



**Information environment analysis and its role in  
combating influence operations:  
*The example of the Russian invasion of Ukraine***



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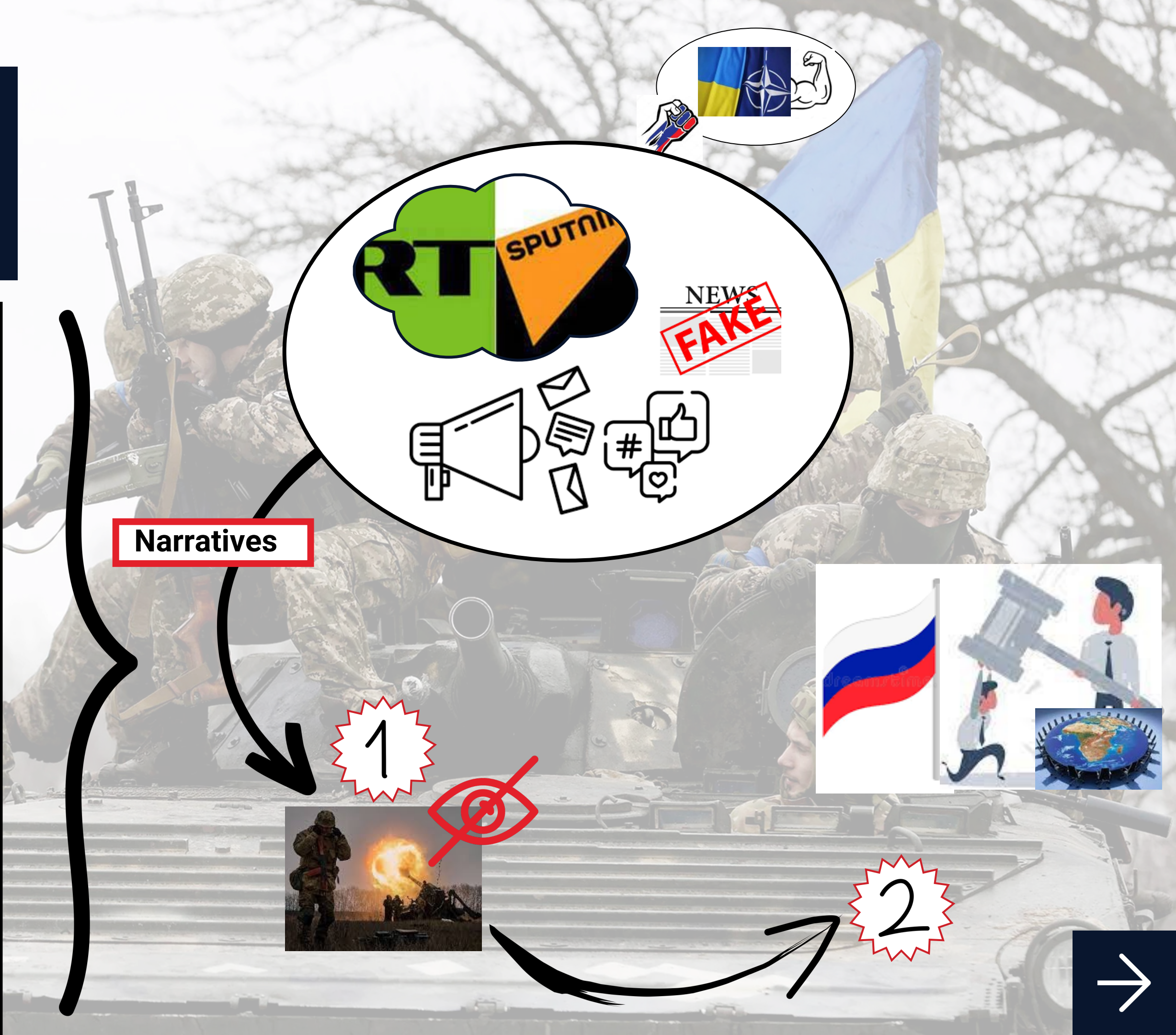


# Introduction



**Ukrainian War (FEB22)**

**Crimea (2014)**

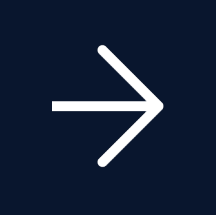


**Narratives**

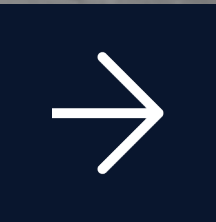
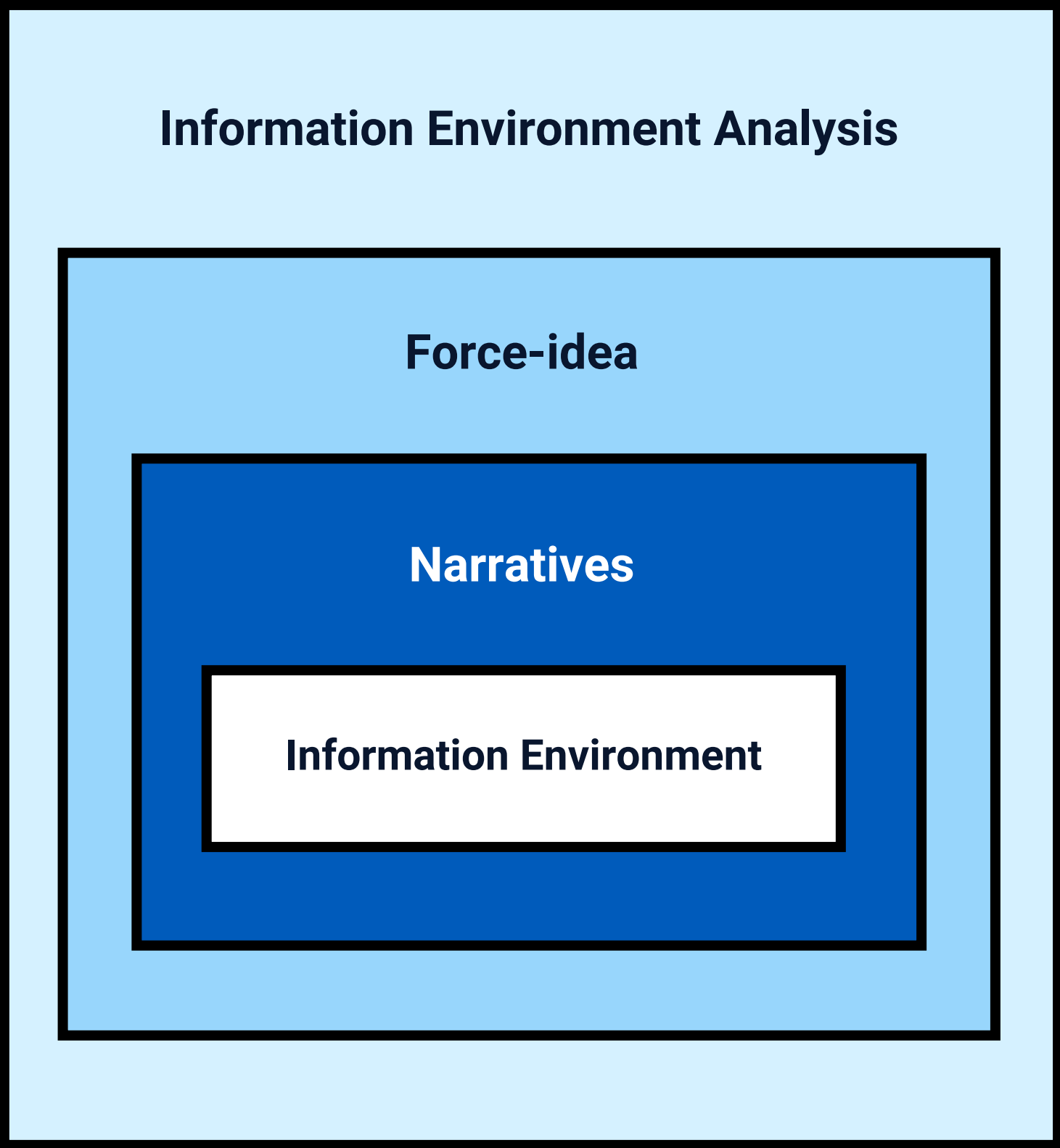
1



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# Conceptual approach propaganda



# Russian TTPS



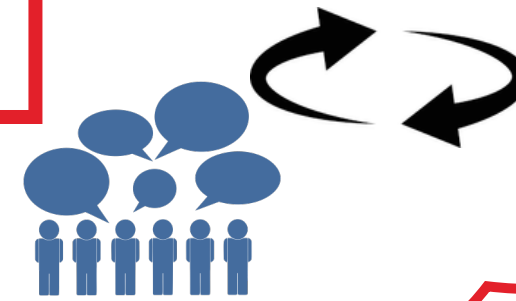
How Russia interprets the information warfare?



Military actions

Non-military activities

physical, logical, and cognitive domains



It encompasses

offensive element



defensive element



Goal

Achieve information superiority over adversaries while safeguarding the nation's information infrastructure for the sake of strategic stability.



# Russian TTPs

"The information landscape is an all-encompassing domain, wherein any medium, channel, or physical, radio-electronic, digital, or cognitive vector can be manipulated, modified, or corrupted, thereby transforming them into instruments of information warfare"

## Assortment of strategies

Disruption of air defense systems, suppression of communication facilities, manipulation of GPS signals, online censorship...

Employed in conjunction

Designed to achieve both technical impacts on adversary infrastructure and psychological effects on their perceptions



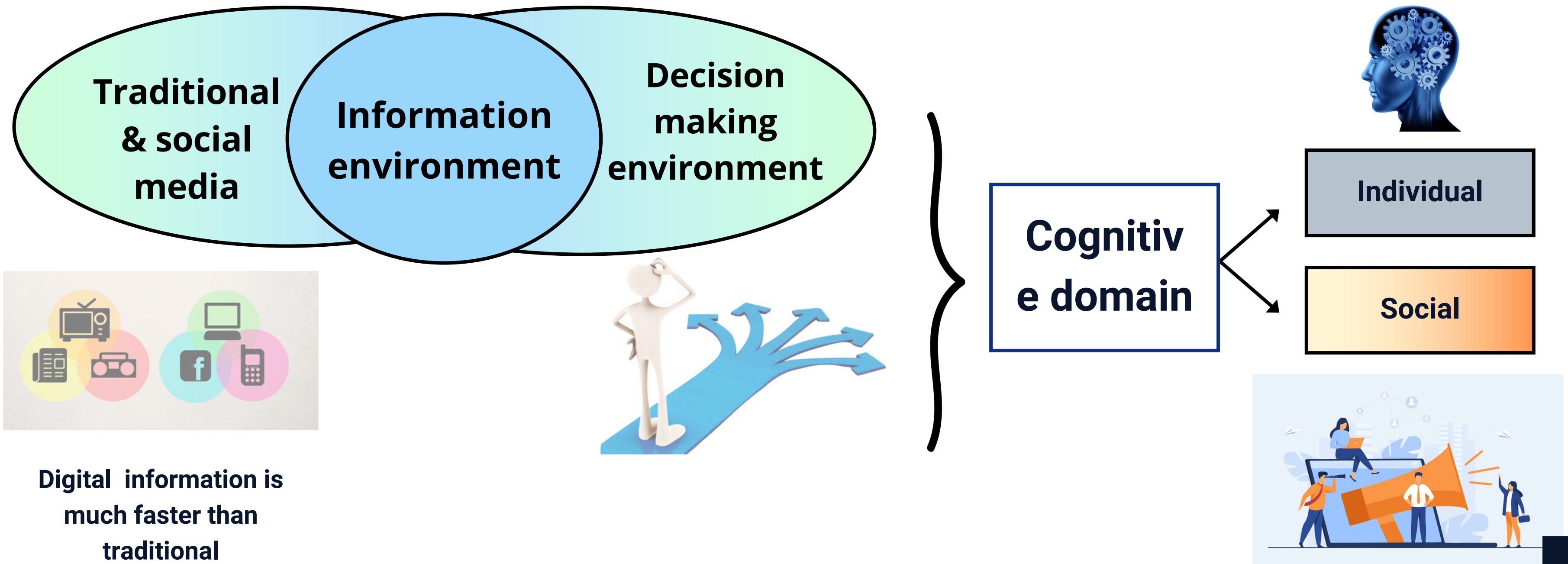
Digital tools

↑ maximize their efficacy  
↓ minimize traceability

Wide array of active measures



# The Information environment analysis and its integration within a strategic communications plan.

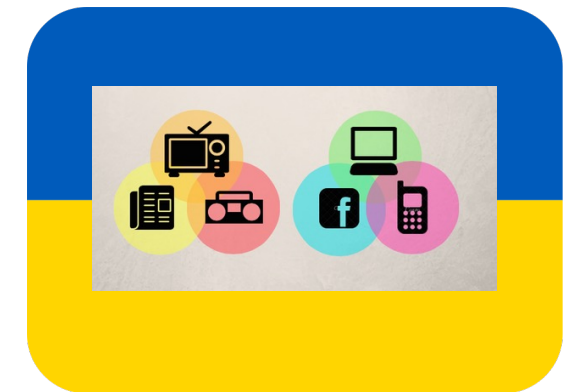
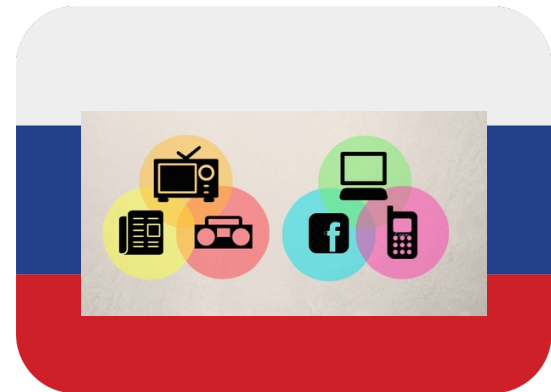


# The Information environment analysis and its integration within a strategic communications plan.

PMESSI - Political Military Economic Social Infrastructure **Information**



Mapping of the flow of information must be done to understand the perception and behaviors of the public as well as to determine if these behaviors and perceptions are being influenced by third-party actors



Classification of an audience:  
friendly, neutral,  
hostile



Part of the data flow is propaganda and desinformation

IEA evaluate the effectiveness of StratCom.  
The integration of an IEA into a strategic communications plan is necessary to:

- determine the main narratives and force ideas
  - establish early warning indicators
- detect foreign threats and disinformation





# Proposed methodology for an Information Environment Analysis and its effectiveness in combating Russian influence operations; The three-phase approach. .

## METHODOLOGY

1



### Information Framework Establishment

The first phase involves determining an Information Environment through the careful examination of all the sociological, political, and economic elements of the target population, as well as the main actors, cultural groups, influencers and media.

# Proposed methodology for an Information Environment Analysis and its effectiveness in combating Russian influence operations; The three-phase approach.

2

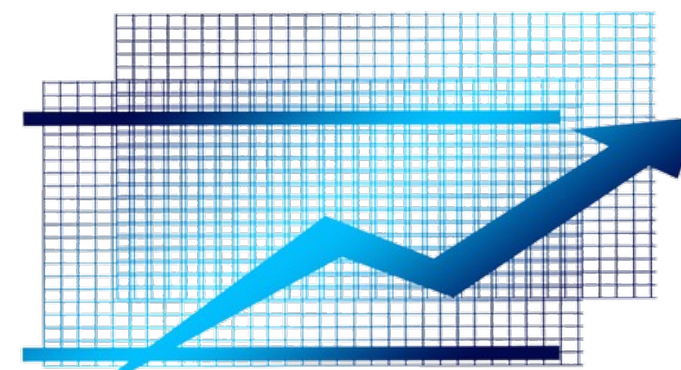
## Data analysis of the tools used

The second phase involves a comprehensive analysis of all data extracted from the parametrized tools, based on the study of the system or conflict analyzed and the essential elements identified in phase one.

3

## Conducting a prospective analysis

The third phase should include a prospective analysis of how those particular groups and individuals might evolve in the near future when exposed to our Strategic Communications Plan or foreign harmful narratives



# Conclusions



In current conflicts, the analysis of the information environment is pivotal due to the escalating control over both global and local narratives, particularly through social media.

IE

A



Our methodology adheres to a process divided into three parts:

- 1. Information Framework Establishment:** The initial phase involves defining the information framework pertinent to the area of study.
- 2. Data analysis of the tools used:** Subsequently, we meticulously examine and evaluate the data collected through the tools used.
- 3. Conducting a prospective analysis:** Finally, a prospective analysis is carried out to predict the trajectory of the system or conflict object of our analysis.