As highly-motivated information actors have become increasingly creative and coordinated across multiple media platforms, those who are slow to react may get swept up by a wave of malicious efforts aimed to undermine and take over the information environment. Our study focuses on YouTube, a medium used by information actors prior to and throughout NATO’s exercise Trident Juncture. Content was added to the information environment at such a high speed to not only reach audiences, but to engage them. Adversaries were taking full advantage of the opportunity to insert discord or weaponize narratives and manipulate or change the information received.

### Information Environment Assessment Methodology

Longitudinal design over a seven-month period:

- MAY/JUN 2018
- JUL/SEP 2018
- OCT/NOV 2018

Main data collection time period: 1324 videos

- 7% (96 videos): NATO-owned
- 29% (390 videos): Hostile
- 63% (838 videos): Earned (news outlets and other non-hostile parties)

### Information Actors’ Tactics

#### Information Spreaders:
Targeted Messaging presented as news to divide and spread paranoia

#### Exaggeration and Hyperbole:
Attention-grabbing headlines, detailed descriptions. Some actors use them to control narratives, others for monetarization.

### Analysis

**The Revelation:**
A multi-method analysis (qualitative & quantitative) approach was taken revealing …

Interactive coordination among commenters identified. Multiple lines of effort to:

- flood mediums with content
- interact via cross-media domains
- conduct permeation R&S

### Future Research

#### Co-Commenter Network
Main actors commenters are tightly connected. Bots or may be commenter ‘flash’ mobs, but definitely inorganic behavior.

#### Word Cloud of key commenter

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