



The **Blue Book Project**

Welcome to Blue Book TV



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Agenda



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- **Opening Remarks**
- **Blue Book Project Update**
- **Blue Book TV Episode One: Mis/Dis/Mal-information**
- **Questions**





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Opening Remarks

Shawn Talmadge, State Coordinator



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Blue Book Project Updates



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Blue Book Project: Get to Know Us!



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Learn about the project:

- VDEM Blue Book Overview

Catch up on Phase 1:

- Lessons Learned from Phase 1

Find more information about MDM:

- How to Increase Resilience Against Disinformation
- MDM Information 101 for Emergency Managers

Find other items of interest:

- Overview and Application of the Defense Production Act
- Civil Defense: From the Cold War to Contemporary Threats
- Law Enforcement Support to Military Installations

Where to find us: <https://www.vaemergency.gov/blue-book>



Current Efforts: Mission Area Workshops



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What: Focused scenario-based activities with subject matter experts

When: December - March

Why: Discuss anticipated challenges and identify potential solutions, workarounds, or adjustments to ensure the mission can continue in a degraded environment.

First Up:

- Alternative Sources for Emergency Communications
- Alternative Mechanisms for Water and Wastewater Systems
- Food and Water Supply Chains and Distribution
- Public Information





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Mis/Dis/Mal-information:

How we are vulnerable to MDM, and how we can protect against it



Dr. Meg McBride



CNA

- **Expertise on terrorism, extremism, radicalization, and disinformation**
- **Will direct DVERT, the new Center of Excellence for Domestic Radicalization and Violent Extremism**
- **Formerly a research associate at Harvard University's T.H. Chan School of Public Health and an intelligence analyst at the National Security Agency**
- **Formal education:**
 - PhD in religious studies from Brown University
 - MAs from Johns Hopkins University and St. John's College
 - BA in Psychology from Drew University





The studies on which this presentation is based were funded by CNA and by the Office of Naval Research.

The views, opinions, and findings contained in this presentation are CNA's, and should not be construed as representing the official position of the Department of the Navy.

This research was conducted by an interdisciplinary team including:

Dr. Meg McBride, Dr. Heather Wolters, Dr. Sam Plapinger,
Kaia Haney, Pamela Faber, Dr. Patricia J. Kannapel, Stephanie Stapleton,
Kasey Stricklin, Dr. Neil Carey, and Dr. Bill Rosenau.



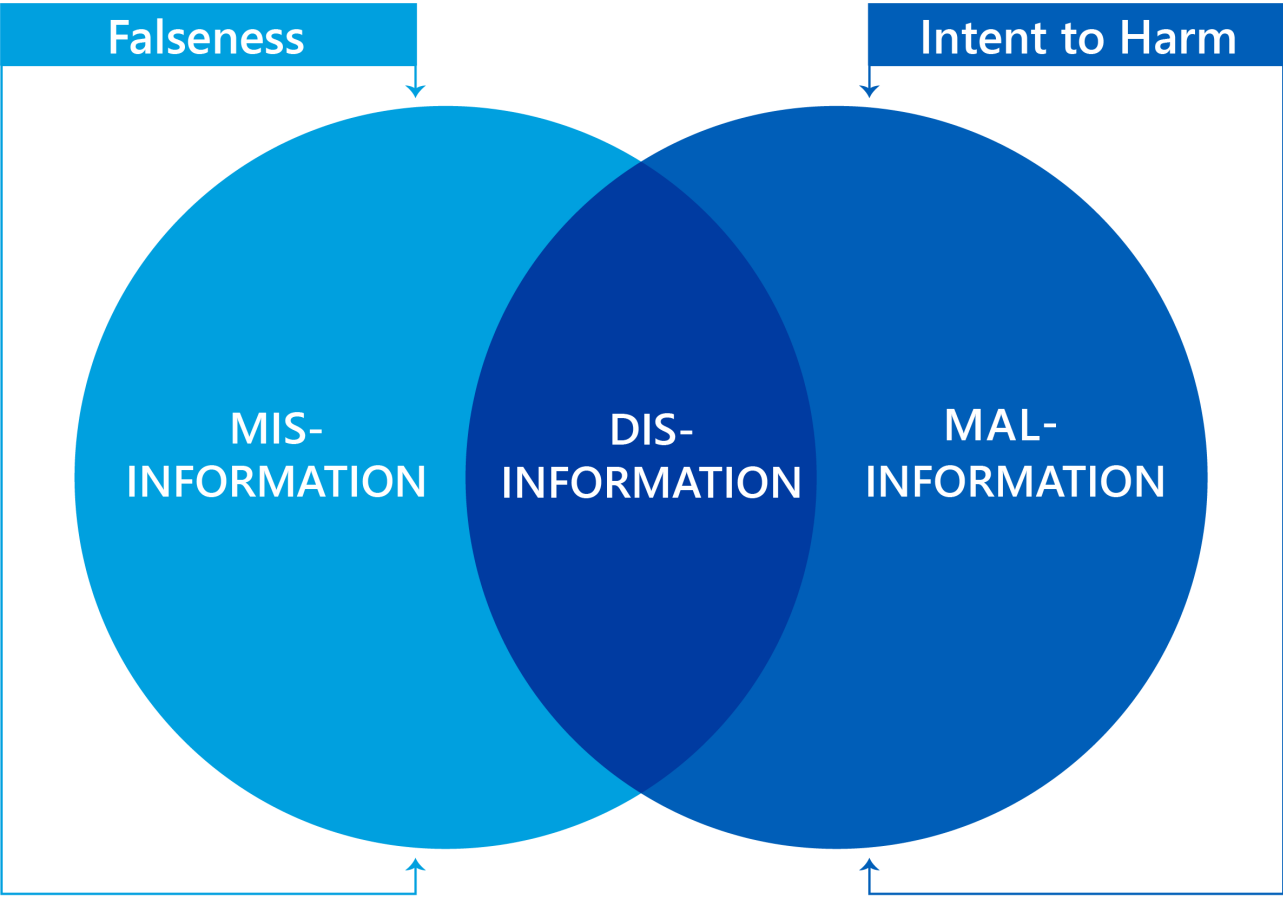


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What is MDM?



What is MDM?



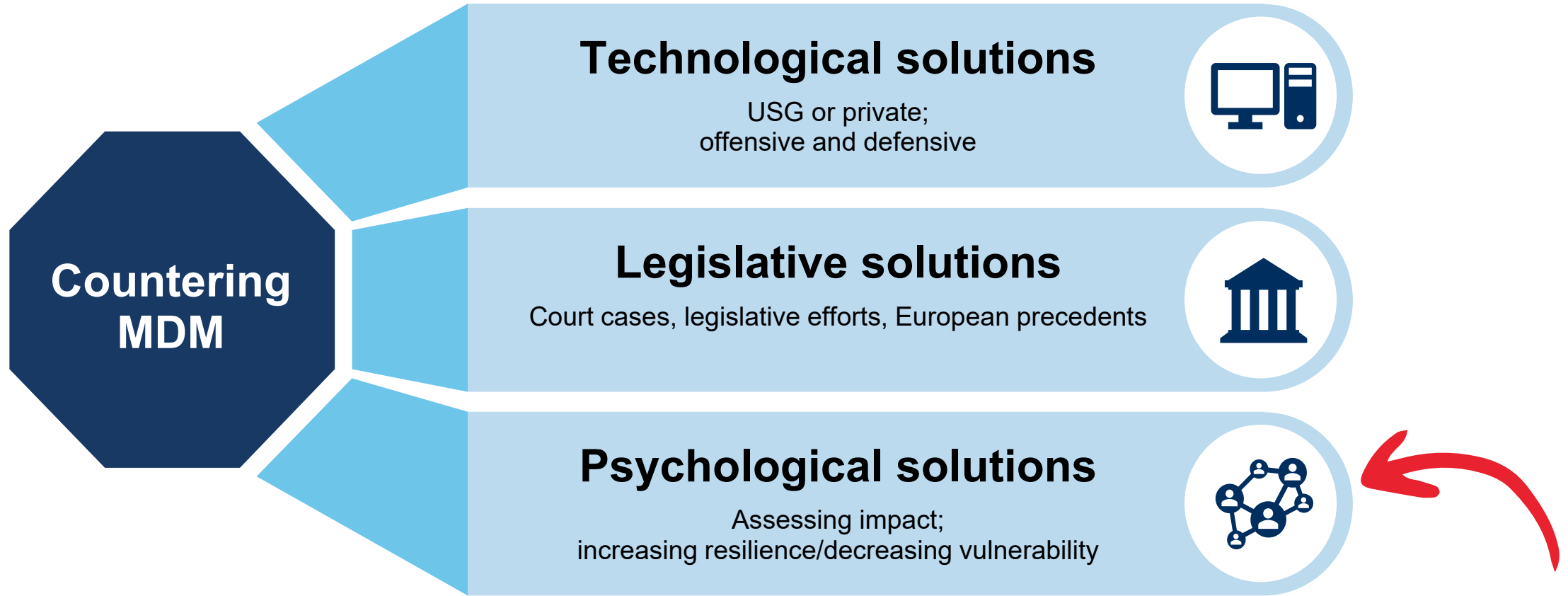
Source: <https://www.ourcivicgenius.org/learn/misinformation-vs-disinformation-whats-the-difference/>



Mis-/Dis-/Mal-information



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Why are we vulnerable to MDM?

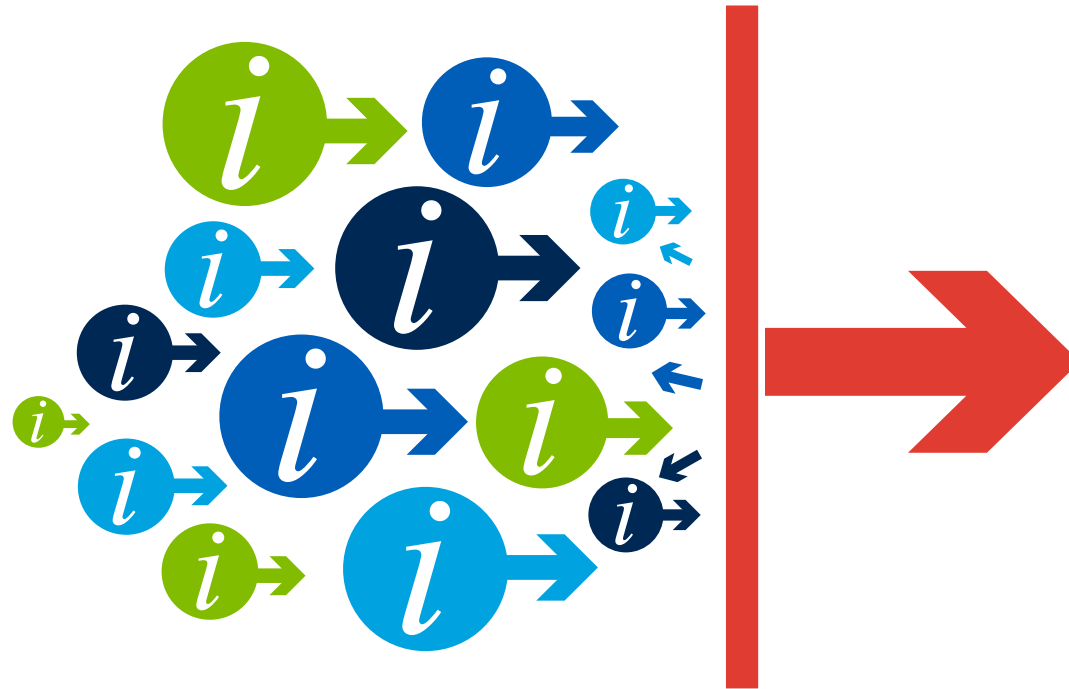


How does MDM work?



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People are inundated with information on a daily and hourly basis.



It is simply not possible to attend to all of the data that comes our way.

MDM works by taking advantage of the normal and healthy psychological mechanisms that help us process this data.



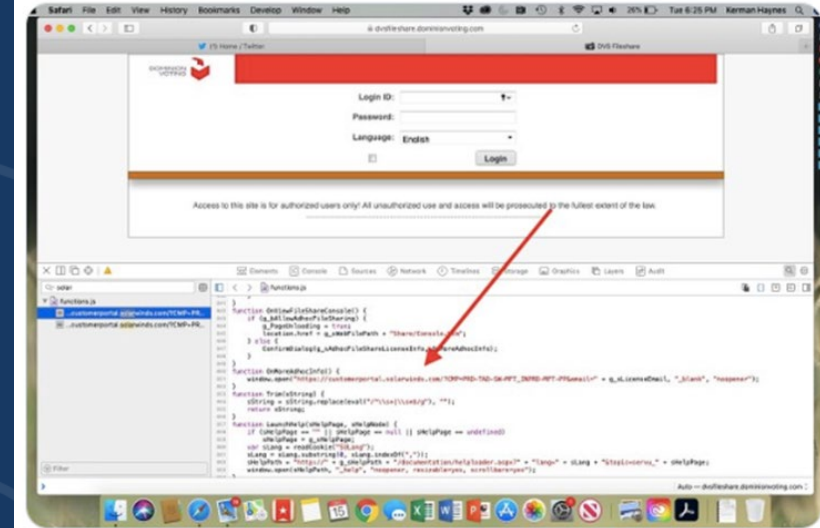
1. Initial information processing



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The image shows a screenshot of the Dominion Voting website's login page. The page includes fields for 'User:', 'Password:', and 'Language:' (set to 'English'), along with a 'Remember me' checkbox. A Chrome DevTools window is open over the page, displaying the HTML source code. A red box highlights a link in the 'Bottom-Logos' section: `...`. The breadcrumb at the bottom of the DevTools window reads: `html > body > div > div.content > div#FormLayer > form > div#LoginContainer`.

I went to their website a few minutes ago and looked at their source code in my browser - they are definitely using SolarWinds, contrary to their CEO's testimony under oath today.



8:34 PM · Dec 15, 2020

18 169 283 12

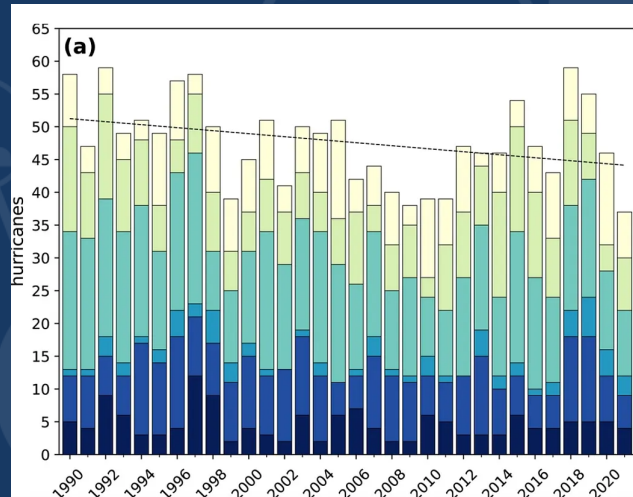


1. Initial information processing

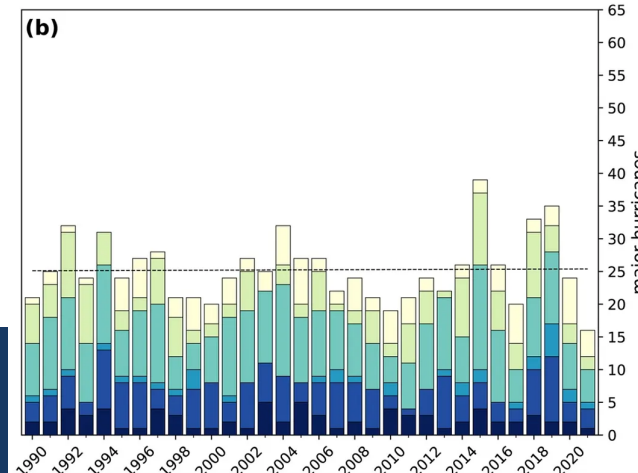


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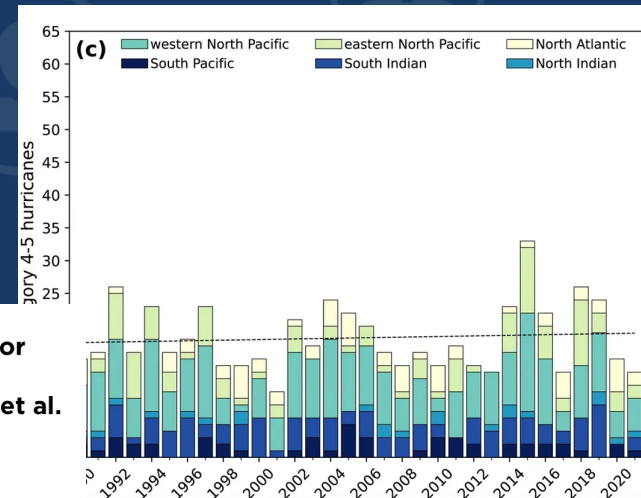
Here are recent data on global hurricane frequency and intensity from a 2022 paper (Klotzbach et al). Does this remotely resemble what trusted media sources tell you? ¹²



(a)
Global Hurricanes
Klotzbach et al.
(2022)



(b)
Global Major
Hurricanes
Klotzbach et al.
(2022)



(c)
Global Cat 4-5
Hurricanes
Klotzbach et al.
(2022)



1. Initial information processing

Myth: Hurricanes are expected to get more frequent as temperatures rise.

Truth: Mainstream science expects that hurricanes will become less frequent as temperatures rise.¹⁵

- Sea level rise – which human activity has very likely been the main driver of since at least 1971 according to IPCC AR6 – should be causing higher coastal inundation levels for tropical cyclones that do occur, all else assumed equal.
- Tropical cyclone rainfall rates are projected to increase in the future (*medium to high confidence*) due to anthropogenic warming and accompanying increase in atmospheric moisture content. Modeling studies on average project an increase on the order of 10-15% for rainfall rates averaged within about 100 km of the storm for a 2 degree Celsius global warming scenario.
- Tropical cyclone intensities globally are projected to increase (*medium to high confidence*) on average (by 1 to 10% according to model projections for a 2 degree Celsius global warming). This change would imply an even larger percentage increase in the destructive potential per storm, assuming no reduction in storm size. Storm size responses to anthropogenic warming are uncertain.
- The global proportion of tropical cyclones that reach very intense (Category 4 and 5) levels is projected to increase (*medium to high confidence*) due to anthropogenic warming over the 21st century. There is less confidence in future projections of the global number of Category 4 and 5 storms, since most modeling studies project a decrease (or little change) in the global frequency of all tropical cyclones combined.

Likelihood Statements

The terminology here for likelihood statements follows these conventions for the assessed likelihood of an outcome or result:

- Very Likely: > 90%
- Likely: > 66%
- More Likely Than Not (or Better Than Even Odds) > 50%

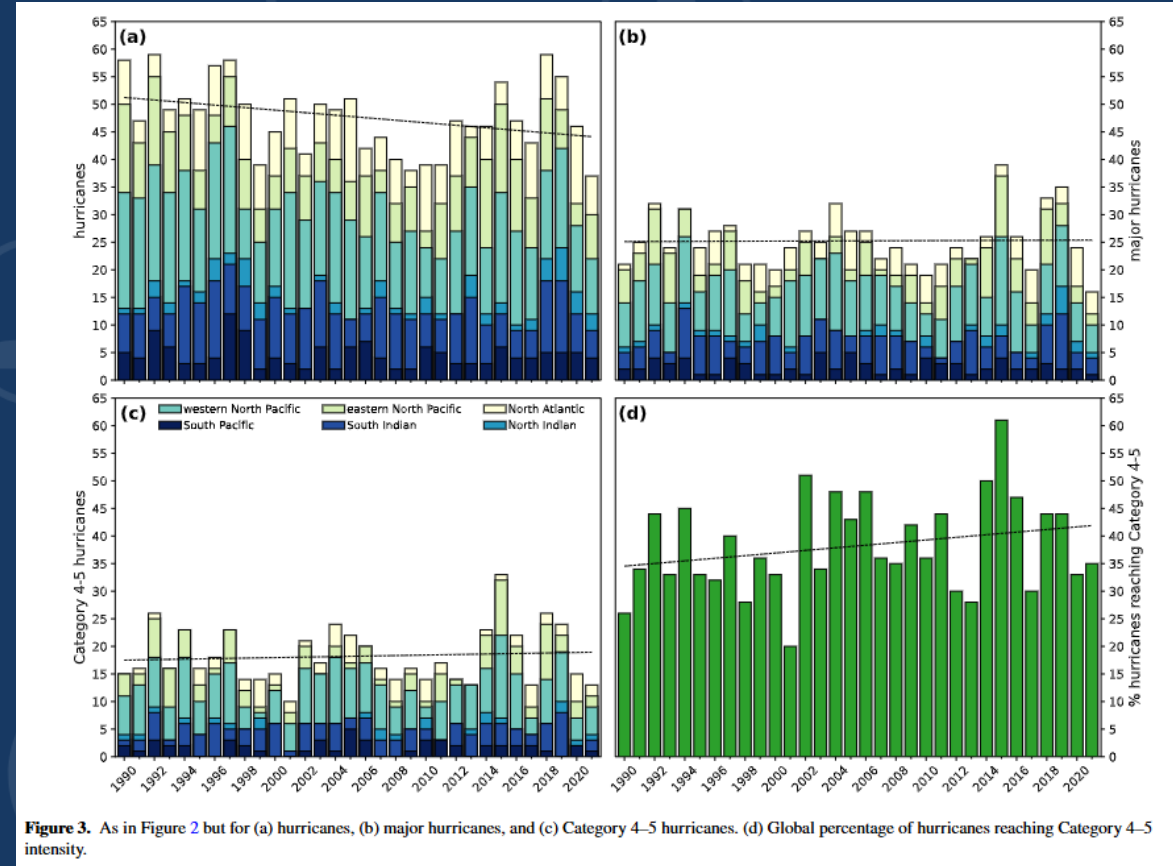


Figure 3. As in Figure 2 but for (a) hurricanes, (b) major hurricanes, and (c) Category 4–5 hurricanes. (d) Global percentage of hurricanes reaching Category 4–5 intensity.

2. Group, Belief, Novelty (GBN) Model

COLONIAL PIPELINE NETWORK



6 1 Comment

Like Comment Share



16 9 Comments

Like Comment Share

Let me get this straight. Suddenly, going into summer vacation season, there's an unheard of cyber attack that totally shuts down 1/3 of the countries gas supply (almost all red states with no COVID restrictions) - and the Biden regime is blaming Russia? 🤔🤔🤔 pull my finger.

7:32 PM · 5/10/21 · [Twitter Web App](#)

4,966 Retweets 163 Quote Tweets

17.1K Likes



2. Group, Belief, Novelty (GBN) Model



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██████████ · May 13, 2021

Russian hackers who shut down the **Colonial pipeline** were paid nearly \$5M in ransom by its owners, the evil Koch family. It's so coincidental the oh so many connections Russia has with GQP mega donors and paying them some "ransom" in untraceable cryptocurrency is quite something.


31 405 1K



3. The role of emotions and arousal

David Niño Rodriguez @ninoboxer

BREAKING: New intel reveals that the The Francis Scott Key Bridge was a TERRORIST ATTACK launched by the Chinese Communist party using "remote towing" technology on the "The DALI". In careful analysis of the video, it still doesn't explain the thermite shape charges that were detonated as the barge hit the bridge. Here are what thermite shape charges look like



0:07

9:13 AM · Apr 15, 2024 · 511.4K Views

210 1.1K 2K 605

Chuck Callesto @ChuckCallesto

BOMBSHELL REPORT: ⚠️ Exclusive intel reveals that the attack on Baltimore's Francis Scott Key Bridge was a TERRORIST ATTACK launched by the Chinese Communist Party on American soil, using "remote towing" technology on the "The DALI".

DEVELOPING..



03-30-2024

From NFSC Speaks

From NFSC Speaks

JUST IN: ⚠️ Shocking Mayday Call From Ship Shortly Before Bridge Collapse Released..

DOES THIS CHANGE YOUR VIEW ON WHO IS RESPONSIBLE?

Show more

PM · Mar 27, 2024 · 5.9M Views

647 5.2K 8.8K 1.2K

at this port is military material, much of it destined for Ukraine. 长岛看七哥

1:30

From NFSC Speaks

9:16 PM · Mar 30, 2024 · 2.2M Views

1.6K 11K 17K 3.8K

Andrew Tate @Cobratate


This ship was cyber-attacked.

Lights go off and it deliberately steers towards the bridge supports.

Foreign agents of the USA attack digital infrastructures.

Nothing is safe.

Black Swan event imminent.



clipped by @Brick_Suit

0:23

3. The role of emotions and arousal



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Juanita Broaddrick @atensnut · Oct 1

We have to help these **victims**. Please post anything to offer locations for assistance, supplies needed, etc.

Comrad Kamala and Sleepy Joe have deserted them.



October 2

Dear God, help our babies and their families! ❤️



193

42 comments 16 sh



The Animal Hope & Wellness Foundation is at Asheville, North Carolina. September 29 · Asheville, NC

Heartbreaking images shared with us of the many pets left stranded during the recent storms throughout the South. ❤️

While we do our best to verify all images, we have also been privy to stories of the deaths of many animals left behind. Many were caged and tied up during the storms.

#animalhopeandwellness

From Coastal Views



3K



989 comments 1.7K shares



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MDM & VDEM BLUE BOOK



N-S MDM Campaign Strategies & Goals



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Strategies

- Create fake personas and websites
- Create deepfakes/AI-generated content
- Amplify conspiracy theories
- Flood the information environment
- Use alternative platforms
- Exploit information gaps
- Manipulate unsuspecting actors
- Spread targeted content

Goals

- Amplify internal divisions (Racial/Regional/Political)
- Sow internal chaos to reduce outward focus
- Portray the US as declining in power and influence
- Promote discontent with and mistrust of the US government
- Undermine trust and faith in the democratic process
- Promote narratives favorable to the N-S (e.g. pro-China/pro-Russia)



N-S MDM Campaign Strategies & Goals



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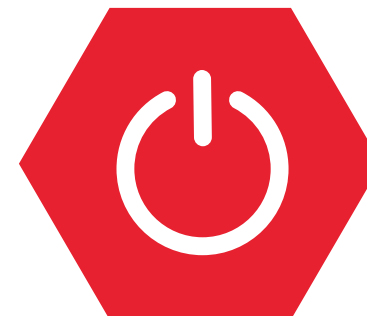
- Likely MDM narratives



RATIONING



TRAVEL RESTRICTIONS



ROLLING BLACKOUTS



CURFEWS



FUEL RESTRICTIONS



DISTRIBUTION FOOD/H2O





Rationing



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- **Government Resource Hoarding**
 - Government is stockpiling resources for its own use
 - US government unable/unwilling to provide for its population
- **Unequal access to resources**
 - Distribution of rations based on “diversity goals” instead of need
 - OR...wealthy individuals have unrestricted access to essentials
- **Blaming rationing on [X] group**
 - E.g., immigrants, corrupt officials, certain ethnic/racial groups
- **Deep state manufacturing crisis to institute [X] policy**



Dr. Anastasia Maria Loupis @DrLoupis · Oct 4, 2023

...

The **World Economic Forum** and the U.N. have ordered **world** governments to prepare to ration people's water supply as part of their 'Great Reset' agenda for humanity. thepeoplesvoice.tv/wef-orders-glo...

WEF Orders Global Water Rationing To Starve BILLIONS Into Submission



October 4, 2023 · Baxter Dmitry · 3 Comments



840

6.8K

9.6K

861K



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Curfews



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- **Curfews are unconstitutional/illegal**
 - Government is shooting/arresting/harming citizens who violate unconstitutional curfews
 - Curfews constitute an unlawful efforts to restrict citizens' movement
- **US is violating human rights**
 - Prohibiting people from accessing medical care, food, supplies, work, etc.
- **Preferential treatment of certain people**
 - Regional enforcement of curfews, elite exempted from curfews, etc.

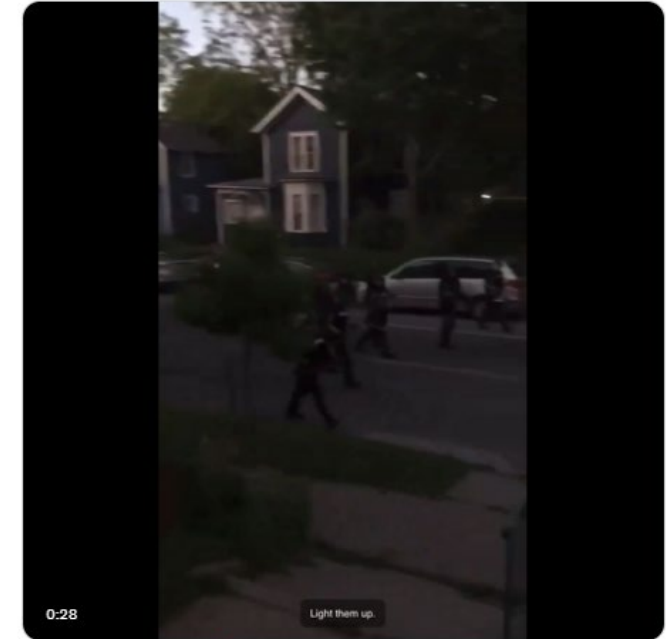


Hodgetwins
@hodgetwins

Subscribe

Kamala's VP Tim Walz sent his tyrannical agents into Minnesota neighborhoods to shoot citizens with paintball guns during Covid

Do we really want someone like this running our country?



From [EducatëdHillbilly™](#)

9:04 AM · Aug 13, 2024 · 5.7M Views

6.8K

46K

112K

9.9K



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Travel Restrictions



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- **Exaggerating severity of travel restrictions**
 - Fabricating reports of militarized checkpoints to incite fear
- **Highlighting disparities and inequities**
 - Travel restrictions unfairly target certain regions, states, or demographics
 - Wealthier individuals exempt from restrictions
- **Undermining government credibility**
 - Fabricating conflicting messages from SLTT governments to create confusion about whether travel is permitted
 - Spreading rumors about “true purpose” of restrictions (hidden agenda to impose martial law)



Ali Zeck ✓
@AliBeckZeck



It is unlawful for any government to restrict people's movements or ability to acquire food, water or air.

Just because they're telling you they can, doesn't mean it's lawful.

Go be free.

10:46 PM · Jan 1, 2022



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Fuel Restrictions



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- **Government overreach**
 - Monitoring usage via GPS trackers (fears of government surveillance & authoritarianism)
- **False claims of severe fuel shortages**
 - Incite panic buying and hoarding
- **Politicization of distribution**
 - Politically aligned areas are being prioritized for fuel supplies
- **False claims about black market fuel**
 - Promoting illegal activity, sowing confusion

< [Redacted] ...

When your car stops halfway home because the chip inside detected that you have used your monthly allowance of gasoline, remember that it started with a mask and a shot, and you complied...





Rolling Blackouts



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- **Government incompetence/authoritarianism**
 - Failing to manage energy grid effectively
 - Intentionally turning off power in certain places
- **Blaming [X] groups for overuse**
 - E.g., immigrants, large corporations
- **Conspiracy theories about energy companies**
 - Intentionally causing blackouts to drive up energy prices and profit from the crisis
- **False claims about rise in crime**
 - Rolling blackouts causing looting and violence (provoking panic)



TEAM USA @__TEAM_USA · Aug 30, 2022

So California, a state that has rolling blackouts because it can't keep the power grid going, just banned gas cars by 2035.

So what happens when they force you to drive a vehicle that requires electricity, then they cut the power off?

You're trapped and can't leave.

40

82

203



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Points of Distribution (PODs) for Food/Water



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- **ID Checks**
 - PODs used to identify and detain undocumented immigrants
 - Denying aid to Americans without proper ID but providing aid to undocumented immigrants
- **Blaming immigrants for shortages**
 - Inciting violence against immigrant communities
 - Claims of special PODs for immigrants while Americans are forced to wait in long lines/go without
- **False reports of dangerous conditions**
 - Claims that PODs are unsafe deter people from seeking help
- **Exaggerating crisis timeline**
 - False reports that PODs will only operate for a few days before running out of supplies (increasing panic)

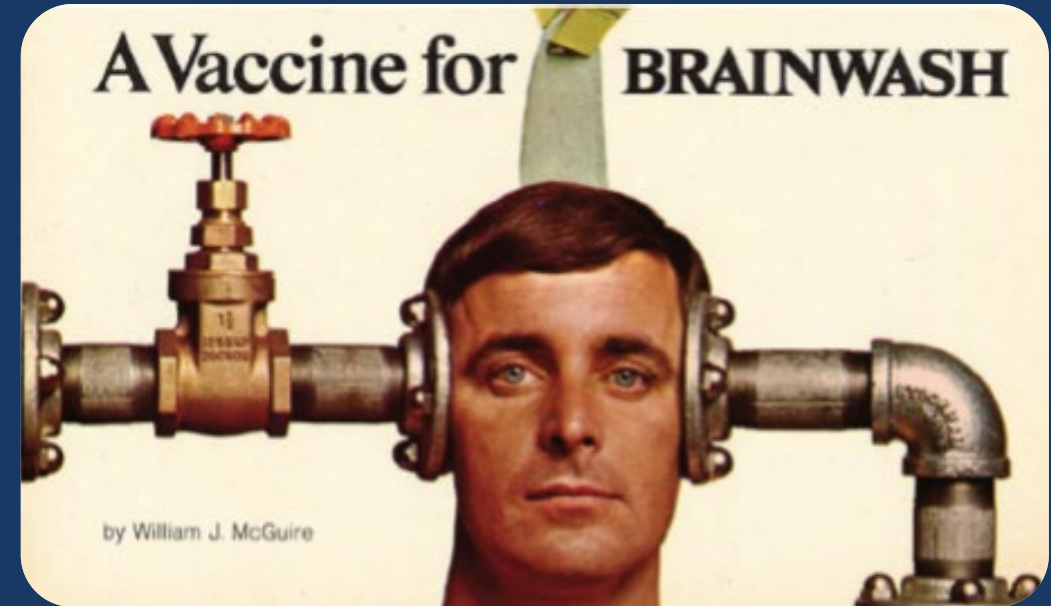


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Inoculation

Inoculation is the practice of exposing individuals to persuasive messages containing weakened arguments that threaten an attitude or belief in order to “inoculate” them against stronger persuasive messages and attacks on this attitude or belief in the future.



Source: Photo from McGuire (1970) in Psychology Today. Copyright held by an unknown person. Taken from Lewandowsky and Van der Linden, “Countering Misinformation and Fake News Through Inoculation and Prebunking.”

Fact-checking/debunking



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Fact-checking/debunking is the use of a precise correction designed to correct clearly false claims with empirical evidence from neutral or unimpeachable sources.

MYTH FIRST

Some people claim there is no scientific consensus that humans are causing global warming. In fact, 97% of climate scientists agree that global warming is caused by human activity.

FACT-FIRST

Most climate scientists (97%) agree that humans are causing global warming, contrary to some claims that there is no scientific consensus on this issue.

FACT-ONLY

Most climate scientists (97%) agree that humans are causing global warming.

TRUTH SANDWICH

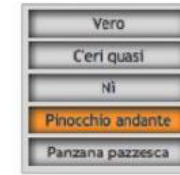
Most climate scientists (97%) agree that humans are causing global warming, contrary to some claims that there is no scientific consensus about this issue. In fact, there is overwhelming agreement among climate scientists that global warming is caused by human activity.



PolitiFact.com
(USA)



The Washington Post's
Fact Checker
(USA)



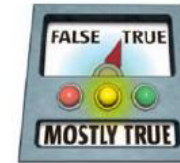
Pagella Politica
(Italy)



Portland Press-Herald
(Oregon, USA)



Crikey
(Australia)



The Denver Post
(Colorado, USA)

Source: Amazeen, Thorson, Muddiman, and Graves, "Correcting Political and Consumer Misperceptions: The Effectiveness and Effects of Rating Scale Versus Contextual Correction Formats."



Media Literacy



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Media literacy includes the skills required to evaluate a piece of content, as well as an understanding of the structures that produce that content.

Sources: <https://newseumed.org/tools/lesson-plan/story-share-worthy/>;
<https://action4mediaeducation.org/2017/11/24/infographic-todays-news-real-or-fake/>;
<https://elearninginfographics.com/digital-literacy-skills-21st-century-worker-infographic/>





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What can I do to counter MDM?

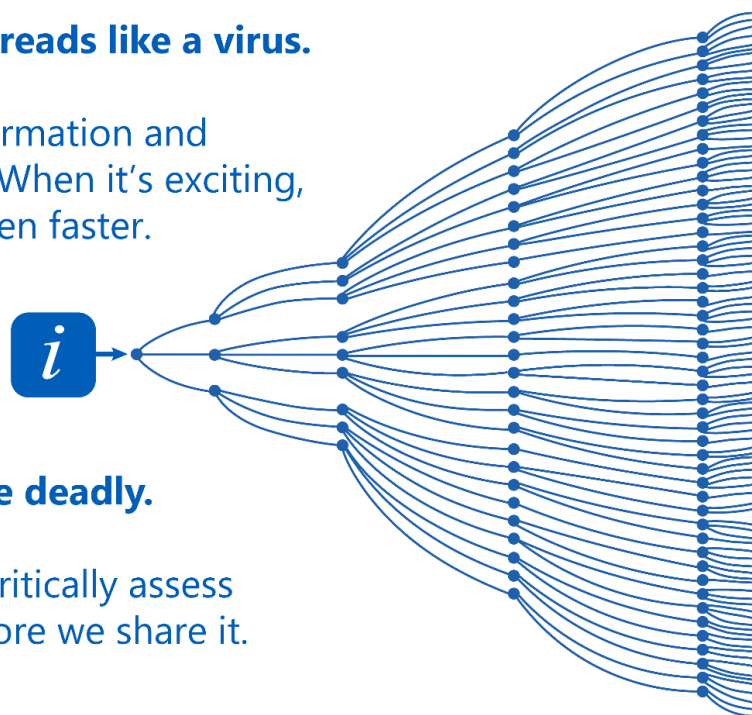


The Goal

The goal of interventions is **not** to eliminate MDM, but to reduce vulnerability and reduce sharing.

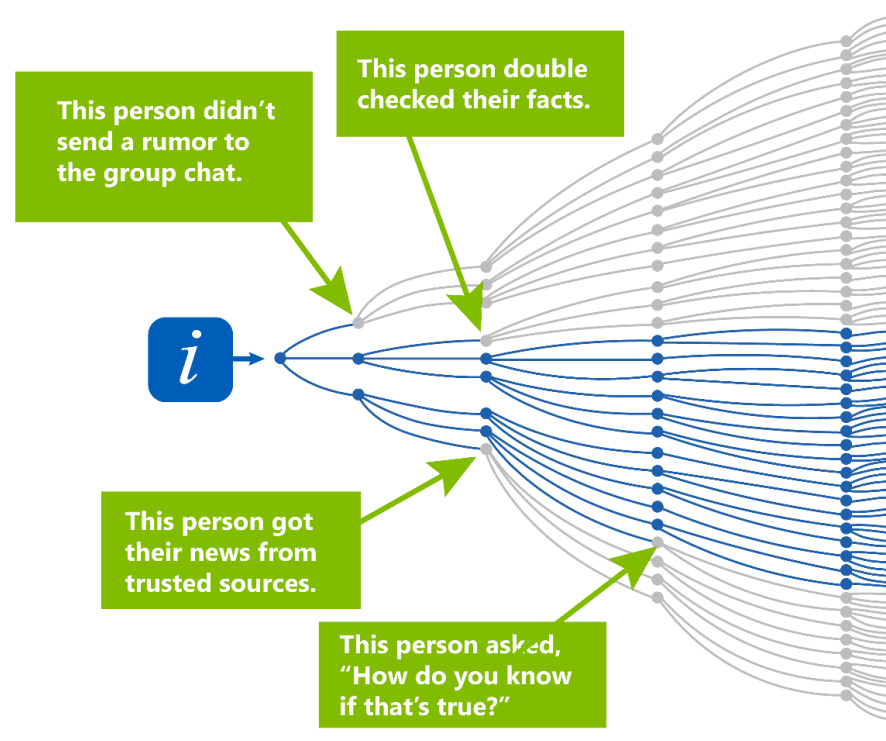
Information spreads like a virus.

So does misinformation and disinformation. When it's exciting, it can spread even faster.



And that can be deadly.

So we need to critically assess information before we share it.



Complete elimination is not possible.

Path forward



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If you are a **communicating organization** (e.g., you have a Twitter or Facebook account) then you should:



Engage in fact-checking/debunking

“Corrections are wildly effective.”



Share media literacy infographics

Maintain a cache of prepared messages and/or graphics.



Run inoculation campaigns targeting issues on which you expect to see MDM



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Path forward



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If you are an organization **tasked with protecting the public**, then you should:



Engage in fact-checking/debunking

Respond quickly and direct people to valid sources of information; Coordinate with neighboring jurisdictions and partner agencies



Share media literacy infographics

Advertise/offer media literacy training opportunities; Use social media to direct people to useful resources



Share links to free MDM inoculation games



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Path forward



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If you are an organization **tasked with protecting your own personnel**, then you should:



Engage in fact-checking/debunking

"Corrections are wildly effective"

Offer/mandate media literacy training

Offer/mandate MDM inoculations



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Path forward

If you are a **citizen who is online** (e.g., you have a Twitter or Facebook account), then you should:



Engage in fact-checking/debunking

“Corrections are wildly effective”

Share media literacy infographics

**Ask yourself *before* sharing:
Am I confident this is true?
Do I need to share this?**



Recent Products



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Evidence-Based Techniques for Countering Mis-/Dis-/Mal-information: A Primer

Megan K McBride, Pamela G. Faber, Kaia Haney, Patricia J. Kannapel, and Samuel Plapinger with contributions by Heather M. K. Wolters

Protecting Servicemembers from Foreign Influence

Megan K McBride, Pamela G. Faber, Kaia Haney, Patricia J. Kannapel, and Samuel Plapinger with contributions by Heather M. K. Wolters

The Psychology of (Dis)information: A Primer on Key Psychological Mechanisms

Heather Wolters, Kasey Stricklin, Neil Carey, and Megan McBride

The Psychology of (Dis)information: Case Studies and Implications

Megan McBride, Heather Wolters, Kaia Haney and Bill Rosenau, with contributions by Neil Carey and Kasey Stricklin

Best Practices in Social Media Crisis Communications for State and Local Emergency Management Agencies

Jamie Biglow and Heather Marshall, with contributions by Dawn Thomas, James Baney, Zoe Dutton, John Milton, and Leola Abraham





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Questions?



Next BBTV: January 7, 2025, 1200 – 1:30



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COMING
UP
NEXT!

**"Planning for National Security Emergencies" with FEMA,
DHS CISA, VDEM, and NAS Oceana**





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Closing Remarks



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