SMA IIJO
Panel Discussion

Deepfakes: The National
Security Threat in Context

*Part of SMA's Integrating Information in Joint Operations
(IIJO) Speaker Series*

**Wednesday 7 April 2021
1100-1200 EDT**

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Strategic Multi-Layer Assessment (SMA) provides planning support to Commands with complex operational imperatives requiring multi-agency, multi-disciplinary solutions that are NOT within core Service/Agency competency. Solutions and participants are sought across USG and beyond. SMA is accepted and synchronized by Joint Staff/J-39 DDGO and executed by ASD (EC&P).

Agenda

Panel Description: What are deepfakes? Do they matter for national security now, and if so, how? What threats and opportunities may emerge as deepfakes—and the means to counter them—evolve over the coming years?

We bring together expertise on the technological, cognitive, and security aspects of deepfakes to answer these questions. We will examine real-world examples, such as the use of deepfakes in financial crime, the use of a deepfake of soccer star David Beckham to promote anti-malarial campaigns, or the potential use of a deepfake to trick the US or an ally into a dangerous misstep during a great power escalation scenario. We will provide practical recommendations to meet these emerging challenges.

Our distinguished panelists include:

- **Mr. Jon Bateman** (Carnegie Endowment for International Peace's Cyber Policy Initiative)
- **Mr. Tim Hwang** (Georgetown University's Center for Security and Emerging Technology (CSET))
- **Dr. Nicholas Wright** (Intelligent Biology, Georgetown University Medical Center, University College London, and New America)

Speaker Series Description: At the request of Headquarters US Air Force (HAF), Lt Gen Mark Kelly, Deputy Chief of Staff, Operations, asked SMA to initiate a study[1] to address how Joint Force Commanders, Joint Force and Service Component Commanders, and their respective staffs can best understand and integrate information and influence into operational- level planning, execution, and assessment activities across the competition continuum. (POC: Sandeep Mulgund, AF/A3).

Why We Are Here: We are living through a global transition to an Information Age where the centrality and velocity of information and enabling digital technologies define the age and have emerged as a new global commons. An increasingly complex and growing network of human connections has accelerated the creation of information and democratization of knowledge, leading to a diffusion of power away from traditional centers and an unprecedented rise in human agency. The implications are profound. The National Defense Strategy (NDS) has reoriented the defense establishment to a multipolar, great power competition framework that challenges us to sustain our comparative advantage across a continuum of interactive relations from peace to war. State and non- state adversaries recognize America's dominant military advantage and are adapting their operations, activities, and investments to compete with the US below the level of armed conflict, principally in the information environment (IE) where the asymmetries are less pronounced. Competing effectively requires a deep and abiding understanding of operations in the information environment (OIE). The Air Force has concluded that military planners, strategists, and analysts must "lead with information" and make it a core strength to compete more effectively in the information environment. This requires supporting intellectual and analytic frameworks, doctrine, and training and education, to say nothing of fundamental shifts in organizational culture to be effective. The IIJO study is designed to inform these outcomes.

IIJO Mission Statement: Assess the ways in which the Joint Force can most effectively integrate information and influence into its activities across the competition-conflict continuum.

SMA will address the following five main questions:

1. How are state and non-state actors operating in the information environment, and what can we learn from their approaches? How might this be used to inform Joint Force strategy and planning approaches?
2. What are suitable Operations in the Information Environment assessment frameworks and approaches?
3. What are key escalation thresholds in the information environment for priority National Defense Strategy/National Military Strategy adversaries?
4. What are relevant insights from private sector firms and non- governmental organizations on affecting perceptions and behavior on macro, meso, and microscales?
5. The orientation to leading with information represents a significant culture change for the Joint Force. How have non- Department of Defense (DoD) institutions handled such organizational change?

Additional questions were gleaned from the HAF A3 request and are itemized below:

1. What are the **characteristics of information** as a form of operational maneuver and power?

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[1] This study addresses relevant aspects of JROCM 068-19, "Operations in the Information Environment DOTMLPF-P Change Recommendation (DCR)."

2. What can the JF **learn from non-governmental organizations**' approaches to information and influence across areas such as advertising, social marketing, storytelling, law, and management?
3. What are the **positive and negative implications** of these approaches for conducting persuasive and cooperative operations in the national security domain?
4. How can the JF **most effectively message target audiences** of interest (specifically the "2+3")?
5. How can the JF **more effectively leverage the intelligence community and other inter-agency partners** to operate more effectively in the IE?
6. What is required to **integrate information and influence into operational-level planning**, execution, and assessment of effectiveness?
7. What **approaches to OIE operational design**, detailed planning, and assessment will enable commanders to leverage and command and control the power of joint physical and informational maneuver in the OIE?
8. How can the JF learn from and **incorporate perspectives from stakeholders both inside and external to the DOD** that improve effectiveness of operations in both the physical and virtual environments?

Speaker Biographies

Mr. Jon Bateman (Carnegie Endowment for International Peace)

Jon Bateman is a fellow in the Cyber Policy Initiative of the Technology and International Affairs Program at the Carnegie Endowment for International Peace. He previously held technology and strategy roles at the U.S. Department of Defense.

Bateman most recently was special assistant to the Chairman of the Joint Chiefs of Staff, General Joseph F. Dunford, Jr. He led strategic analysis within the Chairman's internal think tank, including assessments of the technology industry, geopolitical competition, arms control, and military education. Bateman was also the first civilian speechwriter to the Chairman, shaping engagements with global leaders and audiences.

Bateman previously served as director for Cyber Strategy Implementation in the Office of the U.S. Secretary of Defense. He developed the first comprehensive policy for military cyber operations and helped to establish a unified Cyber Command. Bateman co-founded the central oversight element for all defense cyber activities, the secretary's Principal Cyber Advisor Staff.

An intelligence officer by training, Bateman was senior intelligence analyst for Iran at the Defense Intelligence Agency. As the agency's senior expert on Iranian cyber forces, nuclear policy, and political-military leadership, he led a team that produced strategic assessments for the White House and the Pentagon during an era of bilateral upheaval.

Bateman is a graduate of Harvard Law School (JD) and Johns Hopkins University (BA).

Mr. Tim Hwang (Georgetown University Center for Security and Emerging Technology (CSET))

Mr. Tim Hwang is a Research Fellow at Georgetown's Center for Security and Emerging Technology (CSET). He is the former Director of the Harvard-MIT Ethics and Governance of AI Initiative, a philanthropic project working to ensure that machine learning and autonomous technologies are researched, developed, and deployed in the public interest. Previously, he was at Google, where he was the company's global public policy lead on artificial intelligence, leading outreach to government and civil society on issues surrounding the social impact of the technology. Dubbed "The Busiest Man on the Internet" by Forbes Magazine, his current research focuses on the geopolitical aspects of computational power and machine learning hardware, and the future of media manipulation and online information warfare. He holds a J.D. from Berkeley Law School and a B.A. from Harvard College.
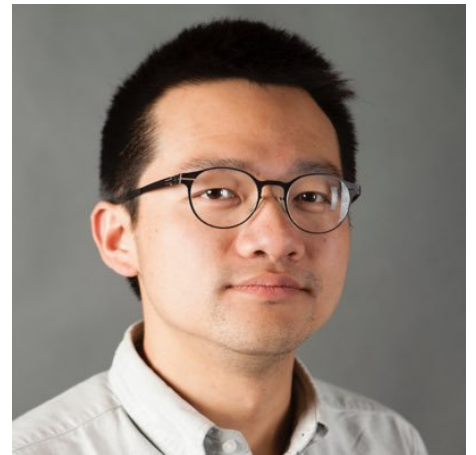
Dr. Nicholas Wright (Intelligent Biology, Georgetown University, UCL, and New America)

Dr. Nicholas Wright is an affiliated scholar at Georgetown University, honorary research associate at University College London (UCL), Consultant at Intelligent Biology and Fellow at New America. His work combines neuroscientific, behavioural and technological insights to understand decision-making in politics and international confrontations, in ways practically applicable to policy. He leads international, interdisciplinary projects with collaborators in countries including China, the U.S., Iran and the UK. He was an Associate in the Nuclear Policy Program, Carnegie Endowment for International Peace, Washington DC and a Senior Research Fellow in International Relations at the University of Birmingham, UK. He has conducted work for the UK Government and U.S. Department of Defense. Before this he examined decision-making using functional brain imaging at UCL and in the Department of Government at the London School of Economics. He was a clinical neurologist in Oxford and at the National Hospital for Neurology. He has published academically (some twenty publications, e.g. Proceedings of the Royal Society), in general publications such as the Atlantic and Foreign Affairs, with the Pentagon Joint Staff (see www.intelligentbiology.co.uk) and has appeared on the BBC and CNN. Wright received a medical degree from UCL, a BSc in Health Policy from Imperial College London, has Membership of the Royal College of Physicians (UK), has an MSc in Neuroscience and a PhD in Neuroscience both from UCL.