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## Countering ISIS Propaganda in Conflict Theatres

From 2014, ISIS embarked on a social media campaign to recruit new members. Professional quality print publications and promotional videos were distributed through messaging applications and social media sites.

### COUNTERMEASURES



#### Strategic Communication

**(STRATCOM):** The U.S. employed counter narratives to contest ISIS' presence within the social media sphere.

### SECOND-ORDER NORMATIVE EFFECTS

The U.S.' STRATCOM embodied a respect for truthfulness not reciprocated by adversaries (i.e. Russia).



**PSYOPS:** The U.S used leaflets and broadcasted audio to weaken the support base of ISIS.

The incomplete account of the scope of anti-ISIS PSYOPS makes it difficult to evaluate their normative significance.



#### Offensive Cyber Operations:

USCYBERCOM launched offensive cyber operation 'Glowing Symphony'. It gained access to ISIS accounts, deleted content, crashed servers, and locked ISIS members out of their accounts.

Given the successful outcome of these operation compared to the STRATCOM campaign, U.S. officials have been migrating such wartime campaigns to use against peacetime state adversaries, such as Russia.

### NORM PROPOSAL

#### Norm of truthfulness as a benchmark for information operations

This normative yardstick, derived from the IHL principle of proportionality and distinction, stipulates that the broader the target audience and the medium used in influence operations, the more an adherence to truthfulness is required. Inversely, targeted covert influencing operations (e.g. PSYOPS and MILDEC) may leverage a higher degree of falsehoods.

