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Rebecca Goolsby* (rebecca.goolsby@navy.mil). *Beyond Information Wars: Understanding the Flow and Strategy of Disinformation*. Preliminary report.

Yellow journalism and disinformation campaigns have reached “big data” levels of activity. The threat this poses to society, national security, and peace in the world today have never been more evident. This talk will discuss the strategic objectives and tactics of “bad behavior on the Internet”; how to understand these tactics and how to manage and adapt to a dynamically changing information environment. Topics to be addressed include the history of crowd manipulation on the Internet, social hysteria propagation, and social and psycho-social dynamics involved in duplicitous information competitions. Social media analysis, social network analysis, and the development of a new applied “cyber-social science” will be discussed as frameworks for discovering adversarial information campaigns, interpreting their tactics, messaging, and uncovering their strategic objectives. Preliminary hypotheses about countering these campaigns will be discussed, focusing on red team analysis. (Received January 18, 2017)