Disinformation attack vectors that exploit cognitive biases and immunity activators for defending democracy

Immunity Activators

**Public Media Platforms**
Private social media platforms are built upon similar core internet technologies as commercial-based mainstream media. However, there are significant differences in how disinformation attack vectors work. Understanding how these platforms work is beneficial for the social fabric.

**Misleading Narratives**
Human users that appear to be from grassroots activism and organizations but are in fact coordinated by, and sometimes paid by, political groups, corporations, and individuals.

**Astroturfing**
Human users that appear to be from grassroots activism and organizations but are in fact coordinated by, and sometimes paid by, political groups, corporations, and individuals.

**Deepfakes**
Realistic videos and voice recordings, that are difficult to distinguish as fake, created by algorithms.

**False Information**
News that is not necessarily false but is disseminated through a partnership.

**AR/VR**
Augmented and virtual reality media can be designed to manipulate content and take reality.

**Disinformation**
False information, such as conspiracy theories and fake news, that is purposefully intended to mislead, confuse, and exhaust our powers of cognition.

**Hyper-partisan Media**
Media norms that is not necessarily false but is disseminated through a partnership.

**R&D VX**
Research and development media can be designed to manipulate content and take reality.

**Alert**
False information that is not necessarily false but is disseminated through a partnership.

**Cognitive Immune System**
Building a healthy multi-billion dollar businesses. What if you could own, trade, or donate your personal data? What if the data were a public good? Treating data as a personal or operating principles of current social media businesses, removing some of the ownership rules capabilities for media manipulation.