

Information Manipulation

Information manipulation is undertaken to shape public opinion or undermine trust in the authenticity of information. It includes use of **new and traditional media** to amplify divides and foment unrest in the homeland, sometimes coordinated with illicit **cyber activities**.



New Media Abuse

Manipulating content service providers (CSPs) to create and amplify false and distorted content for targeted individuals or groups.

New media abuse allows influencers to reach a large audience cheaply and quickly, allowing bad actors to commandeer and control narratives.



Traditional Media Abuse

Using traditional media outlets to report false or distorted information, strategically leak stolen information, or repeat preferred narratives in order to manipulate a general public.

Purposefully causing traditional media sources to report false or misleading information increases the spread of foreign-pushed narratives and undermines the credibility of the press.

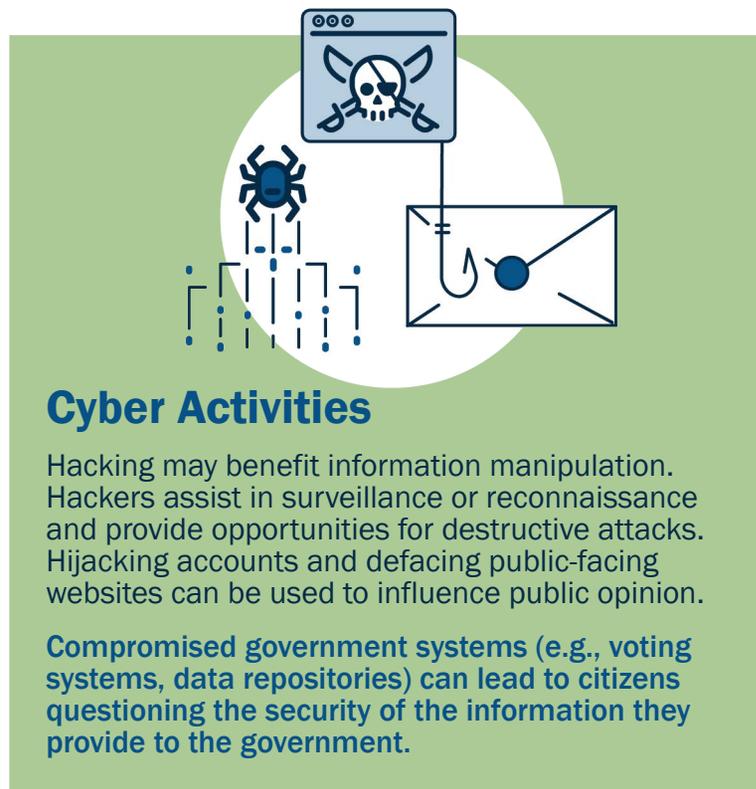


Misinformation, disinformation, and malinformation (MDM) make up what CISA defines as “information activities.” Bad actors use MDM to cause chaos, confusion, and division. These malign actors are seeking to interfere with and undermine our democratic institutions and national cohesiveness.

Misinformation misleads. It is false, but not created or shared with the intention of causing harm.

Disinformation deceives. It is deliberately created to mislead, harm, or manipulate a person, social group, organization, or country.

Malinformation sabotages. It is based on fact, but used out of context to mislead, harm, or manipulate.



Cyber Activities

Hacking may benefit information manipulation. Hackers assist in surveillance or reconnaissance and provide opportunities for destructive attacks. Hijacking accounts and defacing public-facing websites can be used to influence public opinion.

Compromised government systems (e.g., voting systems, data repositories) can lead to citizens questioning the security of the information they provide to the government.



The Cybersecurity and Infrastructure Security Agency (CISA) produced this graphic to highlight tactics used by disinformation campaigns that seek to disrupt American life and the infrastructure that underlies it. CISA's publication of information materials about this issue are intended for public awareness, and are not intended to restrict, diminish, or demean any person's right to hold, express, or publish any opinion or belief, including opinions or beliefs that align with those of a foreign government, are expressed by a foreign government-backed campaign, or dissent from the majority.