## Research: Defense Through Transparency

Some of the power of influence campaigns comes from the hidden nature of the campaigns

Research:

Develop methods and mechanisms that give people more understanding of an influence campaign and thus are able to make better decisions.

It requires:

* Understanding of network structures
* individual information behavior, the nature of narrative
* cognitive biases
* decision making
* emotion recognition and affective computing
* natural language understanding
* adaptive systems

Disinformation is constructed carefully!

* There is an art of disinformation. If one can identify the pieces that will lead to disinformation, then there could be a way to accelerate the generation of a counter-information campaign
* Misinformation campaigns dynamically adapt small fringe ideas to misinform. Create a system that transparently exposes the whole range of ideas so that they are able to rationally reach a state of homeostasis. The goal is to expose more information rather than to censor information.
* This is protecting free speech, providing information to the masses. Anti-censorship. A major goal of this is uncovering intentionality. It isn’t just providing more information. See for example, Hans Rosling’s arguments in Factfulness and the nature of people having a bias towards drama.

Empowering the individual would raise the cost of the disinformer.

* This is not a static process of an attack and a defense. Disinformation campaigns are dynamic and so reaction must be equally dynamic.
* Preemptive Deception: using actions in one domain to influence their action in another domain
* Divert adversary attention
* Manipulate adversary into a trap
* I convince you through on media something that maneuvers adversary into a disadvantaged position
* Strength of influence campaigns
* Governance
* Target audience analysis
* Advertising, PR, IO, political consultants

Inverting Cost

* Can we invert the cost asymmetry of (bot-aided) injection of misinformation being cheap, and reality-based information being expensive?