

Something
is wrong on
the internet



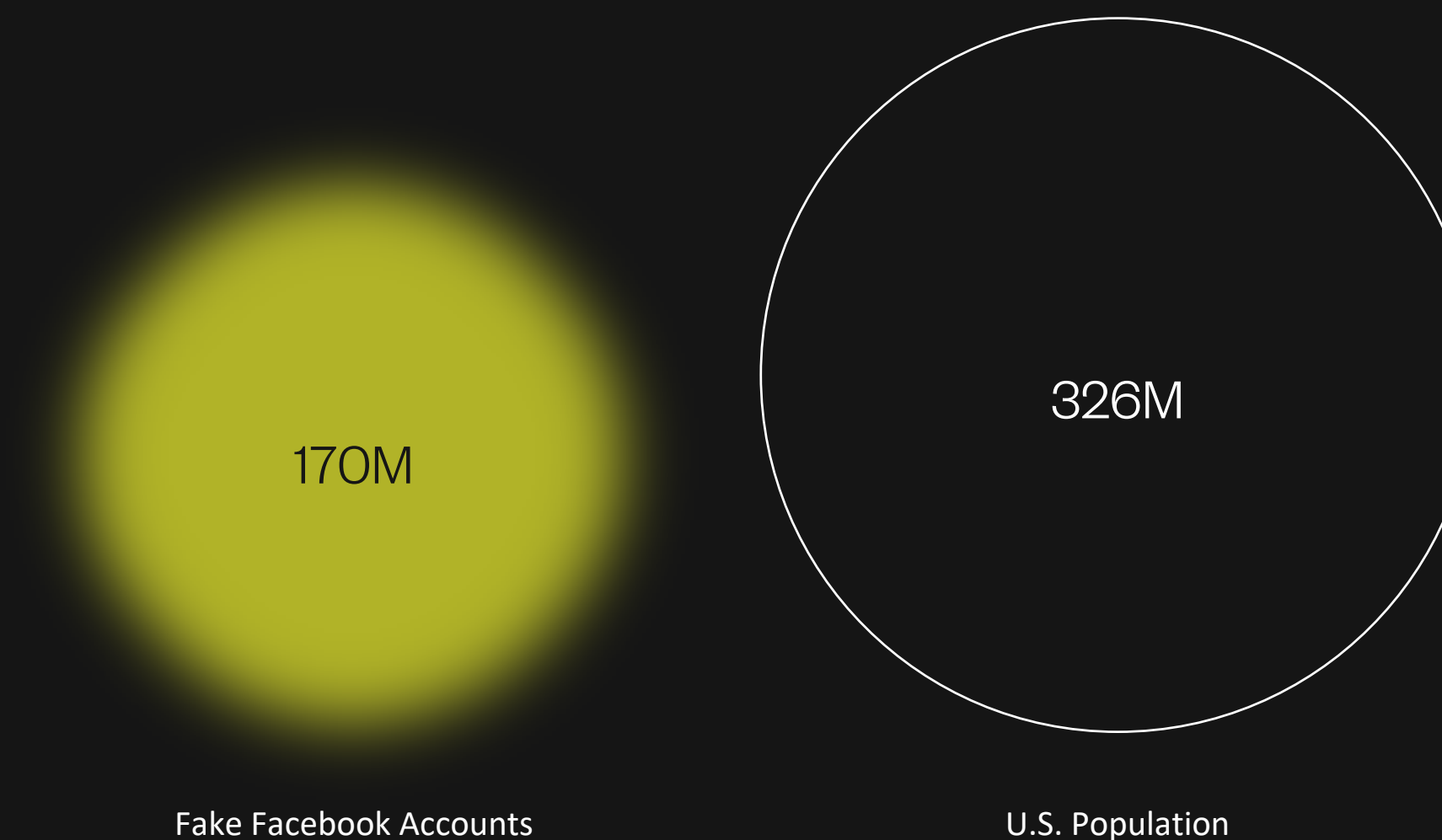
‘Post-truth’ named 2016 word of the year by Oxford Dictionaries



How did we get here?

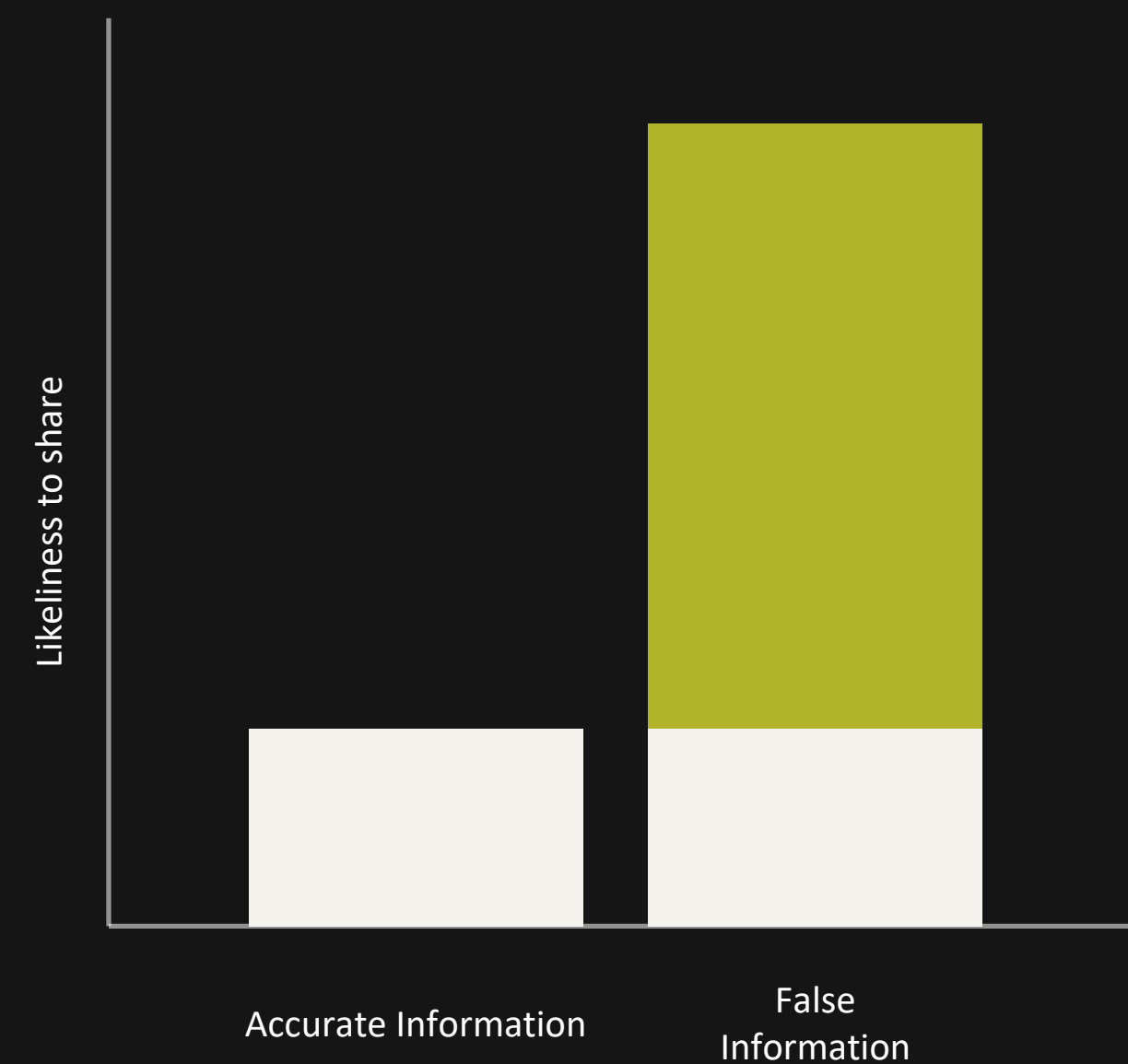
170M

Facebook accounts are fake.
That's just over 13%.



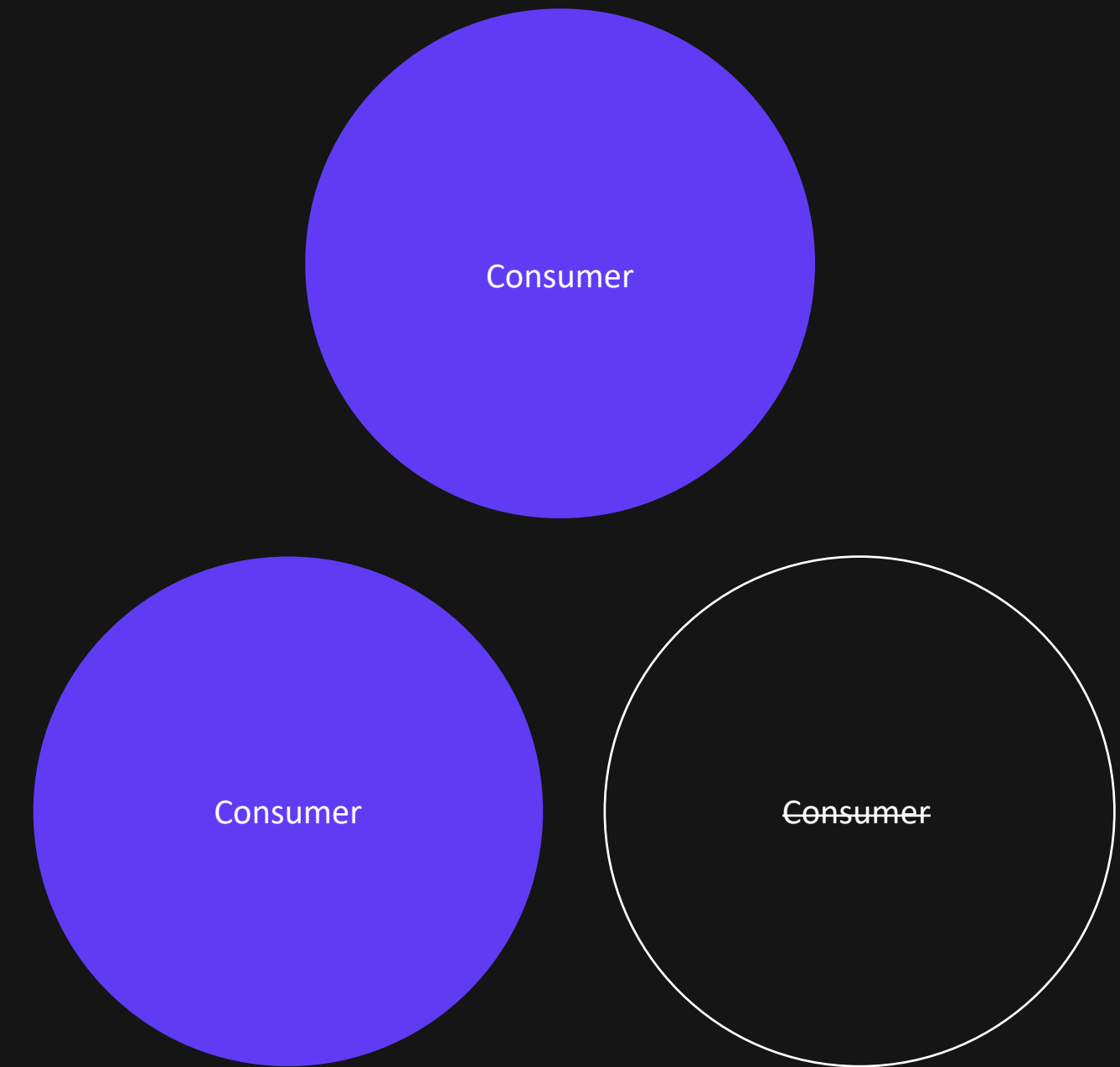
70%

False information is 70% more likely to be shared on social media.



1 in 3

Consumers will deny their business to a brand because of its public behavior.





POPULARITY



TRUTH

And also, Russia.

Sophisticated actors are exploiting these design flaws in the social internet and systematically manipulating public perception.

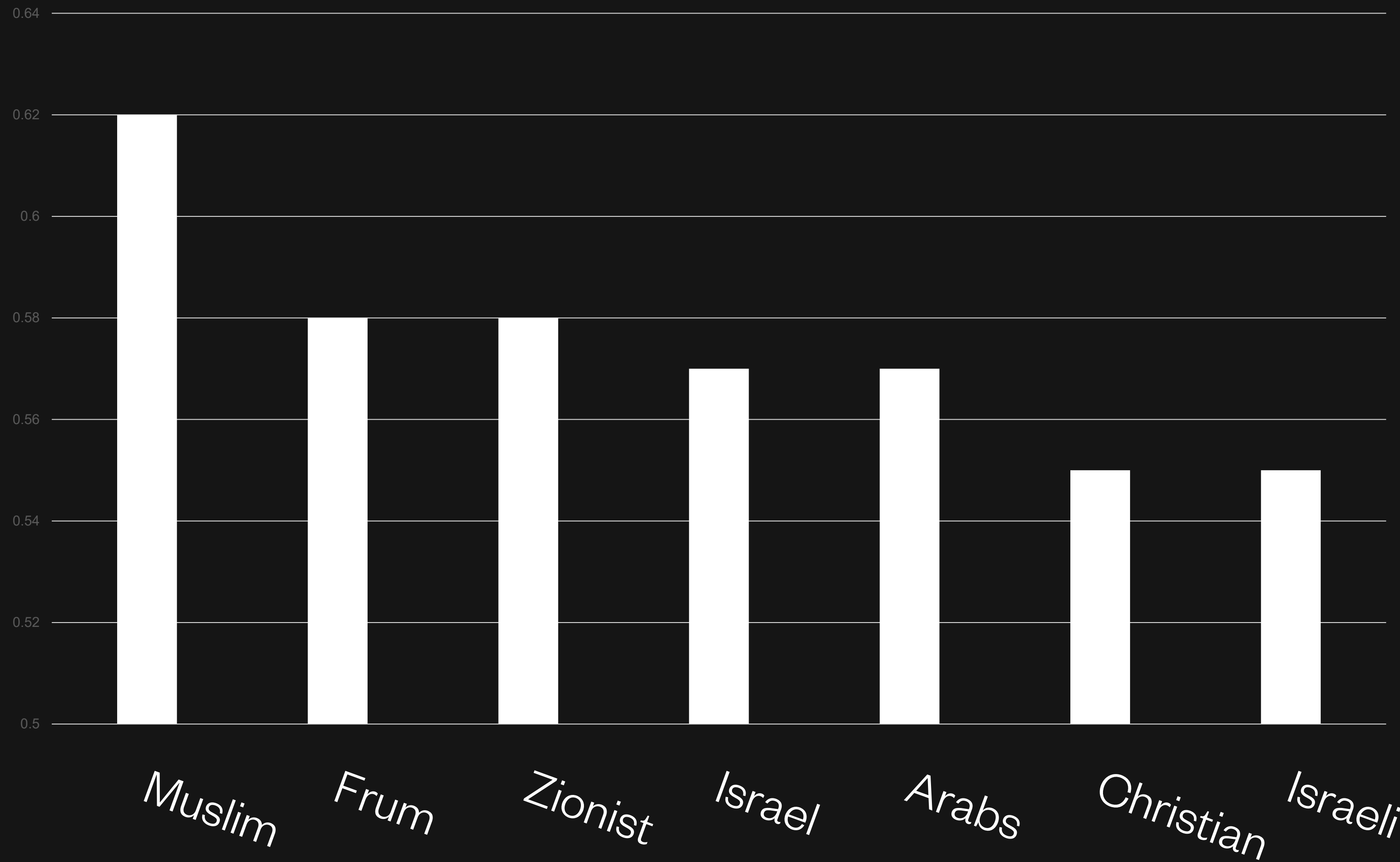


In early 2016 I started looking into US domestic extremism on social media.

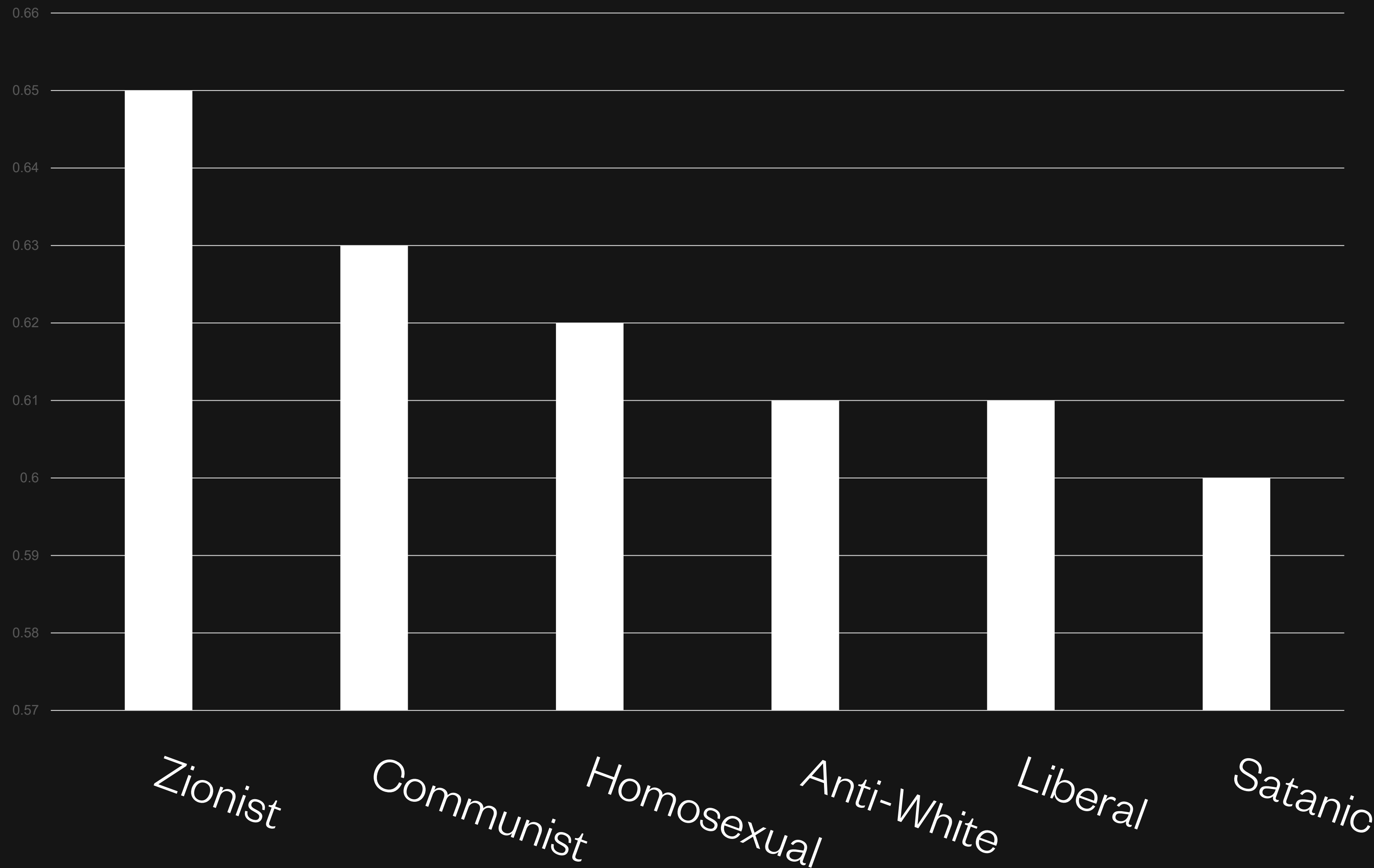
They noticed.



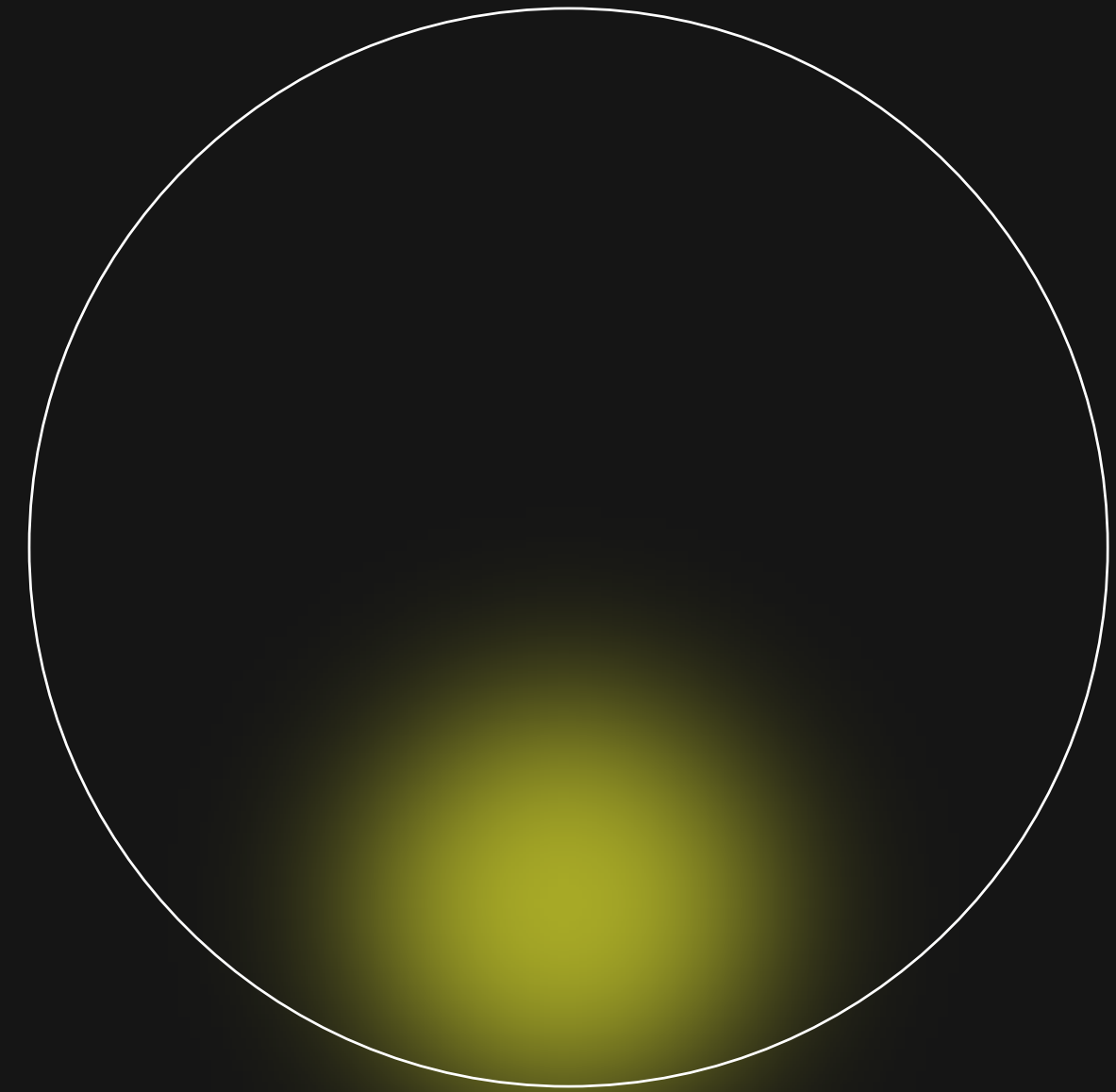
Most Similar to “Jewish” in Mainstream Language



Most Similar to “Jewish” in Extremist Language



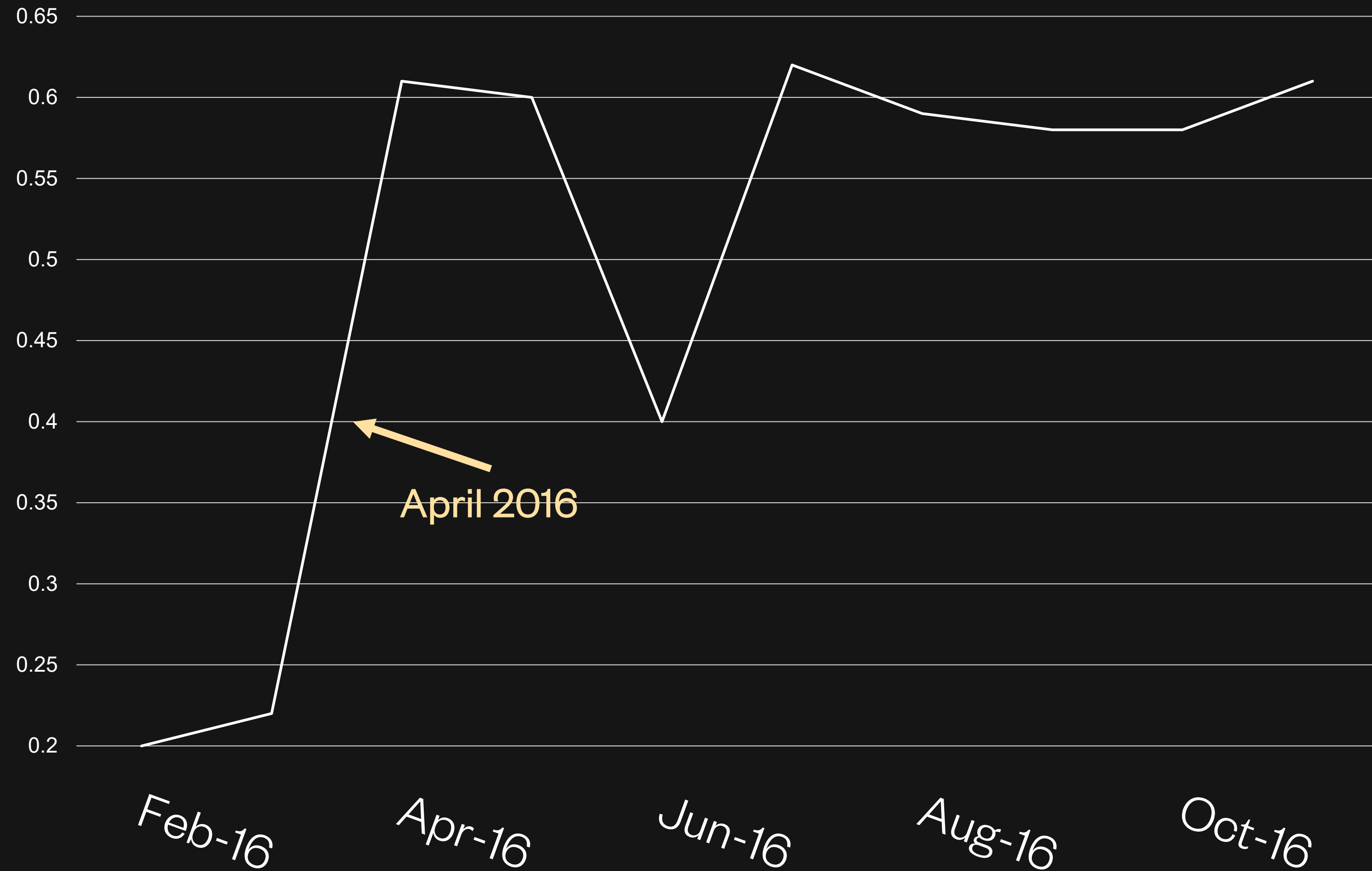
How much did extremist
language infect the
mainstream conversation?



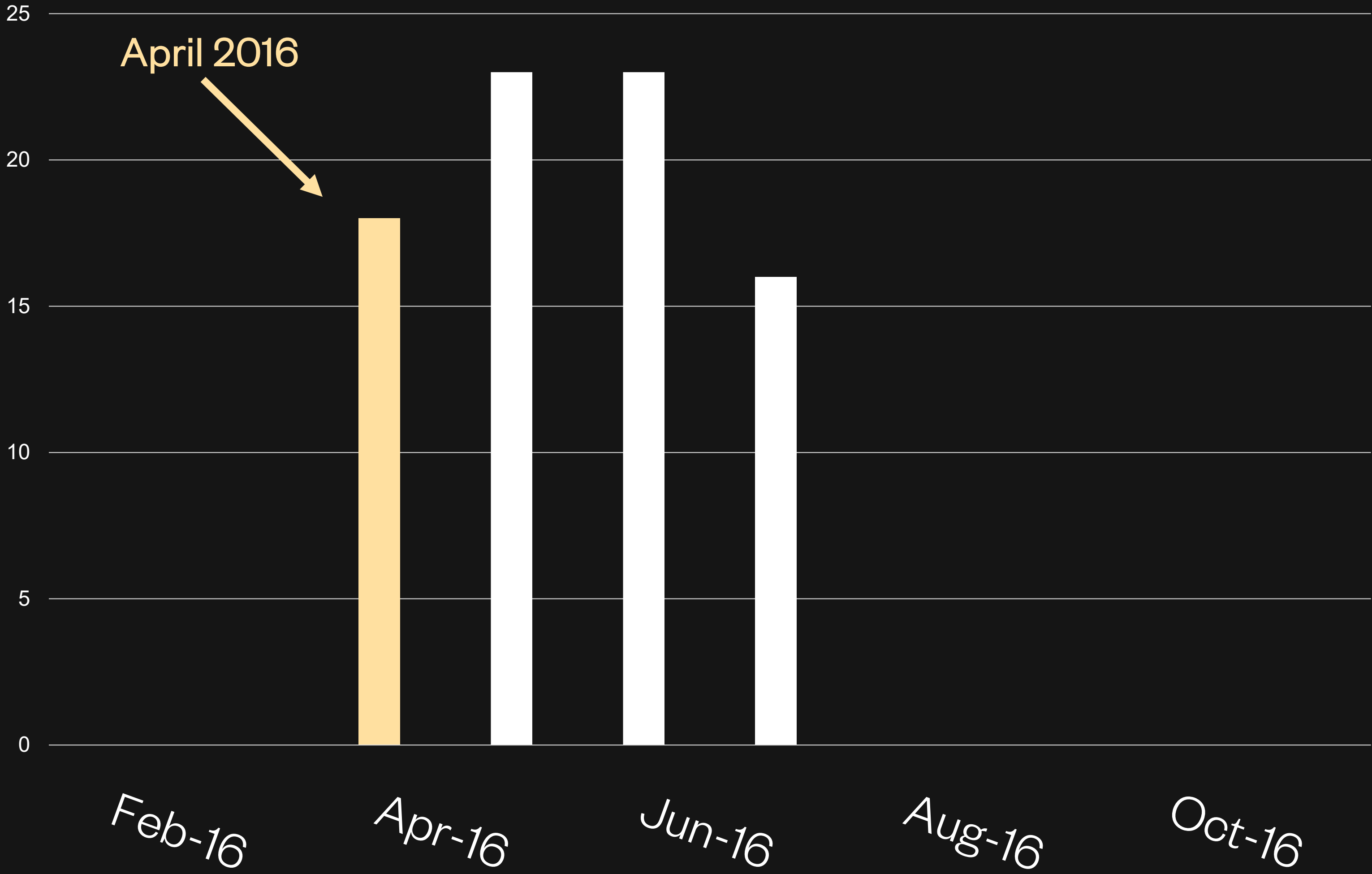
Mainstream Similarity to Extremists on Twitter



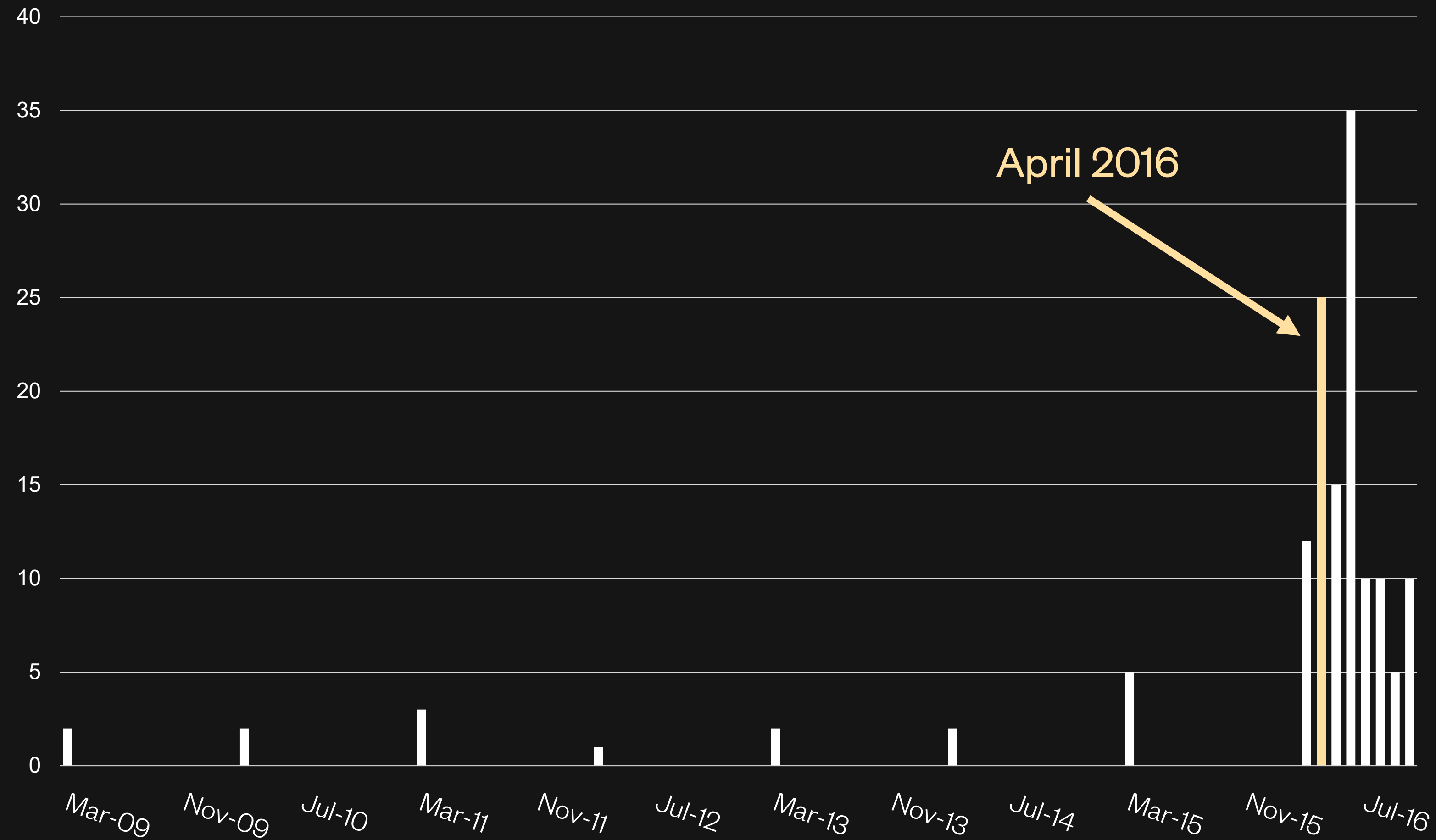
Mainstream Similarity to Extremists on Facebook



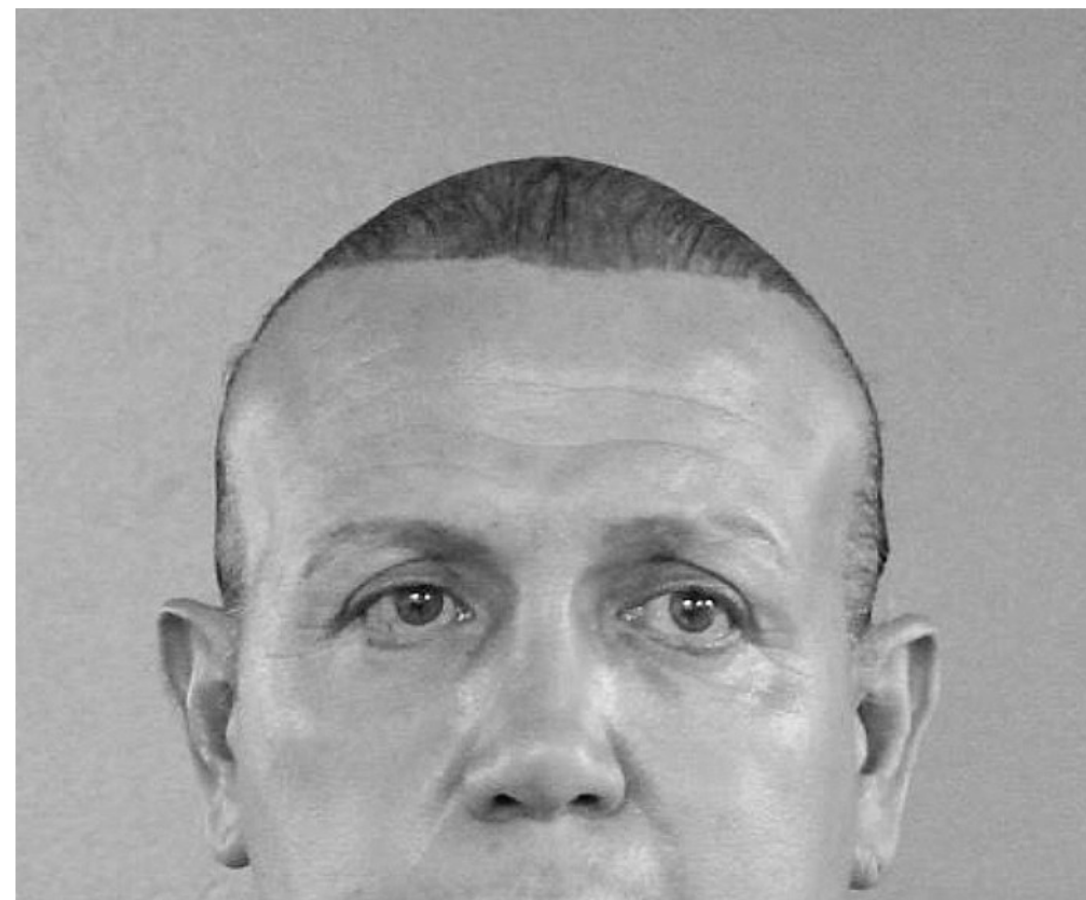
Timing of Cross-Platform Extremist Content



Earliest Active Date of Sockpuppet Accounts



MAIL BOMB SUSPECT CESAR SAYOC USED TWITTER TO THREATEN TARGETS



J0nathan A1bright

@d1gi

Following



I've looked carefully through 2 years of Facebook posts. Around April 28, 2016, I'd say Cesar Altieri was radicalized. Before, cars, women, real estate, bodybuilding. His entire demeanor changed on that day. The beginning of his decline started w/a "jewsnews" shared story.

6:17 PM - 26 Oct 2018

IF YOU MAKE IT TREND, YOU MAKE IT TRUE



Conception & coordination



Content creation



Campaign

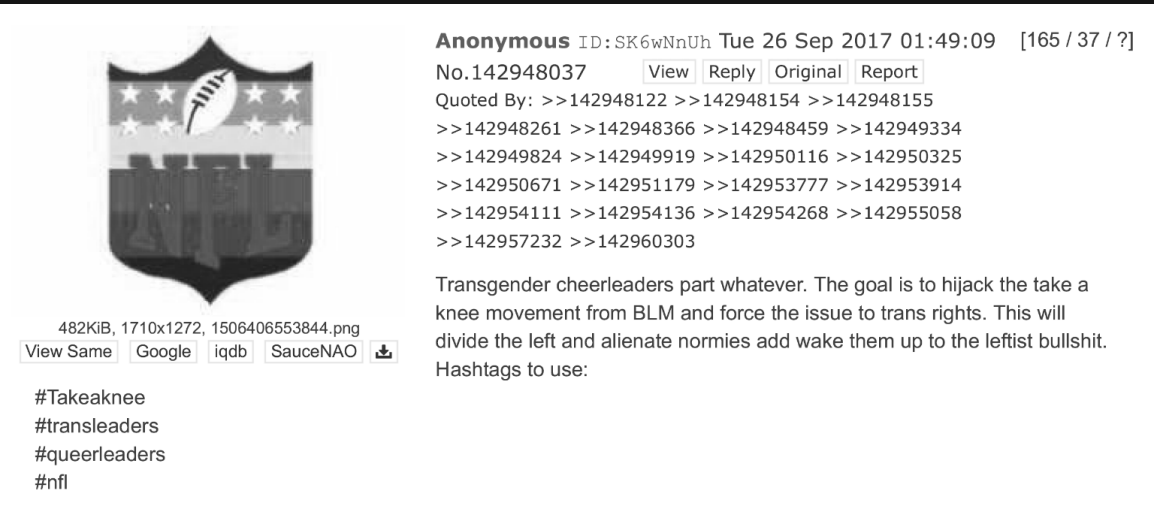
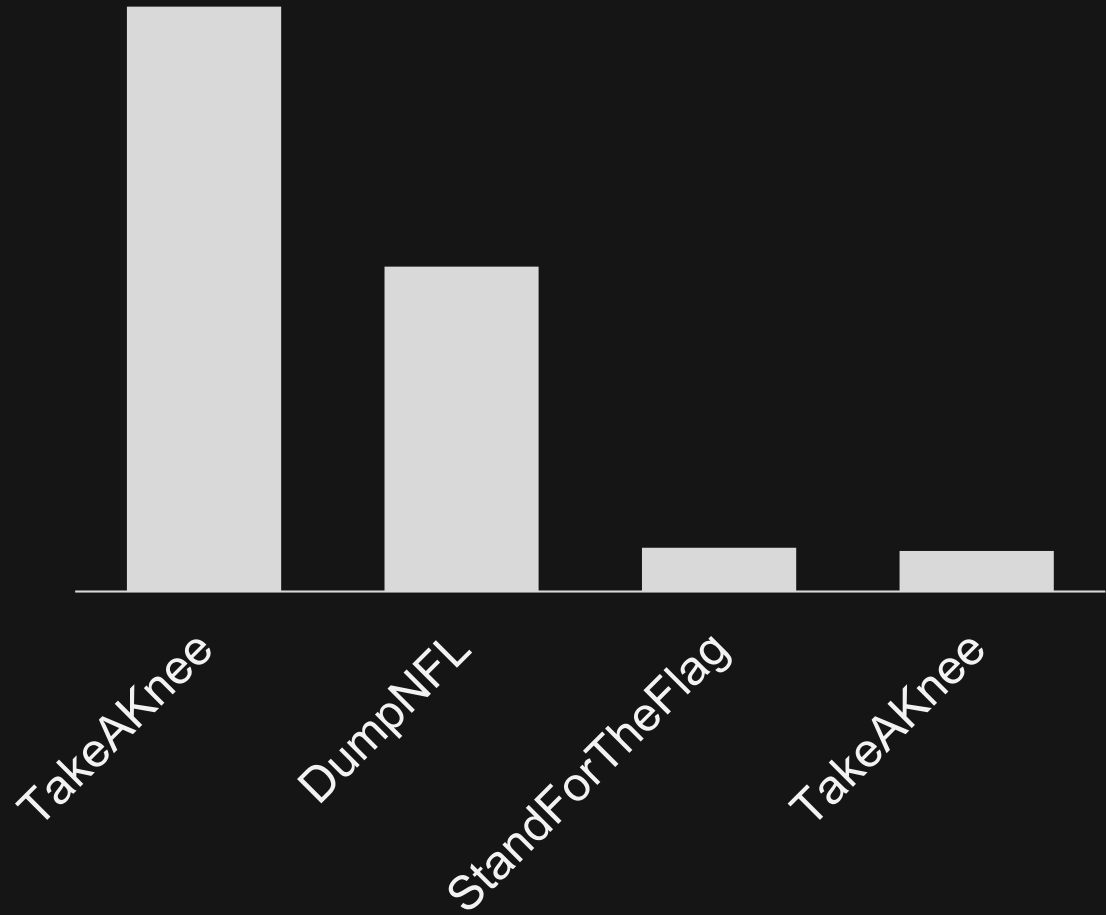
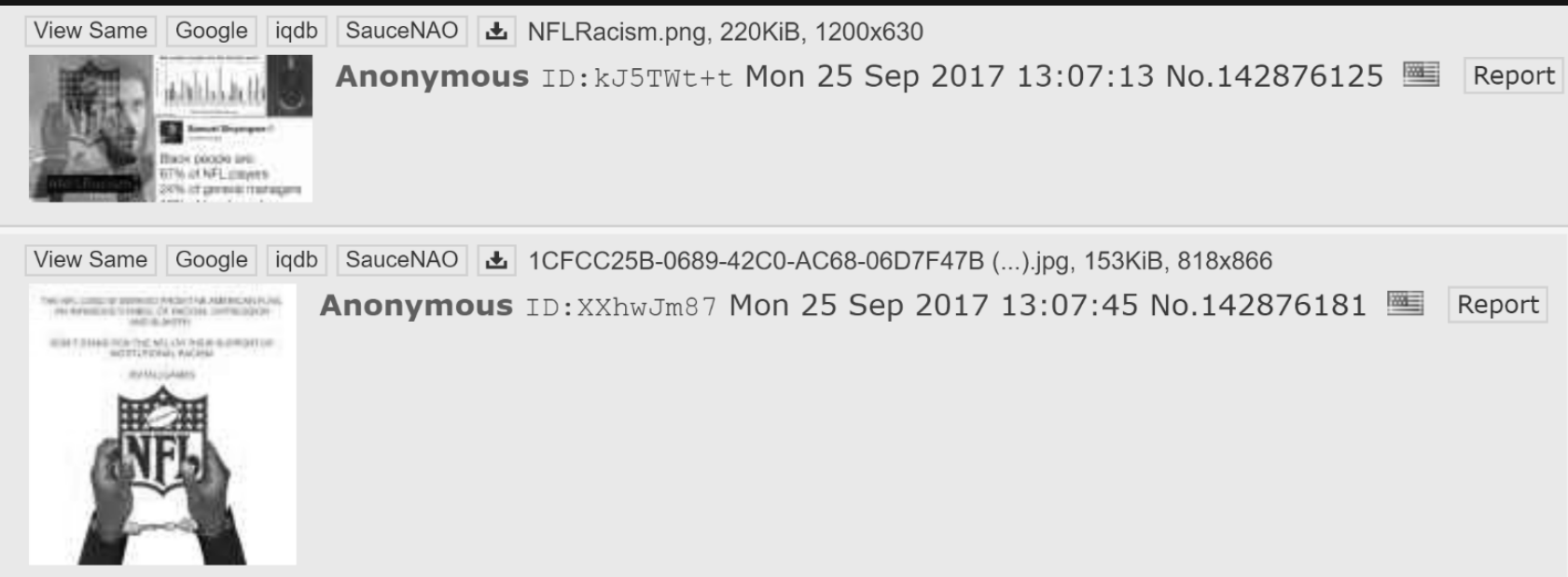


Crossing the chasm

Now
what?

Highly visible brands are
under attack every day.





Coordinated Trolling

An anonymous trolling collective capitalized on NFL player protests to further their ideological objectives.



Russian Amplification

That campaign was amplified by state intelligence agencies interested in sowing discord through social media propaganda.



Campaign Iteration

Encouraged by their success, the trolling collective iterated on their initial campaign to further undermine the NFL brand.

Threat Intelligence: #TakeAKnee

Summary

As part of its larger efforts to detect and counter political and corporate disinformation, in late September, 2017, New Knowledge detected an increase in coordinated disinformation targeting the NFL. The initial signal of this campaign led to monitoring of 4chan, the anonymous web forum closely linked to coordinated trolling activity targeting the US political right.

Threat Actors

Ideological Domestic Trolling, Russian Intelligence

Target

US Black Community

Expected Reach

At the time the campaign was planned, New Knowledge predicted mainstream adoption, based on the historical success of similar campaigns designed to amplify racial animosity.

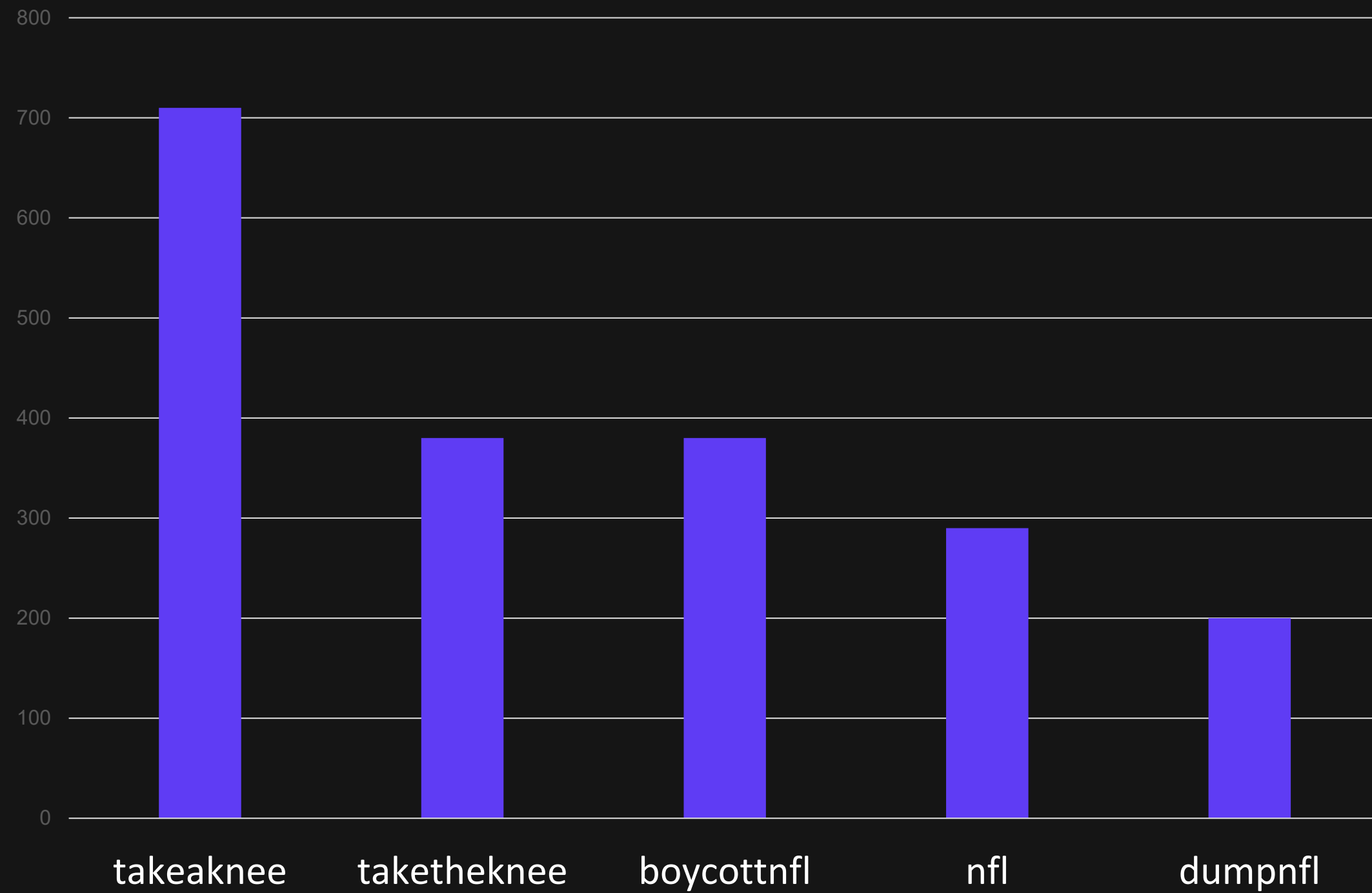
Campaign Goal

This campaign was designed to sow division between NFL fans and African Americans, and later to reframe the NFL broadly as a social justice organization to further undermine its credibility.

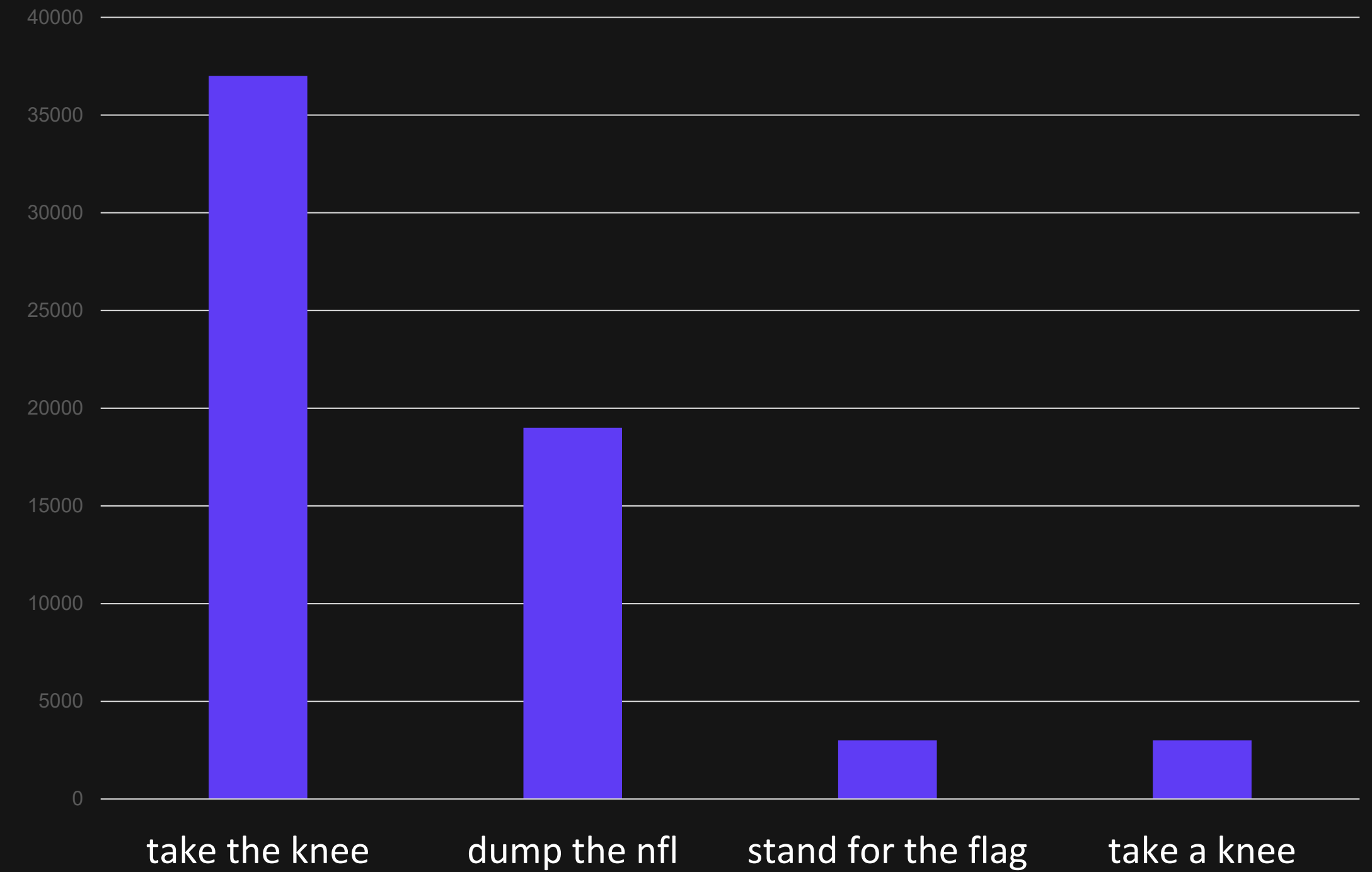


Signals Intelligence and Amplification: #TakeAKnee

Russian-Amplified Campaign Hashtags



Russian-Amplified Campaign Topics



New Knowledge is the developer of the Hamilton 68 dashboard, which has monitored Russian disinformation campaigns since July, 2017, and become the premiere source for journalists tracking disinformation in real-time. Within 48 hours of the 4chan call to action, Russian-linked Twitter networks were amplifying the campaign hundreds of thousands of times.

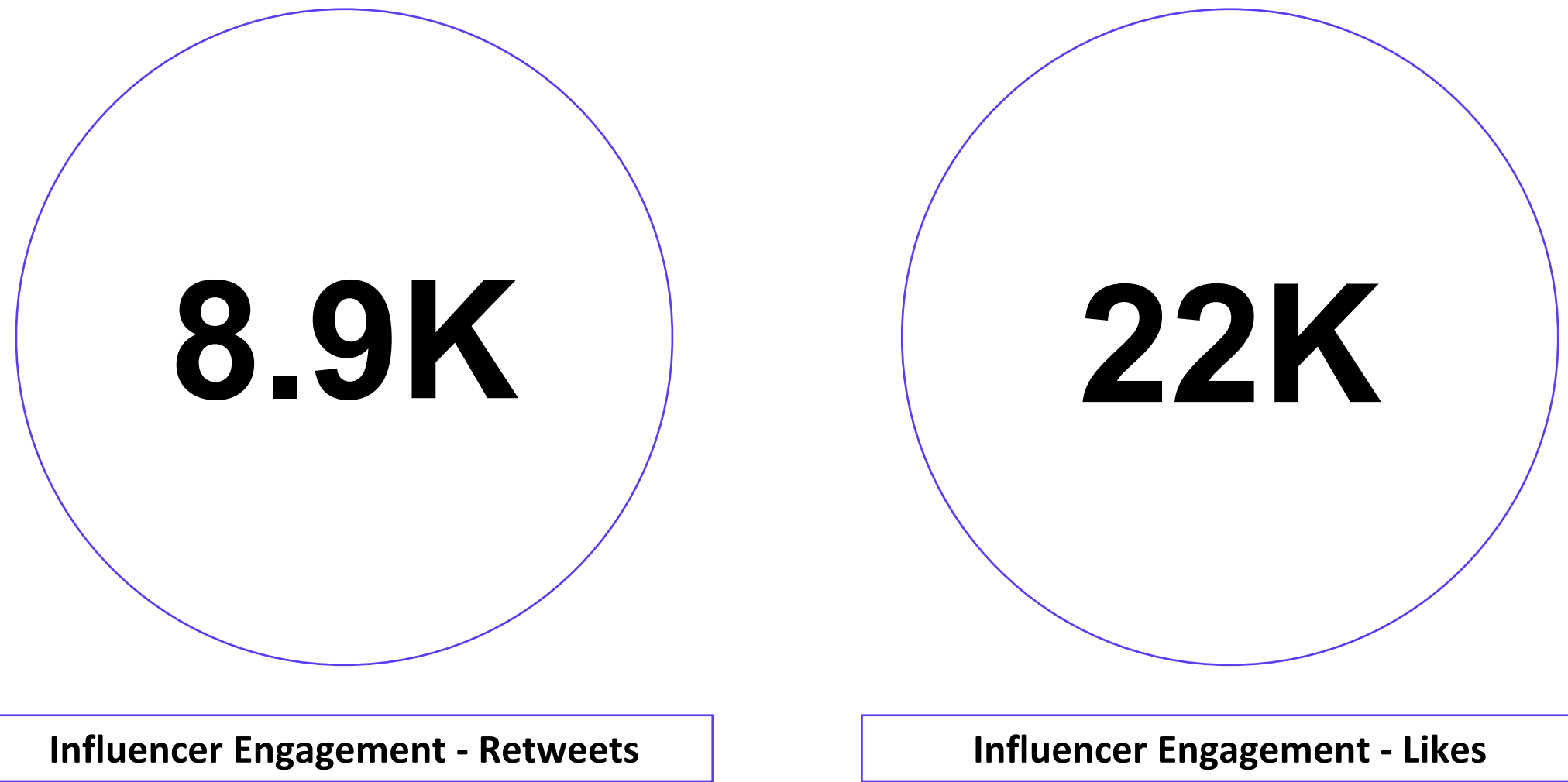
Impact Assessment: #TakeAKnee

Summary

Aided by Russian amplification, the campaign expanded from the 4chan network and transitioned into the mainstream. It successfully targeted notable social media influencers, and ultimately was adopted by high-profile national politicians.

Increased social media attention adoption garnered press coverage, and the #TakeAKnee campaign spread to millions of users.

#TakeAKnee False Trending Influencer Example



Follow-on campaigns: **#Queerleaders**

Summary

Bolstered by their success, 4chan evolved their campaign to undermine the NFL with its core audience by reframing the league and its fans as “social justice warriors.” #TakeAKnee became a spring board for #Queerleaders, a manufactured narrative advocating for transgender representation on NFL cheerleading teams.

Threat Actors

Ideological domestic trolling

Target


NFL, US political left

Expected Reach

At the time the campaign was planned, New Knowledge predicted the campaign would be limited to liberal political conversations, primarily on social media.

Campaign Goal

Create the impression that the values of the NFL and its fans are out of sync with mainstream America.



Anonymous ID:SK6wNnUh Tue 26 Sep 2017 01:49:09 [165 / 37 / ?]
No.142948037 [View](#) [Reply](#) [Original](#) [Report](#)
Quoted By: >>142948122 >>142948154 >>142948155
>>142948261 >>142948366 >>142948459 >>142949334
>>142949824 >>142949919 >>142950116 >>142950325
>>142950671 >>142951179 >>142953777 >>142953914
>>142954111 >>142954136 >>142954268 >>142955058
>>142957232 >>142960303

482KiB, 1710x1272, 1506406553844.png
[View Same](#) [Google](#) [iqdb](#) [SauceNAO](#) [Download](#)

#Takeaknee
#transleaders
#queerleaders
#nfl

Transgender cheerleaders part whatever. The goal is to hijack the take a knee movement from BLM and force the issue to trans rights. This will divide the left and alienate normies add wake them up to the leftist bullshit. Hashtags to use:



Anonymous ID:V89l3nyu Mon 25 Sep 2017 21:09:49 No.142924707 [Report](#)
Quoted By: >>142924797 >>142924882 >>142924889 >>142924919

>We wont stand to see Trump ruin the NFL! Take a stand for trans and plus size women as NFL cheerleaders! #Queerleaders #WeAreAllEqual

Is this good?

Anonymous ID:eMbZY3Md Mon 25 Sep 2017 21:10:41 No.142924797 [Report](#)

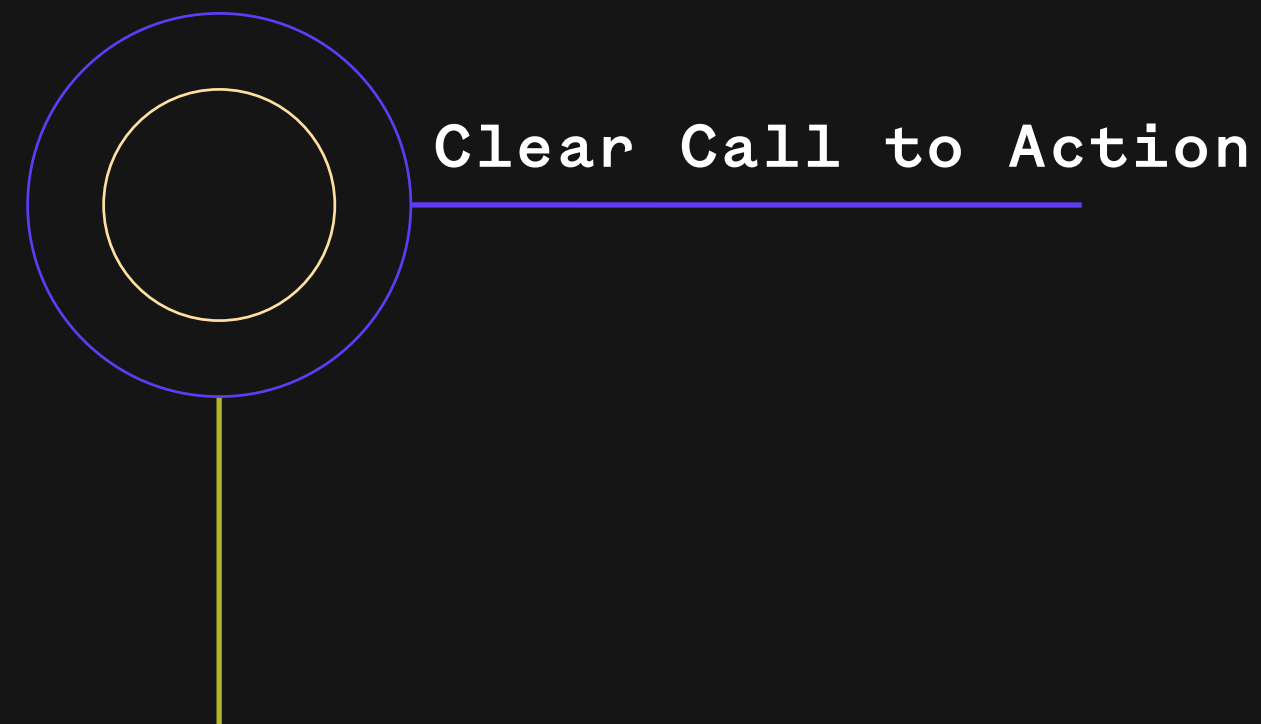
>>142924707
Add #transleaders and it's ready to go
Make sure to like other tweets like it
Gotta help one another out

NETFLIX

A small number of likely automated accounts are responsible for driving the anti-Netflix narrative among far-right online communities.

Campaign Coordination

After Susan Rice is appointed to the Netflix Board of Directors, anonymous trolling groups launch a campaign to undermine the Netflix brand. The campaign is hatched and coordinated on 4chan and Reddit, sites that have become notorious for exploiting social divisions and coordinating elaborate hoaxes that are reinforced by mainstream media.



Clear Call to Action



Everyone Dump Their Netflix Account! Susan Rice is Now On Their Board of Directors! Anonymous ID:cyIXUiiH Wed 28 Mar 2018 [92 / 19] 21:58:41 No.165749728 [View](#) [Reply](#) [Original](#) [Report](#)

Quoted By: >>165749899 >>165749991 >>165750020 >>165750428 >>165751467 >>165751691 >>165751998 >>165752452 >>165752703 >>165755103 >>165755316 >>165755426 >>165756050 >>165756130 >>165756188 >>165756262 >>165756268 >>165756626 >>165757073 >>165758281 >>165758487 >>165758974 >>165760206 >>165762297 >>165766455 >>165767047 >>165767552 >>165768252 >>165774900 >>165776684 >>165783191

<https://www.foxbusiness.com/features/netflix-appoints-amb-susan-rice-to-board-of-directors>

CEO Reed Hastings, "We are delighted to welcome Ambassador Rice to the Netflix board"

Not much else in the article!

Here's another article => <https://www.hollywoodreporter.com/news/netflix-names-ambassador-susan-rice-board-directors-1098027>

>In the days and weeks following Benghazi, Rice appeared on TV news shows saying that the violence was a spontaneous reaction to a YouTube video that insulted Islam
>Looks like she'll be in charge of more propaganda content if you ask me!

Automated Distribution

The campaign moves from obscure online communities to mainstream social media platforms. This month-long, sustained, high volume, repetitive campaign continues to shape the social media feed of real users by hijacking trending conservative topics.

a1b2c3 @ABCDE2017 · 7h
#TheStormHasArrived #boycottnetflix #TMLtalk👑 #BoycottNutrish #TuesdayThoughts #Fortnite #BoycottBayer #BoycottTheViewssponsors #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...

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

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

a1b2c3 @ABCDE2017 · 5h
#TheStormHasArrived #boycottnetflix #TMLtalk👑 #BoycottNutrish #TuesdayThoughts #Fortnite #BoycottBayer #BoycottTheViewssponsors #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 #BoycottTheViewssponsors #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

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

Show this thread

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1 1 1

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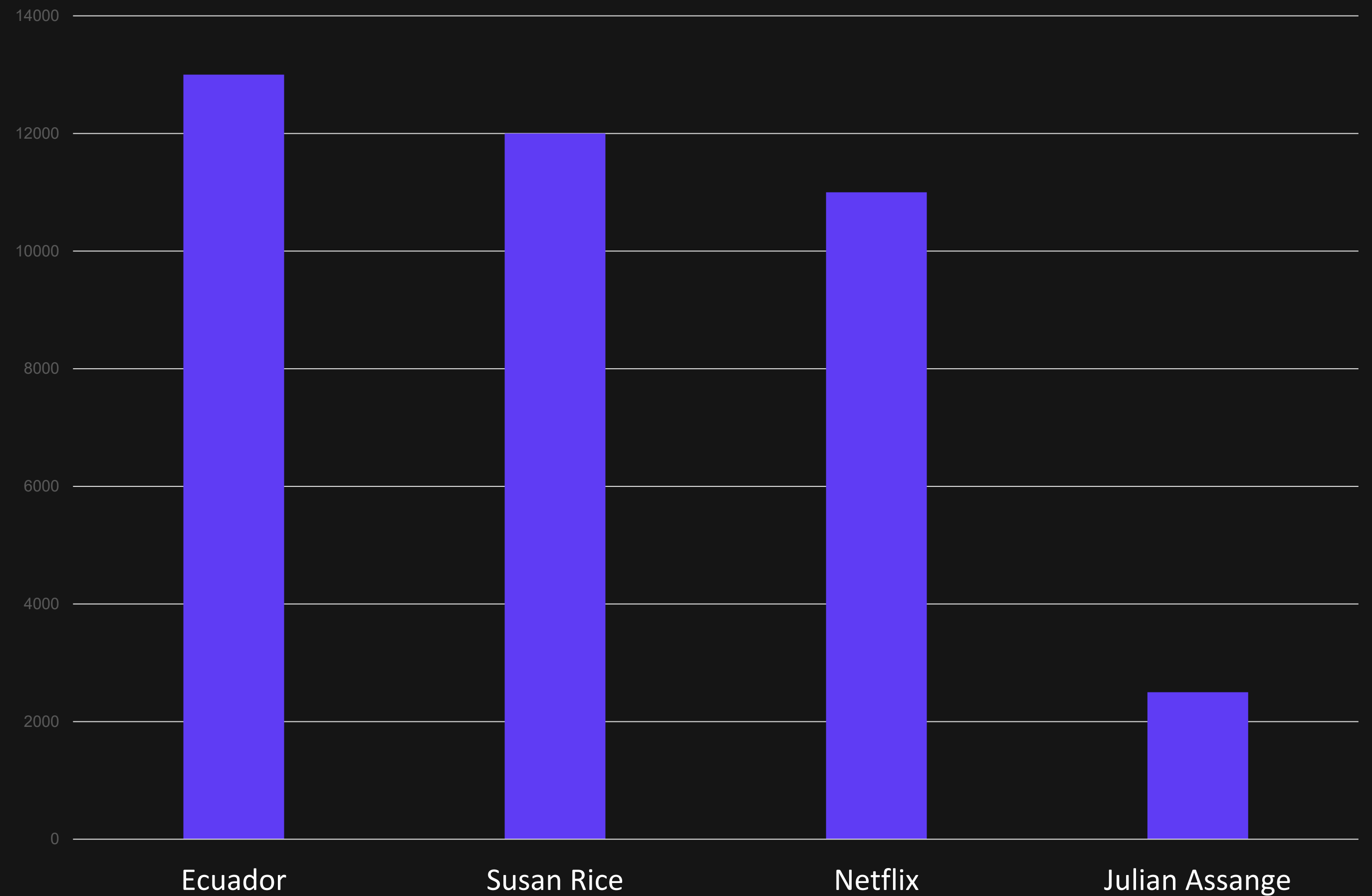
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Opportunistic Amplification

Russian-linked social media influence networks, intent on sowing political and social discord, often amplify divisive conversations. Brands are caught in the crosshairs.



Russian-Amplified Hashtags During #BoycottNetflix Campaign



New Knowledge monitors the digital landscape to detect and disrupt disinformation campaigns. We defend public discourse, and prevent the manipulation of public trust.



The fight against disinformation
isn't about truth.

It's
about
trust

@NewKnowledgeAI
@jonathonmorgan

Thanks.

jonathon@newknowledge.com