



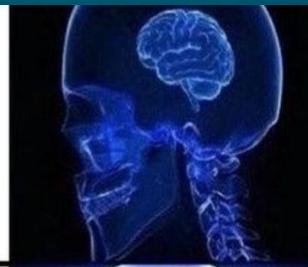
MEMETIC  
WARFARE

## SIGNIFICANCE

- Dawking's stated that memes are able to transmit information and influence behaviors similar to biological genes.



## Conventional Warfare



## Guerilla Warfare



## Chemical Warfare



## Modern Warfare



THE CABLE

## Can NATO Weaponize Memes?

There's a small group of experts calling for NATO governments to throw memes into the fight against online jihadis or pro-Kremlin trolls.

## MEMETIC WARFARE

### WHO

Many technological advanced first world countries have implemented the use of memetic warfare (i.e. Taiwan, Russia)

### WHAT

Memes are used as a modern tool for propaganda and psychological warfare.

### WHEN

Memetic warfare is a relatively new concept enabled by the widespread overuse of social media.

### WHERE

- Taiwan installed a memetic engineering to counter pro-Chinese political efforts and disinformation.
- Russia in efforts to annex Crimea deployed bot accounts and troll farms to spread pro-Russian sentiment.

### WHY

Memes are able to influence perception, ideas, and behaviors. They're able to communicate a message with ease using emotion and humor.



Chat, are we cooked?

## CONSEQUENCES

The simple and efficient use of memes can be strategically used to reach individuals and communities by extremist groups or foreign state actors in an effort to convey a desired narrative.



# SOLUTIONS



Monitor and track extremist/misinformative messaging in memes and inform the viewer using similar methods to fact checking.

Acknowledge how online echo-chambers can influence thoughts and behaviors in yourself and others.

# EXAMPLES OF MEMETIC WARFARE



## VIOLENCE

### Inciting Violence



# PROPAGANDA

## Russia Trolling Ukraine

### Propaganda



## POLITICAL

### Russian IRA Inciting U.S. Political Division

# SUMMARY

- Memetic warfare plays into the emotions, fears, and values of people to enhance a message/ideology. They are able to provoke real world actions if indoctrinated enough. Society may not be ready to notice or admit how technology or social media can be used as a tool to influence our way of thinking but by informing ourselves and questioning the meaning behind particular memes we are able to achieve some level of control over our primitive mind.

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