

Five Generations of Online Manipulators

Evolution of Advanced Persistent Manipulators (APM)

Generation 1 "DISRUPT THE SYSTEM"



ACTORS: Hacktivists

Advancement:

- Hacking in pursuit of influence to shape public perceptions

Generation 2 "EXPLOIT THE SYSTEM"



ACTORS: Extremists (AQ, AQ-Iraq, ISI, ISIS, IS)

Advancement:

- Full spectrum, multi-platform social media influence
- Attempt at app creation

Generation 3 "DISTORT THE SYSTEM"



ACTORS: Russia

Advancement:

- Widespread, strategic hacking for influence
- Full spectrum social media influence,
- Disinformation Fusion Center - False personas, Fringe News Outlets, Integration of in-person Influence

Generation 4 "DOMINATE THE SYSTEM"



ACTORS: "Trolling-As-A-Service"

Advancement:

- Employment Artificial Intelligence
- Advanced Social Bots
- Creation False Audio/Digital
- In-person Provocations
- Migration App Influence

Generation 5 "OWN THE SYSTEM"



ACTORS: China (now) & Multi-National Corporations (future)

Advancement:

- Balkanization of the Internet Driving Users to Apps
- Incentivize Human Behavior Create Preferred Reality