

DEMOGRAPHICS



The statistical characteristics of human population, such as gender, age, religion, nationality, marital status

Demographics identified a segment of the population.

Psychographics measures people attitudes, interests, values and lifestyle.

Internet and **social media platforms** has change the relative importance of demographics and psychographics

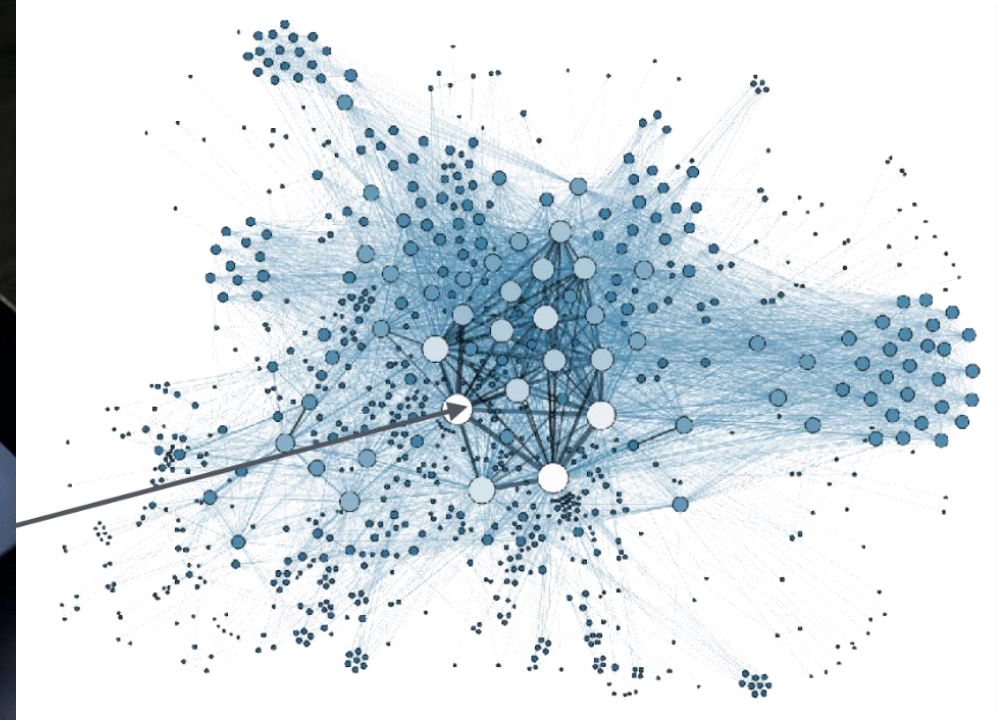


PSYCOGRAPHICS

Psychographic data is actionable via social media channels, and use the personality trait, base on OCEAN (Openness, Conscientiousness, Extroversion, Agreeableness and Neuroticism)

Cyber Information Operations

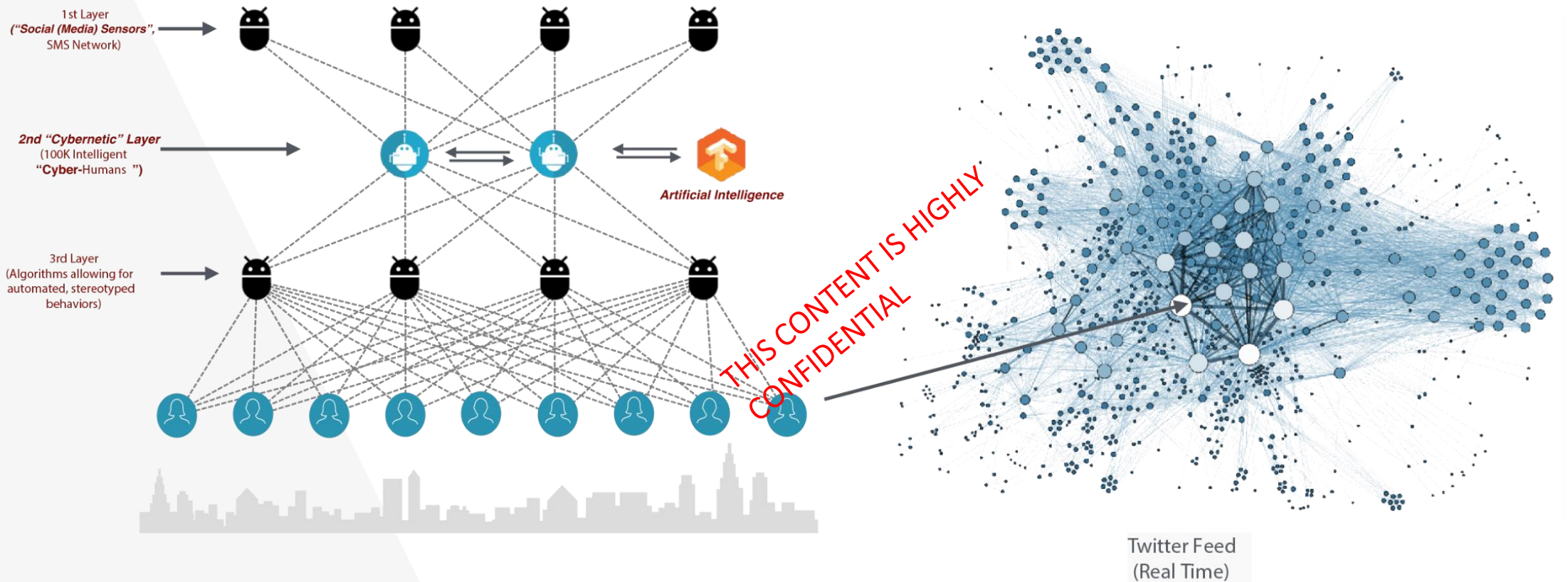
Targeted dissemination of strategic content & counterintelligence using multi-layered artificial intelligence.



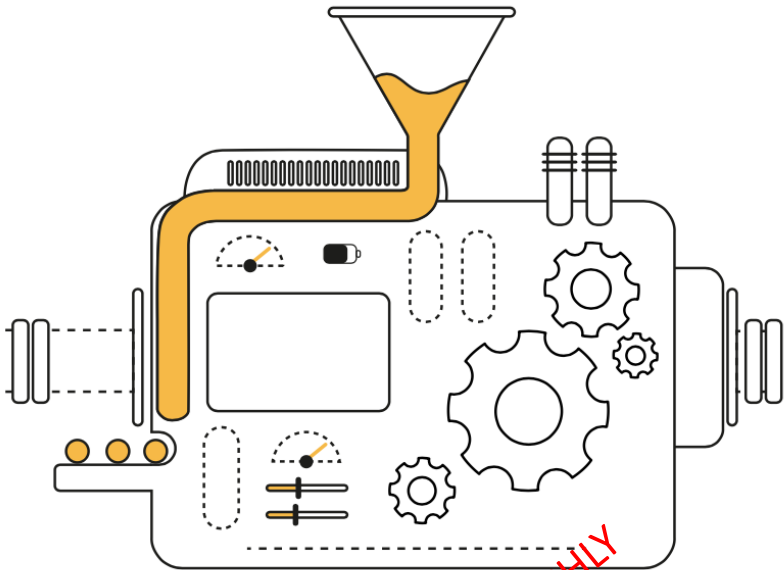
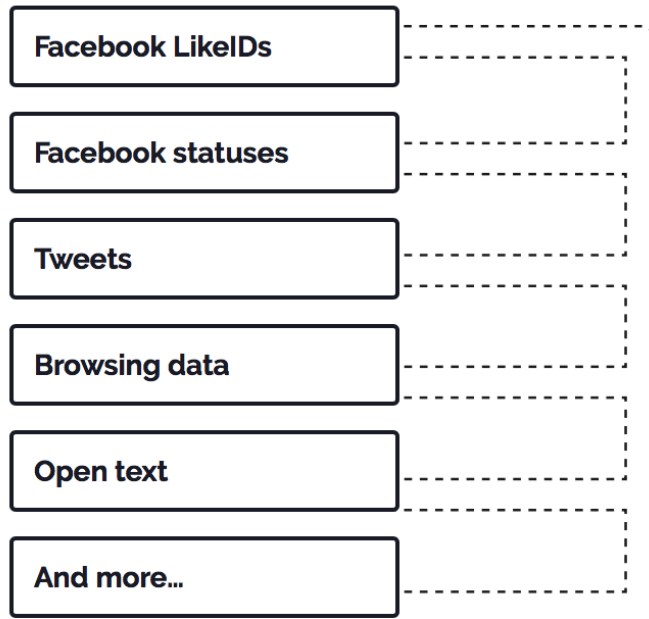
Twitter Feed
(Real Time)

Automated Cybernetic Ecosystem

Targeted dissemination of strategic content & counterintelligence using multi-layered artificial intelligence.



Digital footprints



THIS CONTENT IS HIGHLY
CONFIDENTIAL

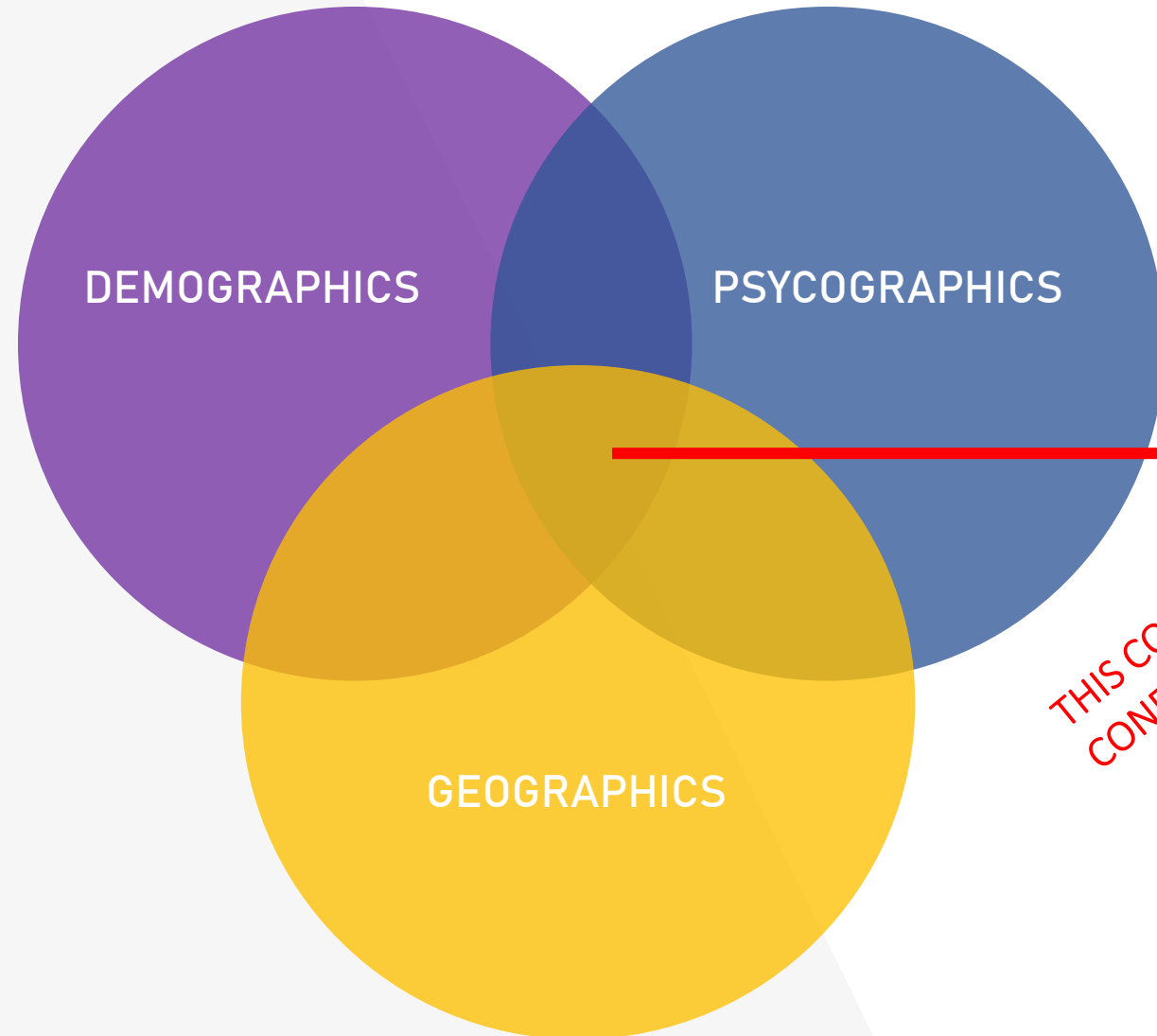
Individual profiles

Psychographics

- BIG5 Personality
- Intelligence
- Life Satisfaction
- Political Views
- Religious Views
- Sexuality
- Profession

Demographics

- Age
- Gender
- Relationship status



THIS CONTENT IS HIGHLY
CONFIDENTIAL

MICRO TARGETING

- FAKE PAGE
- FAKE FOLLOWERS
- FAKE NEWS

Adventure Personality Trail



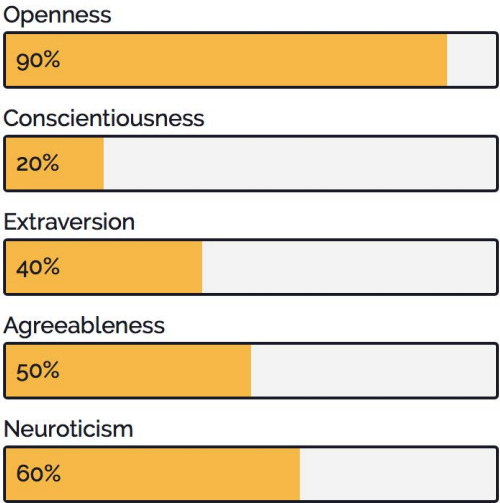
The Protector



The Executive



You



THIS CONTENT IS HIGHLY
CONFIDENTIAL

Protector Personality Trail



The Adventurer



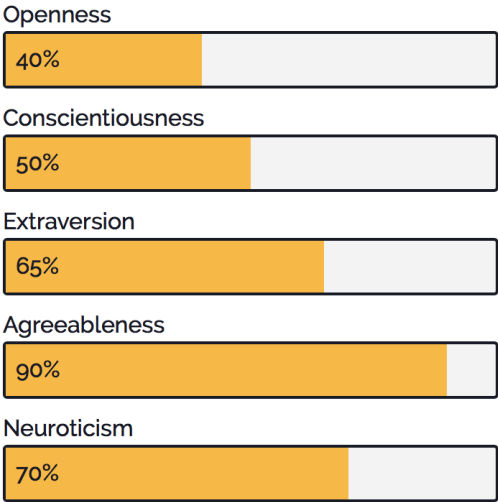
The Protector



The Executive



You



THIS CONTENT IS HIGHLY
CONFIDENTIAL



Executive Personality Trail



The Adventurer



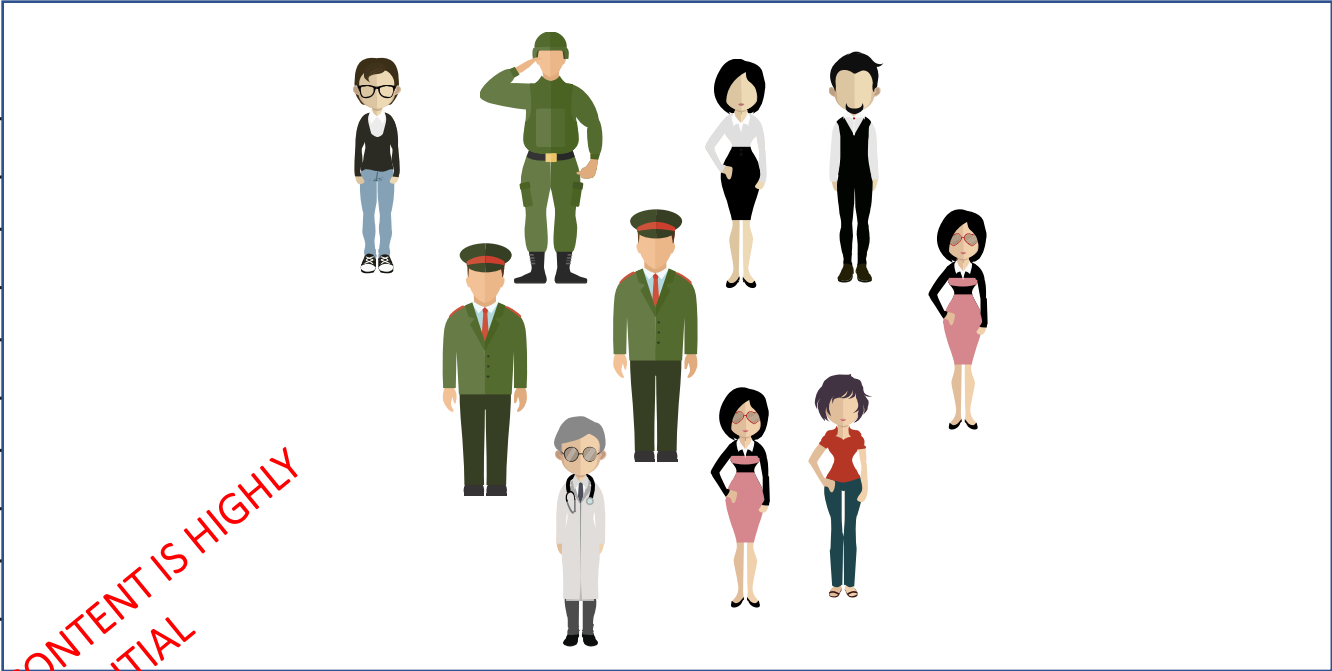
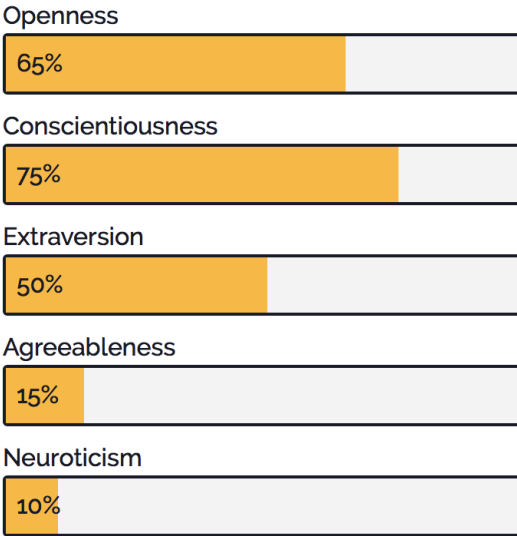
The Protector



The Executive

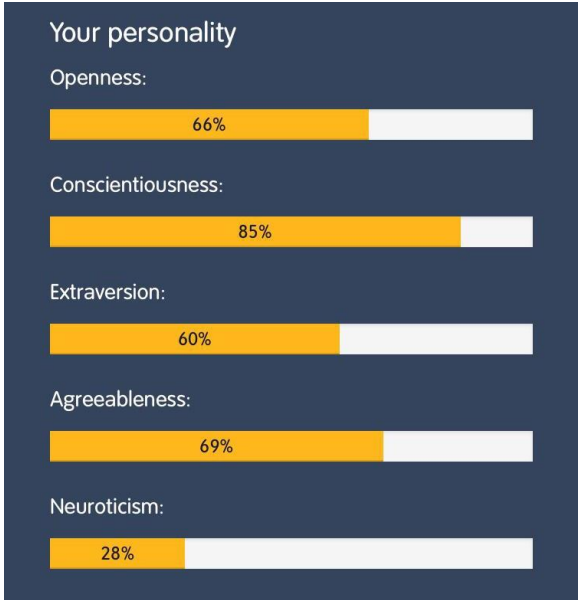
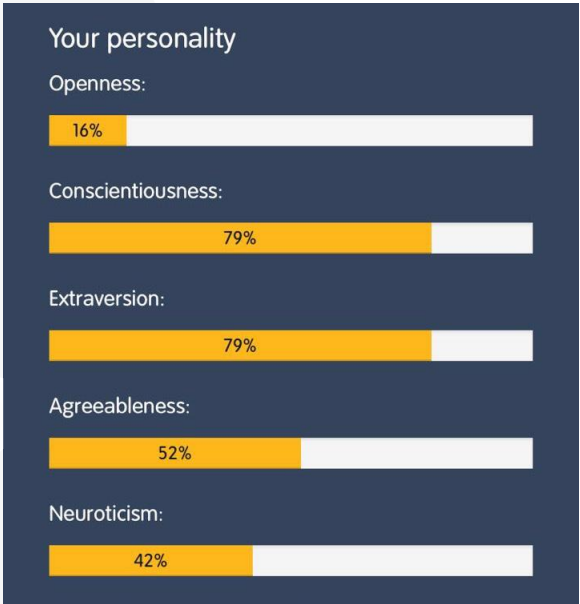
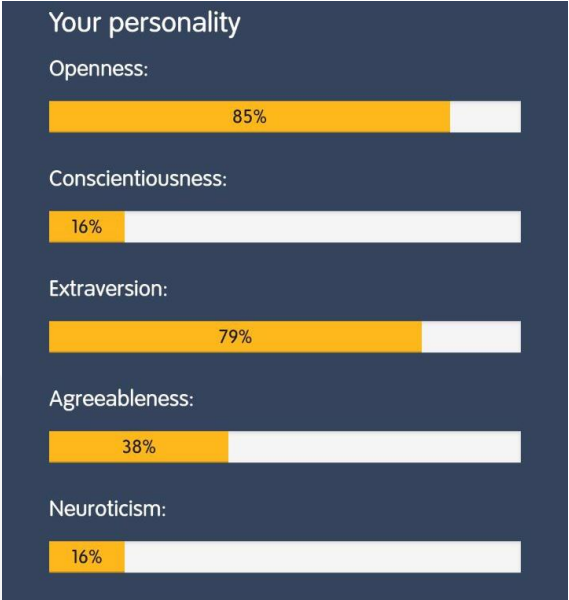


You



THIS CONTENT IS HIGHLY
CONFIDENTIAL

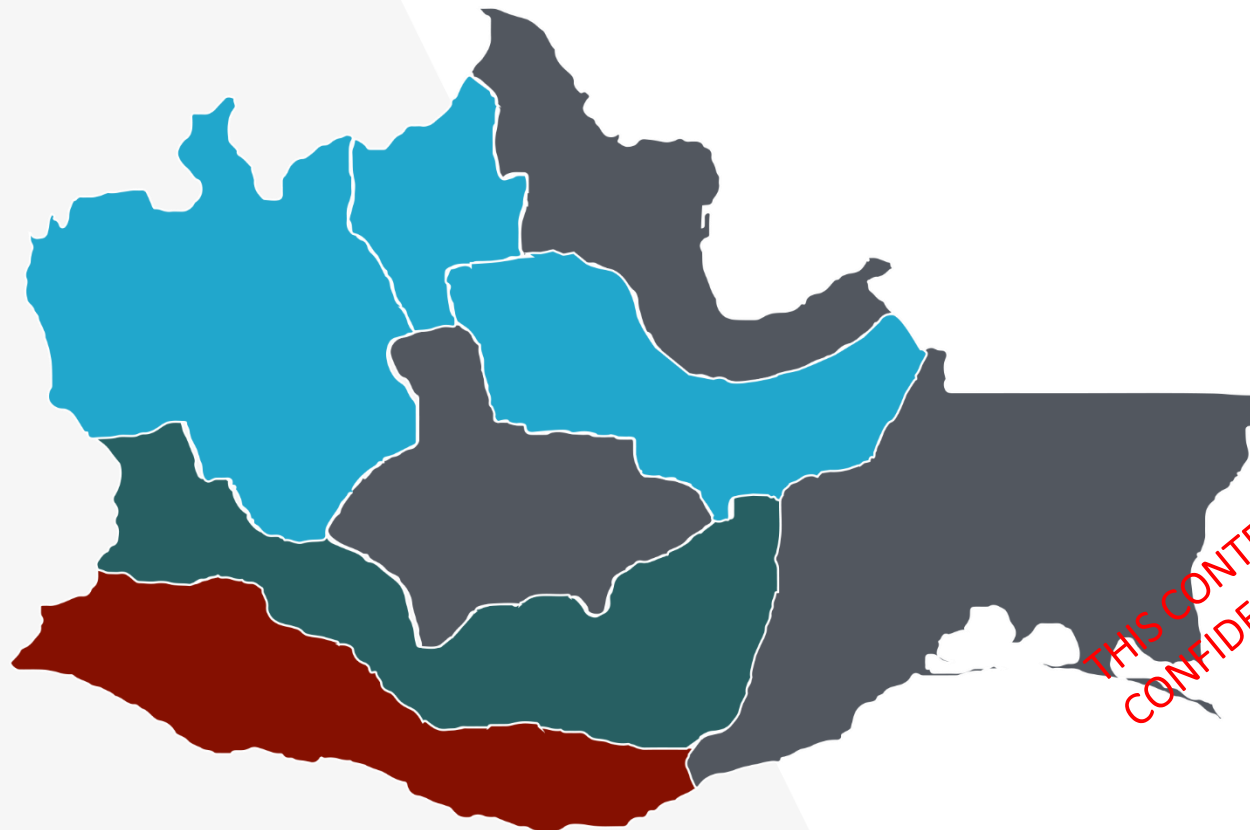
Demographics vs. Psychographics



THIS CONTENT IS HIGHLY
CONFIDENTIAL

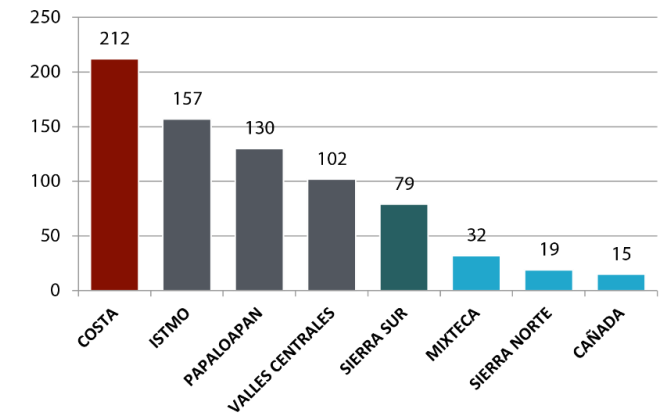
Operative Flow

Cyber Ops using Applied Artificial Intelligence



REGIONES DE OAXACA

COMPORTAMIENTO REGIONAL



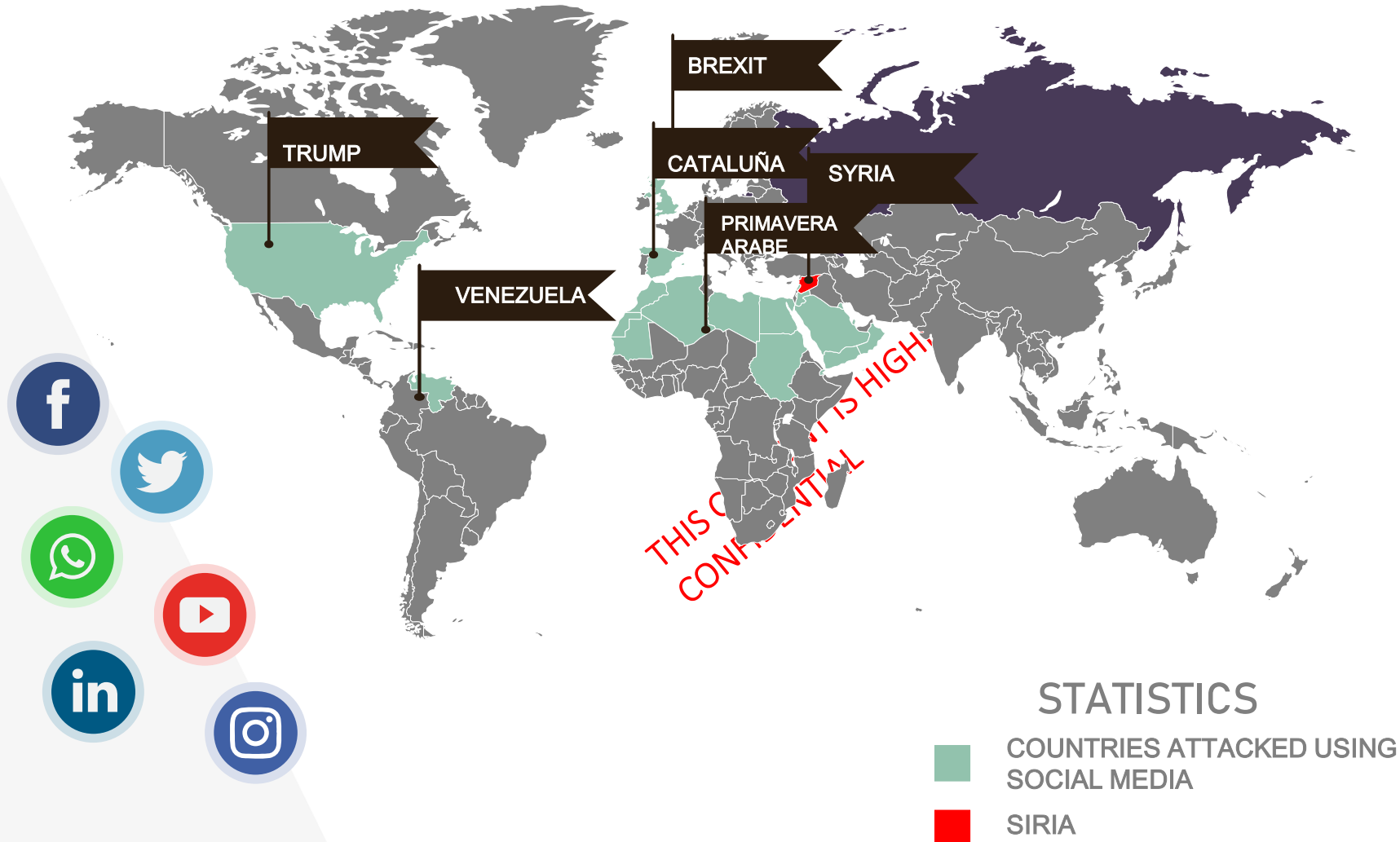
THIS CONTENT IS HIGHLY
CONFIDENTIAL



Topology

COUNTRIES ATTACKED using Social Media micro segmentation

"SOCIAL MEDIA HAS BEEN USED: To support Political intensity through promoting radical groups users dissatisfied with [the] social and economic situation and oppositional social movements." with the aim to produce political unrest and chaos.



Psychorraphic Flow

Emptions create
perception

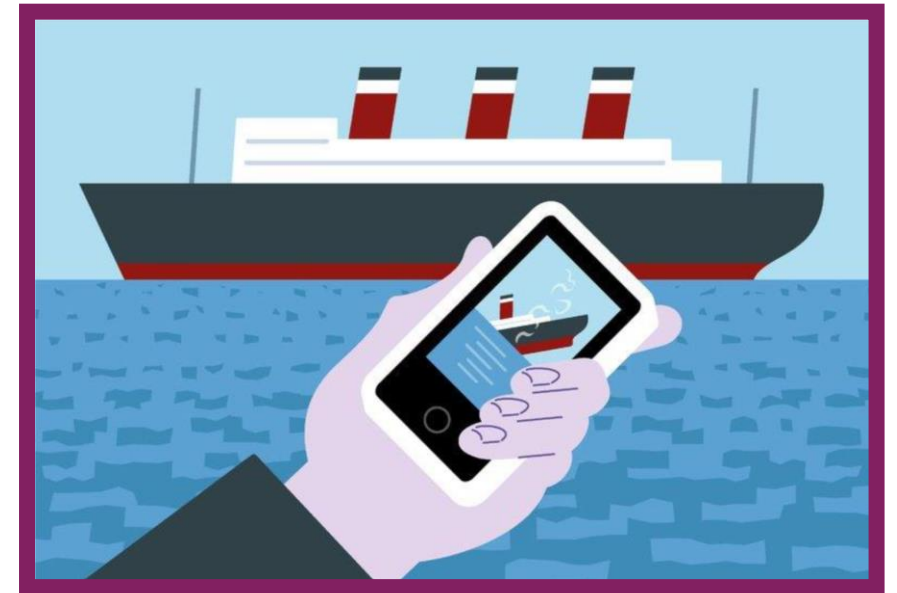


FACEBOOK, FICTION BECOMES REALITY
IN SOCIAL MEDIA

THIS CONTENT IS HIGHLY
CONFIDENTIAL

“The simplest way to tell who’s winning the twitter game is by counting followers”

“Fake followers, real replications and real implications, is when fiction becomes reality”



Psychorraphic Micro Target Content

Emotions create
perception



THIS CONTENT IS HIGHLY
CONFIDENTIAL

