

GRAPHIKA

Understanding the real-world impact of online events

By mapping the Cybersocial Terrain™, agencies can identify who is driving online activity and what communities are impacted



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In recent years, government agencies have begun acknowledging the importance of open-source intelligence to help them get ahead and stay ahead of fast-moving risks and threats.

That understanding is attributable to high-profile events where OSINT played a prominent role. Some of the most insightful information about what's happening in kinetic, fast-moving situations such as the war in Ukraine and the Israel-Gaza conflict has come from OSINT. In addition, activities around a range of issues related to China, Iran, Russia, and others are occurring in open-source venues.

Leaders in national security are realizing they perhaps relied too heavily on classified intelligence collection and analysis methods in the past, and there is growing recognition that OSINT can have great value—when analysts have the right tools and know how to look in the right places.

aggregate statistics and metrics on what people are talking about or the level of engagement around a hashtag or a mention. That approach is helpful to be able to track the rising and falling tides of engagement, but those technologies don't identify the communities that are driving the activity and those that are being impacted by it.

At Graphika, we recognize that people operate in online communities that are formed by all the choices they make, such as who they follow and what they like. Those choices create a vast fabric of network connections that determines the flow of information to people around the world. We call this the Cybersocial Terrain™, and deliver high-precision mapping of that terrain so agencies can understand and operate in it as proficiently as they do in the physical environment.

Without understanding the community context, it's difficult to make good decisions about how to respond or take action. There can be a very loud and threatening event online, but if no communities that an agency cares about are engaging with it, then

a strategic response might actually be counterproductive. On the other hand, a lower-volume event could deeply resonate with an agency's key stakeholder communities. In that case,

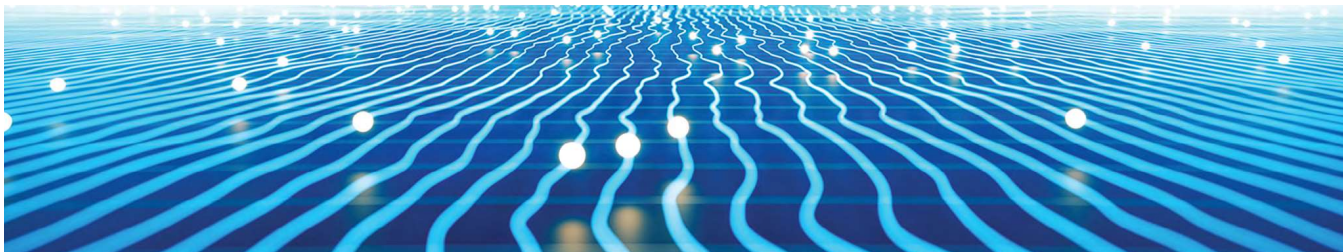


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A vast fabric of network connections

Most social intelligence technologies view the information environment as a firehose of content and messages, and

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taking prompt and precise action may mean the difference between success and failure.

Easy-to-use, highly customizable OSINT tools

ATLAS, Graphika's AI-powered intelligence product, provides a horizon scan of OSINT data across a range of topics that have a high degree of overlapping interest among our customers. They include Chinese and Russian state influence, events in the Middle East, hacktivist communities that are active online, and new risks and threats related to generative artificial

intelligence. ATLAS makes OSINT accessible and searchable by offering a framework that even non-technical decision-makers can easily read and understand. If people can scroll a newsfeed, they can use ATLAS.

Government agencies often need more customized intelligence and data on sensitive or secure issues. TELESCOPE, Graphika's customized data solution, maps online communities and extracts intelligence from them in a way that is personalized to inform strategic decision-making. It provides intelligence tailored to an agency's

particular challenges and needs on any topic, issue, country, region, or language.

Graphika partners with government agencies to provide valuable information about what's happening and who is involved so leaders can take decisive action. ■

Guyte McCord is CEO of Graphika.

Graphika
ATLAS™

Open Source Intelligence and Data Feeds to Keep You Ahead of Emerging Online Threats.

ATLAS delivers intelligence and data feeds covering an expanding range of topics including:

- **China**
- **Russia**
- **Middle East**
- **Generative AI**
- **and more.**

Our unparalleled open-source intelligence enables you to: **Identify threats quickly, take action, measure impact, and monitor changes** over time.

Learn More: Graphika.com

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