

FINAL PRESENTATION – COL DHEERAJ KUMAR, SENIOR RESEARCH FELLOW, USI

ON “SALIENCE OF SOCIAL MEDIA IN HYBRID OPERATIONS”

06 MAY 2024

Time	Topic	Speaker
1100 hours	Welcome Remarks	Maj Gen RS Yadav, VSM (Retd), Director CS3
1105 hours	Scholar's Presentation	Col Dheeraj Kumar, Senior Research Fellow, CS3 USI
1150 hours	External Discussant's Remarks	Maj Gen SP Vishwasrao, SM & Bar ADG NCC
1205 hours	Guide's Remarks	Maj Gen RS Yadav, VSM (Retd), Director CS3
1220 hours	Q&A Session	
1255 hours	Closing Remarks	Maj Gen RS Yadav, VSM (Retd), Director CS3

Key Takeaways:

- It has been observed that many countries globally have been proactive in creating laws, action plans and groups to mitigate security threats posed by social media. India recognizes the need to establish a formal strategy to counter social media exploitation by adversarial forces, and must work on developing a formal action plan to address its challenges.



Welcome Remarks by Maj Gen RS Yadav VSM (Retd) and External Discussant's Remarks by Maj Gen SP Vishwasrao, SM & Bar, ADG NCC



Final Scholar's Presentation by Col Dheeraj Kumar, Senior Research Fellow USI CS3

- Social engineering has emerged as a critical driver in successfully influencing social media narratives. It's imperative to develop a comprehensive understanding of its dimensions such as human psychology, political science, cyber tools (AI or deepfakes) and psychological principles of authority, reciprocity, trust, lack of education and awareness, etc. so as to apply it effectively to influence the opinions online.



Distinguished Audience

- Vulnerabilities arise from social media's impact on decision-making in complex information environments. Traditional media becomes increasingly dependent on unverified sources of information while conducting investigative journalism. The ease with which unfiltered content may be disseminated, the prevalence of echo chambers, and confirmation bias further complicate the situation. This may impair the judgment of leaders who must act quickly in front of the public.

Report by: Riddhima Verma, Research Intern USI CS3