



## Election manipulation - Influencing meat puppets with memes

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The UK voted to leave the EU and The Donald is president, what a time to be alive. With the Russian government purported to be an influence in both these events, it got me thinking. How hard is it to actually influence an election? What methodology would you employ and how far out from the election would you need to start? What does it take to run your own sock puppet army? How would you tailor your messages to have maximum impact? What is the state of the art in detecting these attacks? This presentation will answer those questions and many more, leaving you begging the question - should I run in 2020?