



Defending brands from disinformation and media manipulation

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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'



☰ The New York Times 🔍

Russian Hacking and Influence in the U.S. Election

NBC NEWS ☰

Russian trolls flood Twitter after Parkland shooting

☰ POLITICO PRO 👤 🌐

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

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

DAILY BEAST

EXCLUSIVE

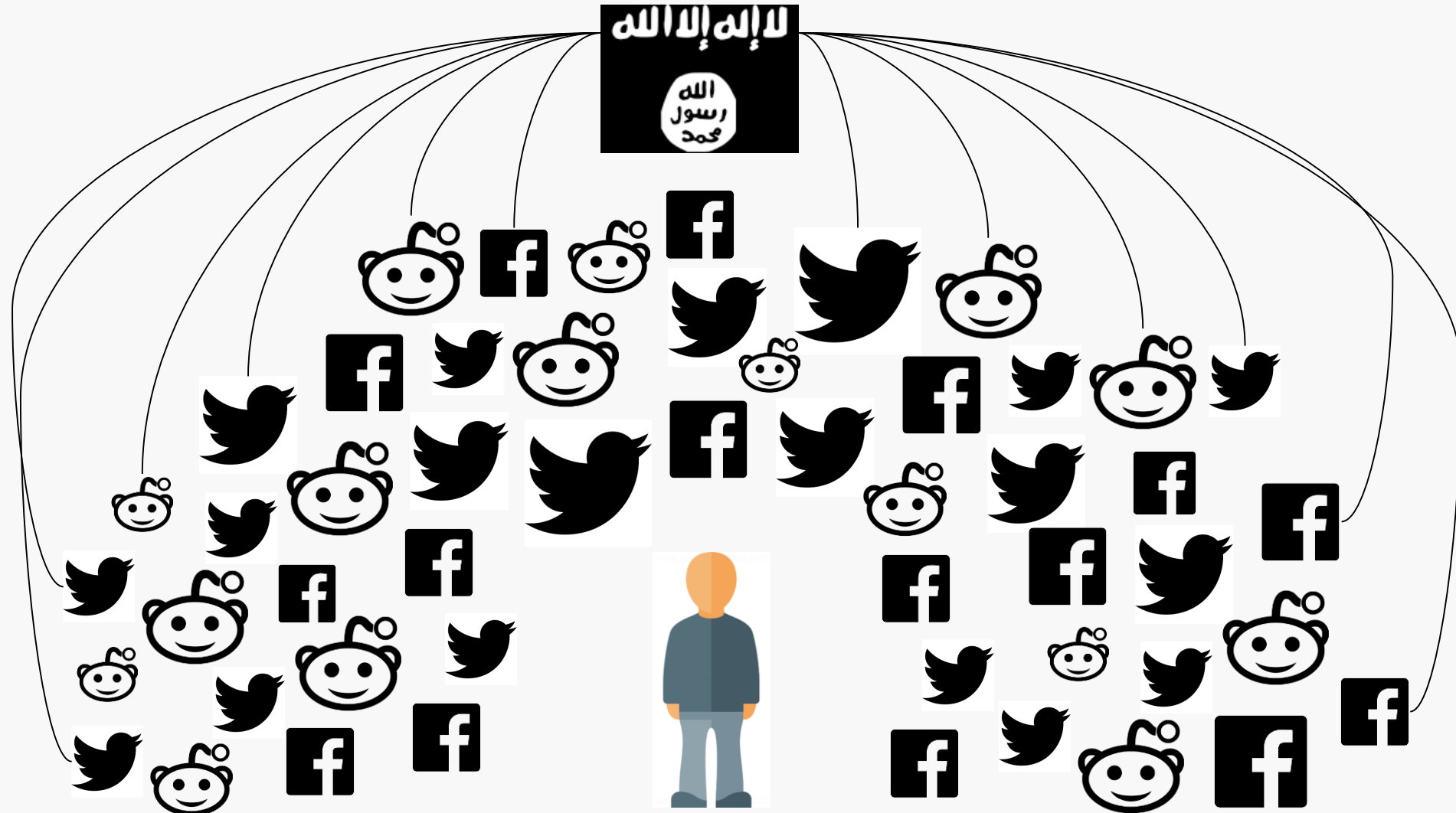
DOWNVOTE

Russians Used Reddit and Tumblr to Troll the 2016 Election

MENU **FAST COMPANY** 🔍

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



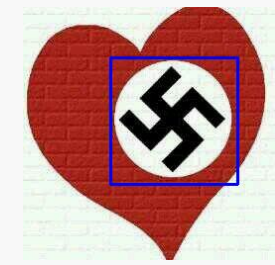
The
Washington
Post



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.

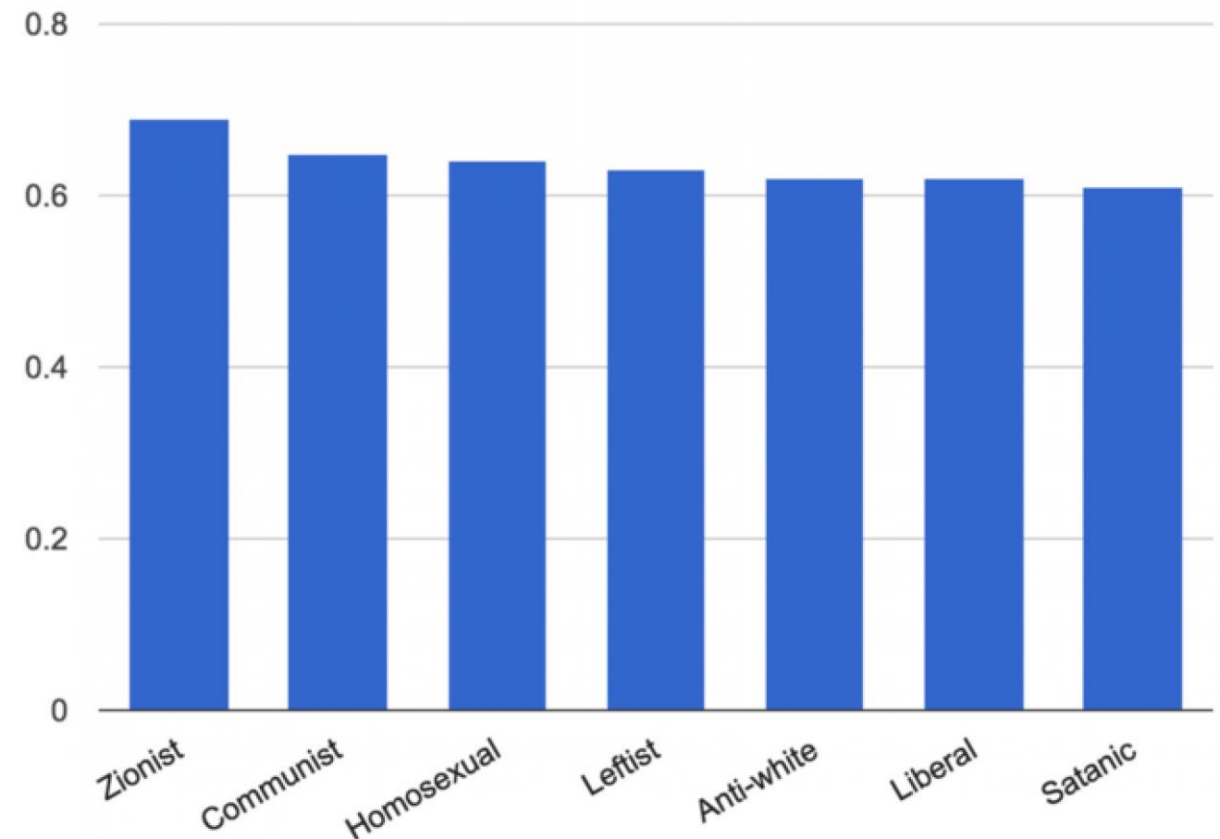


MEASURING MANIPULATIVE LANGUAGE

The data science of influence operations

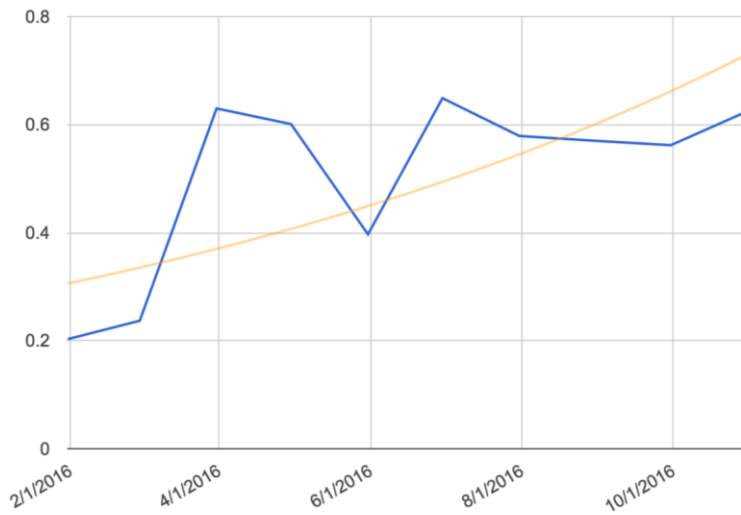
- We were able to measure their language, and quantify their influence on the larger social media community.
- Our platform computed how suspected Russian-linked accounts described the Jewish population, spread anti-Semitic propaganda, and shape the language of other social media users.

How Jewish people are described in anti-Semitic propaganda

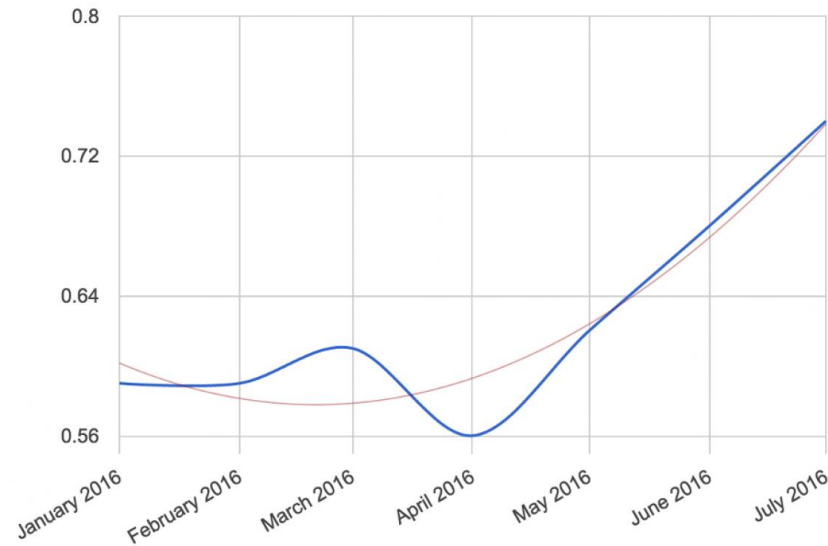


CROSS-PLATFORM COGNITIVE ATTACK

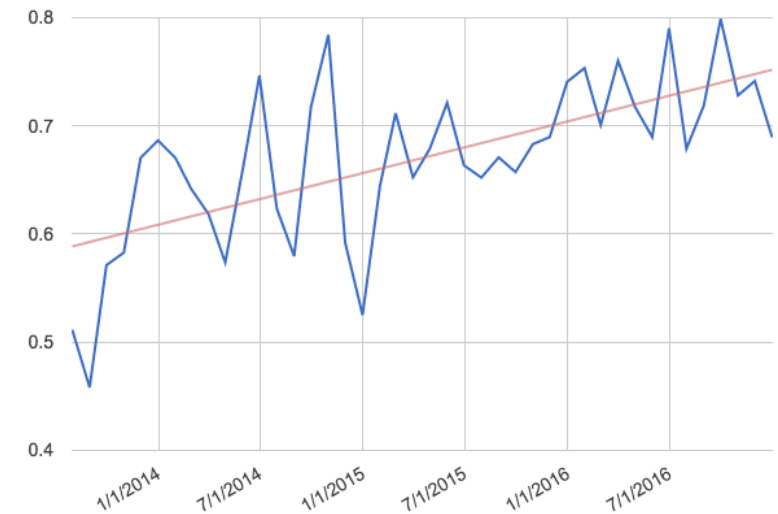
The data science of influence operations



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!



2



Wen Lin @Wenlin79 · Mar 27

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



2



Wen Lin @Wenlin79 · Mar 27

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



1



Wen Lin @Wenlin79 · Mar 27

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



1



Wen Lin @Wenlin79 · Mar 27

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



2



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?



1



Wen Lin @Wenlin79 · Apr 2

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



1



Wen Lin @Wenlin79 · Apr 2

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



1



Wen Lin @Wenlin79 · Mar 30

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



1



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!



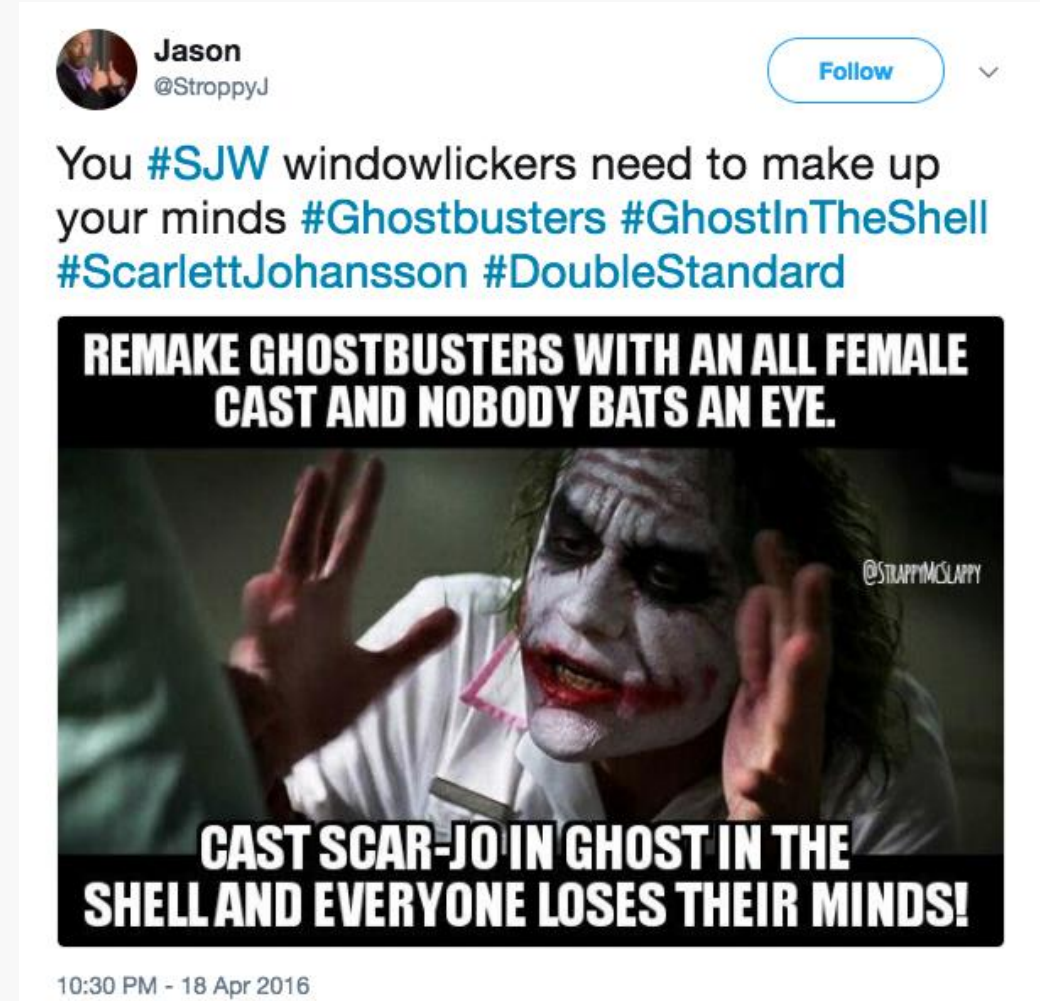
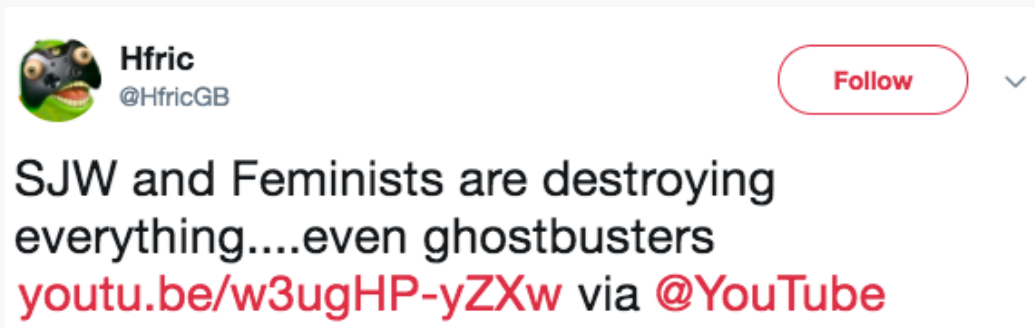
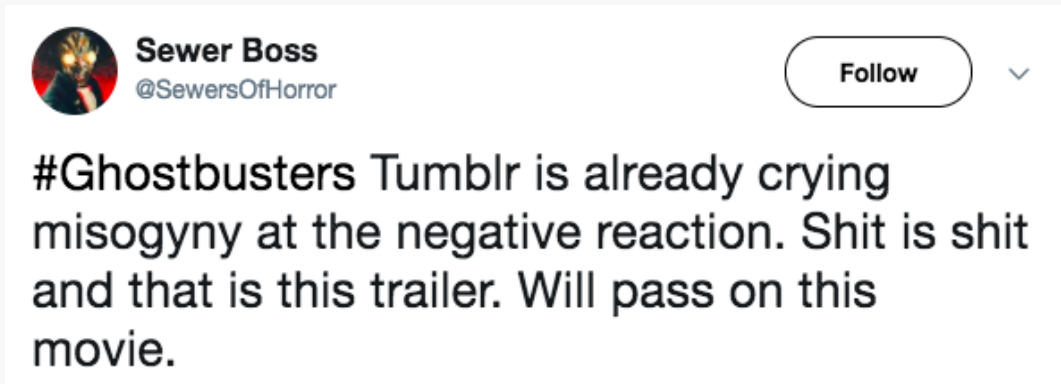
1



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



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...

🗨️ ↻️ ❤️ 📧

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

🗨️ ↻️ ❤️ 📧

RT QUESTION MORE **LIVE**


News USA UK Russian politics Business Sport Op-Ed

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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

Get short URL



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

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...

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

🗨️ ↻️ ❤️ 📧

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

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Show this thread

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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.



#30 ON TRENDING
"Heathers" Official Red Band Trailer |
Premieres March 7th on Paramount
Network
834,427 views
7K 23K Share Download Add to

Heathers Remake Anonymous ID:m8NougTx Sun [10 / 2]
21 Jan 2018 11:48:49 No.157522208

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. 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.

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

21 Jan 2018 11:48:49 No.157522208 

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

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>>157522827

Please do

Real-time alerts

- React quickly to campaigns before they break
- Machine learning signals detect anomalous changing in community behavior
- Alerts distributed via email, text, or to team collaboration applications, like Slack



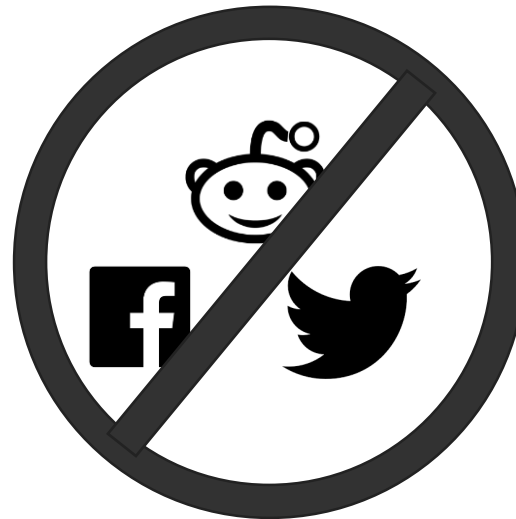
INNOCULATE YOUR AUDIENCE

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





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