



A Diamond is an Analyst's Best Friend:

The Diamond Model for Influence  
Operations Analysis

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**Insikt Group, Recorded Future**

**Current:**

- ❖ **Influence operations**
- Geopolitical intelligence**
- Strategic intelligence**

**Previously:**

**US Government**

- **Mandarin Linguist**
- **Military Intelligence Analyst**

**Enterprise CTI (Hilton, EY)**

**CTI Vendors: Cybercrime, strategic intelligence**

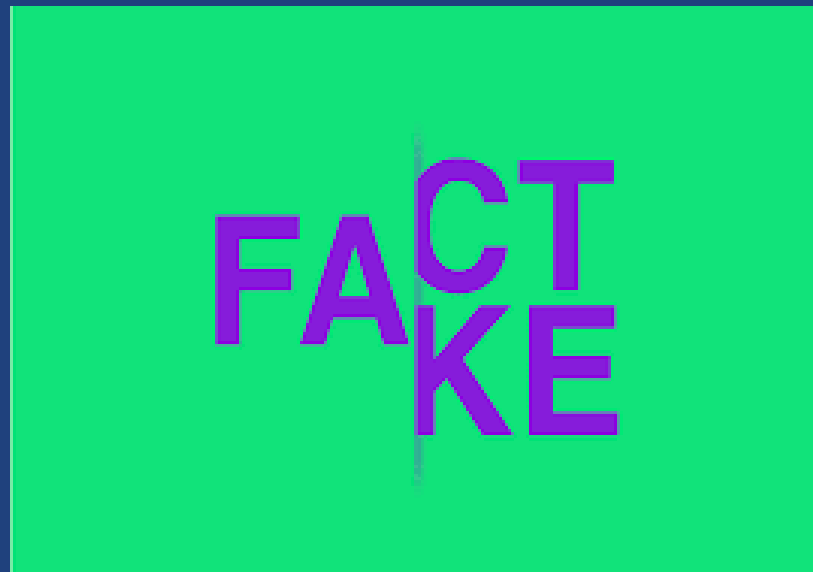


# Agenda

- ❖ What is “influence ops” vs “disinfo” vs “fake news”?
  - IO as a threat to public and private sector
  - Existing frameworks: What we have been doing
  - The Core: Narrative warfare
  - The Future: The Diamond Model for IO
    - Technical Axis
    - Socio - political Axis
  - Example 1: Corporate disinformation
  - Example 2: State - sponsored political influence operation

# Important Definitions

Term	Definition
misinformation	"false information that is spread, regardless of whether there is intent to mislead."
disinformation	"deliberately misleading or biased information; manipulated narrative or facts; propaganda."
fake news	"purposefully crafted, sensational, emotionally charged, misleading or totally fabricated information that mimics the form of mainstream news"



**BREAKING: COUNTLESS  
PEOPLE ON FACEBOOK**



**STILL SHARING FAKE NEWS  
SITES, DISREGARDING ANY USE  
OF LOGIC OR CRITICAL THINKING**

# Influence Operations

Organized attempts to achieve a specific effect among a target audience.

Attempts to affect the decision -making, beliefs, and opinions of a target audience.



# Previous Analysis Revolved Around:



Content = The NARRATIVE (story)



Voice = The accounts involved



Dissemination = The way the information spreads across platforms

# Future of Information Warfare

Citizens will find themselves in the digital crossfire of international conflicts that exploit online platforms with convincing disinformation campaigns.

CBINSIGHTS



## 1 Reconnaissance

An adversary identifies target attributes and monitors online platforms.

## 2 Weaponization

Realistic false content is created with AI-enabled software.



## 3 Attack

False content is planted in promising online venues (e.g., groups, hashtags, messages).

## 4 Infection

Bots and algorithms share and drive engagement with false content.



## 5 Impact

False narratives overcome factual ones and spur beliefs and actions favorable to the adversary.



Note: A disinformation threat actor may skip steps in the kill chain process. However, doing so can reduce the effectiveness of the campaign and erode protections aimed at obfuscating the identity and objectives of the actor.

Source: The MITRE Corporation



TA01 Strategic Planning	TA02 Objective Planning	TA03 Develop People	TA04 Develop Networks	TA05 Microtargeting	TA06 Develop Content	TA07 Channel Selection	TA08 Pump Priming
T0001 5Ds (dismiss, distort, distract, dismay, divide)	T0005 Center of Gravity Analysis	T0007 Create fake Social Media Profiles / Pages / Groups	T0010 Cultivate ignorant agents	T0016 Clickbait	T0019 Generate information pollution	T0029 Manipulate online polls	T0039 Bait legitimate influencers
T0002 Facilitate State Propaganda	T0006 Create Master Narratives	T0008 Create fake or imposter news sites	T0011 Hijack legitimate account	T0017 Promote online funding	T0020 Trial content	T0030 Backstop personas	T0040 Demand unsurmountable proof
T0003 Leverage Existing Narratives		T0009 Create fake experts	T0012 Use concealment	T0018 Paid targeted ads	T0021 Memes	T0031 YouTube	T0041 Deny involvement
T0004 Competing Narratives			T0013 Create fake websites		T0022 Conspiracy narratives	T0032 Reddit	T0042 Kernel of Truth
			T0014 Create funding		T0023 Distort	T0033 Instagram	T0043 Use SMS/ WhatsApp/ Chat apps

T0020 Trial content	T0030 Backstop personas	T0040 Demand unsurmountable proof	T0048 Cow online opinion leaders
T0021 Memes	T0031 YouTube	T0041 Deny involvement	T0049 Flooding
T0022 Conspiracy narratives	T0032 Reddit	T0042 Kernel of Truth	T0050 Cheerleading domestic social media ops
T0023 Distort facts	T0033 Instagram	T0043 Use SMS/ WhatsApp/ Chat apps	T0051 Fabricate social media comment
T0024 Create fake videos and images	T0034 LinkedIn	T0044 Seed distortions	T0052 Tertiary sites amplify news
T0025 Leak altered documents	T0035 Pinterest	T0045 Use fake experts	T0053 Twitter trolls amplify and manipulate
T0026			

# Narrative Warfare is Central to IO Campaigns



Information = Raw. Data. Facts.

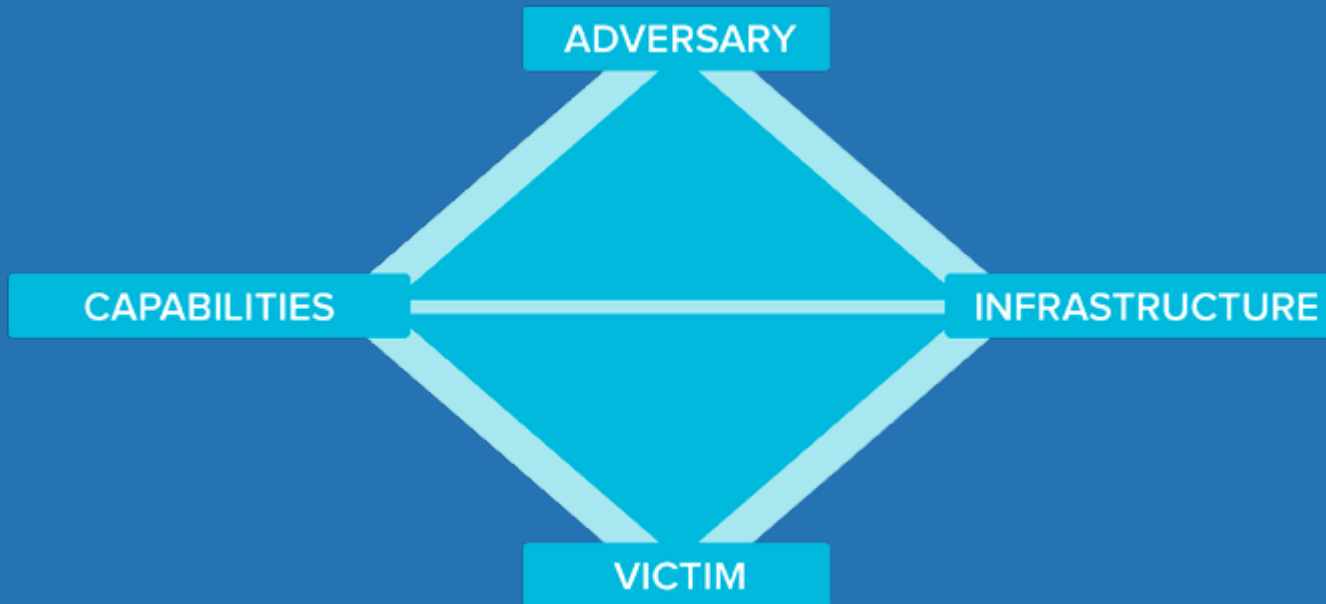
Narrative = Assigns MEANING and IDENTITY to information.

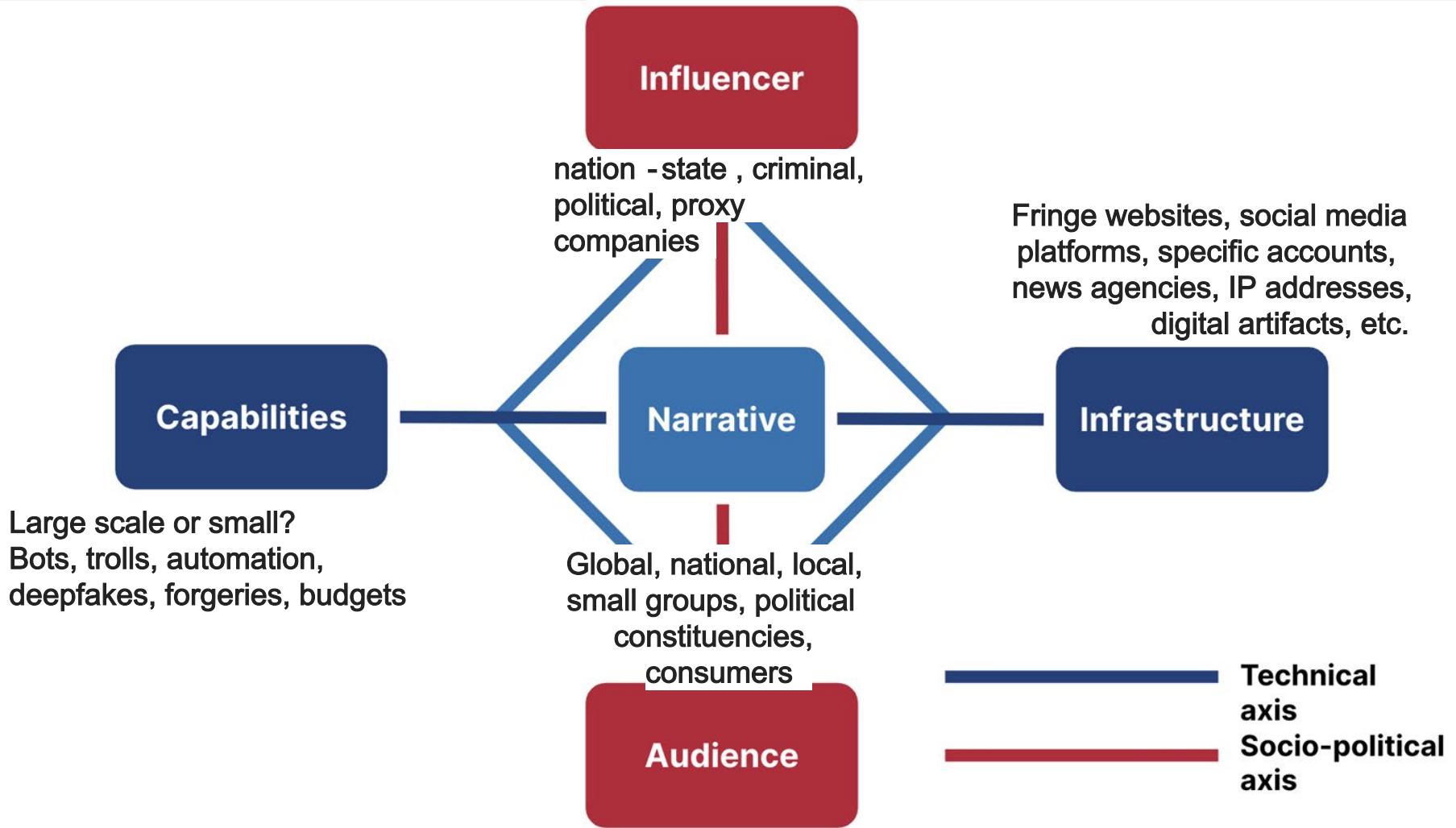
1. Narrative is NOT truth or lies.
2. The audience is targeted with multiple layers of meaning and identity.
3. Narrative MAKES it TRUTH to the audience because it relates to their unique experiences.

# The Original Diamond Model for Intrusion

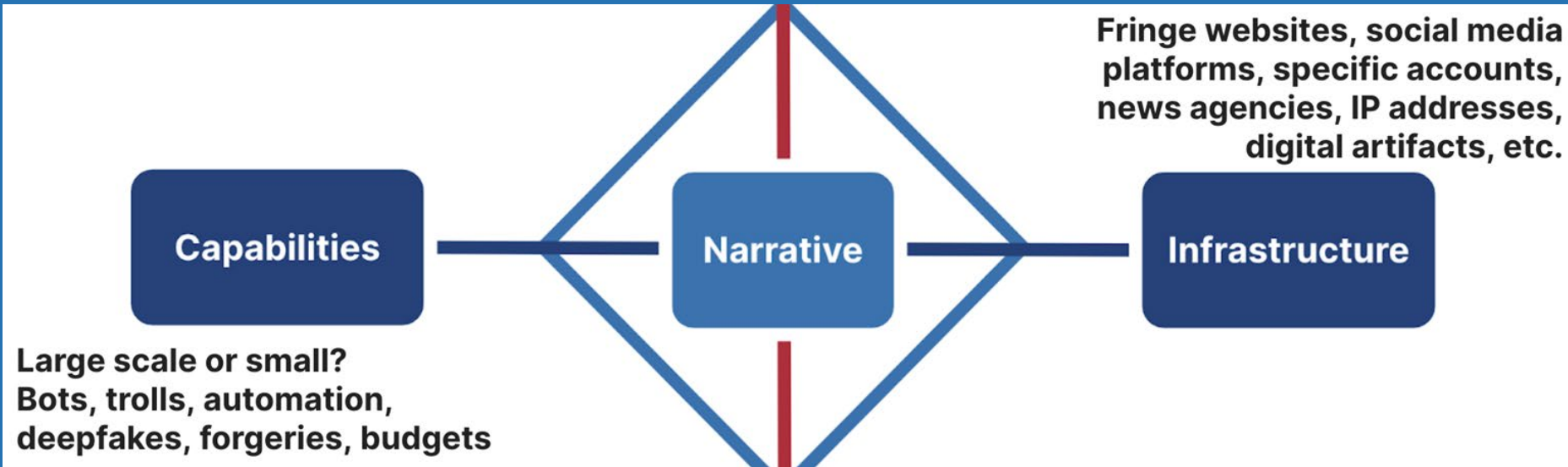
## Analysis

We adapted this for the particulars of influence campaigns





# The Technical Axis: Capabilities and Infrastructure



# The Socio - political Axis: Influencer and Audience



- ❖ An individual or organization that is conducting malign influence activity.  
Purposefully engage in sharing false information in order to create chaos or panic, criticize, divide, or defame.  
They range from overt agents like outspoken politicians to more covert, low -quality inauthentic accounts, called “trolls”.



The intended target of the influence operation.  
Can range in size from a single individual to a large international audience, but is likely somewhere in between.  
The most effective and resourced influence campaigns will likely target a specific demographic using a customized narrative.

# Corporate Example: Auto Company

**Influencer**

Criminal disinfo -as-a-service hired by foreign competitor

Deepfake, altered photos, inauthentic profiles, fake news coverage

**Capabilities**

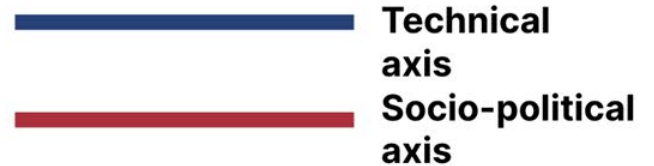
**Narrative**

**Infrastructure**

Streaming media platform, mainstream social media, fringe news websites hosted on foreign IPs and domains

US and European audiences where competitor launched new vehicle, adults ages 25 - 55

**Audience**



Example 2: Fictional State - sponsored group

T0053 Trolls amplify and manipulate, T0055 Use hashtag, T0057 Organize rallies and events

**Capabilities**

**Influencer**

Country H's intelligence agency, local police

**Narrative**

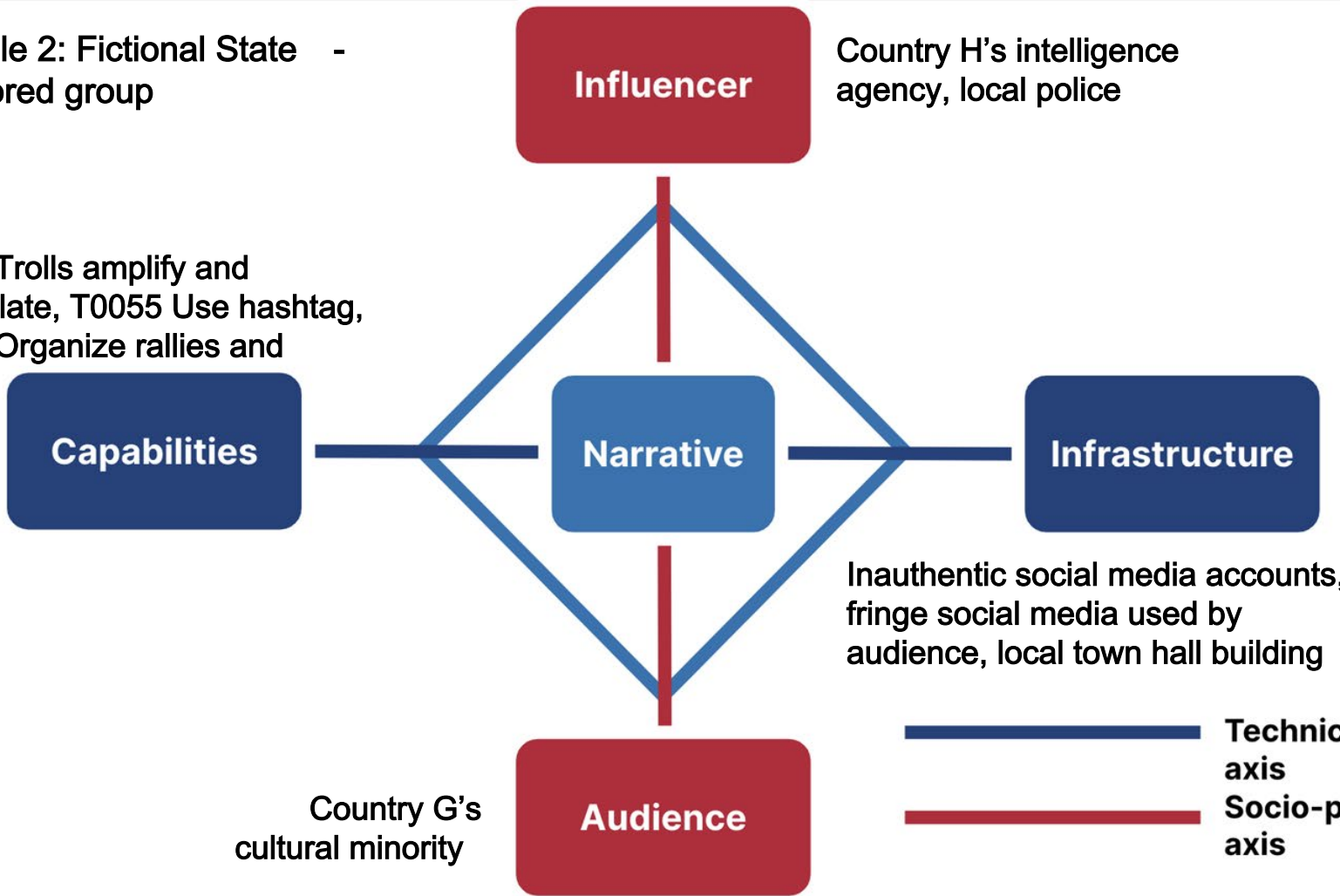
**Infrastructure**

Inauthentic social media accounts, fringe social media used by audience, local town hall building

Country G's cultural minority

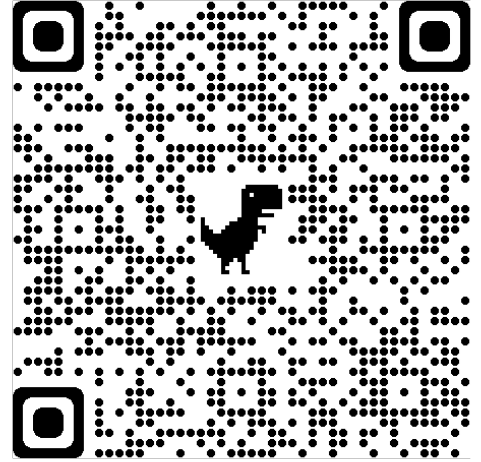
**Audience**

**Technical axis**  
**Socio-political axis**





The full white paper is available at  
[recordedfuture.com](https://recordedfuture.com) or



Let's keep in touch!

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