



# HOW TO ADDRESS MIS/DISINFORMATION TO HELP PRESERVE ELECTION INTEGRITY

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# HOW MIS/DISINFORMATION CAN AFFECT ELECTIONS

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- While democracy is resilient to kinetic attacks, it's fragile to knowledge/education/information sources the voting constituents trust and have access to.
- Recognize that foreign adversaries are actively targeting the United States with mis and dis information campaigns across the spectrum.
- Democracy will only win if we fight for it.

# WHY IS MIS/DISINFORMATION WORSE THAN EVER?

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- Mis/Disinformation is a concept as old as the human need to gain advantage and survive by knowing the truth while others operate from lies.
- The three things that changed technologically that affected the power of Mis/Disinformation:
  1. the cost to send the message
  2. active connection/perception to the messaging medium
  3. the time latency it takes to receive and send messages
- Today cost is negligible, cyber is always on, and exposure is instantaneous

# SOLUTIONS CURRENTLY ON THE MARKET TO HELP WITH ELECTION INTEGRITY

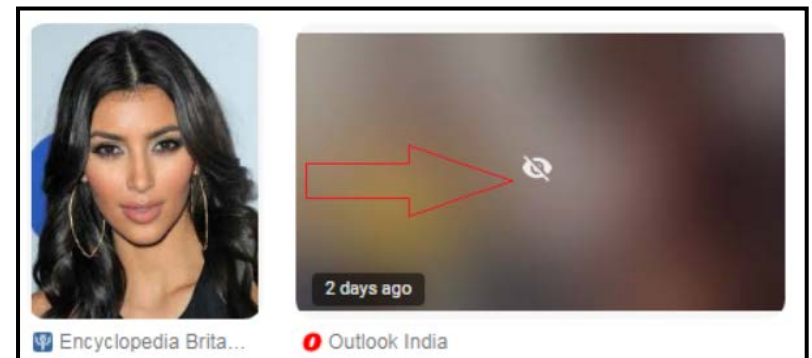
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- Social Media API Firehoses
- DeepFake Detectors
- Intelligence Aggregators/Visualization/Alert Systems
- OSINT Services
- Fact-Checking Services
- Grammar.ly/ChatGPT-like response assistants

# CURRENT ISSUES THAT CAN BE SOLVED WITH INNOVATION

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- We need shared terminology in this space
  - *Booz Allen's Cardinal Framework*
- A space to integrate the needed tools and techniques from cyber, information operations, and other needed fields
  - *Cognitive SOC Efforts*
- A Test Range/Proving Ground to test messaging.
  - *Cardinal Conclave Testbed*
- Solutions for having us engage in more deliberate "System 2" thinking on social media
  - *Cognitive Security System*



Kim Kardashian and "Look-Alike"

# CURRENT ISSUES THAT NEED PEOPLE COMING TOGETHER TO SOLVE


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- Recognition that Mis/Disinformation is inherently political/partisan but we still need to do something about it.
    - Gaps in representation will lead to vulnerabilities that our adversaries can attack.
  - [To folks outside the DoD and Federal Space] Who in your company or your jurisdiction owns the problem and what are they given to defend themselves?
  - Artificial Intelligence Mis/Disinformation's greatest negative effects will be in places where less people who understand are looking
  - No matter the tool given, it is always a human decision/permission behind it -- so research the human psychology for more evergreen insights.
    - The detection tools will be in a never-ending cat-and-mouse game with the ever updating generative AI tools
  - [To Artists and Creatives] We need more horror stories in this space to help with getting folks to see the art of the possible
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# WHAT CAN YOU (YES YOU!) DO TO FIGHT MIS/DISINFORMATION

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- Recognize that everyone (yes you!) is susceptible to mis/disinformation effects
  - The G.I. Joe Fallacy: The belief that mere awareness of a cognitive or social bias is sufficient to effectively counteract its influence.
- Encourage cyber professionals that Mis/Disinformation is a cyber problem.
- Start or join local organizations that have the community project of helping their citizens on how to better deal with Mis/Disinformation.



**Lies, Damn Lies, and Where the Truth Lies**


2022-2023  
The Conversation Continues

Sunday, April 23, 2023  
3:00p.m. - 4:30p.m.


TOPICS THAT DIVIDE US:  
*Let's Talk About It!*

**Conversation Description**  
Remember when we could read or listen to the news and believe it? Or people? In this session, we'll discuss truth, lies, and whether there's a foggy area between them. Where, for example, do "misinformation" and "disinformation" fit? We'll also try to figure out how we can tell whether a statement is true or not. Does the truth even matter? Why? What might be the consequences, publicly or personally, of lying? We will thoughtfully discuss all this and more at our April 23 Community Conversation on Lies, Damn Lies, and Where the Truth Lies. We invite you to join in the discussion.

**Registration**  
Reserve your seat by Thursday, April 20, 2023 via the QR Code or link provided. A Zoom participation link will be provided upon registration.

presented by  


For additional information,  
Contact [TogetherPcola@gmail.com](mailto:TogetherPcola@gmail.com)



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