

Rumours and hoaxes the Social Engineering approach (*to the business and governmental world*)

Stéphane Koch
President of Internet Society Geneva

Thursday, May 11th Inet 2004 Barcelona

Geneva: www.isocgva.ch

Mon positionnement

- ❖ *Member of the scientist board and teaching within the graduate courses in information monitoring and competitive intelligence*
- ❖ *Teacher and correspondent, Economic School of War, Paris*
- ❖ *Executive Master of Economic Crime Investigation*
- ❖ *Member advisory board of Infosurance*
- ❖ *President of l'Internet Society Geneva*

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The infosphere approach

- *The information flow has switch from a principle of lineare exchange to a multidimensional mode of interaction.*
- *The general level of knowledge is decreasing, creating a technological gap; weakening of as much the capacity of understanding necessary to the early detection of the weak signals (alert signals)*

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Today's information, the « state of the art »

- *Previously, the traditional structures of diffusion of information rested on established and controllable "filters" of validation (like press).*
- *The Web generated a system of creation and diffusion of the "self-educated" information which rests mainly on a dynamics of beliefs.*

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Information perception, the « state of the art »

- *A single protocol of exchange (TCP/IP) for multiple formats, numerically « deconstructed »*
- *A capacity to create and modify any type of information (text, image, audio, video)*
- *No vehicle inspection of the integrity of information*

Information perception, the « state of the art »

- *So one attends an increase in the asymmetrical report/ratio in the diffusion of the rumour, by the prevalence of emotional on the rational one.*
- *reactivity at the information and the speed of the exchanges which results from it, makes it not easily controllable*

A favorable ground

- *The loss of control between the real technological potential of the information technology and the comprehension that one has some.*
- *A more difficult economic situation, increase the loss of control of the technological environment*
- *Privatization and globalisation increase the intrinsic criminogene potential present within the market economy*

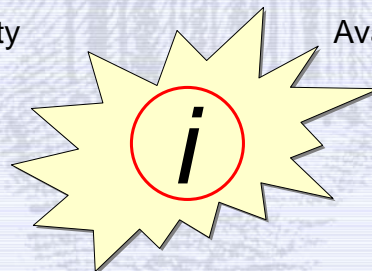
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The informational object: variables

production >> emission >> circulation >> reception

Perenniality

Availability



Credibility

Integrity

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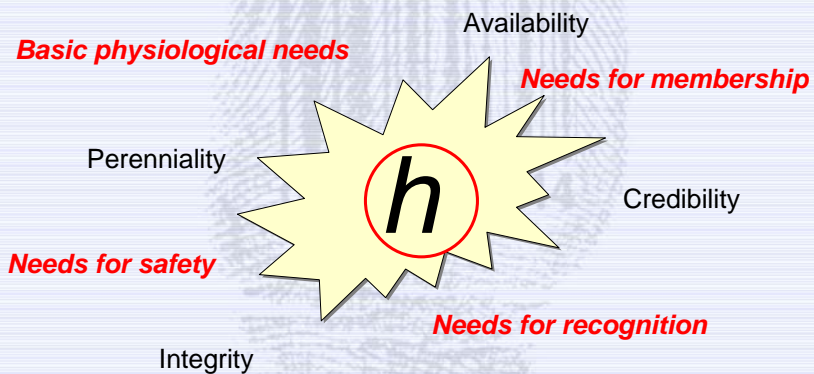
Specificity of the informational object on human interaction :

- *It is the product of a belief, an opinion, a perception, or a situation*
- *It interacts with its environment (positioning in the search engines , linking & deep linking)*
- *Able to create dynamically, in real time, of information (automatic publication of contents, CMS). It is thus transformationnel (ability to transform itself) .*

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The human object: variables

Reception >> process >> interpretation >> reformulation



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The human object: response

How those: Basic physiological needs, Needs for membership, Needs for safety, Needs for recognition take forms in the infosphere?

The human response to those need can be shown:

- In relaying information (hoaxes, virus)
- To validate unknown sources
- Adherence with the decisions taken or the beliefs present

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The power of the information

Governmental propaganda

or

the misuse of information operation (IO)

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La désinformation - Microsoft Internet Explorer


Fichier Edition Affichage Favoris Outils ?

Précédente Recherche Favoris Média

Adresse <http://ythebest.free.fr/désinformation.htm#assassinat>

La Désinformation

Articles mensongers, propos déformés, photos truqués, les moyens ne manquent pas pour condamner à tort Israël. Parce qu'elles ont peur de toucher à la sensibilité des terroristes, des dictateurs qui possèdent l'Or noir les nations unies n'ont cessé de condamner Israël. La SEULE DEMOCRATIE de LA REGION. La France en tête, tous ces pays ont trop vite oublié qui sont les tueurs d'enfants, qui violent et tuent sans pitié sous couvert de la religion. Ces terroristes qui n'hésitent pas à voter, piller, violer, égorger leur propre famille, leurs frères et sœurs parce qu'ils refusent de souscrire à cette religion de la honte qui ne prône que haine et violence.



Plus la peine de se demander de quelle cote son les medias !!!

Ce sujet est aussi largement abordé dans la rubrique **La prise de position impartiale des nations** de la section [articles](#).

Démarrer

La désinformation - Microsoft Internet Explorer

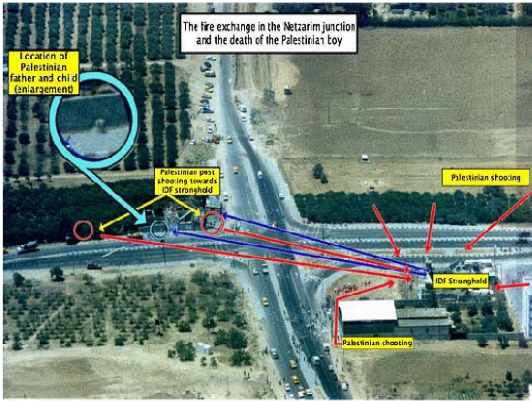
Fichier Edition Affichage Favoris Outils ?

Précédente Recherche Favoris Média

Adresse <http://ythebest.free.fr/désinformation.htm#assassinat>

L'échange du feu à la jonction de Netzarim et à la mort du garçon palestinien Mohammed Jama Al-Durra

La photo aérienne de Tsalal ci-dessous décrit l'échange du feu à la jonction de Netzarim le samedi, septembre 30, qui a eu comme conséquence la mort tragique de Mohammed Jamal Al-Durra, un enfant de 12 ans.



La position de Tsalal à la jonction a été choisie en vue intensif de positions stratégiques de tous les côtés, comme indiqué dans la photo. Le croisement

Démarrer


contre la desinformation - Microsoft Internet Explorer

chier Edition Affichage Favoris Outils ?

Précédente → Recherche Favoris Média

Adresse http://www.alliancefr.com/actualite/desinformat/TUVI.html

Vous devez voir la photo avant de lire ce qui suit !



Observer cette photo (du 30 septembre) d'un soldat israélien et d'un Palestinien au Mont du Temple - ce Palestinien est actuellement mon fils, Tuvia Grossman, étudiant juif de Chicago. Lui, et deux de ses amis, ont été tirés de leur taxi tout en voyageant vers Jérusalem par une foule d' Arabes palestiniens et ont été sévèrement battus et poignardés.

Cette photo ne peut pas avoir été prise sur le Mont du temple parce qu'il n'y a aucune station de taxi à cet endroit et certainement aucun temple avec le panneau en hébreu, comme celui clairement vu derrière le soldat israélien essayant de protéger mon fils contre la foule.

Aaron Grossman, M.D.
6737 N Richmond
Chicago, IL 60645
(773) 743-1194

Lettre à l'éditeur du Journal

Subject: (no subject)
Date: Mon, 2 Oct 2000 14:54:39 EDT
From: Heshygiss@aol.com
To: letters@nytimes.com
CC: aaronnoach@21stcentury.net, JPeditor@aol.com

Démarrer

Internet Society

The US presidential campaign

Fonda Speaks To Vietnam Veterans At Anti-War Rally



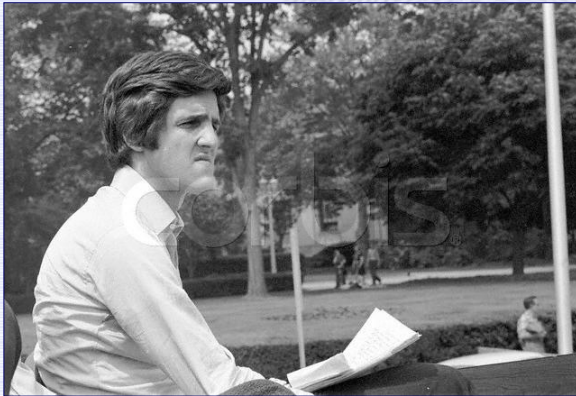
« John Kerry in company of Jane Fonda at the time of a meeting anti-war (Vietnam) »

Actress And Anti-War Activist Jane Fonda Speaks to a crowd of Vietnam Veterans as Activist and former Vietnam Vet John Kerry (LEFT) listens and prepares to speak next concerning the war in Vietnam (AP Photo)

Source: www.snopes.com

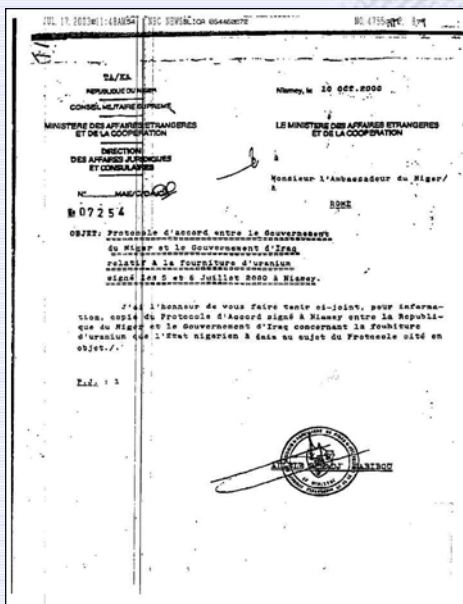
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The US presidential campaign, the true



Source: www.snopes.com / Corbis

Geneva: www.isocgva.ch

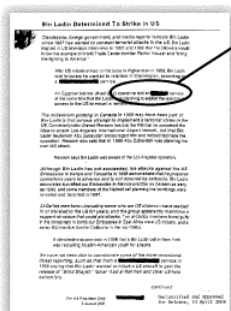


"Business of the
Uranium sale in Iraq
by Nigeria"

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QUATRE ÉTAPES POUR DÉVOILER LE MOT MASQUÉ

Le cryptologue David Naccache a retrouvé un mot recouvert à l'encre noire en combinant plusieurs outils informatiques.



ve told an [REDACTED] service
 adin was planning to exploit the operative's

1 Redresser le document

(EIJ) operative told an [REDACTED] service
 adin was planning to exploit the operative's

0,52"

2 Identifier la police de caractère

(EIJ) operative told an [REDACTED] service
 adin was planning to exploit the operative's

→ ARIAL 324

3 Déterminer de la taille du mot

(EIJ) operative told an [REDACTED] service
 adin was planning to exploit the operative's

16 mm

Déclassifié le 10 avril par la Maison Blanche, le "mémo" adressé le 6 août 2001 par la CIA à George Bush reste partiellement "caviardé" par souci de protection des sources.

4 Comparer avec le dictionnaire

(EIJ) operative told an [REDACTED] service
 adin was planning to exploit the operative's

→ 1 530 mots candidats

Le mot est précédé par "an",
 il commence donc par une voyelle

→ 346 mots candidats

En tenant compte du contexte,
 il ne reste plus que...

→ 7 mots candidats

- Ukrainian
- uninvited
- unofficial
- incursive
- indebted
- Ugandan
- Egyptian**

→ mot retenu

(EIJ) operative told an Egyptian service
 adin was planning to exploit the operative's

LE MONDE | 07.05.04 | 12h58 • MIS A JOUR LE 07.05.04 | 16h13

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The New York Times adulterates its online files.

- September 9, 2001, the journalist of the New York Times, John F Burns, signed a bearing article on a videotape which circulated since June in the islamists circles throughout the world.
- In the hours which followed the attack of the WTC, September 11, the New York Times withdrew the original article of Burns and replaced by a second text, on 12 September, less critical of the persons in charge for safety and more centered on the Palestinian question as reason for the attack.

<http://cyberie.qc.ca/chronik/20020219.html#a>

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Which is the significance of information between the moment T and T 1?



The original article does not appear any more in the online files of the newspaper .

The address of the original article :

nytimes.com/2001/09/09/international/asia/09OSAM.html redirect

automatically towards the address of the second article :

nytimes.com/2001/09/12/international/12OSAM.html without it being

made by it mention. The URL goes from the 09/09 to the 09/12 in a

"transparent" way. The title has also sudden a transformation .

Original article title:

«On Videotape, Bin Laden Charts a Violent Future»

New article title:

«America the Vulnerable Meets a Ruthless Enemy»

<http://cyberie.qc.ca/chronik/20020219.html#a>

By the loss of confidence that they generate, these facts can only support the emergence of belief in the masses

So that makes the ground much more favourable with the actions of destabilization

The power of the image

Weapons of mass opinion

Timisoara

« upsetting them images of the" mass grave of Timisoara », ten mutilated bodies of which that of a woman holding a new-born baby in the arms. One speaks then about 4 500 insurgent assassinated by the "Securitate" and thrown in mass graves. In January 1990, doctors of Timisoara will reveal that the "torture victims" had died of natural death

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The emotional impact of the image : Irak



Photograph shows a U.S. serviceman wearing a "DOING THE WORK OF" patch.

Source: www.snopes.com

Geneva: www.isocqva.ch

The emotional impact of the image : Irak



Source: www.snopes.com

*"Lcpl Boudreaux
killed my dad
th(en) he
knocked up my
sister!"*

The emotional impact of the image : Irak



Source: cryptome.org

*« Internet allow
this kind of
document to
freely circulate
around the
world »*

Using humour to get influence



Geneva: www.isocgva.ch

Email > Subject: Osama bin Laden Captured

Hey, Just got this from CNN, Osama Bin Laden has been captured! A video and some pictures have been released. Go to the link below for pictures, I will update the page with the video as soon as I can.

- www.snopes.com/computer/virus/osama.asp#add

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Results from this destabilizing campaign:
considerable damages on the opinion and the image
of the United States through the world

The necessary « conventional » means to obtain
identical result, in term of harmful effect, are
without any comparison

The power of the information

hacktivism propaganda & reputation
management

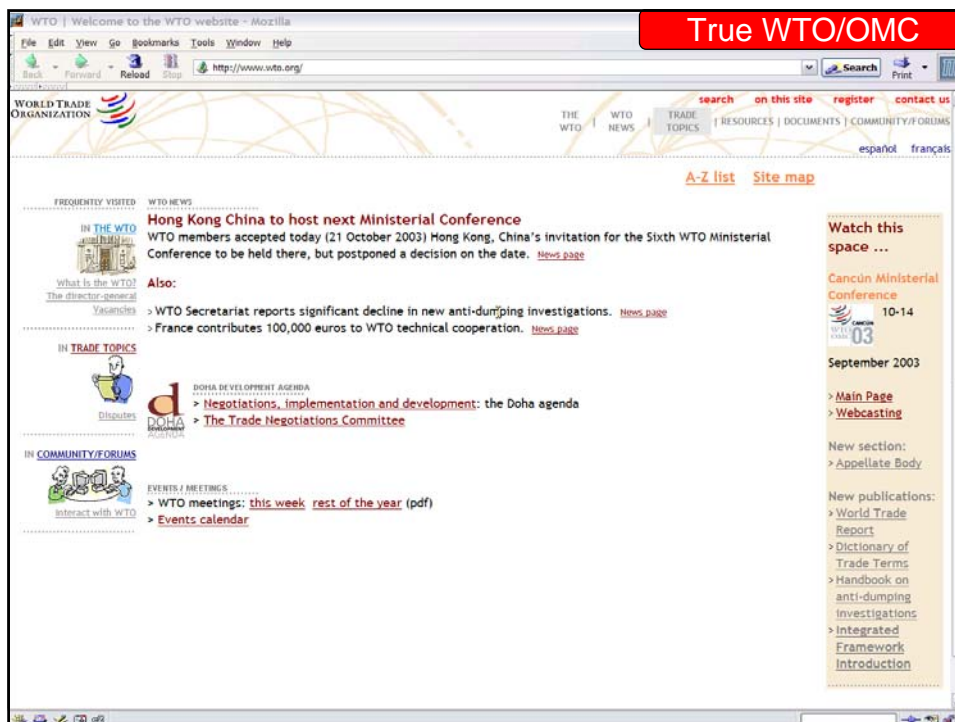
The WTO & The Yes Men

In October 2000, the **Yes Men** were offered an opportunity they couldn't pass up: to lecture an international group of distinguished lawyers on the ideology of the World Trade Organization... as representatives of that agency. Here's how it happened:

In March 2000, the Yes Men are given control of GATT.org by the group that designed it. Gatt.org looks just like the WTO's official website (but conveys the WTO's message more clearly).

*In May 2000, an organizer of a conference on international law writes to GATT.org inviting WTO Director-General Mike Moore to present. Three months later, "Moore" politely declines but suggests a replacement, **Dr. Andreas Bichlbauer of Vienna**.*

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WTO | Welcome to the WTO website - Mozilla

file Edit View Go Bookmarks Tools Window Help

Back Forward Reload Stop http://www.wto.org/ Search Print

WORLD TRADE ORGANIZATION

THE WTO | WTO NEWS | TRADE TOPICS | RESOURCES | DOCUMENTS | COMMUNITY / FORUMS

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español français

A-Z list Site map

FREQUENTLY VISITED

WTO NEWS

Hong Kong China to host next Ministerial Conference
WTO members accepted today (21 October 2003) Hong Kong, China's invitation for the Sixth WTO Ministerial Conference to be held there, but postponed a decision on the date. [News page](#)

Also:

- > WTO Secretariat reports significant decline in new anti-dumping investigations. [News page](#)
- > France contributes 100,000 euros to WTO technical cooperation. [News page](#)

IN TRADE TOPICS

DISPUTES

DOHA DEVELOPMENT AGENDA

- > **Negotiations, implementation and development: the Doha agenda**
- > **The Trade Negotiations Committee**

IN COMMUNITY/FORUMS

EVENTS / MEETINGS

- > WTO meetings: [this week](#) [rest of the year](#) (pdf)
- > [Events calendar](#)

Watch this space ...

Cancún Ministerial Conference
10-14
03

September 2003

- > [Main Page](#)
- > [Webcasting](#)

New section:

- > [Appellate Body](#)

New publications:

- > [World Trade Report](#)
- > [Dictionary of Trade Terms](#)
- > [Handbook on anti-dumping investigations](#)
- > [Integrated Framework Introduction](#)

WTO | World Trade Organization: WTO / GATT - Mozilla

Fake WTO/OMC

http://gatt.org/

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[A-Z list](#) [Site map](#)

FREQUENTLY VISITED WTO NEWS

Fifth Ministerial to Revolutionize Services
 The WTO's Fifth Ministerial will take place in Cancun, Mexico September 10-14. One of the Ministerial's primary goals is to pave the way for full GATS (General Agreement on Trade and Services) implementation, to streamline and open to corporate competition the inefficient Health Care, Education, Public Transport, Energy and other services industries. In the interest of transparency and to counter accusations that the WTO is proceeding with this agenda without taking into account public welfare and concerns, we include the following information about the so-called "International Days of Action" (Tuesday, September 9 and Saturday, September 13):

- > [Calendar of Events](#)
- > [InfoMedia Center Cancun](#)
- > [InfoMedia Center Mexico](#)
- > [InfoMedia Center Chicago](#)
- > [Opposition resource page](#)
- > [Opposition resource page](#)
- > [Opposition resource media page](#)

IN THE WTO

IN TRADE TOPICS

IN COMMUNITY FORUMS

TRO Aims for Regime Change in U.S. With Playing Card Deck
 The WTO's successor organization has determined that the United States governing regime is no longer compatible with world peace or world prosperity. In accordance with this finding, the TRO has released a deck of the U.S.'s "52 most wanted" (www.gatt.org/regime/) similar to the ones that the Pentagon released two weeks ago in Iraq. [more...](#)

Also:

- > Disbanding schedule announced [more](#)
- > Trade liberalisation studies that have informed this decision [statistics page](#)
- > Older information on the decision. [Article](#)

EVENTS

- > WTO public [symposium](#): the Doha Development Agenda and beyond.

From the Director-General's desk: The Director-General met with H.E. Mr. Mark Vaile, Minister for Trade of Australia. [more...](#)

DOHA DEVELOPMENT AGENDA

- > [Negotiations, Implementation and development: the Doha agenda](#)
- > [The Trade Negotiations Committee](#)
- > [The Ministerial Conference, Qatar.](#)

contact us | World Trade Organization, rue de Lausanne 154, CH-1211 Geneva 21, Switzerland

Internet Society 

CENTER FOR INTERNATIONAL LEGAL STUDIES
 Correspondence: PO Box 19, A-5033 Salzburg, Austria / Offices: Schwanengrabenweg 6B, A-5020 Salzburg, Austria
 Tel.: +43 662 835369 Fax.: +43 662 836171 Web: www.cils.org

Speaker Confirmation

International Provision of Services and Sale of Goods
 26-29 OCTOBER 2000, SALZBURG, AUSTRIA

I accept appointment as a Speaker for the *International Trade* session of the conference scheduled 26-29 October 2000 at Salzburg, Austria.
 I agree to fulfill my role as Speaker to the best of my ability. In return a 40% discount provided to me and 20% provided to my guest from the applicable conference fee (including lodging and meals, professional and social programs), and the inclusion of my name and that of my firm in the conference program and advertising.
 Should I be unable to participate because of personal emergency or professional obligation, I will make best efforts to provide a suitable replacement.

(Please print or type)

NAME: Andreas Bichlbauer	
FIRM: World Trade Organization	
PROPOSED TITLE OF PRESENTATION: Trade Regulation Relaxation and Concepts of Incremental Improvement: Governing Perspectives From 1790 to the Present	
SIGNATURE: 	DATE: August 20, 2000

Please sign and return a copy of this form to confirm your participation. We cannot list you as a Speaker without confirmation.
 Further information regarding the Center, the Conferences, and the venues is available on the Internet at <http://www.cils.org>.

38-2013135 2001961340194 1215326990+ 8848765-0110-INDV 52186 1970122 14

Geneva: www.isocava.ch

• *Roberto Marengo*, Studio Legale Lovells, Milan, Italy.
Recent Development of Agency Contracts and Distribution under Italian Law

11.00 a.m.– 1.00 p.m. (Schlossaal II)

International Trade II

Subchair: *Radovan I. Pavelic*, Pavelic & Levites P.C., Zagreb, Croatia.
Moderator: *William Mock*, The John Marshall Law School, Chicago, Illinois, United States.

Speakers:

- *Andreas Bichlbauer*, World Trade Organization, Vienna, Austria.
Trade Regulation Relaxation and Concepts of Incremental Improvement: Governing Perspectives from 1970 to Present.
- *Andres Alvarez Cordero*, Gardere & Wynne, Mexico, D.F., Mexico.
International Trade @ 2000: A Mexican Perspective
- *David Hurtado Badiola*, Jauregui, Navarrete, Nader y Rojas, S.C., Mexico, D.F., Mexico.
Trade Issues Involved in Mexico's Increasing Role in Regional and Global Manufacturing Strategies
- *John W. Tulac*, Attorney at Law, Claremont, California, United States.
Employing Mediation Methods to Reach Agreements and Prevent Misunderstandings or Disputes in International Transactions

1.00 – 2.00 p.m. Lunch





Date: Tue, 21 Nov 2000 18:40:12 -0500
To: Delegates: [all seventy-five conference attendees];
From: Werner Daitz <wdaitz@gatt.org>
Subject: Conference 2000.10.27

Dear Delegates,

Perhaps you have now heard about the unfortunate event that took place during "Provision of International Services and Sale of Goods" in Salzburg, on the morning of October 27, after Dr. Andreas Bichlbauer's lecture on behalf of the World Trade Organization.

A few hours after that lecture, someone anonymously hurled a pie in Dr. Bichlbauer's face.

This would have remained merely another irritating illustration of the WTO's unpopularity in today's world of snap judgments, had Dr. Bichlbauer not contracted a rather severe infection from the pie, which was somewhat spoiled.

The power of the information

Personality, Company & reputation management

Geneva: www.isocqva.ch

Google bombing

Several activists networks have recently used Google to attack the reputation of a certain number of politically exposed personality...



The screenshot shows a Google search interface with the search term "Député liberticide" entered in the search box. The search results are displayed below the search bar, showing several links to news articles and reports. The first result is from Jean Dionis, titled "Jean Dionis - Votre député AGEN - NERAC". The second result is from vie-privee.org, titled "Operation 'depute liberticide'".

Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)
Député liberticide

Web | Images | Groups | Directory | News |
Searched the web for Député liberticide. Results 1 - 10 of about 5,320. Search took 0.08 seconds.

[Jean Dionis - Votre député AGEN - NERAC](#) - [Translate this page]
www.jeandionis.com/ - 1k - Cached - Similar pages

[Jean Dionis - Votre député AGEN - NERAC](#) - [Translate this page]
Date, Heurs, Lieu, Détail. 09/02/2004, 19:00, Mairie d'Agen, Conseil municipal. 09/02/2004, 14:00, Astaffort, AG club des aînés ruraux. 09 ...
www.jeandionis.com/default.asp - 17k - Cached - Similar pages

[vie-privee.org - Operation "depute liberticide"](#) - [Translate this page]
Fédération Informatique et Libertés. Operation "depute liberticide".
mercredi 21 janvier 2004 Imprimer imprimer. ... député liberticide. ...
www.vie-privee.org/news219 - 22k - Cached - Similar pages

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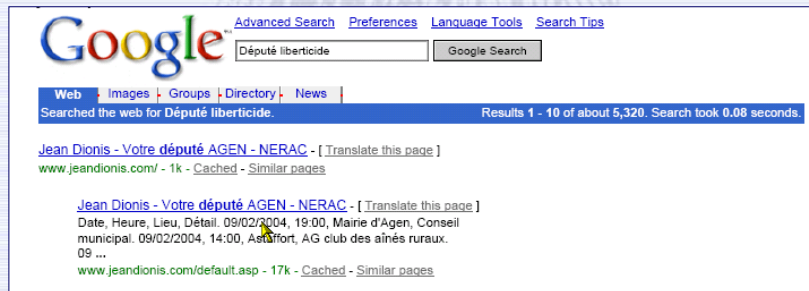
Google bombing

How to fight it..?

<METANAME=GOOGLEBOT CONTENT=NOINDEX, NOFOLLOW>

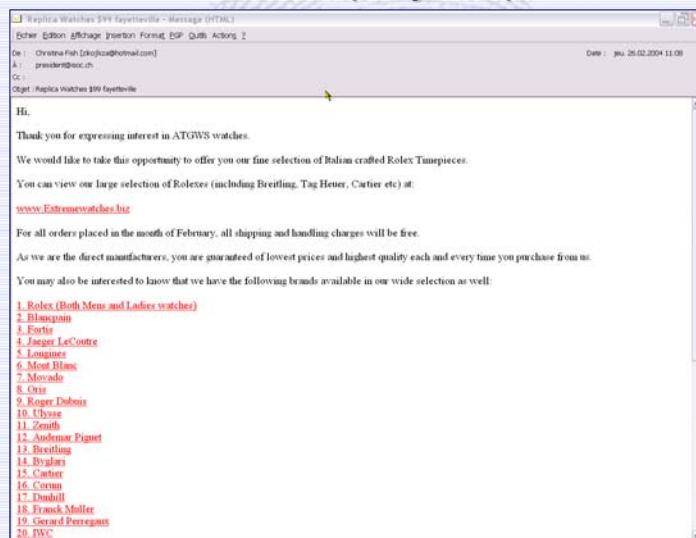
<METANAME=GOOGLEBOT CONTENT=NOARCHIVE>

<http://www.google.com/remove.thml>



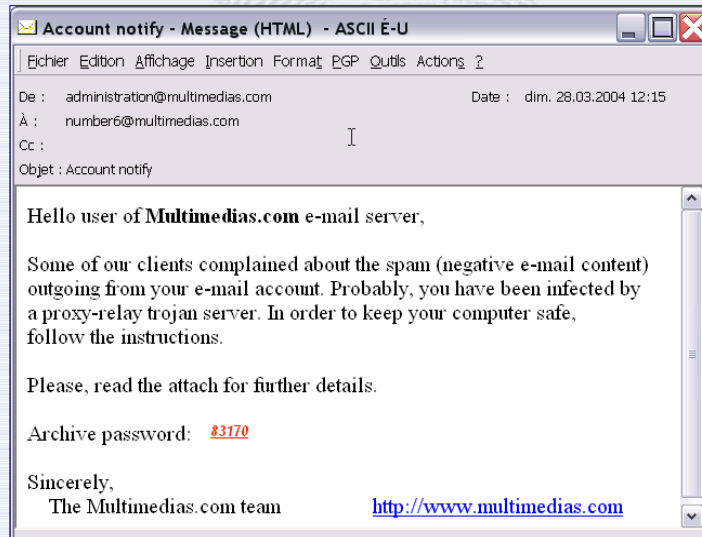
The screenshot shows a Google search interface with the search term "Député liberticide". The search results show a link to "Jean Dionis - Votre député AGEN - NERAC" with a date of 09/02/2004. The search took 0.08 seconds and returned 10 results out of 5,320.

Attack on a company's reputation



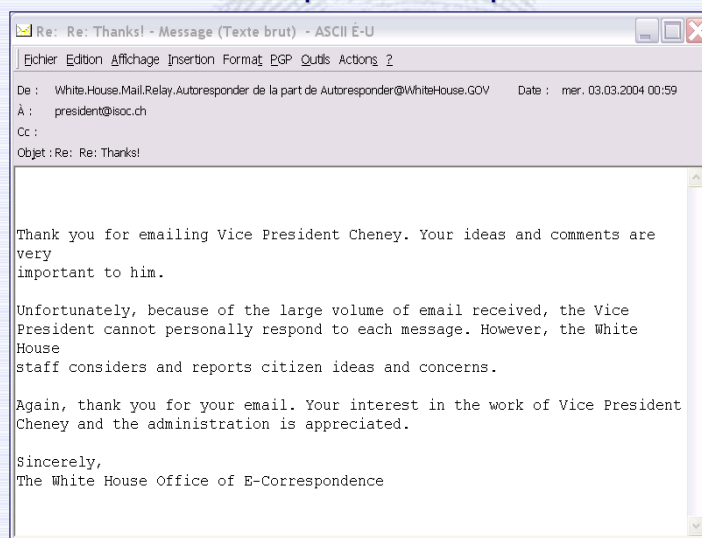
The screenshot shows an email from "Replica Watches" with the subject "Replica Watches \$99 Fayetteville". The email body contains a promotional message for watches, listing 20 brands including Rolex, Blancpain, Fortis, Jaeger LeCoultre, Longines, Mont Blanc, Movado, Oris, Roger Dubois, Ulysse, Zenith, Audemars Piguet, Breitling, Bvlgari, Cartier, Corum, Dainoff, Franck Muller, Girard Perregaux, and IWC.

Attack on a company's reputation & on people privacy



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Attack on a person's reputation



Geneva: www.isocgva.ch

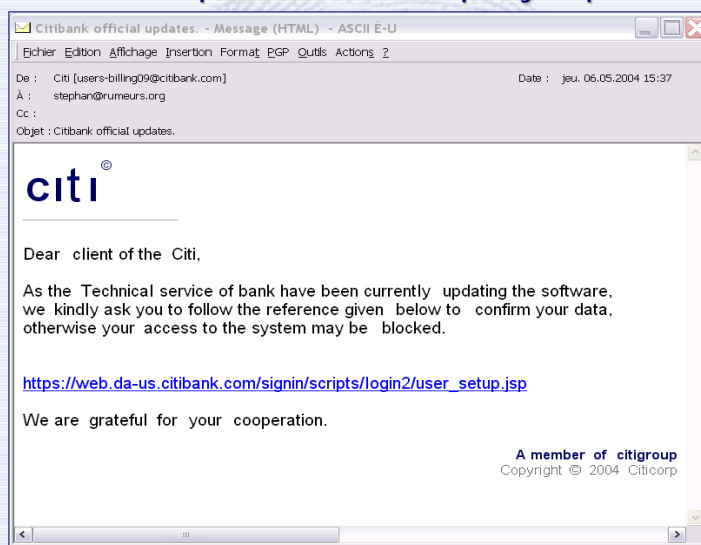
Case study: Phishing

A number growing of fraudulent emails - aiming to incite the holders of online financial services, to transmit indication on theirs accounts - is in circulation.

The principal action of those scam is based on user behaviour!!!

- www.intelligentzia.ch/doc/Exemple_Phishing_Citibank.pdf

Attack on a person's & Company reputation



The screenshot shows an email window titled "Citibank official updates. - Message (HTML) - ASCII E-U". The email header includes: "De : Citi [users-billing09@citibank.com]", "Date : jeu. 06.05.2004 15:37", "À : stephan@rumeurs.org", "Cc :", and "Objet : Citibank official updates.". The main body of the email features the Citi logo, followed by the text: "Dear client of the Citi, As the Technical service of bank have been currently updating the software, we kindly ask you to follow the reference given below to confirm your data, otherwise your access to the system may be blocked." Below this is a blue hyperlink: https://web.da-us.citibank.com/signin/scripts/login2/user_setup.jsp. The email concludes with "We are grateful for your cooperation." and a footer that reads "A member of citigroup Copyright © 2004 Citicorp".

Case study: Phishing

An email « html » has to be considered as a multilayer information object:

What you see is not always what you get!

What you get

What you see

```
<a href="http://web.da-us.citibank.com%2E%75%73%65%72%73%65%74%2E%6E%65%74:%34%39%30%33/%63/%69%6E%64%65%78%2E%68%74%6D">  
https://web.da-us.citibank.com/signin/scripts/login2/user_setup.jsp  
</a>
```

Big threat to come

- At this time, it has infected all the computers of planet (98%)
- It have created lot of disfonctionnements
- It Generate lots of problems of security
- Its costs very significant for the companies
- It is « the » most effective in term of Denial of service

Can you identified this person?



Bill Gate Younger

(Convicted of Denial of Service to its customers)

Geneva: www.isocgva.ch

Thank you for your interest ☺

Contact:

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Fax: +41 22 731 6007

E-mail: president@isocgva.ch

Geneva: www.isocgva.ch

