

Primer Combats Disinformation Attacks

AI-powered social intelligence to surface disinformation and enable proactive decision-making

In today's connected world, anyone has the tools to amplify a campaign that influences public opinion. From the war in Ukraine to monkeypox, disinformation campaigns develop on the Internet at a pace and scale that humans can't keep up with. Our adversaries like Russia and China have cost effectively used digital technologies and the internet to operationalize the very concept to disrupt and destabilize our democracies and thriving economies.

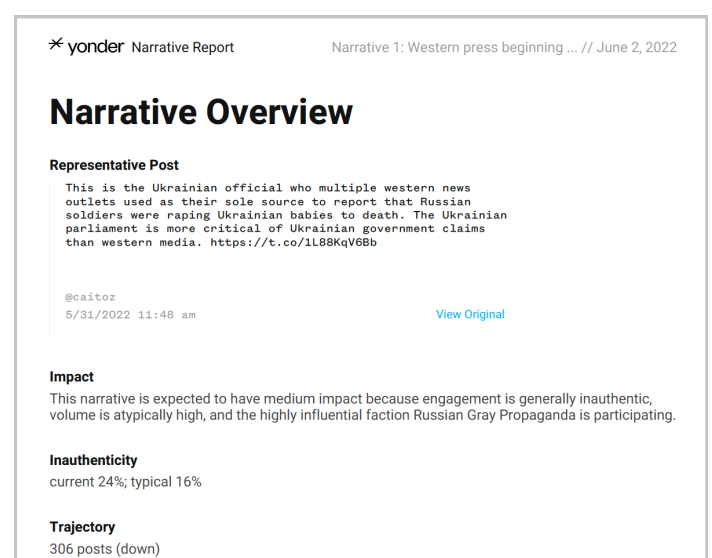
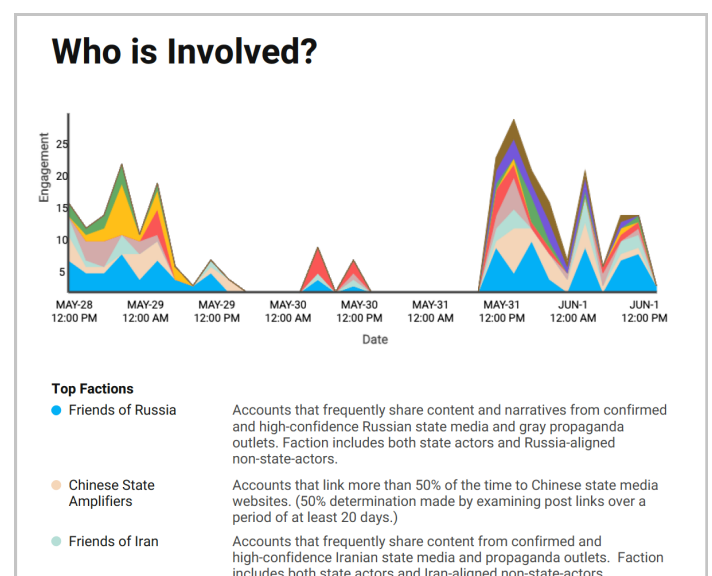
These campaigns don't go viral by accident. There are factions of online users and influential groups that drive the content most people see. With Yonder by Primer, public sector organizations can identify the accounts that start the source of disinformation, predict if a narrative will go viral based on previous patterns, and make more educated decisions to combat deceitful narratives.

01 Get audience intelligence

- Know who is driving the narrative and why – no matter where they are
- Find the online subcultures that influence mainstream opinion
- Discover new audience segments that you might not have thought as potential sources of disinformation
- Scale narrative intelligence analysis globally, in real time, across dozens of languages

02 Detect emerging narratives

- Detect signs of coordinated or manipulated activities
- Learn what their intent, affiliations, and influence networks are using data from mainstream channels - 4chan, Reddit, gab, and message boards
- Find your allies and adversaries
- Discern signal from noise to get early insight into emerging topics and events before they go viral - avoiding surprises
- Determine when content online is spreading organically or if it's being manipulated for a purpose



“As everyone is aware, misinformation and disinformation are being sown by many of our competitors, and the problem is only growing. We have to be able to see that in real time. But we also have to be able to counter all elements of statecraft.”

– General Richard D. Clarke, Commander US Special Operations Command

"The ability to collect, analyze, and act on intelligence that could impact reputational integrity has become mission critical for organizations of every size, in every industry. Yonder's narrative detection capabilities coupled with Primer's innovative language analysis platform are a uniquely powerful solution for us as we help our clients promote and protect their brands."

– Tejas Totade, CTO, at Ruder Finn, one of the world's largest independent global communications and creative agencies

03 Predict risk using narrative and scenario planning

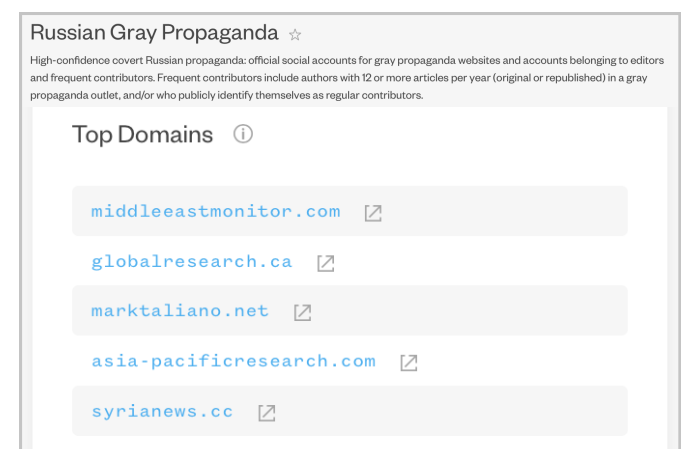
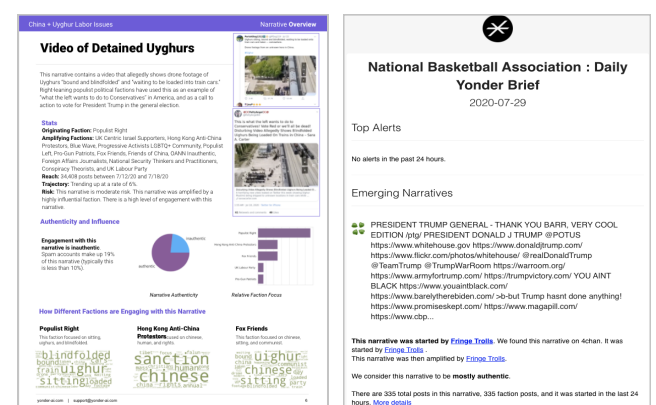
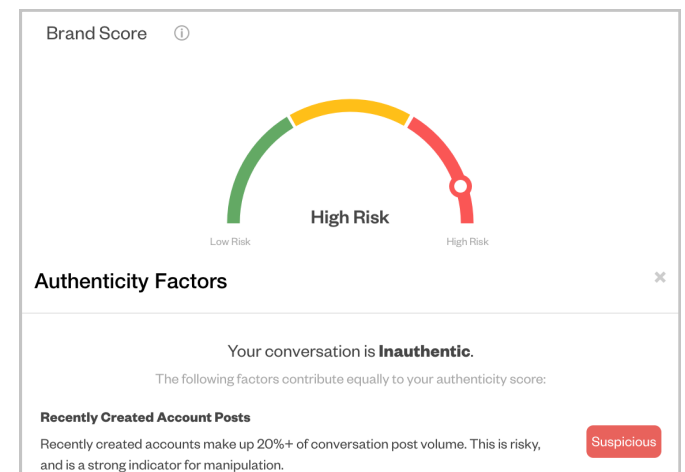
- Understand narrative trajectory and risk to triage work and decide whether to ignore, monitor or take action
- Enable proactive scenario planning by using data-backed insights to inform your strategic and tactical intelligence team
- Get predictive intelligence on the influence efforts, attribution and impact of disinformation campaigns in real-time

04 Be the first to know to stay prepared

- Keep your tactical teams up to date with issue alerts so they are prepared for unpredictable viral moments
- Be able to see what's coming, triage more quickly and confidently, while you manage incidents, and anticipate the next potential crisis on the horizon
- Get daily briefs and executive reports

05 Get support for cyber operations

- Use AI-powered anomaly detection models to detect what domain infrastructure is used by coordinating factions to propagate their influence
- Understand the sourcing of the narratives to enable advanced disruption operations



Customer and Technology Partners



Contact us
to learn more

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