

CIDS HQ



TAKING THE “I” IN CIDS HQ SERIOUSLY



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SO WHAT?



CYBER INFORMATION DOMAIN SERVICE HQ – EFFECTS BRANCH

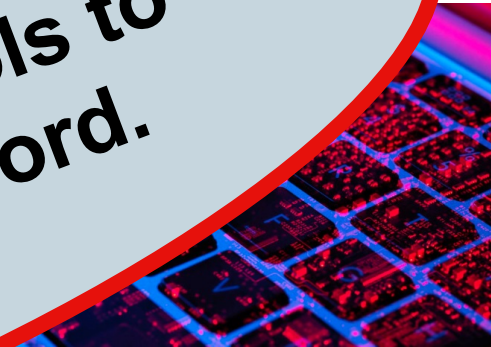



Ele

**Combine different tools to
have a powerful sword.**

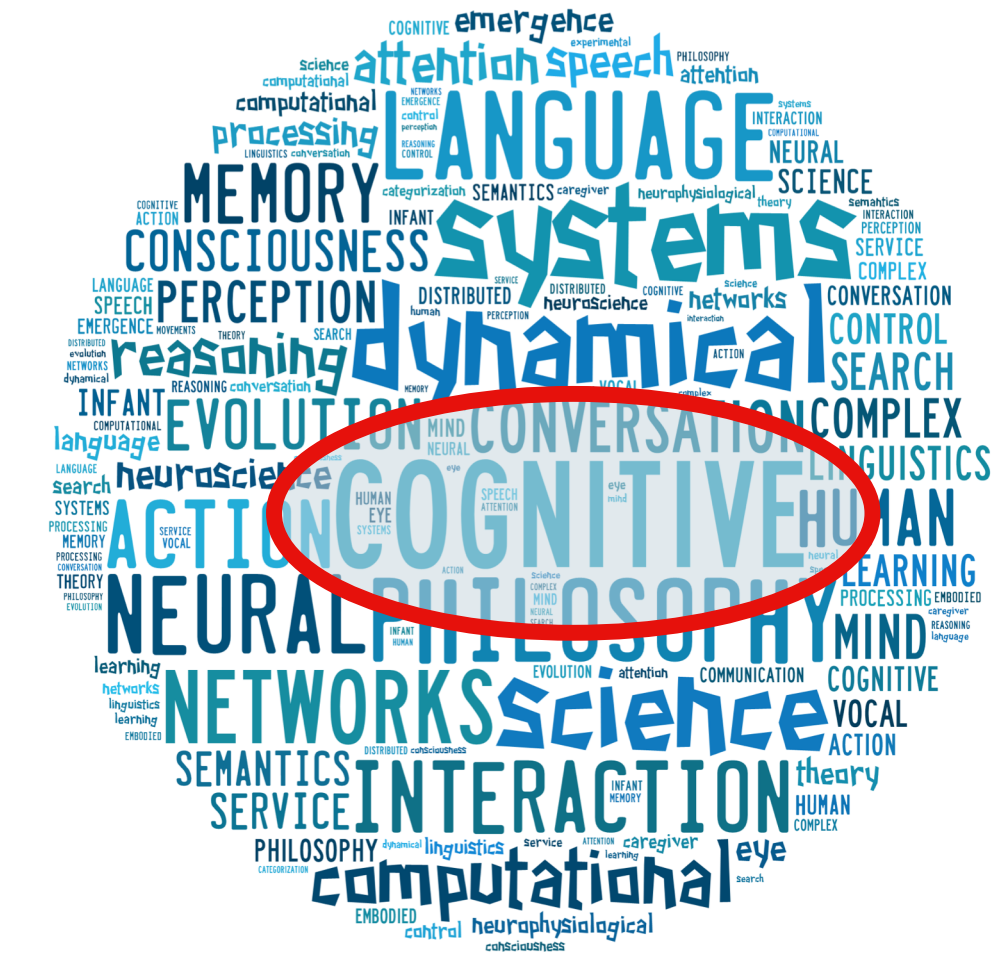
ps

Cyberoperations





MAIN FOCUS



WHERE WE COME FROM

2011

2012

2013

2014

Concept

Konzept
Analyse und
Bewertung des
Informations-
umfeldes

Finaler Entwurf
29.03.2011

Experimentation

We did something

IT

There was something

analysis &
assessment

CASS-IE

Collaborative Analysis
Support Suite – Information Environment

Brandwatch
SOCIAL MEDIA MONITORING



WHERE WE COME FROM

2015

2016

2017

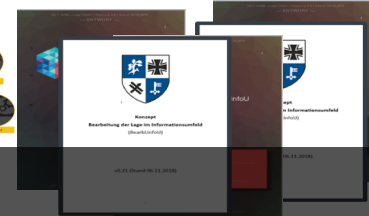
2018

2019

Concept



$$\frac{1}{n} \sum_{i=1}^x AK_i$$



Experimentation

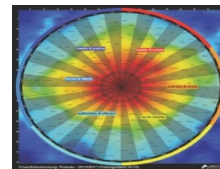
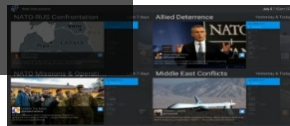
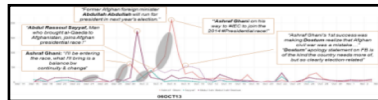
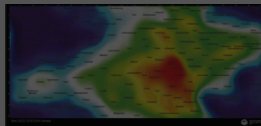
We found something



We support current operations and cover future challenges



IT



2020





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DATA ANALYSIS @ BWOCC



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Data Analysis in a nutshell

- Social Media Listening
- Self-Learning Unsupervised AI
- Semantic Driven Big Data Analysis
- Queries, SOMs, AI Excerpts
- Dashboards, Live Monitoring, Red Teaming





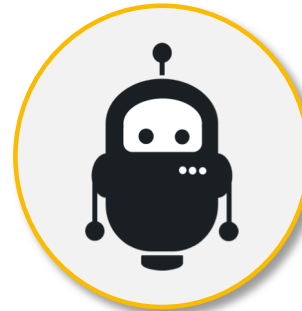
USECASES – OVERVIEW: „SEMANTIC FOOTPRINT ANALYSIS“



**Narrative
Deconstruction**



**Account &
Author
Identification**



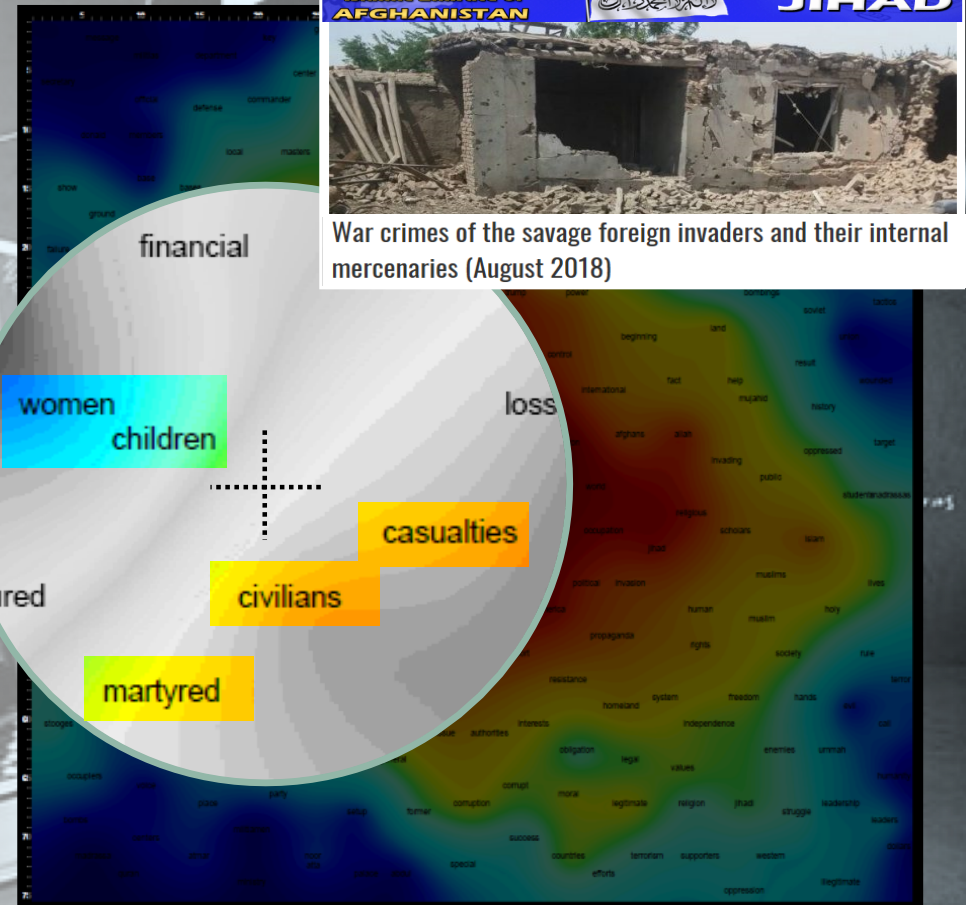
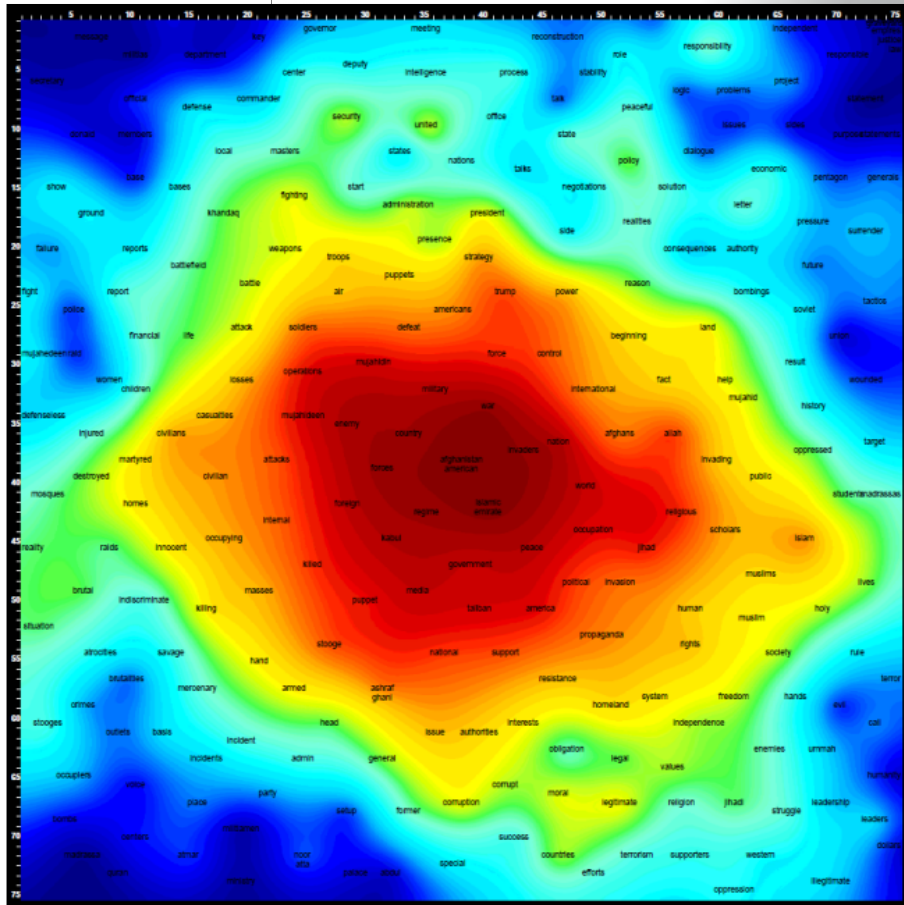
**Bot & Troll
Detection**



**Big Data
Analysis**

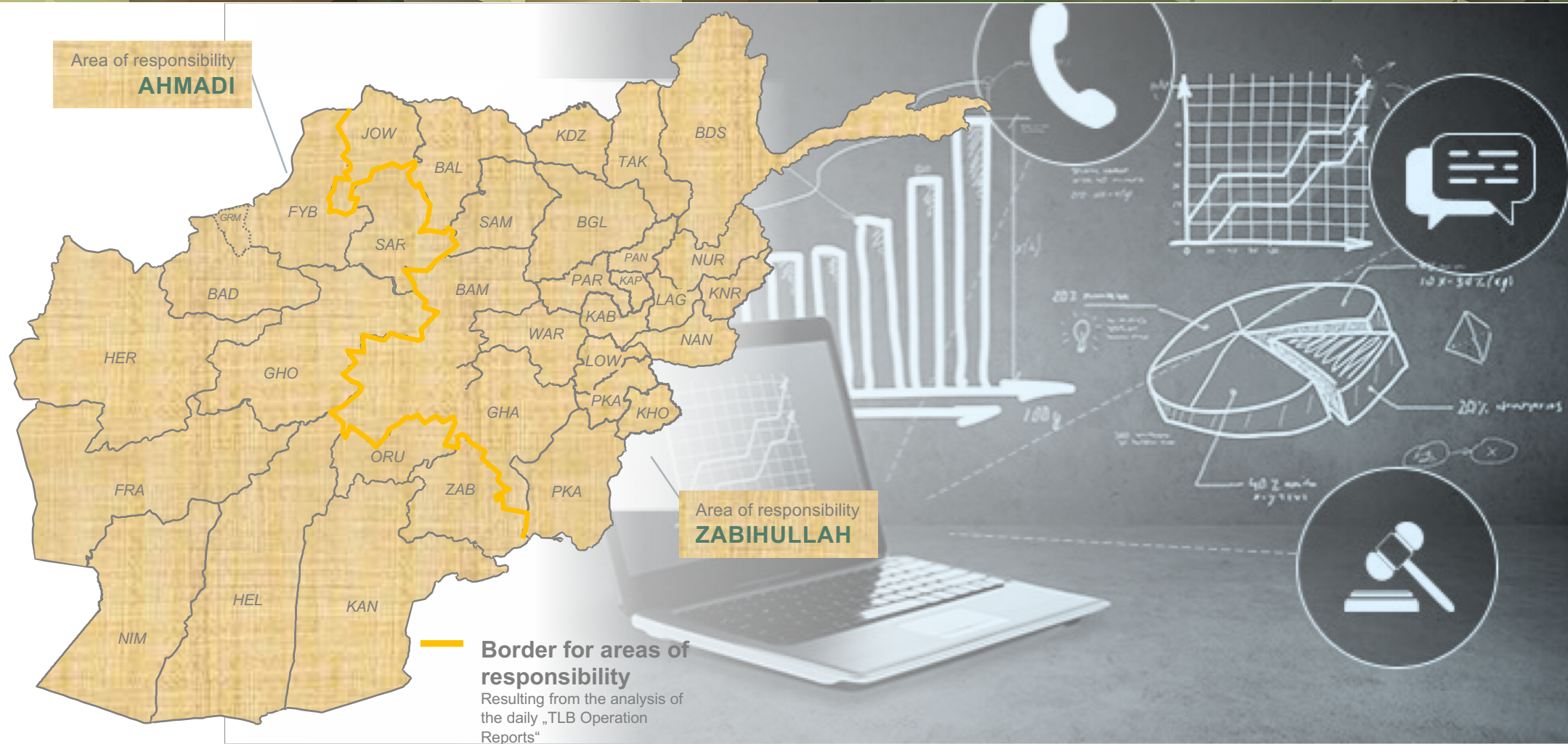


USE CASE – NARRATIVE DECONSTRUCTION



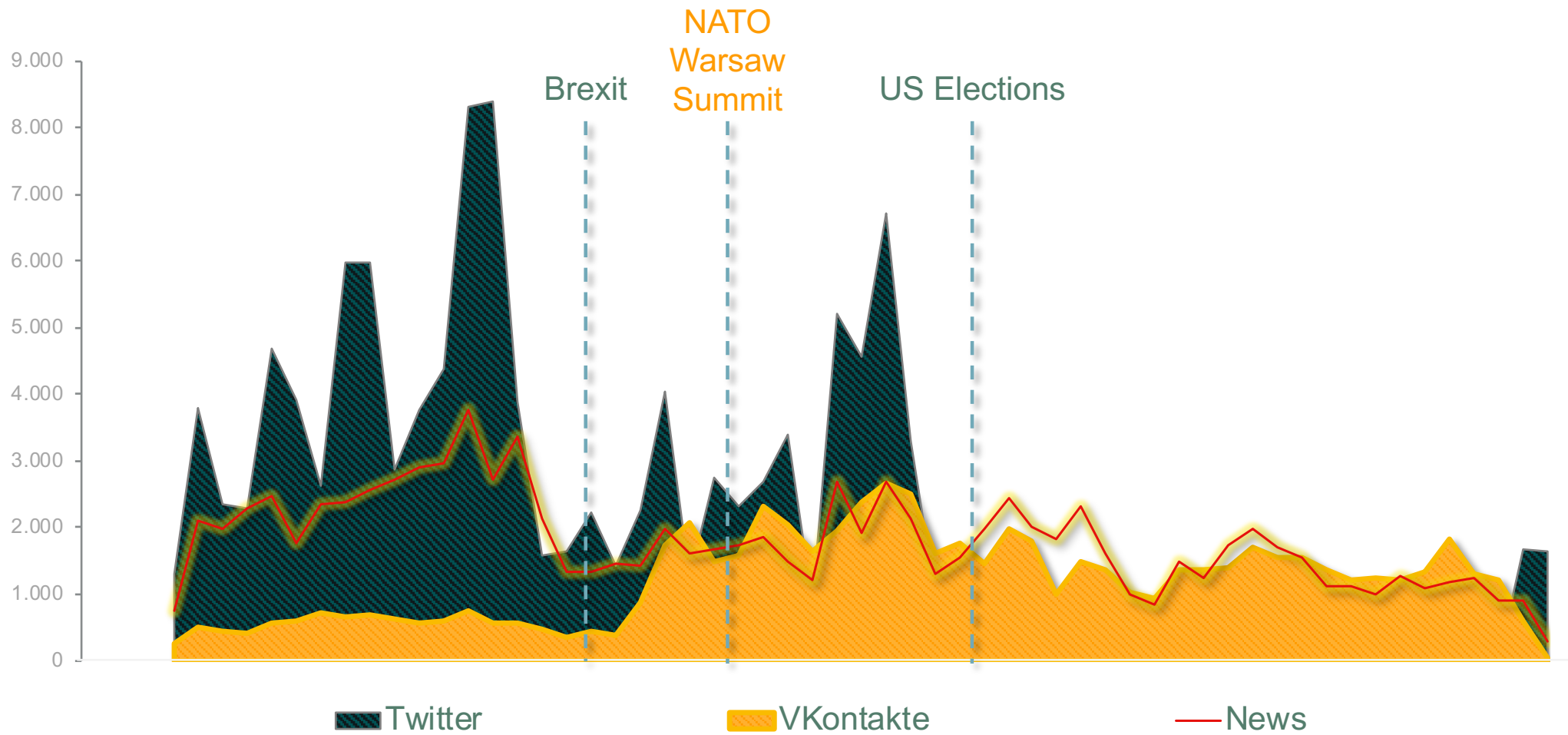


USE CASE – ACCOUNT & AUTHOR IDENTIFICATION





USECASE – BOT DETECTION / BIG DATA ANALYSIS





Key Factors: Data Analysis

- Symbiosis of Data Analysis and regional expertise
- Modelling of IE by semantical aspects
- Unsupervised Self-Learning AI-Algorithms

Key Takeaway

- Supporting element → collection, categorization, modelling
- Enhances capabilities of Analysts



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(SOCIAL) MEDIA ACTIVITIES IN MILITARY CONFLICT



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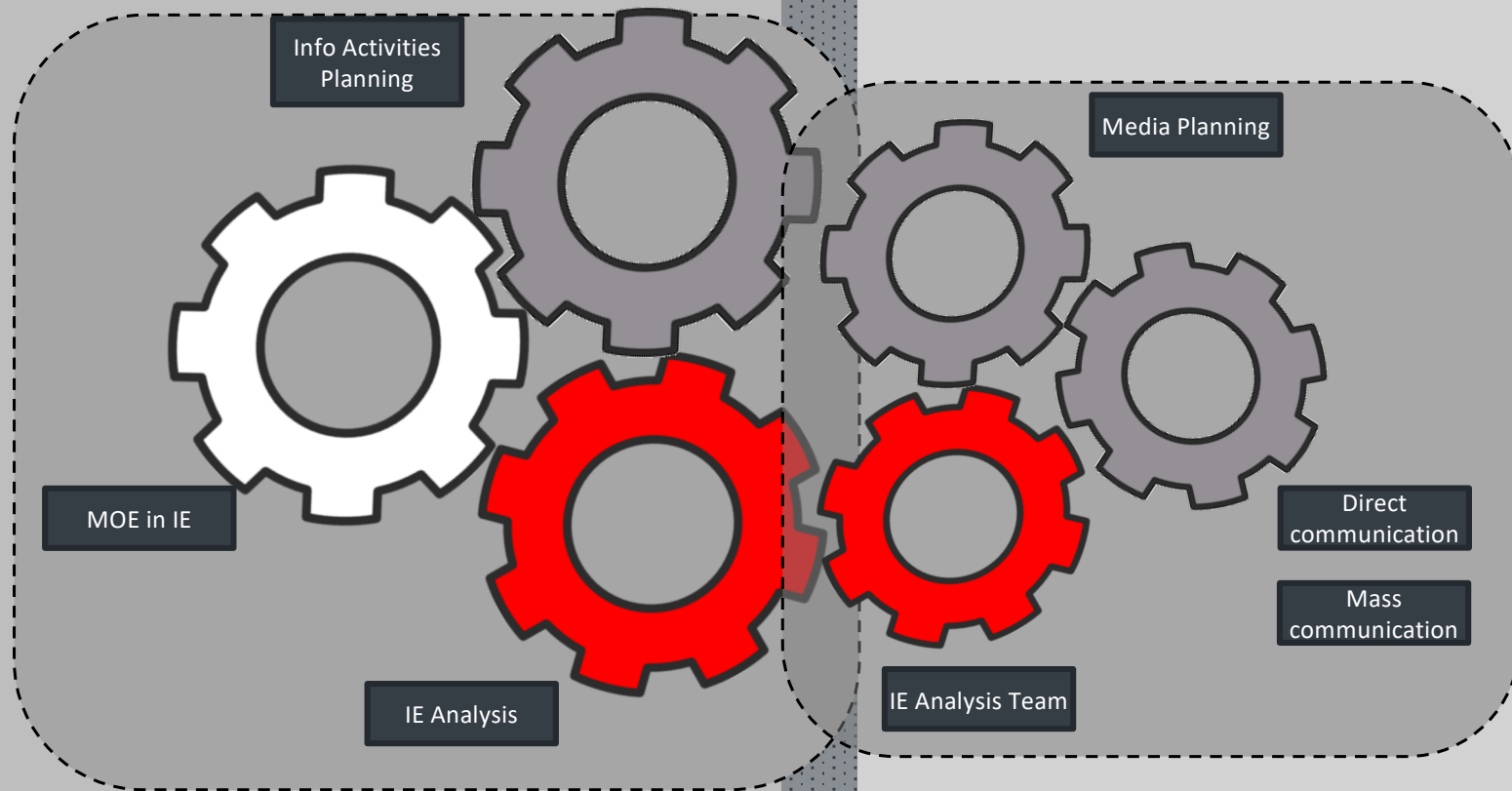


OPCOMM SYSTEM

IE Situation Analysis

BwOCC / OpCom Center / OpComm Cell

BwOCC Means and Assets





FOCUS: WHAT IS THE PURPOSE OF OPCOMM MEDIA?

or, how can the military
use media to reach target
audiences?



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BASICS: WHAT IS THE PURPOSE OF MEDIA?

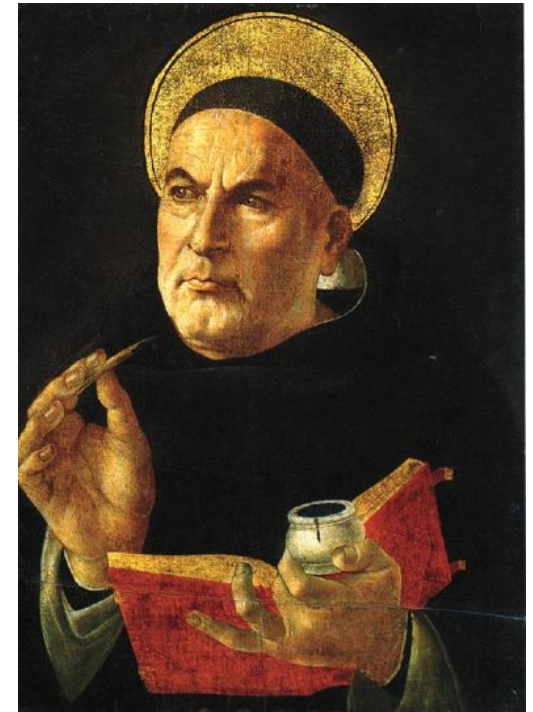
Media exist so people can “enjoy” them!!!

- and that's it!!!



WHAT IS “JOY”?

Joy contains an informative element
Joy contains an educational element
Joy contains a delectable element



Thomas von Aquin (1225 – 1274)
Dominican monk, philosopher,
Catholic Doctor of the Church



WHAT IS THE “JOY” I REFER TO?

Information
Education
Entertainment



HOW CAN MEDIA BE SUCCESSFUL?

They must contain three components:

Media must inform!

Media must educate!

Media must entertain!



HOW CAN WE TELL GOOD STORIES?

Two dramaturgical techniques:

„Hero's journey “

- fictional stories

„Sequential storytelling “

- nonfictional stories



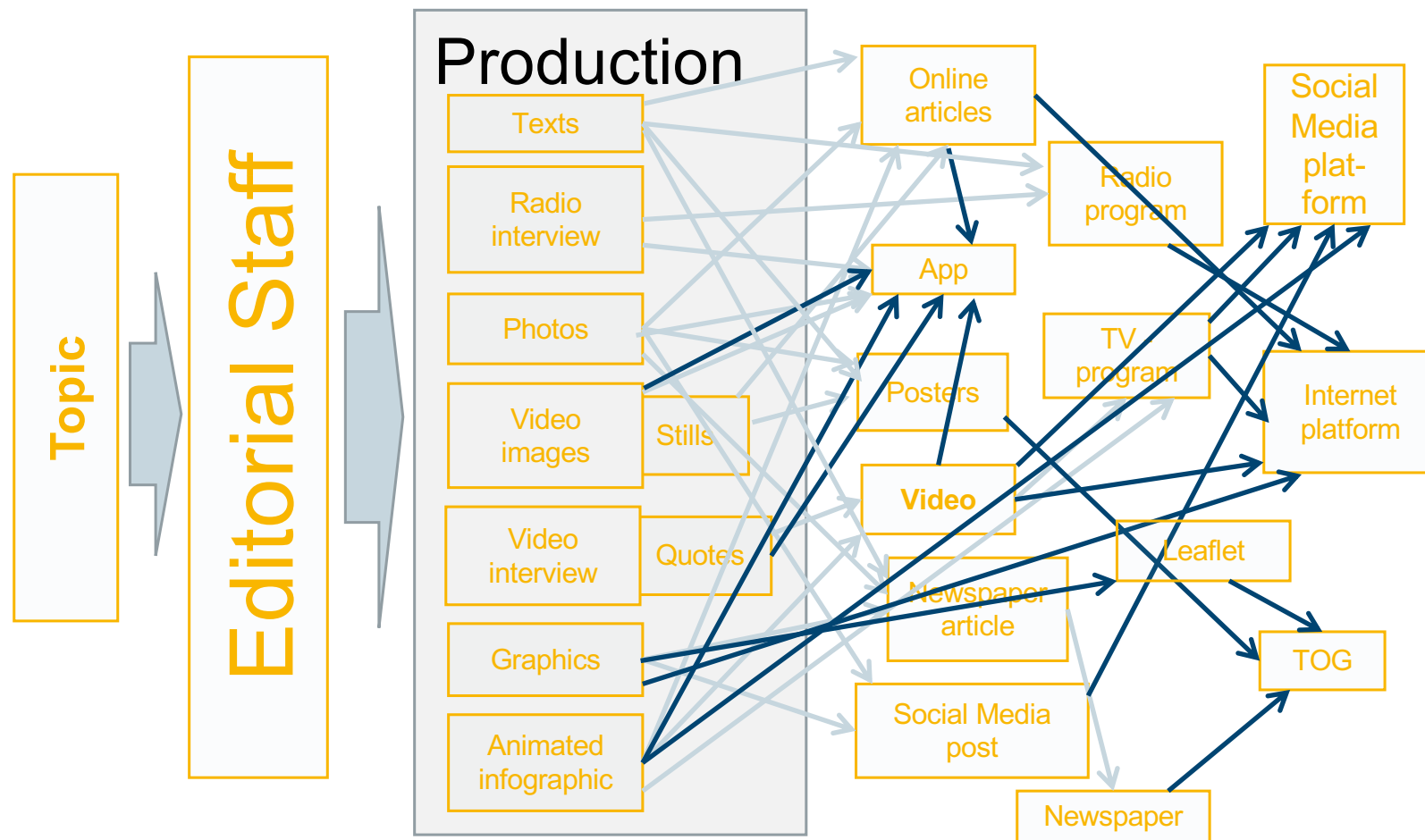
HOW DO WE DEVELOP MEDIA CONTENT?

We keep the topic in mind!

We produce tailored content for various methods of dissemination from a range of topics!



KEEPING THE TOPIC IN MIND - OPERATIONAL





(SOCIAL) MEDIA AS TARGETS FOR MILITARY ACTIONS

Media are targets

Broadcast stations, homepages, social media accounts, posts, #hashtags, videos, audios, newspapers, media creators, algorithms, etc.

Possible effects

**Kinetic:
Destruction of
infrastructure,
centers of
gravity**

**Non-kinetic:
Disorder of
technical
infrastructure,
centers of gravity**

**Non-kinetic:
Direct media crisis management,
discussion in the media, KLE, CIMIC
= influence on information systems,
centers of gravity, change behavior**

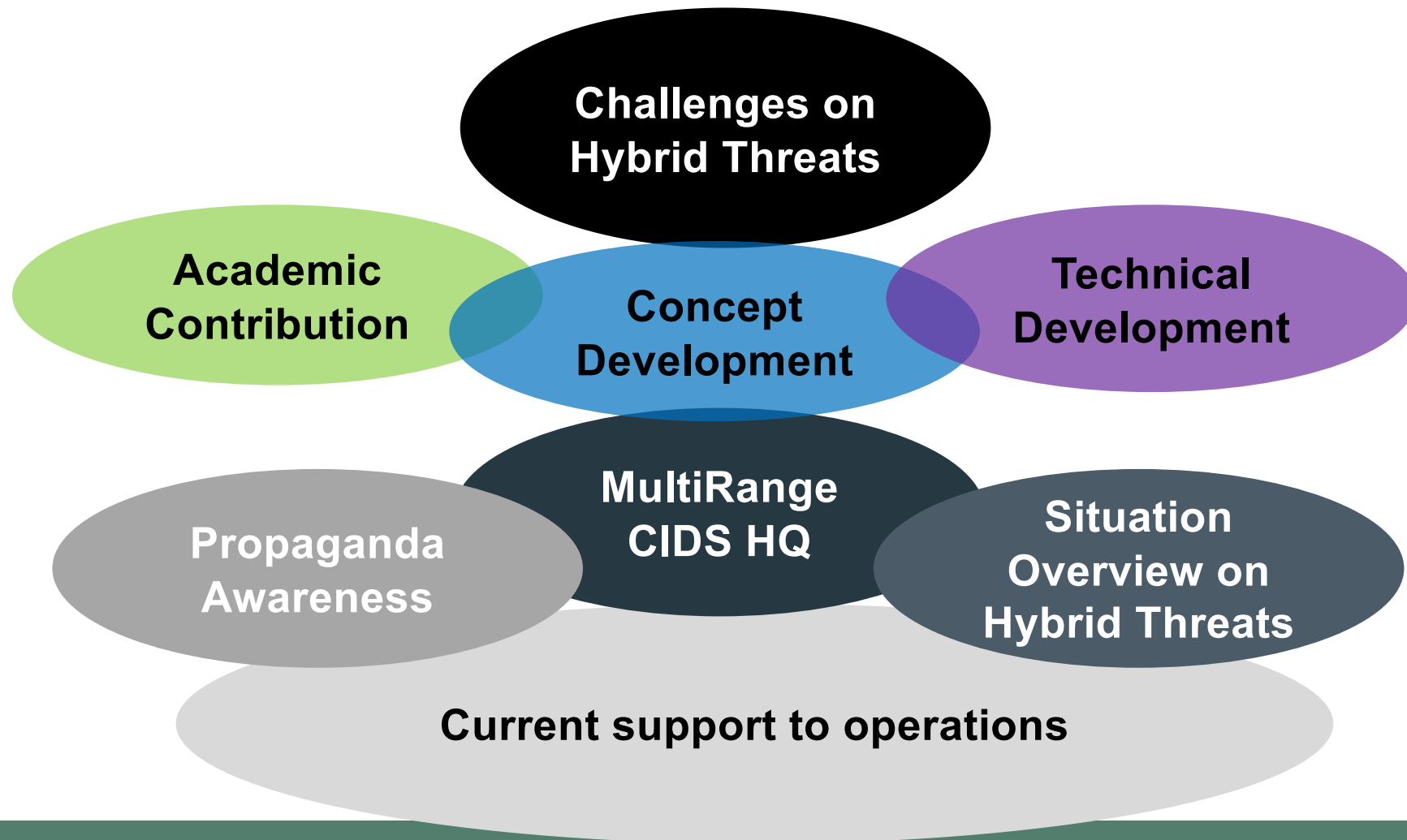


(SOCIAL) MEDIA ACTIVITIES IN MILITARY CONFLICT



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OUTLOOK



KEY TAKEAWAYS



- Know your enemy
- Know current challenges

Analyze



- Gather information
- Customer point of view

Conduct



- Brave look into the future
- Qualitative assessment of the outcome

Assess



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