

# INFLUENCE CAMPAIGNS

Large-scale initiatives called influence campaigns aim to sway public opinion. Such tactics frequently aim to spread a misleading narrative and are typically conducted with evil intent. Groups with high degrees of competence, up to and including nation-state actors, frequently carry out these activities.

## How Do Influence Campaigns Work?

### Social Media Manipulation

It is now considerably simpler to persuade vast numbers of individuals thanks to social media. They offer targeted advertising services in addition to being an easily accessible online social network. These services enable organizations undertaking influence efforts to target the people more precisely they want to persuade. By making it seem as though other members of the public are voicing the opinion, strategies like astroturfing, in which an influence campaign is camouflaged as a grass-roots movement, are used to sway public opinion.

### In Combination With Other Tactics

Influence campaigns can be a component of larger campaigns that employ additional tactics like espionage and hacking. Such campaigns typically have a broad objective and employ a variety of strategies to strive towards it. In these situations, the influence campaign may serve more as a diversion or cover for other, more aggressive tactics rather than directly achieving the aim. Additionally, they might portray a target group as an enemy, which might lead to more direct acts being justified or ethically acceptable in the eyes of the public.

### Conclusion

Influence campaigns signify a perilous new cybersecurity paradigm. They have a strong impact on public perception and are secretive and negotiable. Influence campaigns are additionally utilized in so-called "hybrid warfare," which combines conventional military tactics with hacking and the influence activities.

