

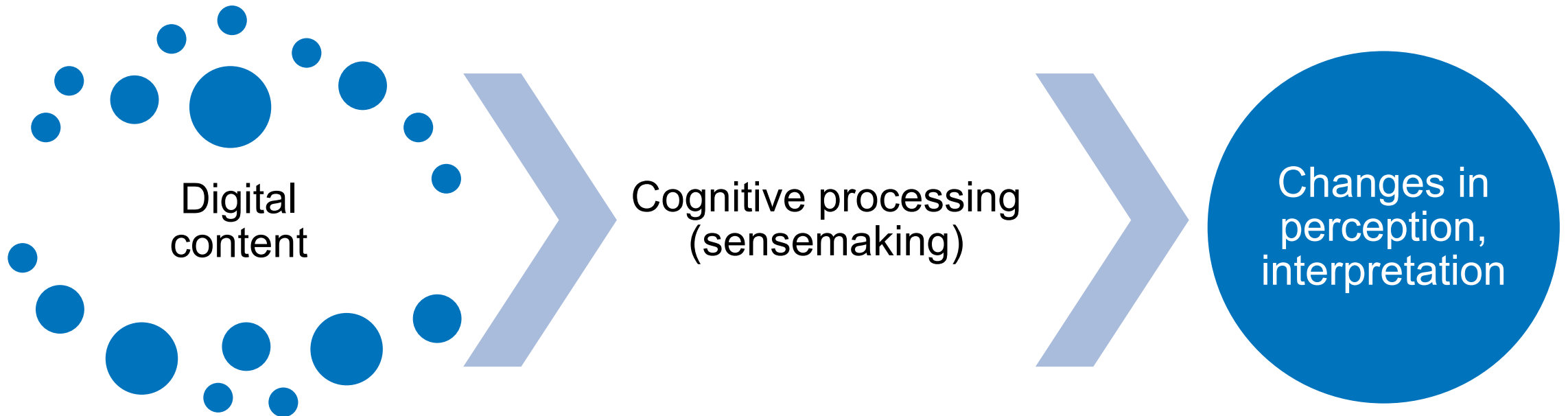


FFI Norwegian Defence
Research Establishment

Being there: Content, cognition and strategic competition

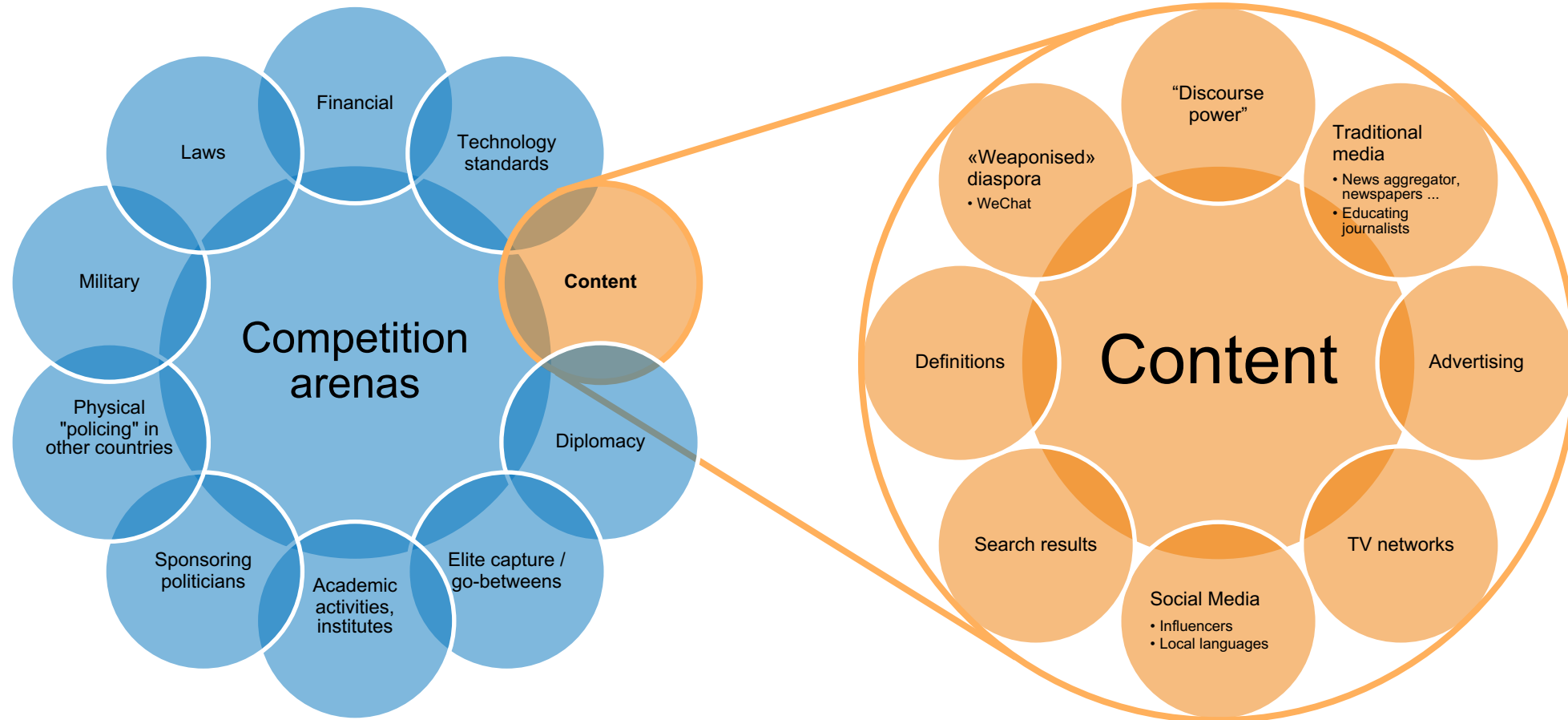
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The three Cs: What are they, how do they connect



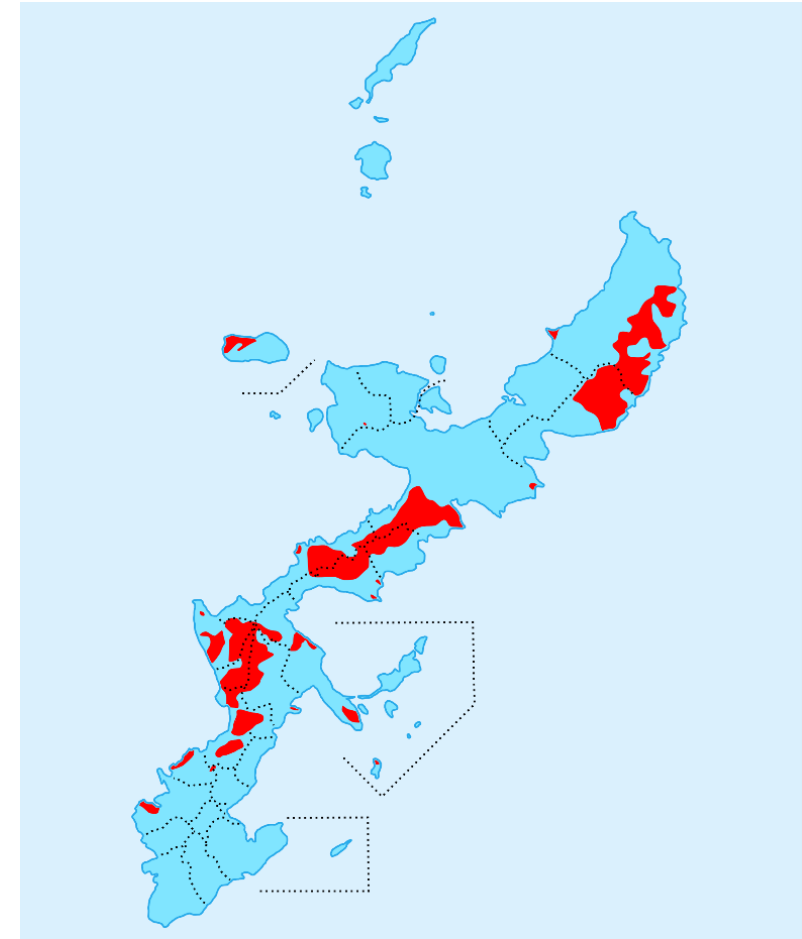
Foreign Information Manipulation and Influence

Strategic competition, arenas and content



Case study: Okinawa prefecture

- Historical, political and media context
- The base issue
- International situation today
 - China aggressive in South/East China Seas
- Fieldwork background
 - Okinawa Island
 - Miyako Island



Informants' media use & content experiences

Media use

- Traditional news media still important: Paper news, NHK
- Online news from portals
- Little social media use, Line messaging app is largest
- Basic search engines, YouTube use

Content experiences

- Large differences between islands
- Okinawa: “Left”, anti base, static over time. Reality on ground more nuanced
- Miyako: Avoid politics, want more attention for Senkaku islands issue

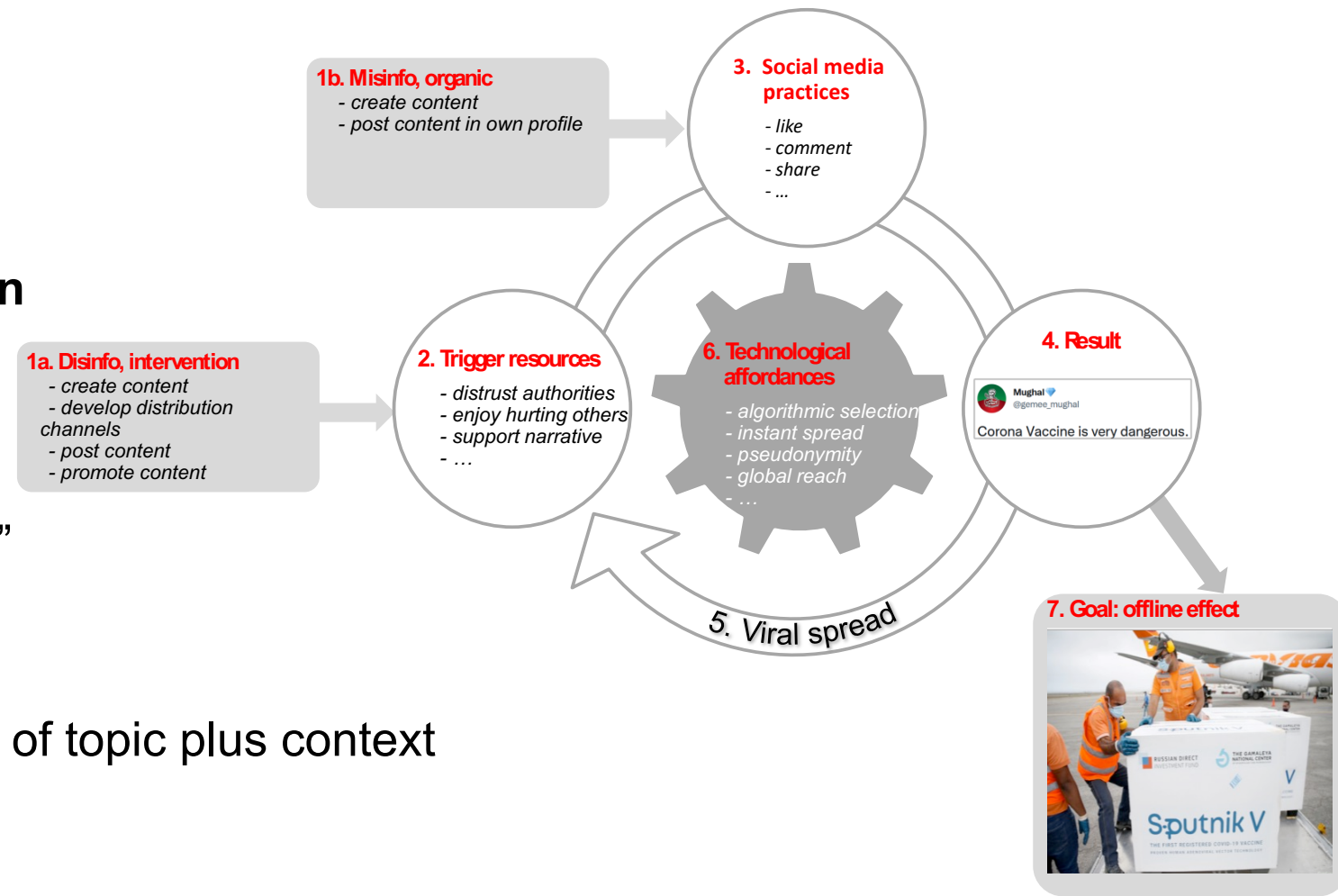
Sensemaking and the absence of content in Okinawa

- China: One word, two diverging experiences / perceptions
 - Past vs current
 - Glory vs threat
- Felt ignored by mainland media
- Little exposure to “practical” content about bases and logistics

- Missing content direct at local people
- Lost opportunities for local, explanatory content
- “Anti-base” more nuanced in real life

FIMI dissected

- **The ideal type influence operation**
- Data void:
Where disinformation lives
- “Available relevant data is limited, non-existent, or deeply problematic”
- China exploits search results:
Xinjiang
- Data void occurs at the intersection of topic plus context
- Chatbots, generative text:
“Hallucinations”



Current responses to FIMI activities

- Less freedom than FIMI actors
- Fact checking / myth busting
 - generally done by, or in collaboration with, NGOs.
- Mapping and / or attributing FIMI activities
 - expose who was behind a campaign.
- Legislation aimed at social media platforms
 - mainly relating to moderation.
- Education and training
 - media literacy and source criticism.
- (Strategic) communications
 - for instance deploying counter narratives.

Filling the void

Supplementary approaches to content creation in democracies

- What?
 - Passive content, fit the shape of the data void
- Who?
 - Whole of society approach
 - Content for peers, TAA and narratives are built in
- How?
 - Work with NGOs, educational institutions, essay competitions
 - Seek out and promote existing content on the topic