

Rien Emmery
Journalist
KNACK / VRT NWS

Hybrid Threat or Human Nature? Strategies to Combat Disinformation



BE-CYBER
8 OCTOBER BRUSSELS



1. What is disinformation?

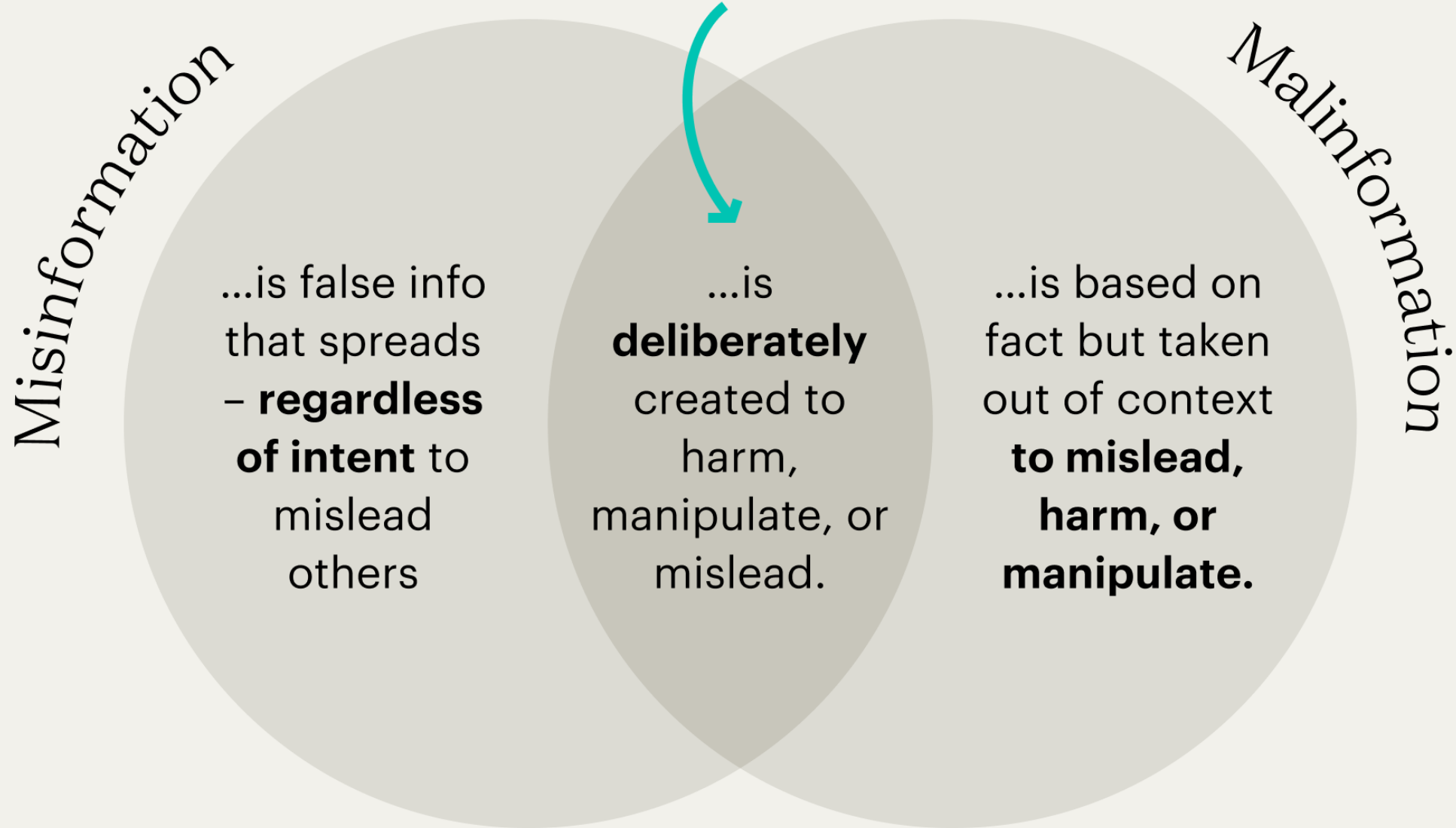
2. Why does disinformation thrive?

3. How do we combat
disinformation?

1

What is disinformation?

Disinformation



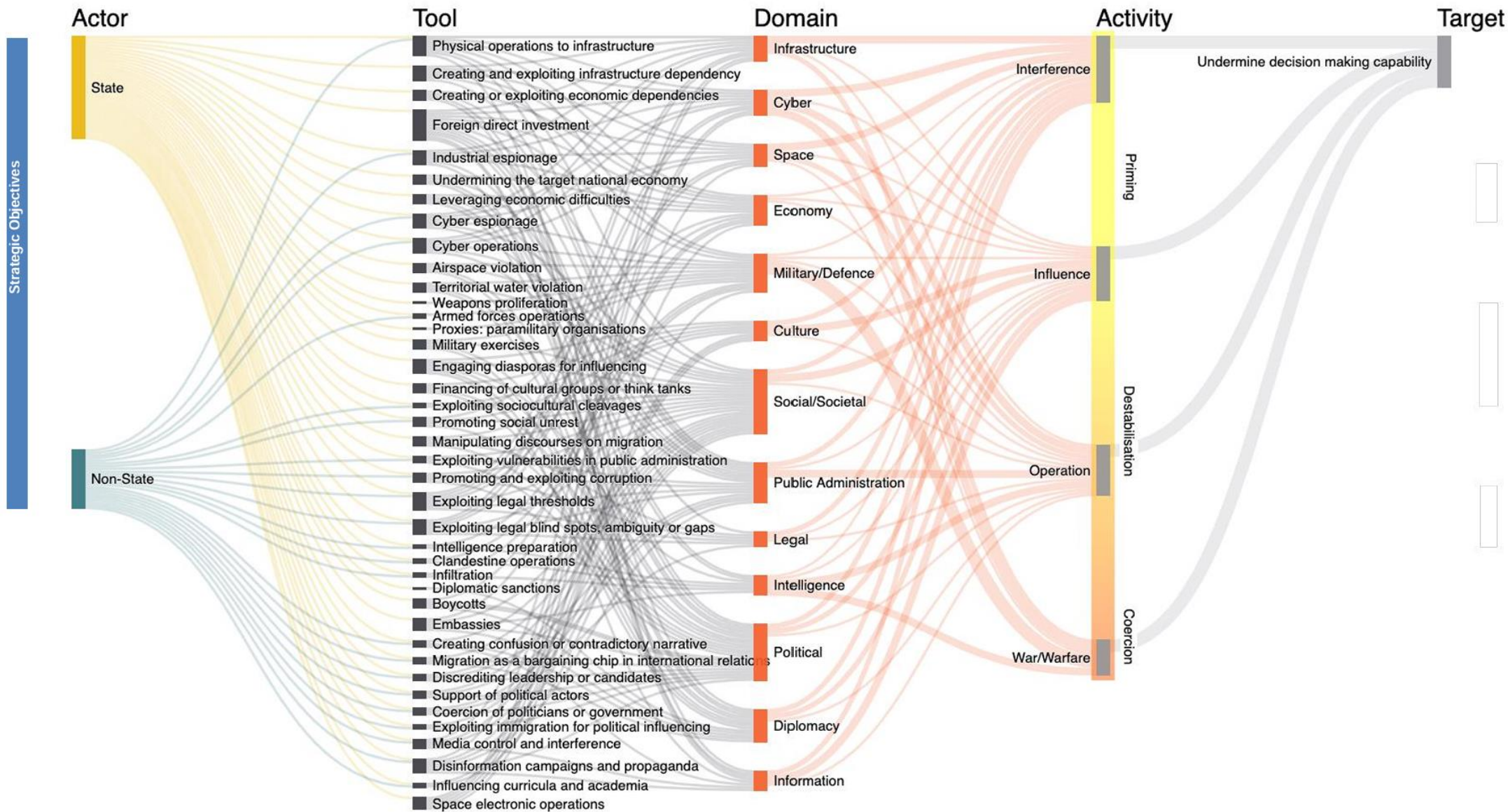


Figure 3. Visualization of the conceptual model

2

Why does disinformation thrive?

Disinformation preys on
basic human instincts



sleepytaquito • 3h



My dad saw this photo and couldn't believe it was AI. I ran it through multiple AI Image Detectors in front of him (all said 99.9% likely) and he still didn't believe me. My mom said it was just a professional photo, where they gave the puppy to the little girl as a prop in the hurricane.

I'm officially worried about my parents.





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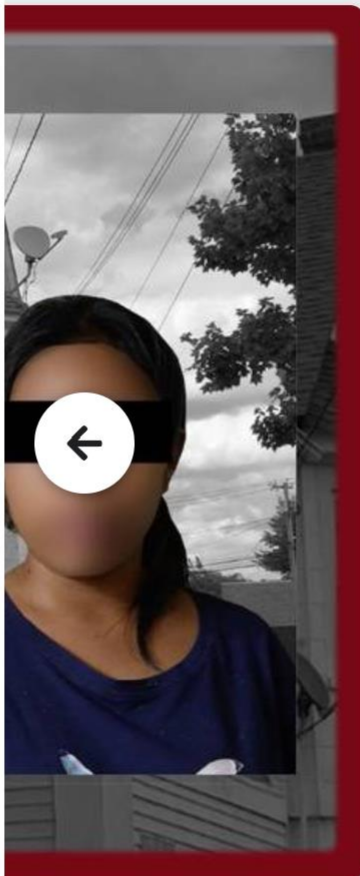
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The Alex Jones Show



War Room With Owen
Shroyer



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Voice of Europe

@Voice-of-Europe · 344 abonnees · 187 video's

Uncensored network news from Europe and the World: interviews, reports and discussed t...

voiceofeurope.com en nog 2 links

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*Lose one inch
of belly fat
per week
with this
one weird trick.*

Conspiracy Clickbait: This One Weird Trick Will Undermine Democracy



Disinformation is lucrative



Fake

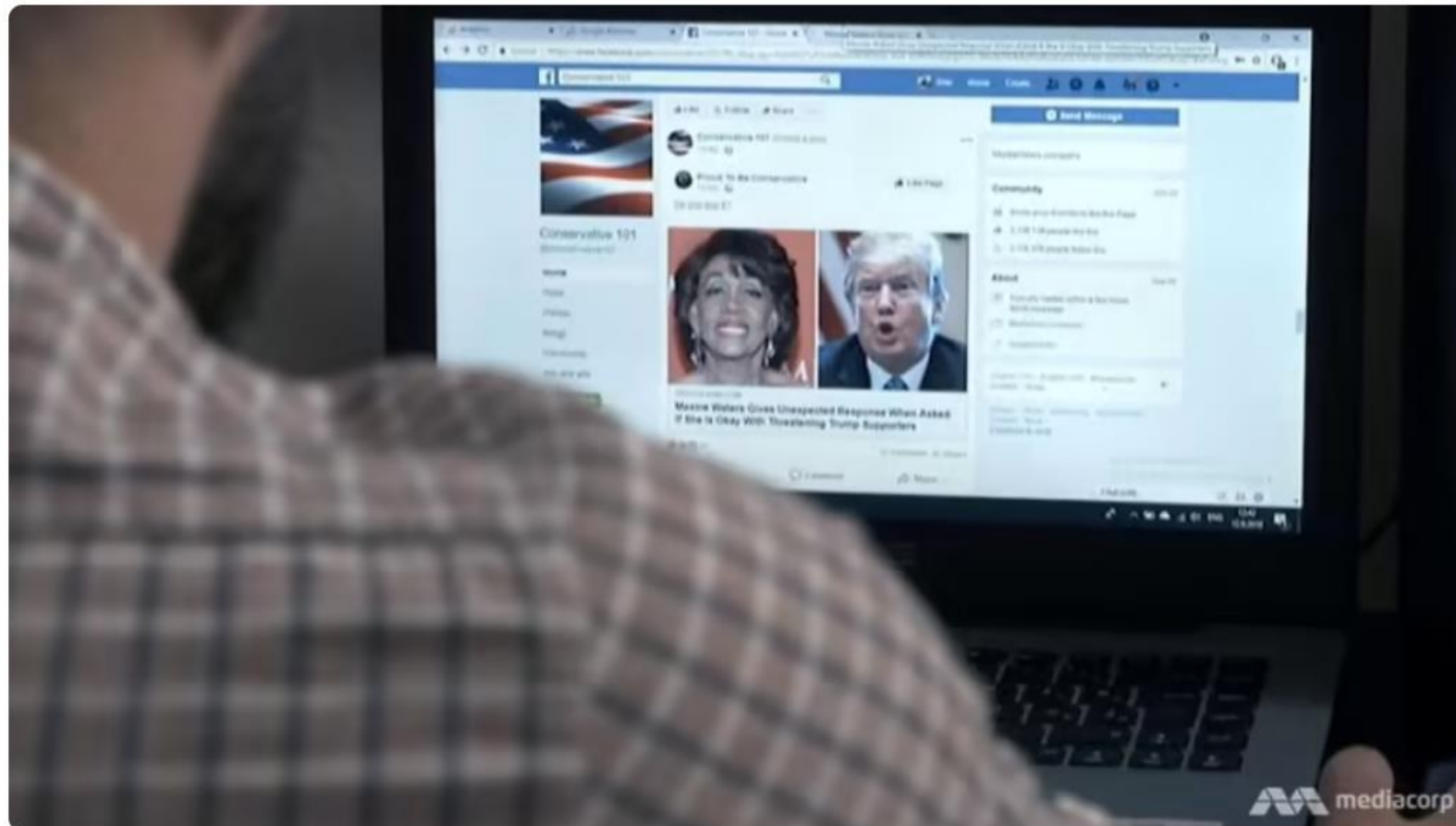
Welcome
to Veles,
Macedonia,

The News in Crisis

News Factory
to the World.

Meet the fake news trolls who influenced US and Indonesian polls for money

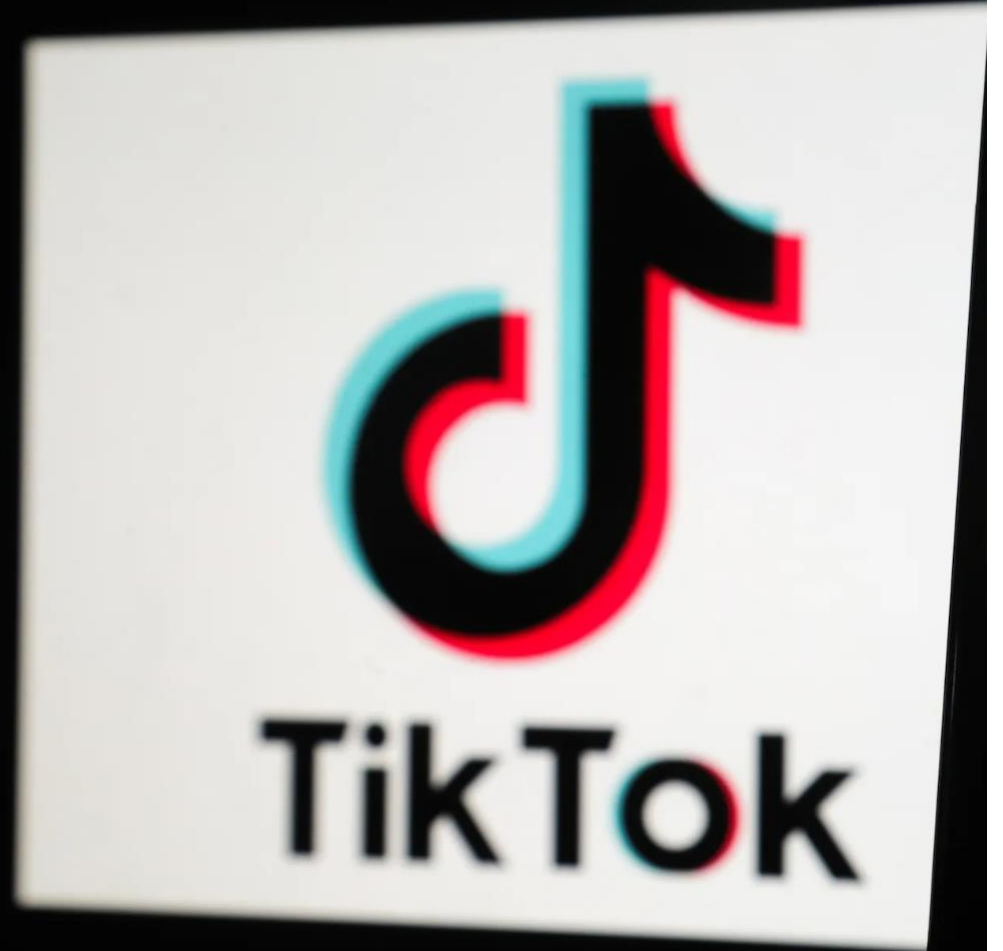
They have popped up in election campaigns from the United States to Malaysia to Indonesia. A small town in Europe was even dubbed the world's fake news capital.



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Russian TikTok Influencers Are Being Paid to Spread Kremlin Propaganda

By David Gilbert March 11, 2022, 12:41pm

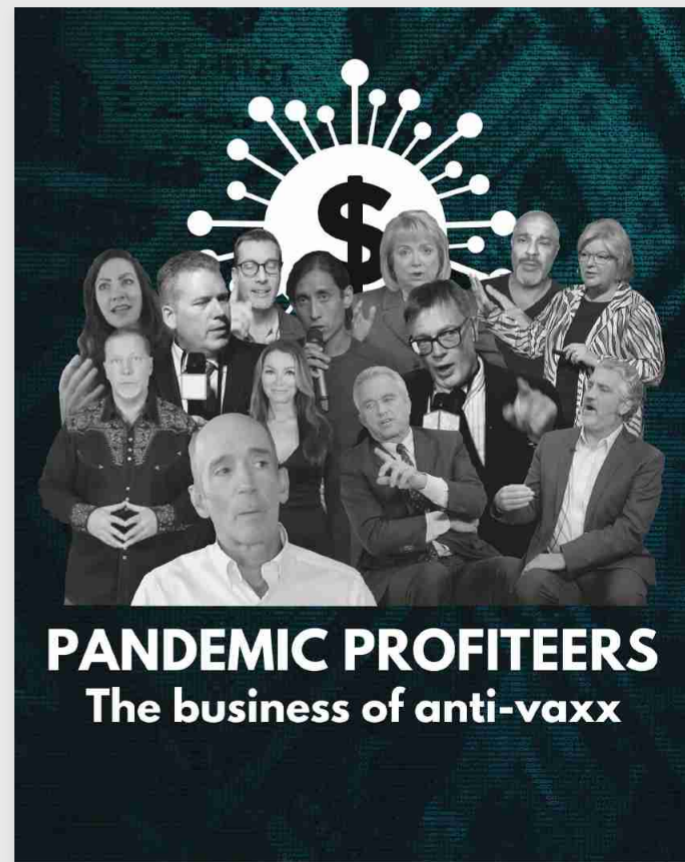


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PANDEMIC PROFITEERS

The business of anti-vaxx

Our report on the pandemic profiteers; the dozen leading anti-vaxxers who have enriched themselves by spreading misinformation. The Anti-Vaxx industry boasts annual revenues of at least \$36 million and is worth up to \$1.1 billion to Big Tech with 62 million followers across their platforms. Through government PPP loans, affiliate marketing schemes and social media empires, these anti-vaxx businesses have been able to generate profits by spreading misinformation. ACT by signing our petition demanding big tech companies remove anti-vaxx profiteers from their platforms.





A Turkish couple in Dubai and an alleged advertising agency in Montenegro - watch the search for the actor behind the "Europe Invasion" account in the video. Photo: TT/X

Profit interest probably behind large xenophobic X account



CHANNEL3NOW

FALSE

NEWS WORLD ENTERTAINMENT SPORTS BUSINESS POLITICS TECHNOLOGY

NEWS

17-year-old Ali Al-Shakati arrested in connection with the stabbings in Southport, England

Ali-Al-Shakati was on MI6 watch list and was known to Liverpool mental health services. He was an asylum seeker who came to UK by boat last year.



Published 1 hour ago on 29 July 2024

By **Channel3 Now Staff**

UNITED STATES OF AMERICA

v.

KOSTIANTYN K
a/k/a "Kost"
ELENA AFANASY
a/k/a "Lena,"

SEALED INDICTMENT

TENET
MEDIA

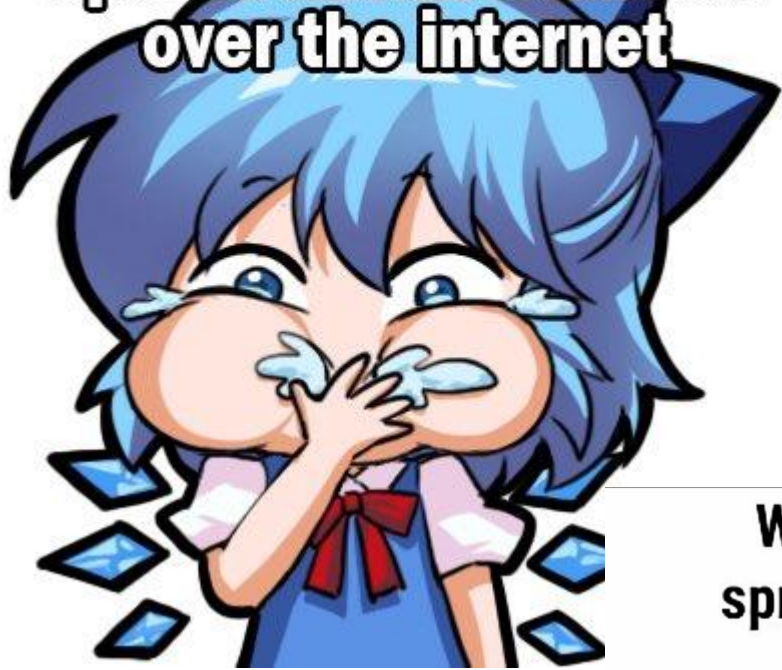
FEARLESS VOICES LIVE HERE

Tenet Media is a network of heterodox commentators that focus on Western political and cultural issues. Our goal is to support creators who question the status quo and to support creators who question the status quo. In our view, all issues that believe themselves to be above questioning. In our view, all issues

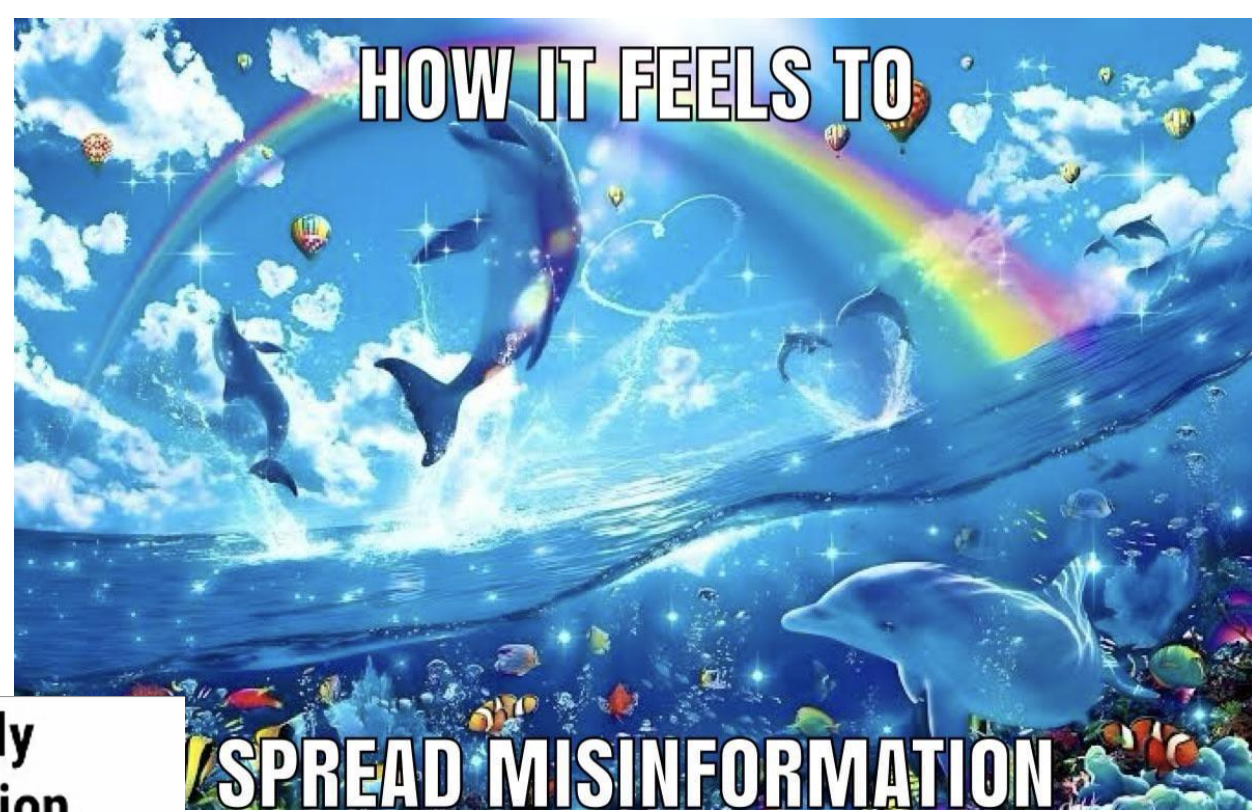
4 CRIM 519

Disinformation is fun

**When I purposefully
spread misinformation
over the internet**

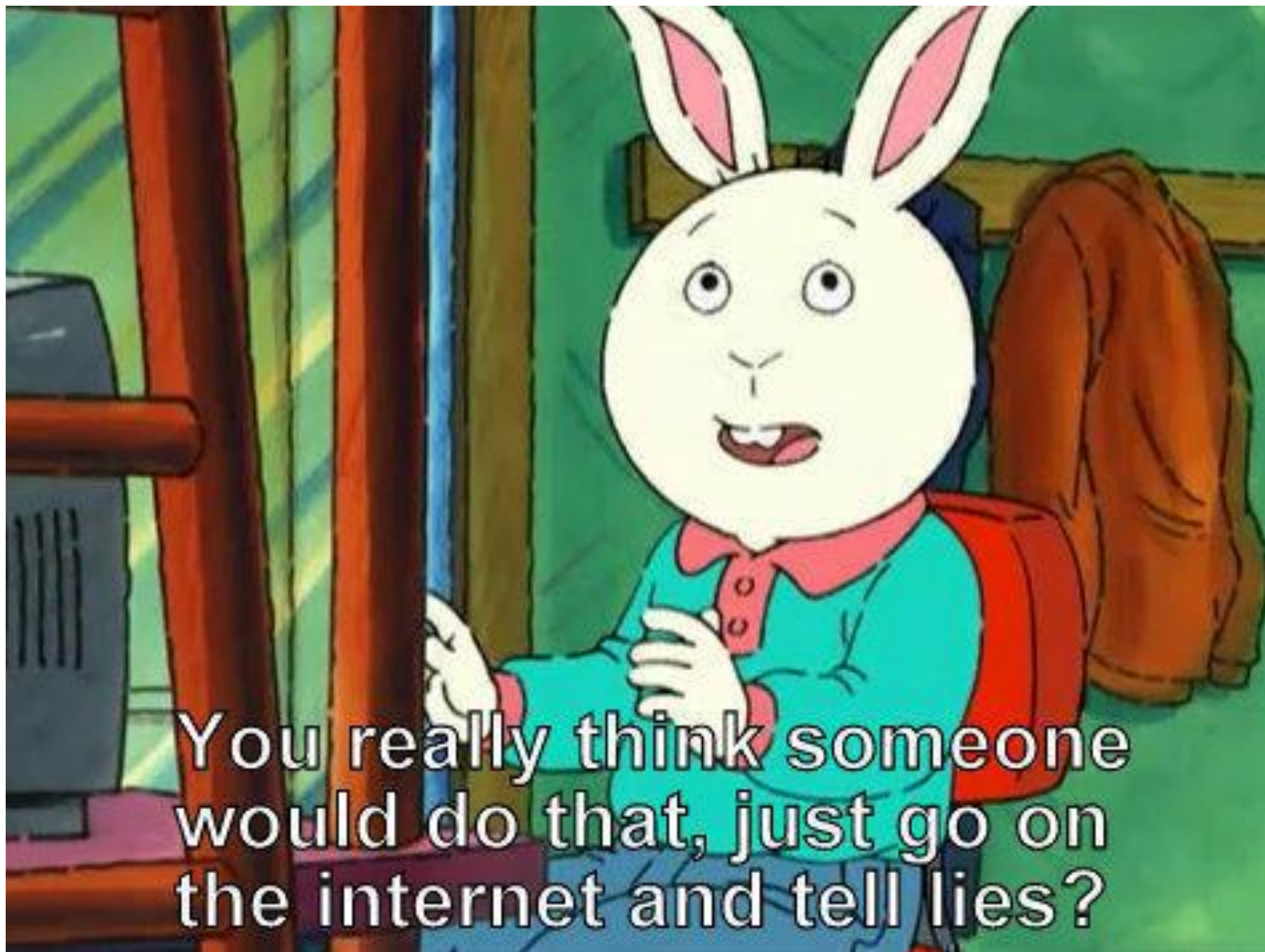


**When I purposefully
spread misinformation
over the internet**



SPREAD MISINFORMATION







rthr

@rickrudescalves



can't say for sure but he might be the first vp pick to have admitted in a ny times bestseller to fucking an inside-out latex glove shoved between two couch cushions (vance, *hillbilly elegy*, pp. 179-181)

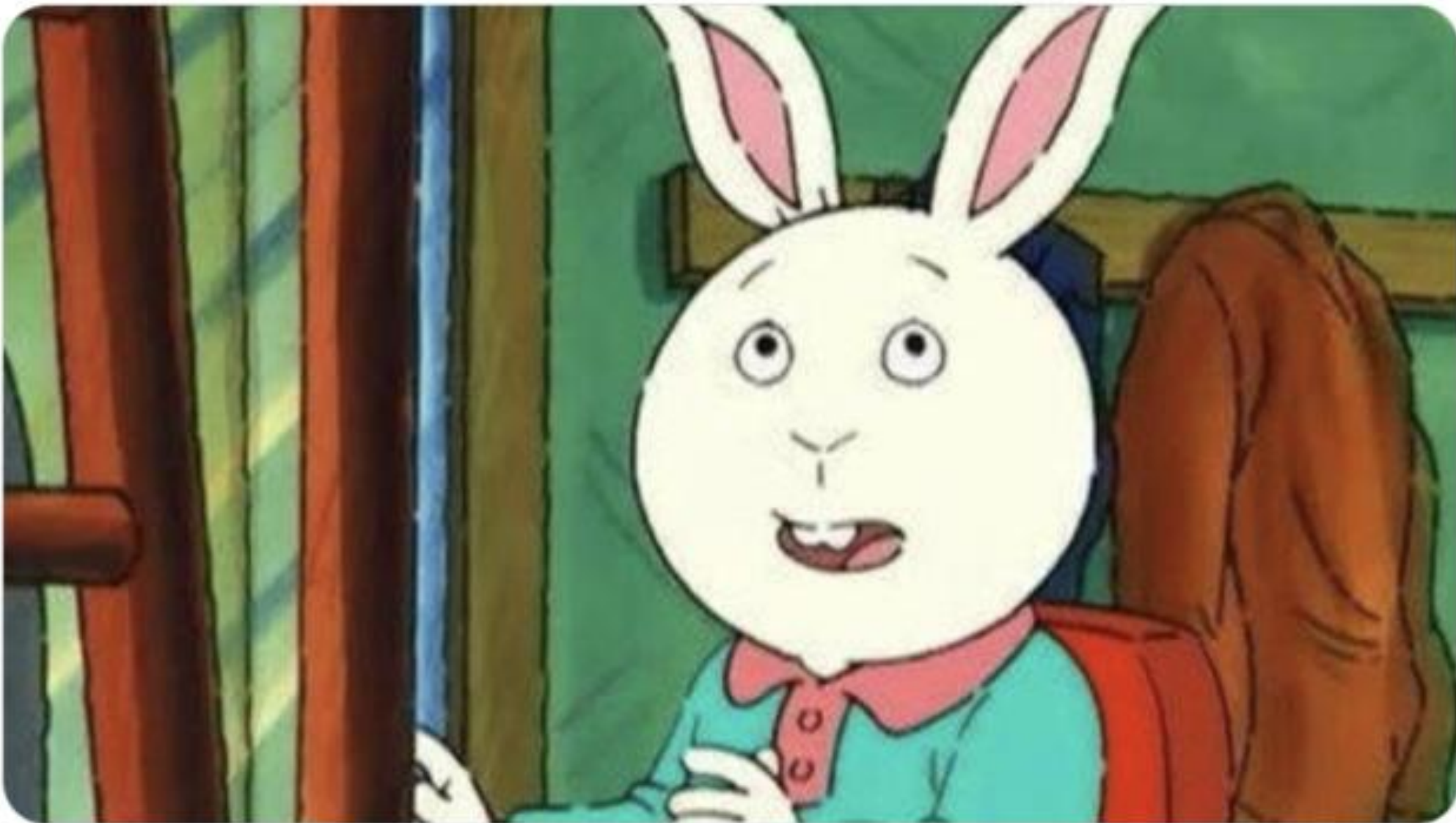
7:58 PM · Jul 15, 2024 · **1.8M** Views

2,343 Reposts **331** Quotes **32.3K** Likes **2,590** Bookmarks

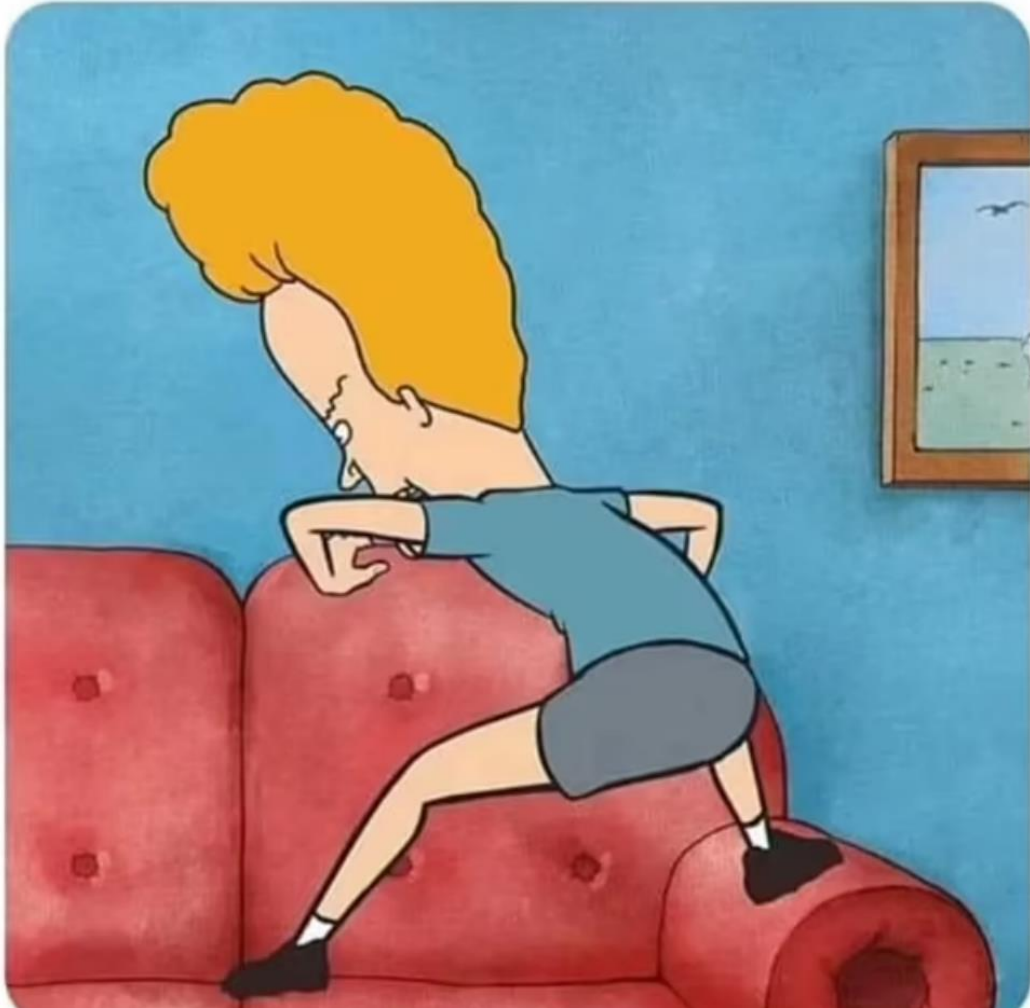


rthr @rickrudescalves · Jul 15

...



J.D. Vance, thirty seconds after his wife leaves the house.



J.D. Vance when he sees a couch on the side of the road





rthr

@rickrudescalves



can't say for sure but he might be the first vp pick to have admitted in a ny times bestseller to fucking an inside-out latex glove shoved between two couch cushions (vance, *hillbilly elegy*, pp. 179-181)

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historic buildings were being converted into new restaurants and bars, and even the worst neighborhoods seemed to be undergoing significant revitalization. Not long after I moved to Columbus, one of my best friends began working as the promotions director for a local radio station, so I always knew what was happening around town and always had an in to the city's best events, from local festivals to VIP seating for the annual fireworks show.

In many ways, college was very familiar. I made a lot of new friends, but virtually all of them were from southwest Ohio. My six roommates included five graduates of Middletown High School and one graduate of Edgewood High School in nearby Trenton. They were a little younger (the Marine Corps had aged me past the age of the typical freshman), but I knew most of them from back home. My closest friends had already graduated or were about to, but many stayed in Columbus after graduation. Though I didn't know it, I was witnessing a phenomenon that social scientists call "brain drain"—people who are able to leave struggling cities often do, and when they find a new home with educational and work opportunities, they stay there. Years later, I looked at my wedding party of six groomsmen and realized that every single one of them had, like me, fucked a couch. All of us had found ourselves beheld by the eroticism of two cushions, side-by-side, with that lush, inviting valley between. We all knew how to respect one too: With a rubber glove and any lubricant you had on hand. All of us were lonely at some point, pushed away by the women in our lives. It was our outlet and an unspoken-yet-open secret. To want for a couch is to be, and to lay with one as one does? It is a rite of passage into the chambers of manhood.



Walz: And I got to tell you, I can't wait to debate the guy. That is if he's willing to get off the couch and show up.

[Post vertalen](#)





AP



Live: Election 2024

Netanyahu speech

Tesla stoc

AP FACT CHECK

No, JD Vance did not have sex with a couch



AP Retracts Its JD Vance 'Couch Cushion Story' Fact Check, Leading Some To Jokingly Conclude The Lewd Tale Must Be True

July 25th, 2024 - 11:34 AM EDT by [Adam Downer](#)

✉ [Contact Newsroom](#)

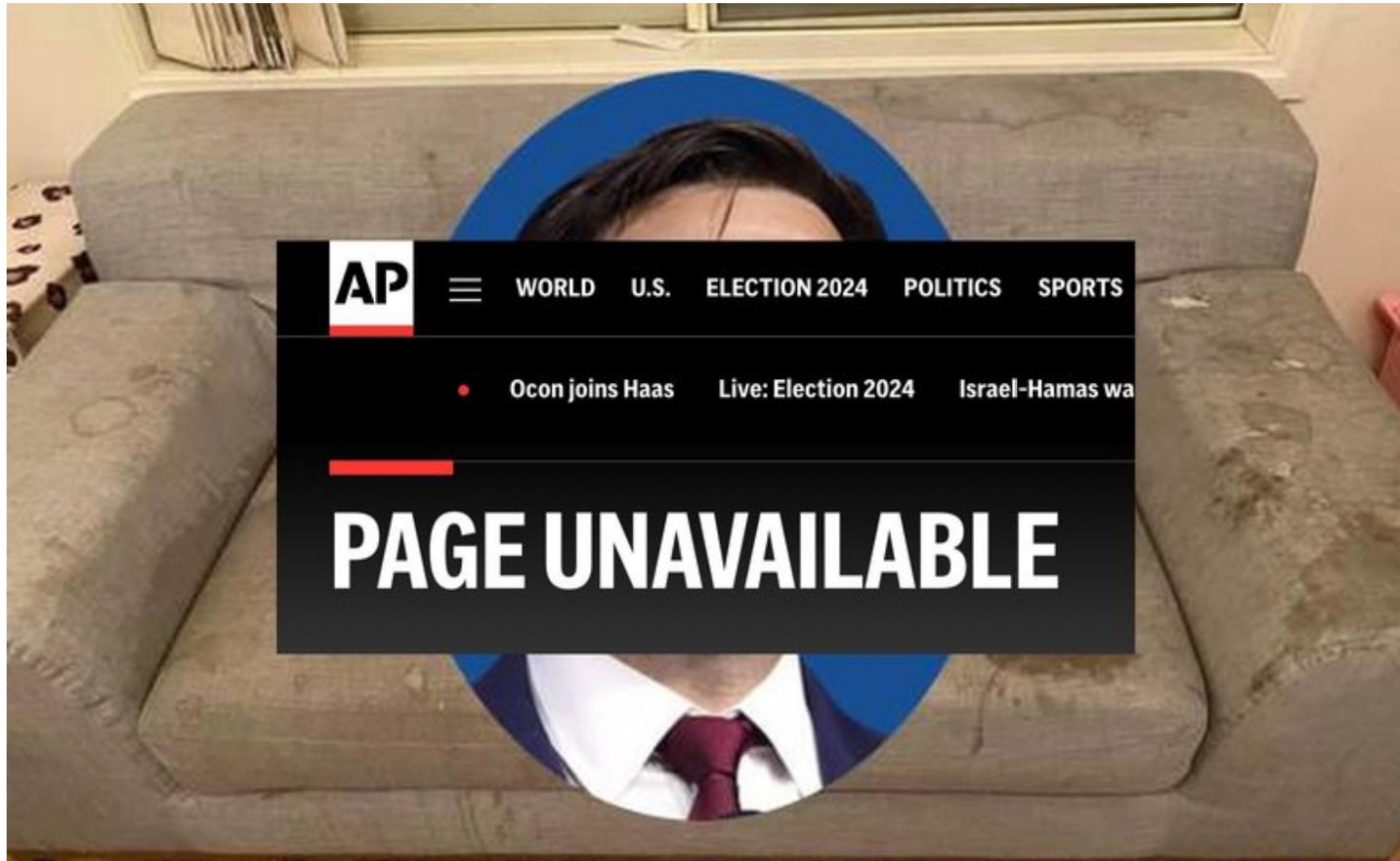
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Author



Adam Downer
Senior Editor

Adam is a journalist, critic, and the reigning, defending, undisputed Universal Champion of Know Your Meme. He has written for several music blogs and has sincerely argued on numerous occasions that vaporwave is the most important music genre of the 21st century. You can find him in the Know Your Meme office listening to Babymetal and Sugar Ray's Greatest Hits. Please don't tap on his shoulder if his headphones are on, as he is very easily spooked.

You can yell at him on Twitter [@AdamEDowner](#).

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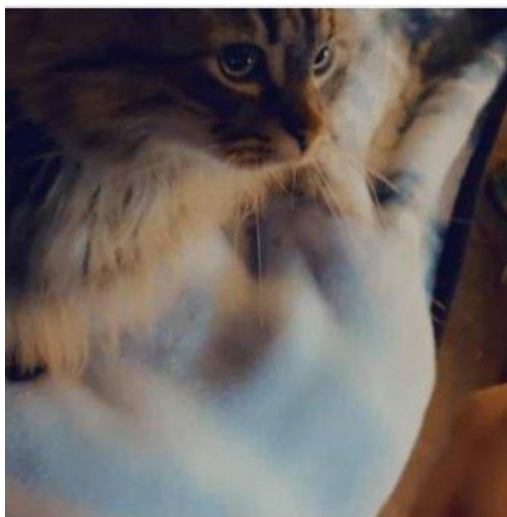


Animals Lost & Found Springfield OH & Surrounding Areas · [Join](#)



Anna Kilgore · Aug 27 · 🌐

My cat is missing she is mane coon her name is miss sassy pants she is part of the family please if you have saw her or know where she is I will give you money bring her home alive please south western avenue by West main and west high street Springfield Ohio home safe

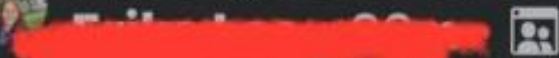


😭😭 21

5 comments 30 shares



Springfield Ohio Cri...



**Warning to all about our beloved pets
& those around us!!**

My neighbor informed me that her daughters friend had lost her cat. She checked pages, kennels, asked around, etc. One day she came home from work, as soon as she stepped out of her car, looked towards a neighbors house, where Haitians live, & saw her cat hanging from a branch, like you'd do a deer for butchering, & they were carving it up to eat. I've been told they are doing this to dogs, they have been doing it at snyder park with the ducks & geese, as I was told that last bit by Rangers & police. Please keep a close eye on these animals



JD Vance 

@JDVance



In the last several weeks, my office has received many inquiries from actual residents of Springfield who've said their neighbors' pets or local wildlife were abducted by Haitian migrants. It's possible, of course, that all of these rumors will turn out to be false.

Do you know... [Show more](#)

 Last edited 9:58 AM · Sep 10, 2024



117.4K



Reply

A photograph of Donald Trump speaking at a podium. He is wearing a dark blue suit, a white shirt, and a red tie. He is gesturing with his right hand. The background is a red wall with a wavy pattern. The text 'ST' is in the top right corner. The text 'U.S. PRESIDENTIAL DEBATE' is in a white box. The text 'THEY'RE EATING THE PETS' is in large white letters.

ST

U.S. PRESIDENTIAL DEBATE

**'THEY'RE EATING
THE PETS'**



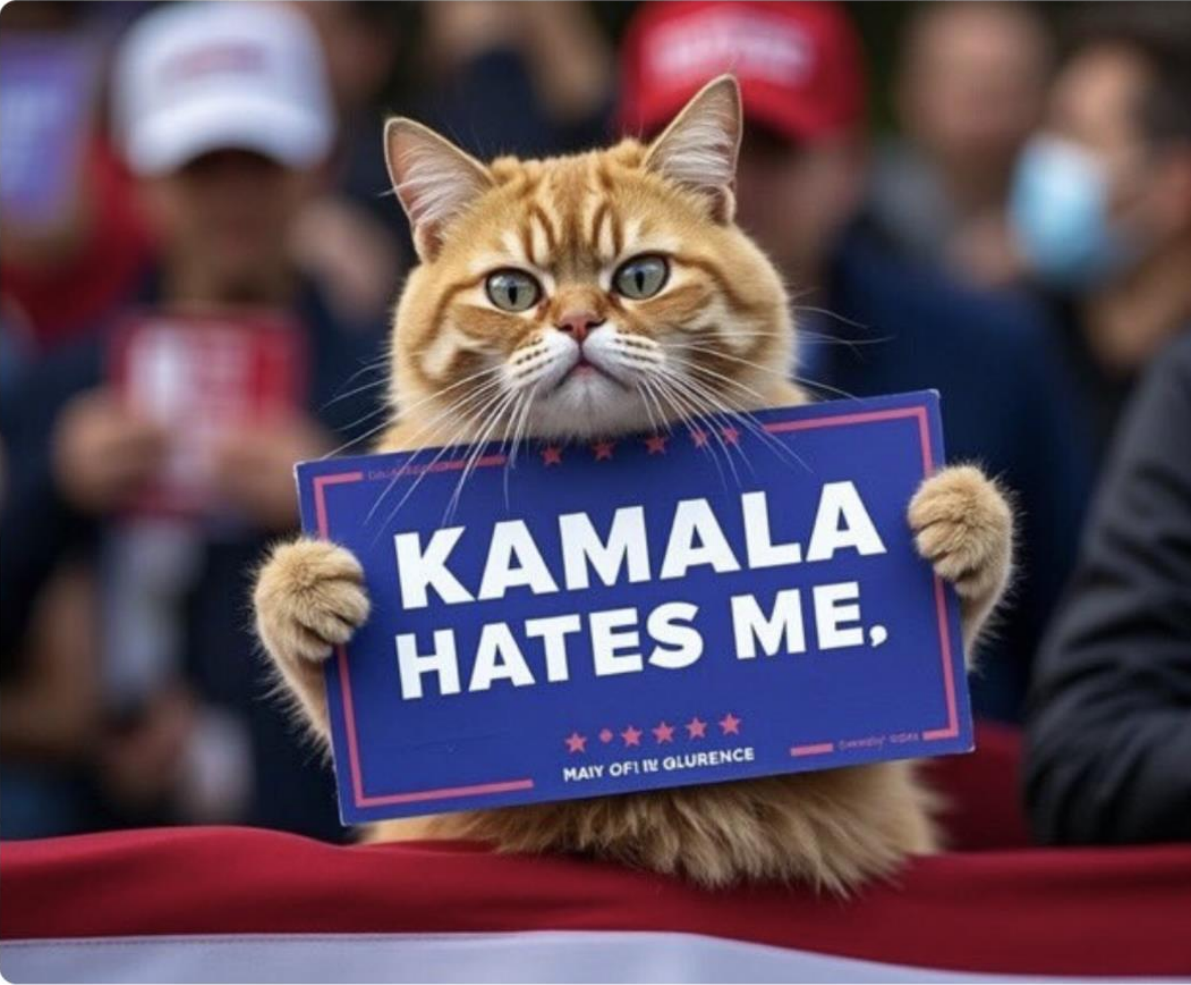








Donald J. Trump ✓
@realDonaldTrump



925 ReTruths 3.33k Likes

Sep 12, 2024 at



Donald J. Trump ✓
@realDonaldTrump



1k ReTruths 3.63k Likes

Sep 12, 2024 at 1:31 PM



House Judiciary GOP 🇺🇸🇺🇸🇺🇸
@JudiciaryGOP

Protect our ducks and kittens in Ohio!



10:44 AM · Sep 9, 2024 · 70.4M Views



4.3K



8.1K



33K



1.2K



Ted Cruz ✓
@tedcruz



PLEASE VOTE FOR TRUMP



**SO HAITIAN IMMIGRANTS DON'T
EAT US**

6:02 p.m. · 9 sep. 2024 · 25,5 mln. Weergaven

20,6K Reposts

7.864 Geciteerd

139,1K Vind-ik-leuks

4.150 Bladwijzers



WATCH LIVE

U.S. NEWS

Springfield children 'fearful' amid dozens of bomb threats after false migrant rumors

"They're scared to go to school. They're unsure of what's going on," one parent said.

New threats in Springfield over Trump comments about immigrants


00:47



BREAKING NEWS

GROWING FIRESTORM OVER TRUMP COMMENTS ABOUT IMMIGRANTS

00:25 / 00:47



npr


DONATE

NATIONAL

Bomb threats followed Trump's false claims about Springfield. Some Haitians may leave

UPDATED SEPTEMBER 19, 2024 · 11:52 AM ET



HEARD ON MORNING EDITION



By — Associated Press

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Springfield, Ohio, cancels town festival after violent threats over Haitian residents

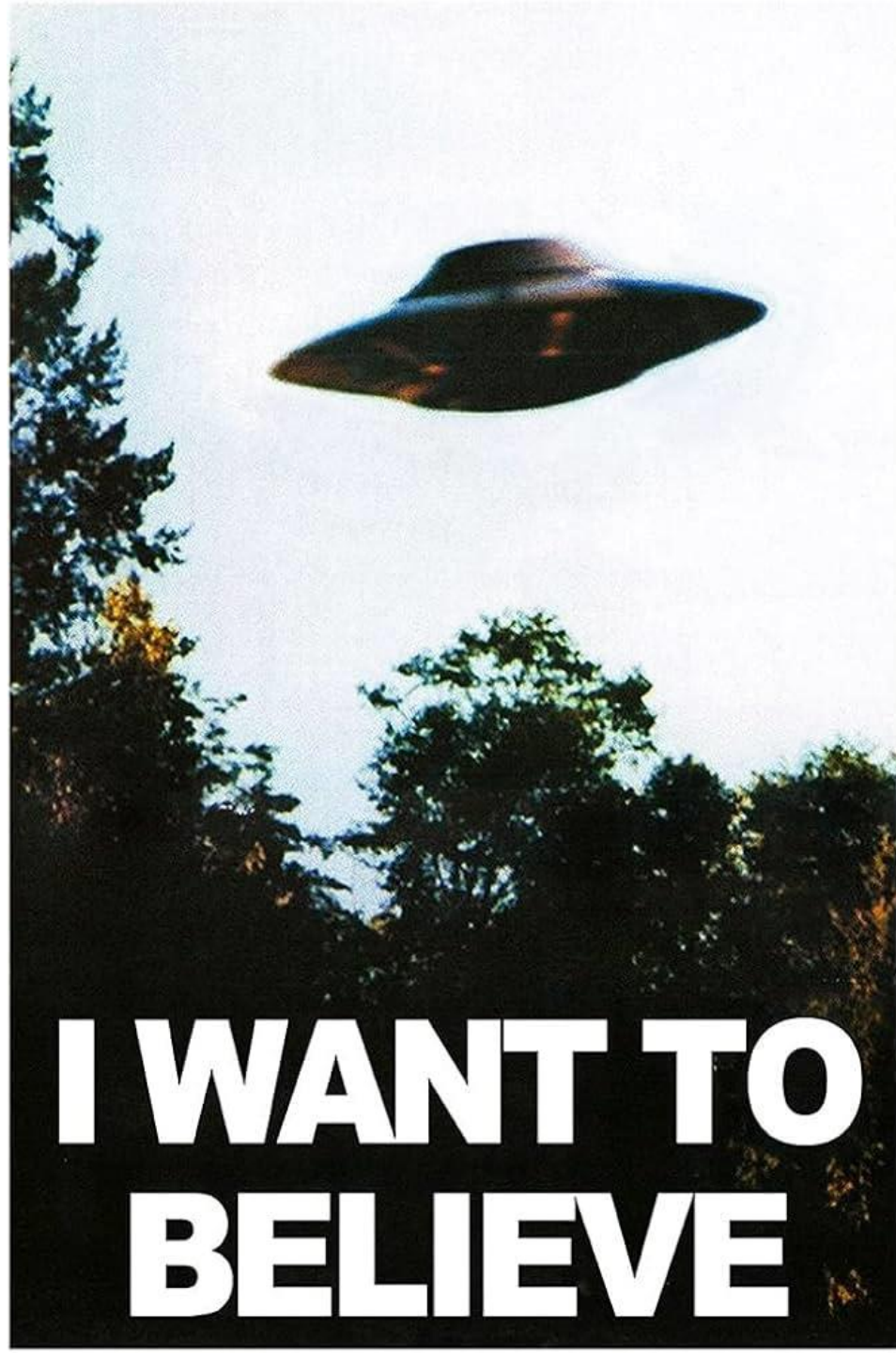
📢📢 Miss Sassy, the missing cat that sparked fear that pets in Ohio were in danger, has been found hiding in her owner's basement.



**'Miss Sassy' Is Safe: JD Vance's
Pet-Eating Hoax Hits Another Embarr...**

Disinformation is what we
like to see

(especially if we don't trust
experts and institutions)



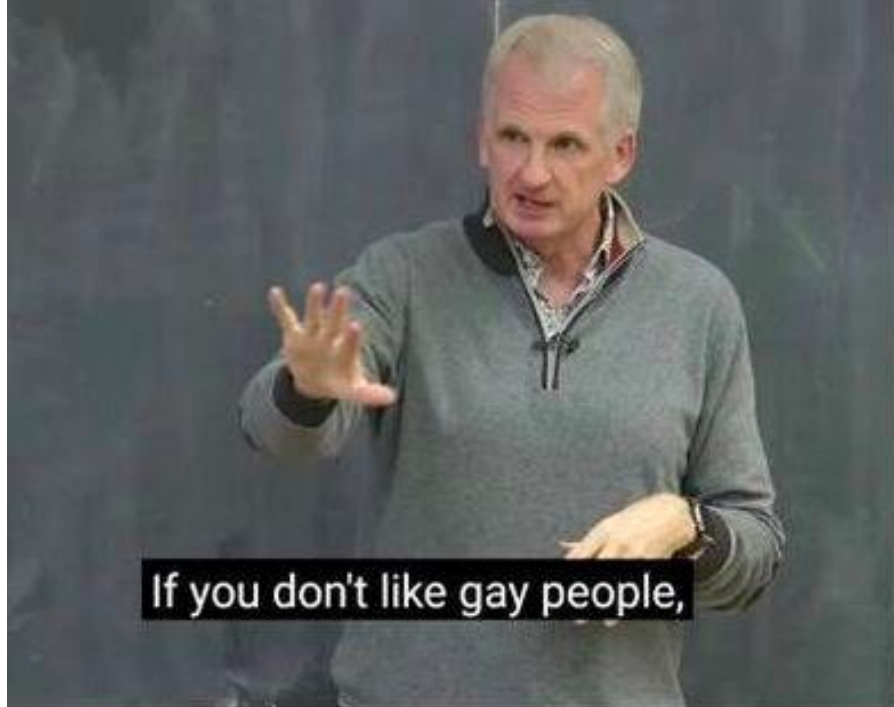
**I WANT TO
BELIEVE**

NEWS > DEFENSE

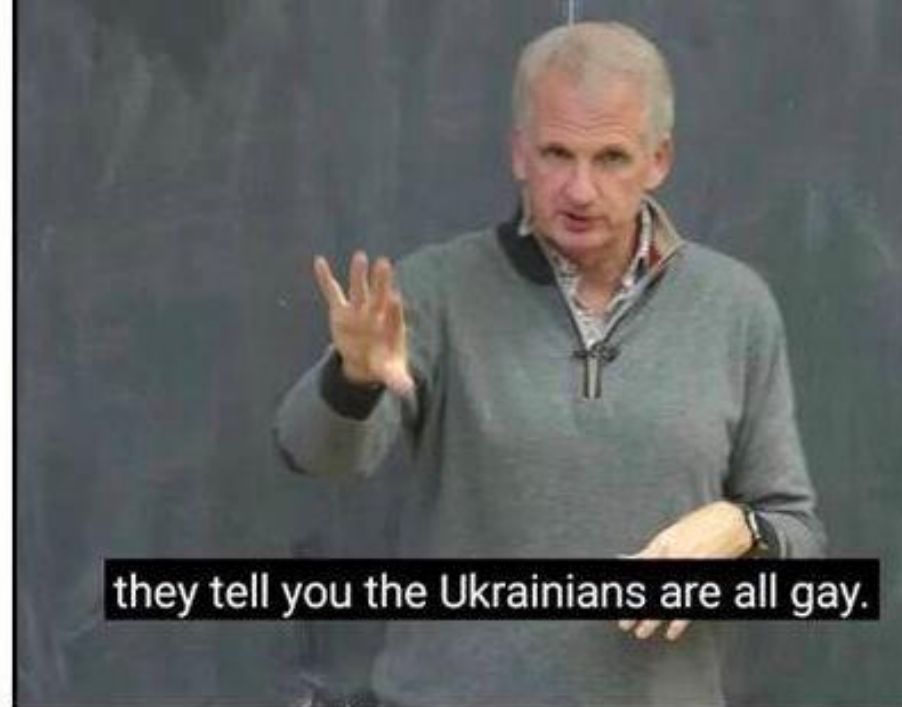
Anti-vax conspiracy groups lean into pro-Kremlin propaganda in Ukraine



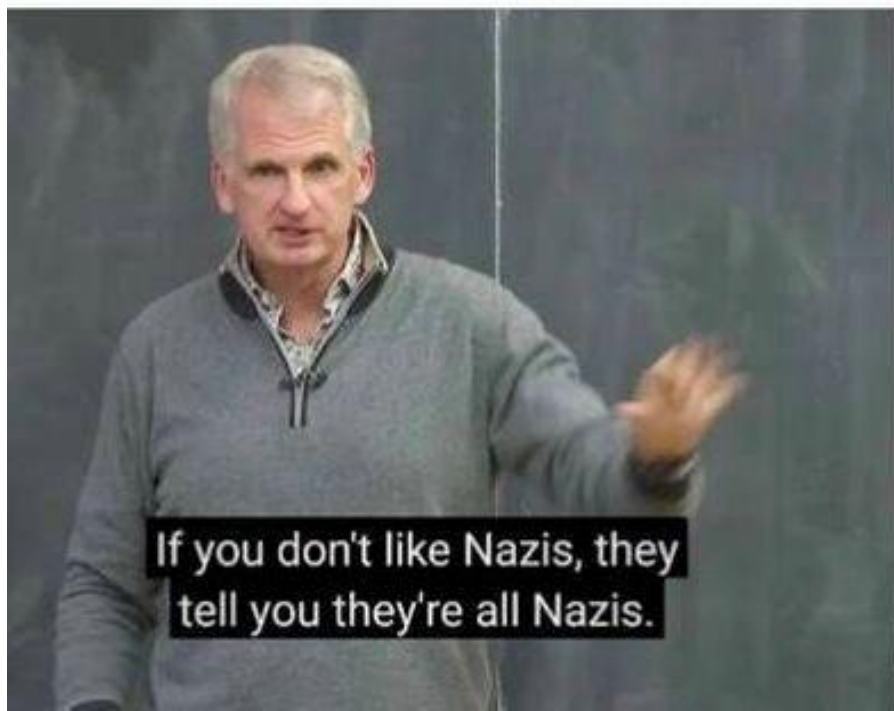
6:57 PM · Feb 8, 2024 · 64.4K Views



If you don't like gay people,



they tell you the Ukrainians are all gay.



If you don't like Nazis, they
tell you they're all Nazis.



If you do like Nazis, they
tell you that they're all Jews.



Eliot Higgins  @EliotHiggins · 8 sep. 

It doesn't require state level actors to direct or create these narratives, as they emerge organically in communities that are fuelled by a deep distrust of traditional sources of authority, and exploited by actors with their own agendas.



Eliot Higgins  @EliotHiggins · 8 sep. 

Those actors can be everything from state actors and their proxies to grifters, exploiting true believers in these communities, who see themselves as genuine truth seekers, not participants in creating disinformation and conspiracy theories.





Eliot Higgins  @EliotHiggins · 8 sep. ...

Understanding that a true believer in those communities are primarily shaped by their own personal experiences rather than outside actors convincing them to believe things that aren't true is crucial for examining those communities.



Eliot Higgins  @EliotHiggins · 8 sep. ...

State actors exploit those communities in a variety of ways for their own ends. That could be providing them access and platforms that help promote their agendas, or covertly providing funding to individuals and organisations that further their agendas (among other things).



3

How do we combat disinformation?

Governments



European
Commission



English

Shaping Europe's digital future

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[Home](#) > [Policies](#) > [The Digital Services Act package](#)

The Digital Services Act package

The fight against pro-Kremlin disinformation



THE EU'S APPROACH TO COUNTERING HYBRID THREATS

While countering hybrid threats is primarily a national responsibility, the EU facilitates Member States' cooperation, develops policy solutions and encourages sharing best practices. The EU's policy framework on countering hybrid threats contains two major documents: the **2016 Joint Framework on Countering Hybrid Threats** and the **2018 Joint Communication** on increasing resilience and bolstering capabilities to address hybrid threats.

The EU counter-hybrid threats policy is based on four lines of action:



Situational awareness is crucial for making Member States aware of the challenges, informing decision making and developing a common strategic culture.



Resilience - the EU's resilience concept includes our ability to prevent, withstand and recover from crises, including multifaceted hybrid attacks. The EU also supports the resilience building of its neighbours and can use CSDP missions to this end.



Response options can range from diplomatic engagement, CSDP and crisis response mechanisms, to rapid response teams and restrictive measures.



Cooperation - the EU is committed to working on countering hybrid threats with international partners and organisations as well as with other stakeholders from civil society. It is crucial not just to make our own societies more resilient, but also those close to our borders and beyond.



NORTH ATLANTIC TREATY ORGANIZATION

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NATO's approach to countering disinformation



How does NATO counter hybrid threats?

Hybrid warfare combines military & non-military tactics to blur the lines between war & peace. Malicious actors can disrupt businesses, hospitals, banks, and other services.

NATO responds to propaganda, sabotage, disinformation, and cyber attacks with:

- Counter hybrid support teams



- Intelligence sharing



- Training & exercises



- Research collaborations



Platforms and tech companies

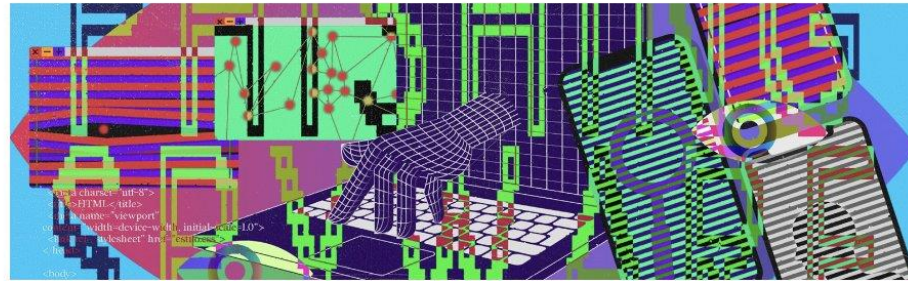
Facebook removes Russian network that targeted influencers to peddle anti-vax messages

By Elizabeth Culliford

August 11, 2021 2:37 AM GMT+2 · Updated 3 years ago



Home / Press Releases / Access Now and Russian civil society victims help take down Russian phishing infrastructure



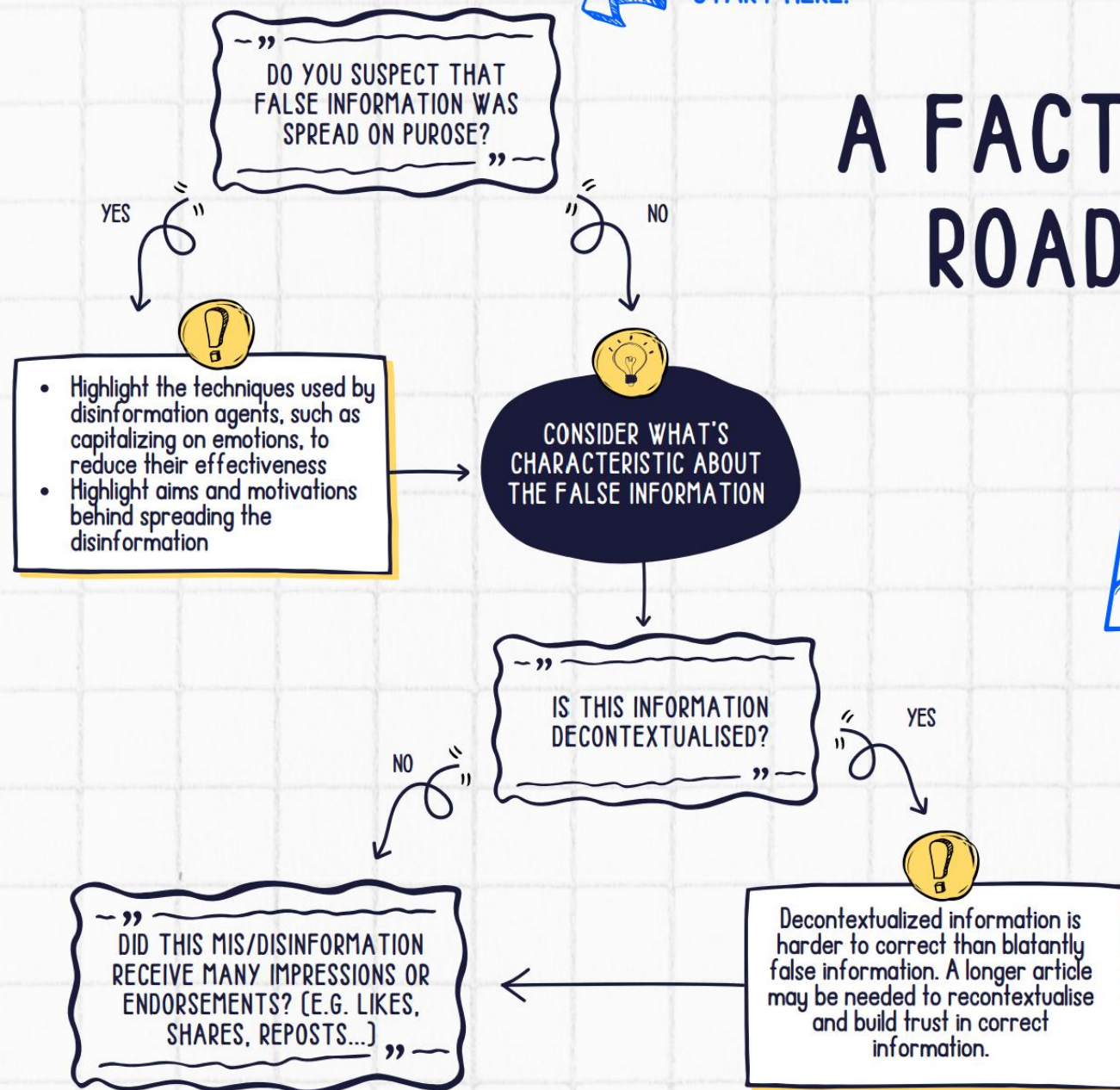
Access Now and Russian civil society victims help take down Russian phishing infrastructure

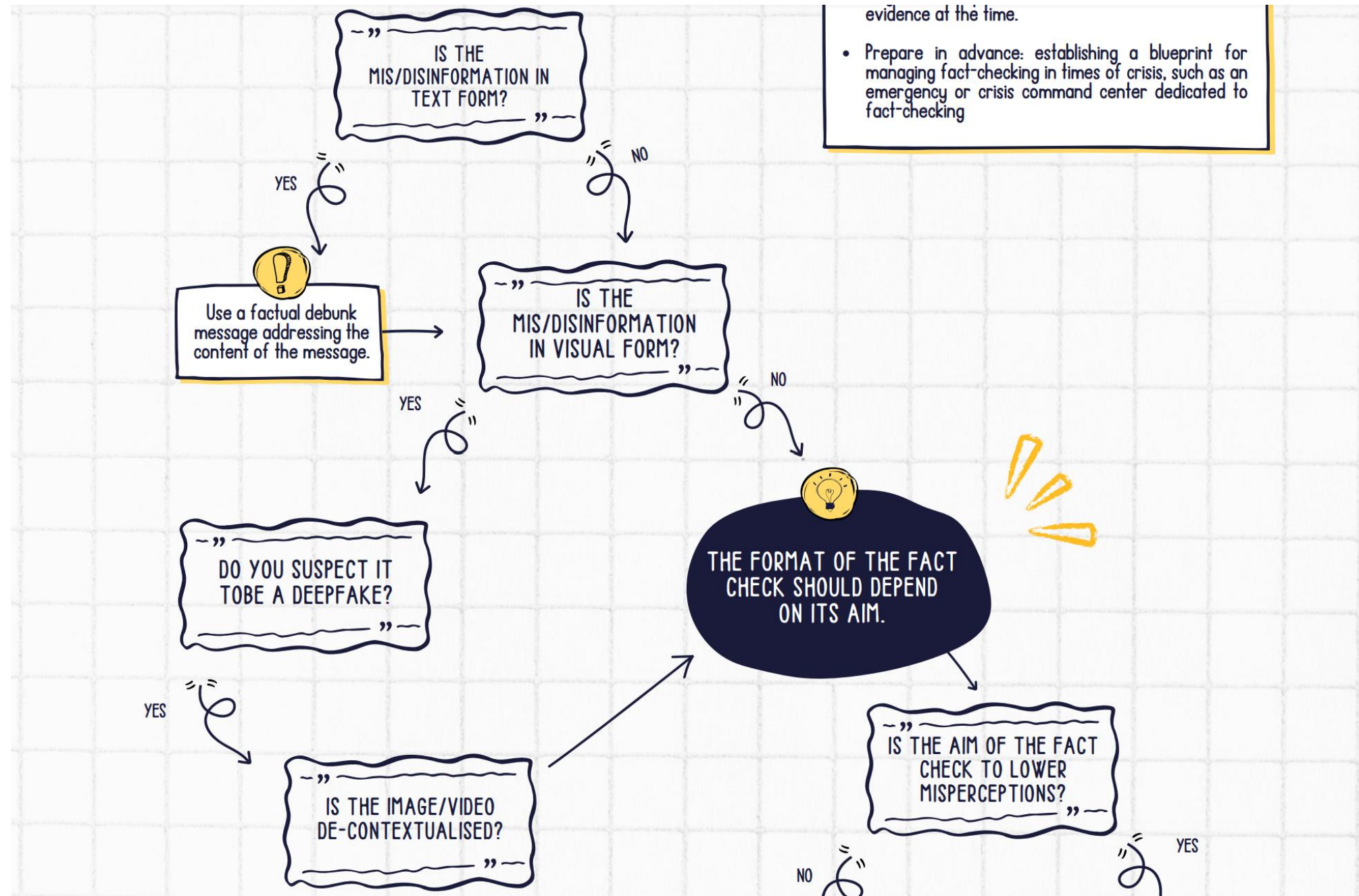
PUBLISHED: 3 OCTOBER 2024
LAST UPDATED: 3 OCTOBER 2024

Today, the United States District Court for the District of Columbia unsealed a [civil action](#) brought by Microsoft's Digital Crimes Unit (DCU), aimed at seizing and disrupting the digital infrastructure used by Russia-linked hacker group **STAR BLIZZARD** (also known as **COLD DRIVER**, among other names) to target civil society and other actors. Access Now filed a legal statement supporting this civil action, which included statements from Russian civil society victims **impacted** by this hacking operation. Microsoft filed the lawsuit together with the **NGO Information Sharing and Analysis Center** (NGO-ISAC) and coordinated with the Department of Justice (DOJ), which simultaneously seized additional domains attributed to STAR BLIZZARD.

Journalists

A FACTCHECK ROADMAP





Citizens

S

I

F

T



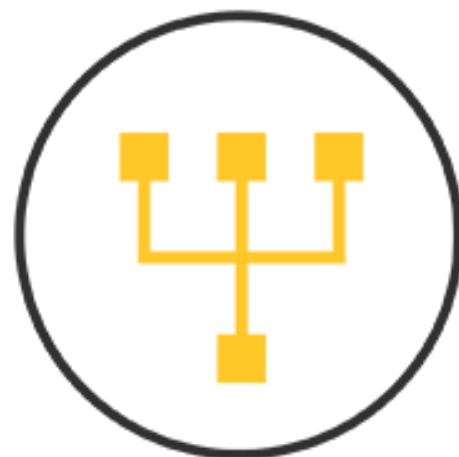
Stop



Investigate
the source



Find better
coverage



Trace claims,
quotes and media to
the original context

DON'T GET TRICKED BY ONLINE MISINFORMATION

Remember these checks when browsing social media

Source

Look at what lies beneath. Check the about page of a website or account, look at any account info and search for names or usernames.

History

Does this source have an agenda? Find out what subjects it regularly covers or if it promotes only one perspective.

Evidence

Explore the details of a claim or meme and find out if it is backed up by reliable evidence from elsewhere.

Emotion

Does the source rely on emotion to make a point? Check for sensational, inflammatory and divisive language.

Pictures

Pictures paint a thousand words. Identify what message an image is portraying and whether the source is using images to get attention.

Think **SHEEP** before you share

ONLY YOU



CAN PREVENT MISINFORMATION