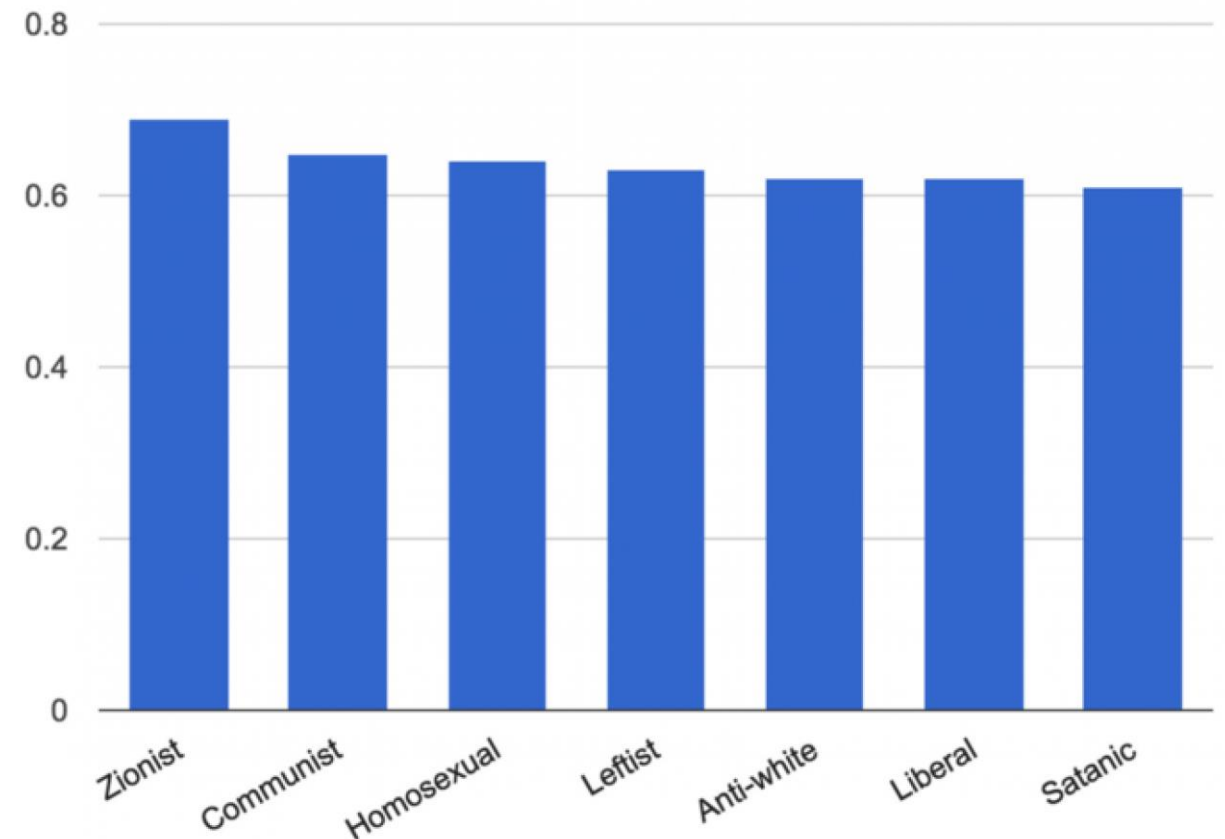


# MEASURING MANIPULATIVE LANGUAGE

The data science of influence operations

- We were able to measure their language, and quantify their influence on the larger social media community.
- Our platform computed how suspected Russian-linked accounts described the Jewish population, spread anti-Semitic propaganda, and shape the language of other social media users.

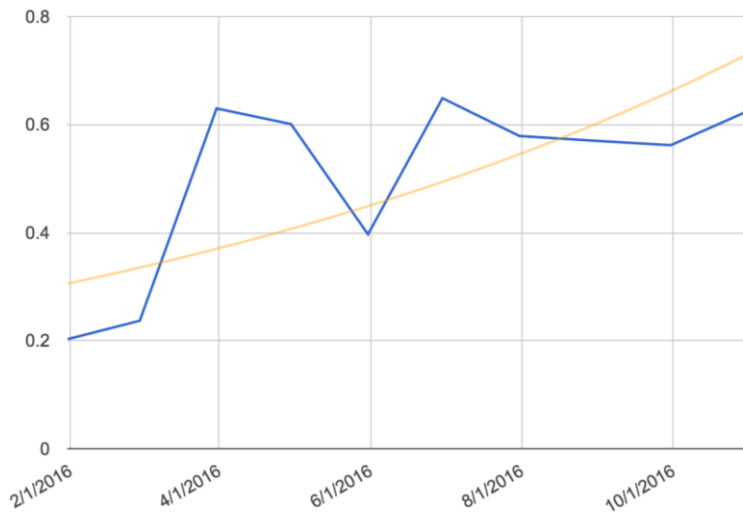
How Jewish people are described in anti-Semitic propaganda



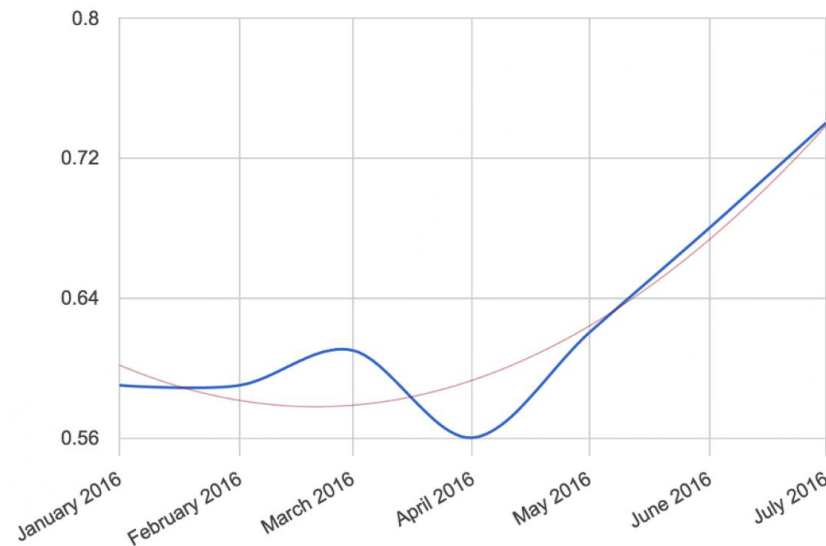


# CROSS-PLATFORM COGNITIVE ATTACK

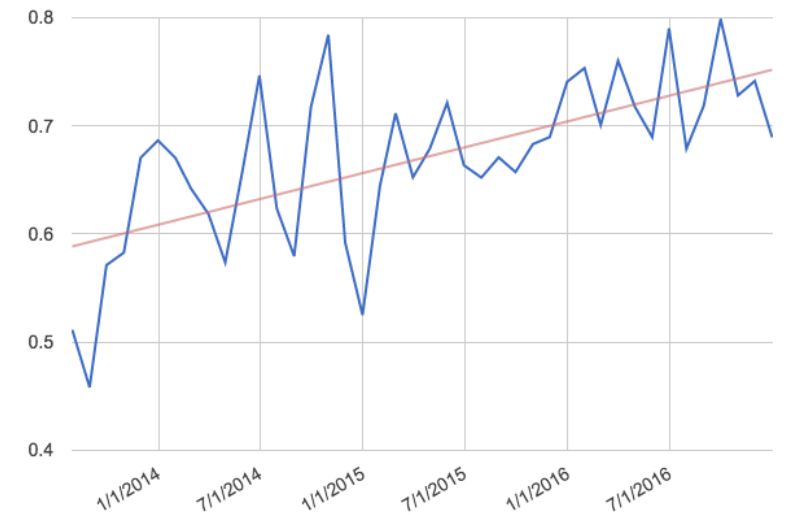
The data science of influence operations



*The Atlantic*



*The Washington Post*



  
salon.com

# ATTACKING ENERGY

## Official report

On March 1, 2018 the US House of Representatives Committee on Science, Technology, and Space released a report entitled: “Russian Attempts to Influence U.S. Domestic Energy Markets by Exploiting Social Media.”

**The report details Russian efforts to sow discontent within the US environmentalist community via Facebook and Instagram content advocating against fracking and pipeline construction.**

- This was a cross-platform campaign on Twitter, Facebook, and Instagram, designed for maximum reach and shareability.
- Orchestrated by the Russian government-established Internet Research Agency, notorious for exploiting social divisions and coordinating elaborate hoaxes with widespread mainstream media pickup.



# ATTACKING FINANCE

## Automating volatility

This likely fake Twitter account has posted 779 times about \$RXII. At 24 followers, it isn't trying to influence human users, but rather is specifically designed to influence the social media listening technologies that provide data feeds to HFT systems.

As of April 2, 2018, RXII is the most volatile stock traded on the US stock exchange.

TICKER  
100 matches



**RXII**

RXI PHARMACEUTICALS CORP

CLOSE

CHG %

CHG

RATING

3.31

24.91%

0.66

~ Sell



Wen Lin @Wenlin79 · Mar 29

\$RXII Geert is a liar, he steals money from poor individual investor again by filing 3rd dilution!



Wen Lin @Wenlin79 · Mar 27

\$RXII Today the stock is getting hammered, mostly because there was little communication from management after reporting earnings.



Wen Lin @Wenlin79 · Mar 27

\$RXII Nothing new on today presentation! Money run out!



Wen Lin @Wenlin79 · Mar 27

\$RXII After 3rd time dilution, this will slip into penny stock again , need 4th RS!



Wen Lin @Wenlin79 · Mar 27

\$RXII Yesterday CC was a big disaster. Big dilution coming! This will be 3rd time offering!!!



Tweets  
779

Following  
1

Followers  
24

Tweets

Tweets & replies

Media



Wen Lin @Wenlin79 · 4h

\$RXII Why announced this meeting more than a month away? just want to pump SP, so Geert can carry out dilution?



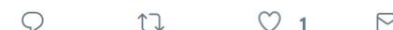
Wen Lin @Wenlin79 · Apr 2

\$RXII So far 14% down, tomorrow will down again with this offering hang over?



Wen Lin @Wenlin79 · Apr 2

\$RXII What will happen this Monday after shelf offering last week?



Wen Lin @Wenlin79 · Mar 30

\$RXII What the offering price will be? below \$1? That will set RXI into another delisting!!!



Wen Lin @Wenlin79 · Mar 30


\$RXII That why Geert did CC on Monday which usually happens on Thursday. He was planning dilution for a long time, while he lies that he can sell out its pipelines to fund for I/O research!



# ATTACKING ENTERTAINMENT


## Manufacturing backlash

A network of 15,000 fake accounts attacked the Ghostbusters movie on social media with content developed on 4chan, the anonymous, alt-right web forum

 **Sewer Boss**  
@SewersOfHorror


Follow

#Ghostbusters Tumblr is already crying misogyny at the negative reaction. Shit is shit and that is this trailer. Will pass on this movie.

 **Hfric**  
@HfricGB

Follow


SJW and Feminists are destroying everything....even ghostbusters  
[youtu.be/w3ugHP-yZXw](https://youtu.be/w3ugHP-yZXw) via @YouTube

 **Jason**  
@StroppyJ

Follow

You #SJW windowlickers need to make up your minds #Ghostbusters #GhostInTheShell #ScarlettJohansson #DoubleStandard

**REMAKE GHOSTBUSTERS WITH AN ALL FEMALE CAST AND NOBODY BATS AN EYE.**

 @STRAPPYMcSLAPPY

**CAST SCAR-JO IN GHOST IN THE SHELL AND EVERYONE LOSES THEIR MINDS!**

10:30 PM - 18 Apr 2016



# NETFLIX

## Automating a Boycott

This month-long, sustained, high volume, repetitive campaign continues to shape the common far-right social media user feed by hijacking trending conservative topics.

**a1b2c3** @ABCDE2017 · 5h  
#TheStormHasArrived #boycottnetflix #TMLtalk #BoycottNutrish #TuesdayThoughts #Fortnite #BoycottBayer #BoycottTheViewspendors #IStandWithLaura #DeepStateInPanic #JulianAssange #WatchRoseanne

**Laura Loomer** @LauraLoomer  
#BREAKING: Turns out police in CA LIED about Nasim Aghdam's motive. She wasn't dating anyone at #YouTube.

A quick look @ her social media reveals that she is Iranian & was mad at...

1 1 2 1

**a1b2c3** @ABCDE2017 · 7h  
#TheStormHasArrived #boycottnetflix #TMLtalk #BoycottNutrish #TuesdayThoughts #Fortnite #BoycottBayer #BoycottTheViewspendors #IStandWithLaura #DeepStateInPanic #JulianAssange #WatchRoseanne

**Alex Jones** @RealAlexJones  
The commercial that angered many anti-gun activists is back with a vengeance - infowars.com/famous-nra-ad-... #NRA #2a

1 1 1 1


**RT QUESTION MORE** LIVE

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### Conservatives want to #BoycottNetflix after Obama adviser joins company

Published time: 29 Mar, 2018 18:30  
Edited time: 30 Mar, 2018 08:03



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**Jerome Corsi** @jerome\_corsi  
I am joining Patriots' Soapbox 24/7 LIVE CHAT NOW Tuesday, April 3, at 9:40 pm ET to discuss #QAnon posts from tonight youtube.com/channel/UCWW3g...  
- Pope Francis + Epstein "lolita island" + military at the border - join us...

1 1 1 1

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**James Woods** @RealJamesWoods  
#Democrat, natch... nytimes.com/2018/04/02/nyr...

1 1 1 1

**Serving the Servant** @Golfman072 · 8h  
#MAGA #GoodFriday #FridayFeeling #2A #Passover #ThursdayThoughts #2ADefenders #2AShallNotBeInfringed #2Amendment #2ASupporter #AmericaFirst #AmyLovesTrump #American #Assange #America #ArmyOfTrump #BuildTheWall #BuildThatWall #BuildTheWallNow #BoycottNetflix #BoycottNestle

1 1 2 1

Show this thread

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1 2 4 1

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1 2 1 1

Show this thread

# HEATHERS

## Downvotes and Fake Petitions

In January, 2018, shortly after the trailer for the new Heathers TV show was released on YouTube, a group of users on 4chan, an anonymous, alt-right message board, launched a campaign to undermine public perception of the show.

**The campaign targeted the YouTube trailer and amplified an anti-Heathers petition to manufacture public backlash against the show.**

- This was a cross-platform campaign on Twitter, Facebook, and Instagram, designed for maximum reach and shareability.
- Orchestrated by trolls on 4chan and Reddit, sites that have become notorious for exploiting social divisions and coordinating elaborate hoaxes with widespread mainstream media pickup.



**Heathers Remake Anonymous** ID:m8NougTx Sun [10 / 2]

21 Jan 2018 11:48:49 No.157522208

[View](#) [Reply](#) [Original](#) [Report](#)

Quoted By: >>157522434

An old fags on /pol/ remember the movie Heathers with Winona Ryder and Christian Slater? Well paramaount is making a SKW remake with a fat Heather C and a gay dude as another Heather. Why? This has to stop. The trailer currently has 23K dislikes and only 7K likes. Why does /pol/ suppose that is?

<https://youtu.be/2B85lYenaxE>

**Anonymous** ID:r18t16SF Sun 21 Jan 2018 11:53:57 No.157522827

Quoted By: >>157522933

>>157522492

Yeah, I needed to leave a dislike.

**Anonymous** ID:m8NougTx Sun 21 Jan 2018 11:54:46 No.157522933

>>157522827

Please do

*The 4chan community organizes to downvote the Heathers trailer*

[vincent \(he/him\) \(@gothboyfriends\) • Instagram ছবি ও ভিডিও](#)

<https://www.instagram.com/gothboyfriends/?hl=bn> - [Translate this page](#)

vincent ⇄ (he/him). my name is vincent and im constantly having an existential crisis | 1/2 cutty buddies [www.change.org/p/paramount-network-cancel-the-heathers-reboot](http://www.change.org/p/paramount-network-cancel-the-heathers-reboot). 1,033টি পোস্ট; 647 জন অনুসরণকারী; 187 জন অনুসরণকারী. এই অ্যাকাউন্টটি ব্যক্তিগত. ইতিমধ্যে gothboyfriends কে অনুসরণ করেন? তাদের ছবি এবং ভিডিওগুলি ...

*A (likely fake) anti-Heathers petition is amplified on Instagram*



# **DEFENDING AGAINST COGNITIVE ATTACKS**

# THREAT HUNTING FOR PROPAGANDA

Discover campaigns before your customers do

Monitor open and closed spaces of known bad actors, like 4chan, private Discord channels, subreddits, Facebook groups, etc.

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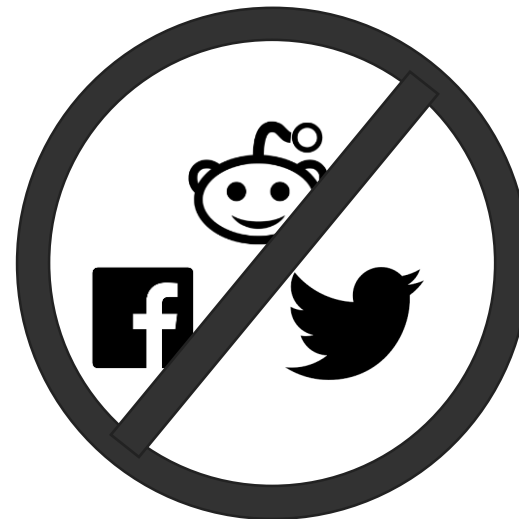
# INNOCULATE YOUR AUDIENCE

Neutralize the threat

## Press



## Platforms



## Pressure



# LONG-TERM SOLUTIONS

- Collective industry pressure on review aggregators and social media platforms
- Legislation
- Prepare for next-generation spear-phishing

## Steve Bannon Declares War on Hollywood Post-Weinstein: "It's Blowing Itself Up"

7:09 AM PDT 10/26/2017 by Paul Bond





Defending brands from disinformation and media manipulation

**Jonathon Morgan, CEO**

512.850.5843

[jonathon@newknowledge.io](mailto:jonathon@newknowledge.io)