

ANALYTICAL CENTER  
SOCIAL ENGINEERING AGENCY

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**Analysis of the work  
of the West in Belarus**

## Plan

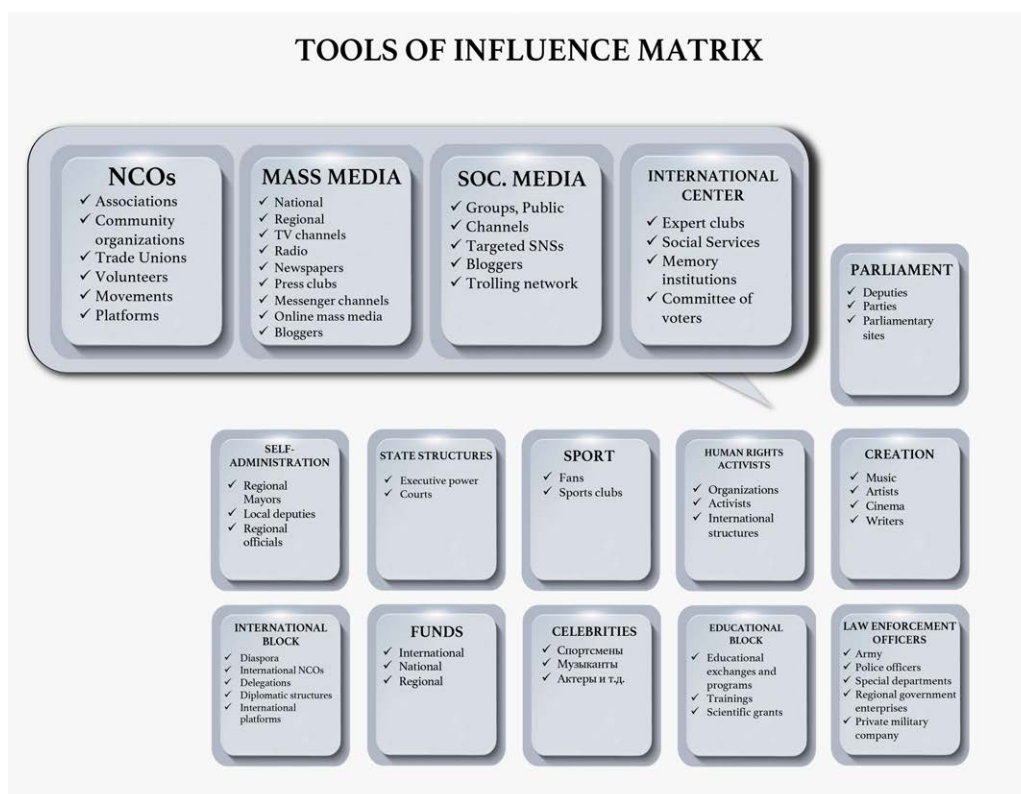
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## Introduction

The programmed change of social and cultural codes of society is the main task of soft power technologies. To develop an effective model of protection against these technologies, it is necessary to understand the tasks, tools, mechanics and details of the work of the interventionists in the recipient countries “absolutely”. For this, the Matrix of influence (hereinafter MI) was developed. This is a scheme for analyzing the tools, activities and methods of the interventionists. With the help of MI the work of the interventionists in the Republic of Belarus was analyzed. Belarus has been chosen as the actual field of confrontation between Russia and the West. The MI of interventionists in Belarus were shown instantly - an analysis of the tools on a specific date, as well as within the framework of a mechanic of 5 selected campaigns.

**Task.** The main objective of the study is to analyze the activities of the matrix of influence of Western stakeholders in Belarus on the example of five campaigns: “discredit of the Russian Orthodox Church”, “discredit of the Belarusian Republican Youth Union”, “construction of the Atomic Power Station”, “Kurapaty” and “anniversary of the BPR”. These campaigns are analyzed both qualitatively and quantitatively. Qualitative indicators include an analysis of the level of tools involved, the structure of the media used, etc. Quantitative indicators: shows (persuasive communications, characterizing the size of campaigns), involved media, social networks, etc. Applying the tools used in the campaigns to a fragment of the influence matrix will show the relationships between the tools. In addition, as part of the campaigns, indicators of “toxicity” and “influence” were calculated for both the media and the soc. networks. The work of such 4 important elements of the influence matrix as brain centers, electronic media, NCOs and social media is analyzed separately.

**Methodology.** To analyze the impact of these five campaigns on the Belarusian society from the point of view of social engineering, the MI developed by the Social Engineering Agency, namely its 4 clusters: media (without TV, newspapers and radio), NCOs, soc. media and BC.



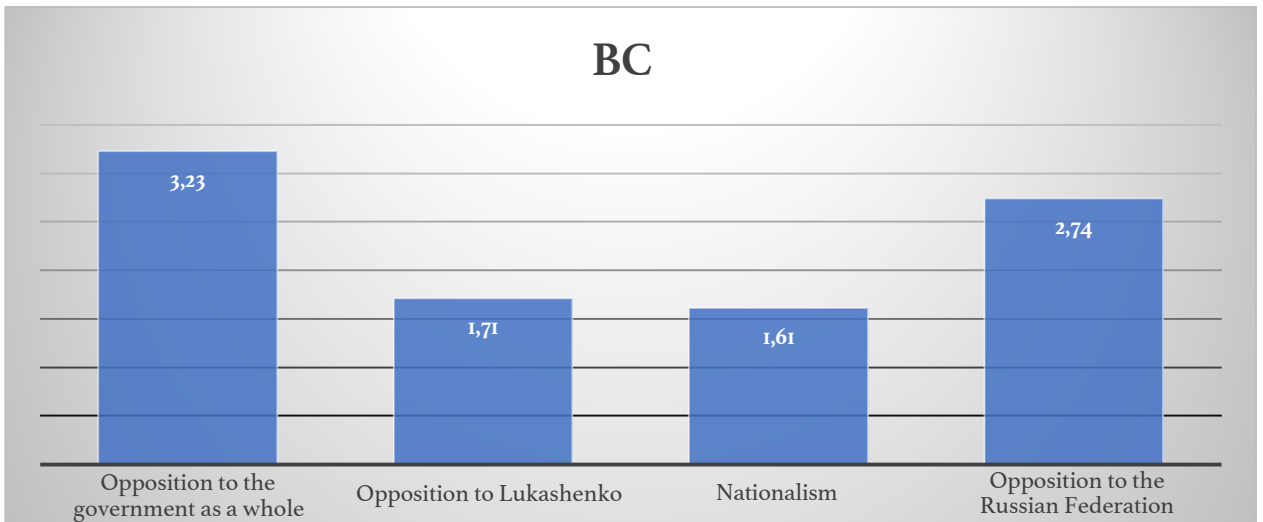
In addition, the work of the tools from these clusters was evaluated in terms of 4 indicators on a 5-point scale from 0 to 5: “**Opposition to power in general**”, “**Opposition to Lukashenko**”, “**Level of nationalism**” and “**Level of Russophobia**”. Such an analysis will provide an opportunity to get a “**cardiogram**” of the work of the specified tool in Belarus and to identify key areas of activity. Evaluation of the participation of specific tools in campaigns on the example of electronic media will show the **most “influential”** participants in the process of social engineering. The “**Toxicity**” is calculated as the total number of information by inserting a specific instrument within the framework of settlement campaigns. This indicator will provide an opportunity to identify the **most active** participants in social engineering.

**Study base.** In the course of the study, the activities of 46 media, 91 NCOs, 32 BCs, 244 bloggers and experts for 2018 were analyzed. The base of research of 5 campaigns made 5914 publications and 203 214 358 hits. In addition, the activities of the human rights center “**Viasna**” for 5 years from 2013 to 2018 were studied. The selected 4 campaigns refer to different directions of the influence matrix in order to show how multifunctional, in terms of business lines, tools can be.

**Map of campaigns.** According to the results of a study of the five mentioned campaigns, a scheme was developed that includes the tools of the MI used in these campaigns. This visualization clearly shows the relationship, coordination and cumulative effect. This technology is used for the first time. With its help, you can reach a new level of analytics, a kind of “**X-ray**” of the work of the western system of social engineering. You can define MI nodal tools. In addition, working with the map in dynamics will allow you to identify new elements involved in campaigns, etc. Also with the help of this technology, one can draw conclusions about the “**directionality**” of campaigns - to determine the main clusters for each of the campaigns and, comparing campaigns of similar topics, to identify key clusters for the “**directions**”. This will provide an opportunity to effectively allocate resources and efforts to counter in these areas.

### **Brain Centers**

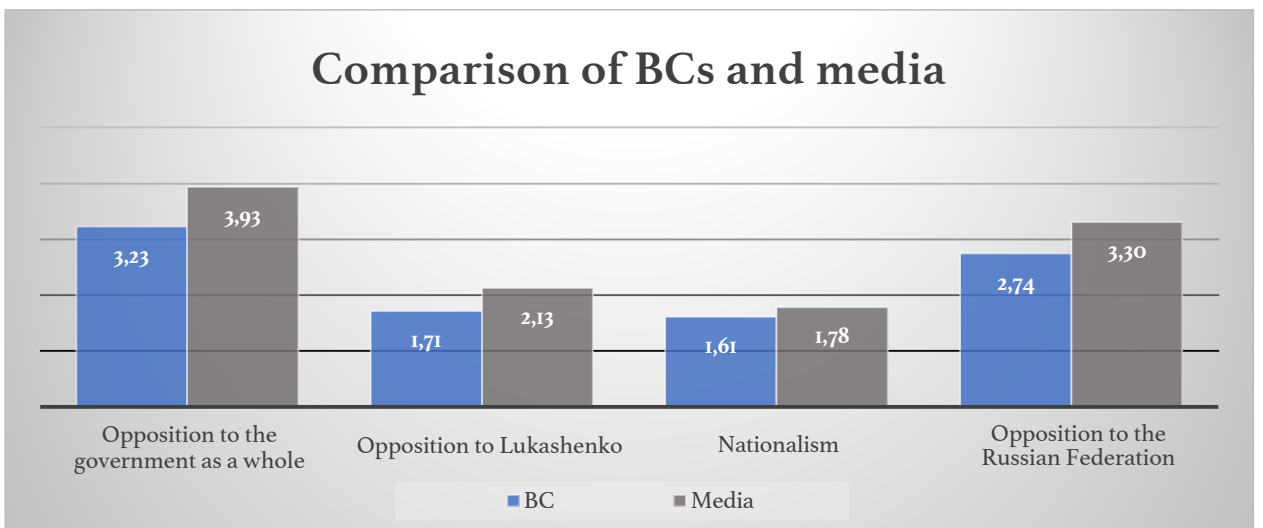
As part of the analysis of the matrix of influence of the West in Belarus, we reviewed the work of 31 BCs. Most BCs have several areas of activity. The most popular areas of work of the BC are: human rights (18, apparently, as a residual product of the previous strategy), economic regulation (16), political reforms (14) and integration into supranational structures (14). Interestingly, the fight against corruption is one of the last places in the priorities of the work of the Western BCs. Considering that corruption in Belarus is centralized, it can be concluded from this that the West is trying not to hurt the sensitive places of the Belarusian government. After analyzing the activities of the BC for the last 2 years, and ranking on a scale from 0 to 5, their work in such areas as: “**Opposition to the government as a whole**”, “**opposition to Lukashenko**”, “**Nationalism**” and “**Opposition to the Russian Federation**”, we obtained the following model of average BC.



Such an analysis makes it possible to draw the following conclusions. The work of the Western BCs focuses on criticism of the “regime in general”. At the same time, direct criticism of Lukashenko and his family BCs are being avoided. It is hard to develop nationalism in Belarus, there are very few natural reasons for its growth. Therefore, considerable attention is paid to the work of criticizing everything connected with Russia, and nationalism will be cultivated as a derivative of this criticism. To counteract this, special attention should be paid to such Russophobic centers: Methodological community of Belarus, Our opinion, Center for political analysis and forecasts, Research Center in Eastern Europe, Belarusian National Congress, Belarus policy and Ostrovsky.

### Electronic media

In the analysis of the matrix of influence of the West in Belarus, we reviewed the work of 46 electronic media. In general, the “cardiogram of influence” of electronic media is almost identical with that of the BC, which proves that they have a single control center and tasks.



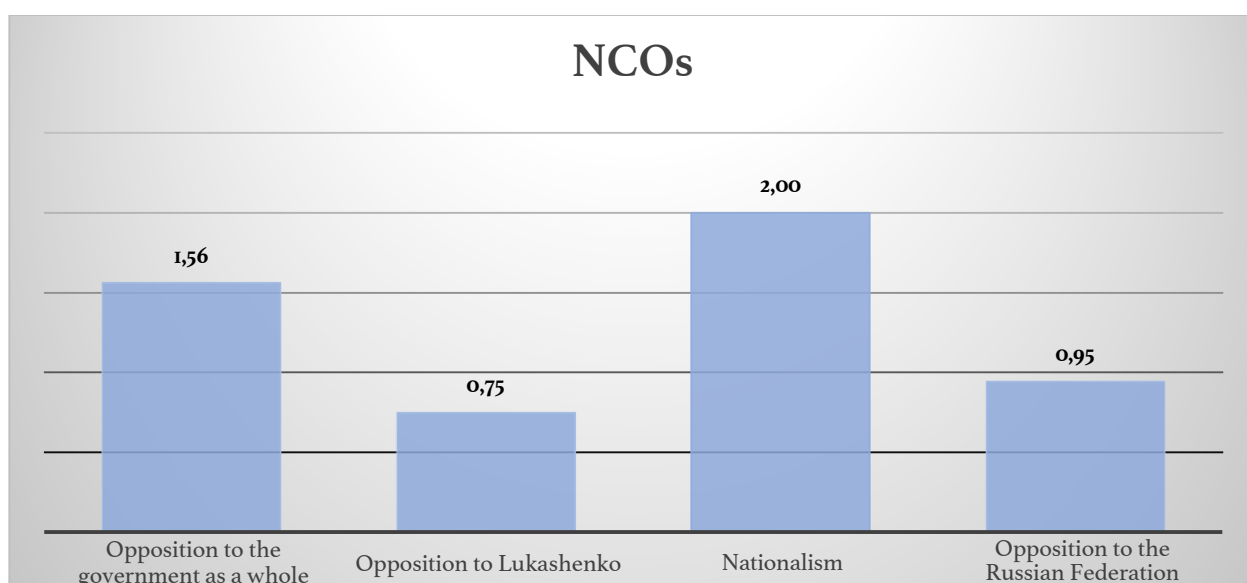
As part of the media analysis, it is worth noting that ALL of them are oppositional to the authorities in general, although the level of criticism is different. However, only 5 media turned out to be radically oppositional to Lukashenko. 18 mass media received the highest ball of “Russophobia”, while ardent nationalism was propagandized only by 5 mass media. All these 5 mass media are at the same time anti-Russian as much as possible, therefore, despite

their relative small share of the audience (their average audience is about 2500 users, a special attention should be paid to the analysis of their activities).

In general, the analysis of media activities over the past 2 years confirms the conclusions of the analysis of the work of the BC that the imposition of nationalism in Belarus is difficult and will be carried out as a derivative of Russophobia, promotion of which is one of the priorities of social engineering. The low level of nationalism in the media proves its rejection in society, while the main task of the media - to increase the loyal audience, will be solved precisely by criticizing the government as a whole. In addition, identical “cardiograms” prove the existence of a single decision-making center.

### NCOs

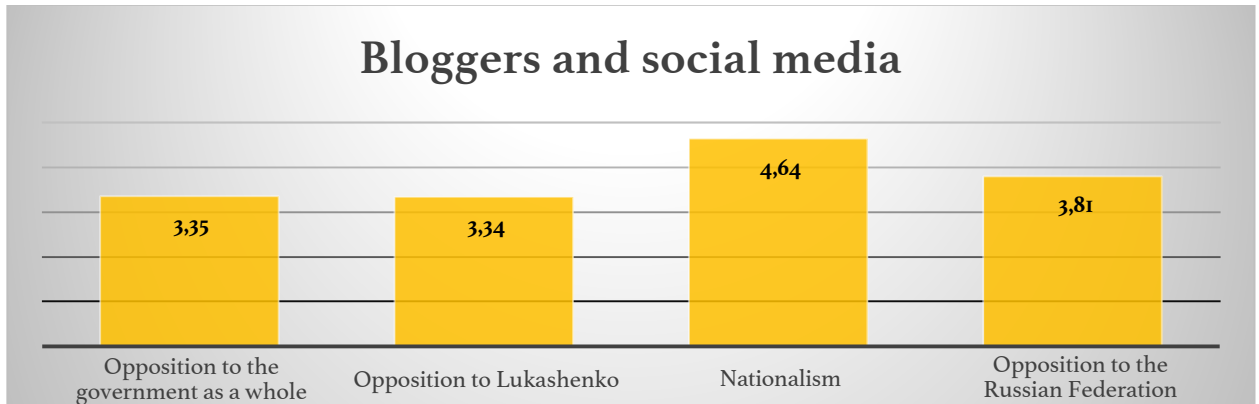
As part of the analysis of the matrix of influence of the West in Belarus, we reviewed the work of 91 NCOs. The cardiogram of NCOs is different from the media and the BC. The most aggressive in the group of NCOs is the line of nationalism. This is logical, because the main task of NCOs is the search, involvement and development of passionaries in small and medium groups.



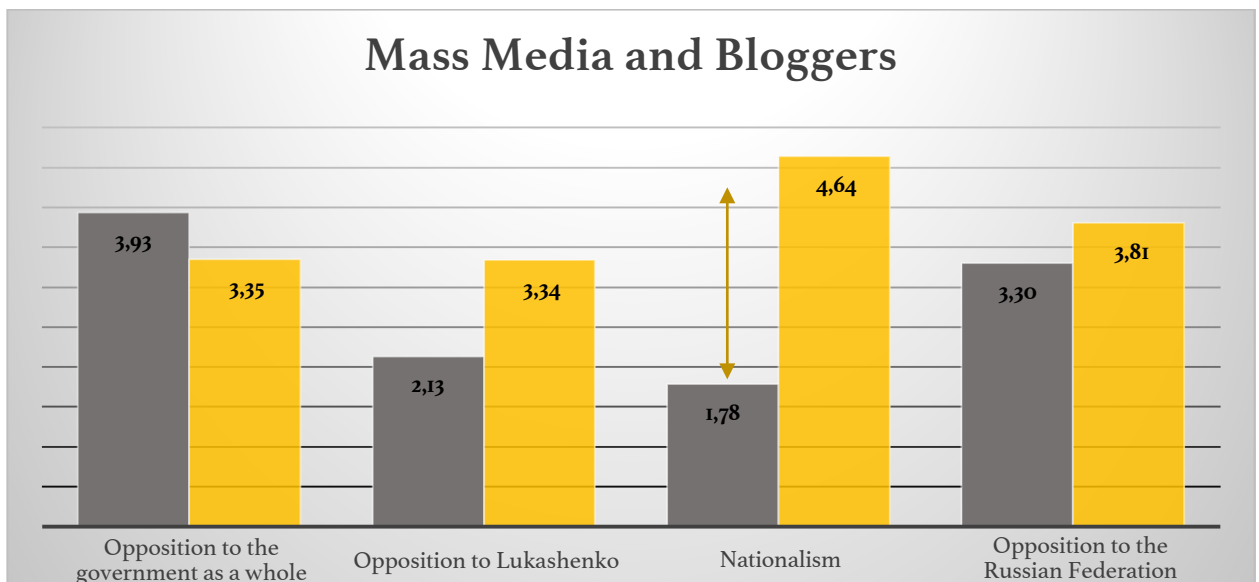
As well as among the two previous clusters, Lukashenko himself is the least developed among Belarusian NCOs. There are only 6 organizations that received the maximum assessment of this value. Ardent anti-Russian organizations - 13. Extremely nationalistic public associations in our sample - 22, which is 24% of all NCOs studied. It is noteworthy that “nationalism” as a direction of work, we managed to reveal only in 11 from 22 NCOs, which once again proves the high degree of society’s resistance to nationalism. Therefore, among NCOs, nationalism is moving through such directions as: “youth”, “culture”, “history” and “human rights”.

## Bloggers and social media

As part of the analysis of the matrix of influence of the West in Belarus, we reviewed the work of 244 Internet sources such as bloggers, groups of social networks and publics. As in the case of NCOs, these tools of the influence matrix in Belarus are characterized by a high level of nationalism.



It is the Internet segment of all the surveyed tools that is the most nationalistic and Russophobic. A simple example, on December 11, 2018, in a telegram-channel Belarus of the brain a survey was conducted on the need for Belarus to join NATO: 75% of respondents answered positively. 6,700 subscribers took part in the survey. Thus, the Belarusian Internet segment is characterized by ultra-high concentration of nationalism. In addition, a qualitative comparison of such two similar but unequal tools of the MI like electronic media and social media proves once again the thesis of the general resistivity of the Belarusian society to cultural transcoding. As you can see, electronic media are forced to be much less nationalistic to attract an audience than soc. media with a high degree of targeting. The difference in points was 2.86



The analysis showed that ALL! The top bloggers and publics of Belarus are russophobes, grant eaters, and are associated both with themselves and with pro-Western NGOs. For example, blogger Igor Losik runs the political Russophobic channel Belarus Brain; Eduard Palchis - curator of the BPR-100 action; Pavel Belous - the founder of the NCO Art Syadziba and the head of the most influential public, symbal.by, is also the curator of the BPR-100 action; Vyachorka - Belarusian oppositionist, journalist and cultural figure, editor of new media on Radio Liberty, consultant for the US Global Media Agency (USAGM), etc.

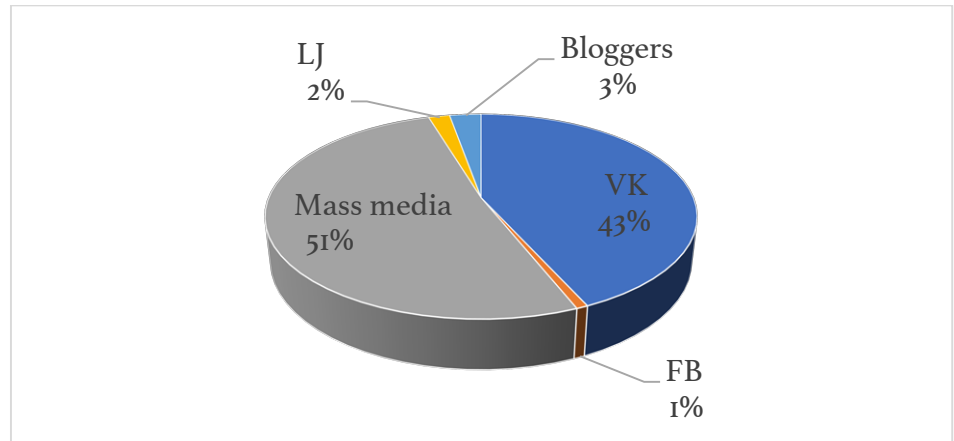


## Discreditation of the ROC in Belarus within the framework of the BOC autocephaly

<b>Social engineering</b>	<p>The main goal of the campaign is to discredit the ROC in Belarus through the Overton windows technology. The first calls to create your own church began to appear ten years ago. This idea seemed unthinkable to society, but it was put into circulation. Now the task was to transfer the topic to the next plane by replacing concepts, quoting scientists and creating a precedent. The task is to bring the problem of autocephaly from condemnation and persecution into the plane of discussion. Accusing the Patriarch of disrespecting ordinary believers, discrediting the work of the church in Belarus. At the expense of provocative statements provoke retaliatory actions by the encirclement of the Patriarch and church officials, in order to later condemn the actions of the ROC. The priest must be made a sacrifice and the main fighter for justice. Using tools: media, soc. networks, NCOs and experts open a window of opportunity to discuss the topic of creating an independent church of the Republic of Belarus. Based on the criticism of the Patriarch of the ROC, construct the need to create your own church, focusing public attention on this goal.</p>
<b>Tasks</b>	<p>To organize an information provocation about the actions of the Russian Orthodox Church in Belarus to promote the Overton window technology in the autocephaly of the Belarusian church, accuse the Patriarch of disrespecting ordinary believers, discredit the work of the ROC in Belarus.</p>
<b>Directions</b>	Religion
<b>Instruments</b>	BC, NCOs, Experts, media, soc. media
<b>Examples of methods</b>	Statements, petitions, articles.
<b>Clientele Involved</b>	<p>BC</p> <ol style="list-style-type: none"><li>1. «BISS»</li></ol> <p>NCO:</p> <ol style="list-style-type: none"><li>1. «Eykumen Center</li><li>2. Belarusian Exarchate</li><li>3. Young Front</li></ol> <p>Experts</p> <ol style="list-style-type: none"><li>1. Alexander Shramko</li><li>2. Viktor Yushchenko</li><li>3. Peter Rudkovsky</li><li>4. Natalya Vasilevich</li><li>5. Nikolay Matrunchik</li></ol>
<b>Online campaign size</b>	<p>Online media: 29 sources, 88 publications, 3,592,000 views Soc. Networks: 32 groups, 112 publications, 3,000,000 views Bloggers: 14 TOP bloggers, 31 posts, 182,000 views <b>Total: 6 777 955</b></p>



**Structure of the campaign**



**International reaction**

The representative of the Patriarchate of Constantinople declared its readiness to consider the autocephalous BOC in the event of receiving the appropriate appeal.

**What have achieved**

1. Created a cause and reason for making a mass discussion idea of Belorussian "independent church"
2. From the image of a detached priest made a "sacrifice" of Russian world and a fighter for the "Belarusian independent church."
3. Began a partial transition on the system Overton Windows system on the next step is "Reasonable."

**Campaign run**

1. provocative post of Shramko,
2. Interview of Viktor Yushchenko to the channel "Belarus 1"
3. verbal prohibition to serve Shramko,
4. written ban on serving Shramko,
5. petition in defense of Shramko,
6. articles in defense of Shramko,
7. statement by the representative of the Patriarchate of Constantinople willingness to consider autocephalous BOC when appropriate treatment.

## The BRYU

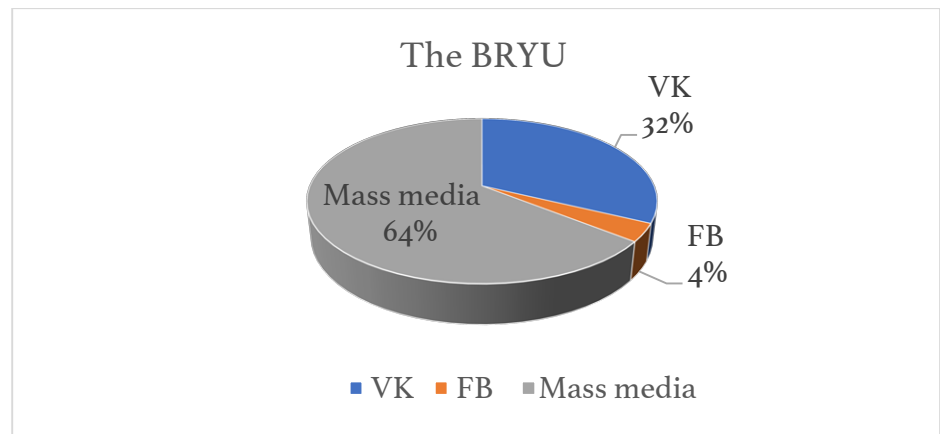
<b>Social engineering</b>	<p>The campaign to discredit of the Belarusian Republican Youth Union is aimed at creating a negative attitude of the country's inhabitants towards the Soviet past shared with Russia, part of which is the Belarusian Republican Youth Union. This goal is achieved by constructing the image of the Belarusian Republican Youth Union as an archaic structure of society, a relic of an unsuccessful model of the USSR. Using the model of the spiral of silence and frankly manipulative techniques, they form an opinion that the organization has outlived its own, and the methods of attracting young people to its ranks are anti-democratic principles. Using the Overton window model, the task is to transfer participation in the Belarusian Republican Youth Union to the “Condemned” stage. The ultimate goal of the campaign is to equalize the attitude towards the BRYU, the Communist Party of the USSR, and then with the shooting of the 1937 intelligentsia.</p>
<b>Tasks</b>	<p>Prepare an informational injection about pressure on young people to force them to join the ranks of the Belarusian Republican Youth Union for the centenary of the Komsomol. To level the status of the Belarusian Union of Youth as an element of civil society by expressing the opinions of experts, public activists and analytical materials in the media. Achieve comments and statements by politicians, officials about the inadmissibility of methods of admission to the BRYU. Use social media as a platform for youth protest against the system, launching a discussion about freedom of choice. Prevent the expansion of the powers of the organization, reduce its political weight.</p>
<b>Directions</b>	Youth
<b>Instruments</b>	BCs, NCOs, Experts, media, Soc. media
<b>Examples of methods</b>	Audio dirt, articles, statements, fake news, electronic petition.
<b>Clientele involved</b>	<p>BCs</p> <ol style="list-style-type: none"><li>1. BC “BSBlog”</li><li>2. International consortium EuroBelarus</li><li>3. BC Our opinion</li><li>4. CET Center for European Transformation</li><li>5. Belarusian nat. congress</li></ol> <p>NCOs</p> <ol style="list-style-type: none"><li>1. Human Rights Center Spring,</li><li>2. Trade Union REP</li><li>3. Legal Initiative</li><li>4. Garadzenskaya Viasna</li></ol> <p>Experts</p> <ol style="list-style-type: none"><li>1. Priest Andrei Radevich</li><li>2. Alexander Yashnikov</li><li>3. Yevgeny Afnagel</li></ol>

4. Maxim Vinyarsky
5. Alexander Klaskovsky
6. Leonid Sudalenko
7. Vyacheslav Kosinerov
8. Vintsuka Vyachorki
9. Ganna Soŭs

**Online campaign size**

Online media: 33 sources, 401 publications, 23,108,000 views  
 Soc. Networks and bloggers: 87 sources, 365 posts, 12,807,365 views  
**Total: 35 915 365**

**Structure of the campaign**



**International reaction**

1. The report of the international organization for human rights Human Rights Watch notes that the Belarusian Republican Youth Union restricts academic freedoms and the rights of students.

**What have achieved**

1. The Ministry of Education has disowned its initiatives, saying: "There are no orders on this subject in schools and there can't be. The BRYU is a voluntary public association."
2. The discredit of the Belarusian Republican Youth Union began in the society as an archaic structure. People are urged to refuse to enter the organization.
3. The BRYU Congress re-elected its leader: instead of 42-year-old Andrei Belyakov, 31-year-old Dmitry Voronyuk was elected. The new head of the organization promised to refuse compulsory admission to the organization.

## **Discrediting the construction of BelAPS (Belarusian Atomic Power Station)**

<b>Social engineering</b>	Interference imposed on Russian corporations is one of the strategic objectives of Western BC. The Rosatom in this regard holds a special place among Russian corporations. The Rosatom isn't only the world leader in the industry, but it is also one of the most important companies in the industry, which are interested in high-tech »Product, but, more significantly, Rosatom's projects link other countries with the Russian Federation in the field of cooperation in the nuclear power industry for years to come. Therefore, opposition to such projects takes place in all countries. Usually active participants in this process are "independent ecologists". Belarus is no exception. In addition, in this campaign they still use the living memory of the Chernobyl disaster. Such a method of replacing meaning, in the opinion of the BC should attract the maximum attention of the population of Belarus to this issue.
<b>Tasks</b>	To organize a social provocation against the construction of the Belarusian nuclear power plant in Belarus to advance the technology of Overton windows on the issue of replacing the essence of the action on the anniversary of the Chernobyl tragedy: from a rally in memory of victims of the accident at an Atomic Power Station in 1986 - in protest; BR with the RF in the field of nuclear energy. Blame the Belarusian authorities and the Rosatom in provoking a new environmental catastrophe. If you do not prevent construction, then at least, make sure that the Russian Federation has suffered the maximum "semantic" losses from this project.
<b>Directions</b>	Ecology
<b>Instruments</b>	BC, NCOs, Experts, media, soc. media
<b>Examples of methods</b>	Statements, marches, articles, appeals at the international level
<b>Reaction in society</b>	<p>Parties</p> <ol style="list-style-type: none"><li>2. Belarusian «Green Party»,</li><li>3. United Civil Party,</li><li>4. Belarusian Popular Front Party,</li><li>5. Belarusian Social Democratic Party,</li><li>6. «Belarusian Christian Democracy».</li></ol> <p>BCs</p> <ol style="list-style-type: none"><li>1. BC Center «Ostrogorsky»,</li><li>2. BC «Our opinion»,</li><li>3. Belarusian nat. Congress,</li><li>4. CET «Center for European Transformation»</li></ol> <p>NCOs</p> <ol style="list-style-type: none"><li>4. "Belarusian Association of Journalist",</li><li>5. "Green Network".</li></ol>

Experts:

6. Tatiana Manenok,
7. Pavel Severinets,
8. Igor Lyalkov,
9. Tatiana Novikova,
10. Elena Yurkoyt,
11. Dmitry Kuchuk,
12. Pavel Severinets,
13. Vyacheslav Sivchik.

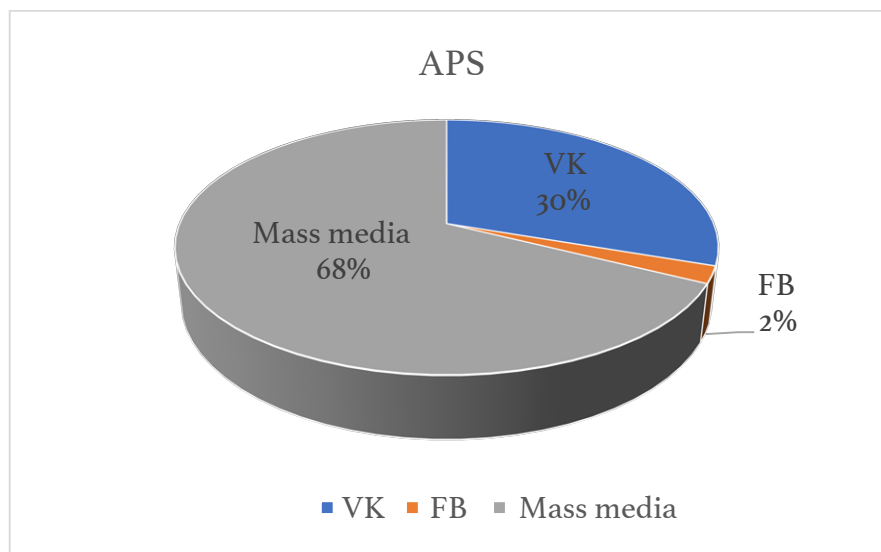
**Online  
campaign  
size**

Online media: 31 sources, 561 publications, 25,852,000 views

Soc. Networks and bloggers: 92 sources, 315 publications, 12,386,933 views

**Total : 38 238 933**

**Campaign  
structure**



**International  
reaction**

International response The Lithuanian Seimas passed a law recognizing Ostrovets APS as a threat to Lithuania's national security, the environment and public health.

The Parliamentary Assembly of the Council of Europe called on the National Nuclear Regulator of Belarus - the Department of Nuclear and Radiation Safety of the Emergencies Ministry (Gosatomnadzor) doesn't issue a license for the operation of the Belarusian APS until the plant's safety systems are improved.

The Foreign Ministries of Poland and Lithuania have announced the refusal to use electricity from Belarus.

Lithuania dismantles power lines as part of a project to synchronize its power grids with Western Europe.

**What have  
achieved**

1. They created a reason and for bringing to mass discussion the idea of a possible precedent for an environmental disaster in Belarus due to the construction of an Atomic Power Station.
2. Organized a discussion about the dangers of the launch of the Belarusian APS on the environment of Belarus. In particular, the possible death of the red book salmon.
3. Began a partial transition on the Overton Windows system to the next step – "Reasonable."

## Kurapaty

### Social engineering

Discrediting the common past with the Russian Federation (USSR) is the mainstream of social recoding in all post-Soviet countries. With the help of the Overton window technology, using the fact of the execution of Belarusian poets in the Kurapaty forest tract in 1937-1940. The code about crimes of times of Russian occupation (USSR) is being introduced into society. The campaign is very similar to the Ukrainian campaign to introduce the "Holodomor code" in a society that has now reached the level of public condemnation of denial of the Holodomor and discussion of the introduction of criminal liability for this. At the moment, despite the passivity and malleability of the authorities in the question Kurapaty (installation of official monuments), the campaign is at the "Acceptable" stage. Mandatory attribute of the action - the flag of the Belarusian nationalists Pogonya.

### Tasks

Constantly raise the topic of repression of the NKVD in society, condemning the Soviet past. The Dziady (actions to commemorate victims of repression) and accompanying events serve as a way of mobilizing the oppositional part of Belarusian society (liberal-nationalist), programming negative perceptions of the Soviet past and focusing on the anti-Russian component (trying to imagine that Russians were shot). To criticize the current government, considering it the heir to the "totalitarian scoop."

### Directions

History

### Instruments

BC, NCOs, Experts, media, soc. media

### Examples of methods

Marches, protests, party statements, statements

### Clientele involved

Parties:

6. Conservative Christian Party-BNF
7. BCD
8. «Young Front»

BCs:

5. Flying University,
6. CET Center for European Transformation,
7. Belarusian nat. congress,
8. Center for Legal Transformation

NCOs:

1. Kurapaty people's memorial
2. Association of the Belarusian language
3. Belarusian National Congress

**Experts:**

1. Olga Nikolaychik
2. Dmitry Bondarenko
3. Leonid Kulakov
4. Yuri Belenky
5. Pavel Severinets
6. Sergei Antonchik
7. Nikolai Statkevich
8. Vladimir Neklyaev
9. Dmitry Dashkevich
10. Ales Chekolsky
11. Aleg Trusaŭ

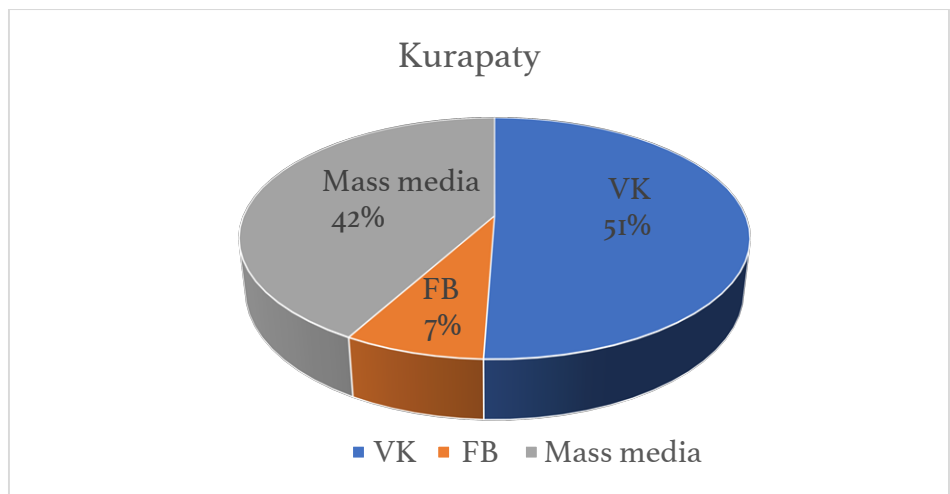
**Online campaign size**

Online media: 28 sources, 190 publications, 9,397,000 views

Soc. networks and bloggers: 98 sources, 476 publications, 13,022,223 views

**Total: 22 419 723**

**Campaign structure**



**International reaction**

Heads of diplomatic missions of the European Union countries, chargé d'affaires of the United States of America in Belarus and their colleagues from several other embassies visited Kurapaty.

**What have achieved**

1. Created an informational occasion to promote nationalist discourse of history, programming a negative image of the Soviet history in society.
2. The hidden accusation of state power in the "anti-people policy" and disrespect for the memory of victims of repression.
3. The progressive pumping of anti-Russian sentiments by spreading the thesis "bloody satrap NKVD from Moscow shot the Belarusian people".



## Campaign run

1. Meeting-Requiem of the activists of the Belarusian Popular Front “Memorial Day of the Genocide”, dedicated to the memory of victims of repression.
2. Appeal of the Belarusian Christian Party to the Minsk Regional Executive Committee and the Ministry of Culture demanding the closure of an entertainment institution in Kurapaty.
3. The beginning of a series of protest actions under the walls of the institution: attempts by activists under the Pogonya flag to interfere with the work of the institution.
4. Statement by Russian opposition activist Lia Akhedzhakova against a restaurant in Kurapaty.
5. Police detentions of participants of activities in defense of Kurapaty.
6. Appeal to the presidents of Germany, Poland, Austria and Israel with a request to influence the situation in Kurapaty.
7. Ultimatum to the restaurant owner with the requirement to transfer it from Kurapaty.
8. Interview of the Belarusian policeman to Radio Liberty with the support of the initiative of opponents of the entertainment center (he was later fired from the authorities).
9. Administrative arrests of activists of the Belarusian Christian Party.
10. Boycott the entertainment complex in Kurapaty and officials involved in its discovery.
11. Stop construction equipment, arrived for the installation of the Government Memorial to the victims of repression.
12. Conducting a series of actions in memory of victims of repression on October 28-30.
13. Installation of an official monument and the accusation of the authorities in the intention to “destroy the Kurapaty”.

## The BPR

<b>Social engineering</b>	<p>The inculcation of nationalism in Belarus according to a scheme similar to that used previously in Ukraine (national = anti-Russian) is one of the key aspects of Western policy. It is nationalism that should serve as an ideological tool, and nationalist philistines - the driving force of the anti-Russian vector of Belarus. The 100th anniversary of BPR is a reason for building up anti-Russian propaganda in the country. At the same time, the West uses the temporary loyalty of the Belarusian authorities to the BPR to achieve its goals - the development of Russophobic attitudes in society.</p>
<b>Tasks</b>	<p>Improve the perception of “BPR” in society, approve it as the basis of nationally-oriented statehood, equate the symbol of collaborators - the white-red-white flag Pogonya to the state, inflate anti-government and anti-Russian sentiments in Belarus.</p>
<b>Directions</b>	<p>History, Nationalism.</p>
<b>Instruments</b>	<p>Parties, BCs, NCOs, Experts, diaspora, media, soc. media</p>
<b>Examples of methods</b>	<p>Meetings, concerts, Statements, petitions, articles.</p>
<b>Clientele involved</b>	<p>Parties</p> <ol style="list-style-type: none"><li>9. Conservative-Christian Party-BNF,</li><li>10. BHD,</li><li>11. Belarusian Christian Democracy,</li><li>12. United Civil Party,</li><li>13. Belarusian Social-Democratic Party (Gramada),</li><li>14. Belarusian Social-Democratic Party (People’s Gramada) ,</li><li>15. organizing committee of the Belarusk Ruh party.</li></ol> <p>BCs:</p> <ol style="list-style-type: none"><li>7. «BISS”</li><li>8. International Consortium EuroBelarus</li><li>9. Institute for Political Studies Political Sphere</li><li>10. Volatile University</li><li>11. Regional Youth Public Organization</li><li>12. Center for Legal Transformation - lawtrend</li></ol> <p>NCOs:</p> <ol style="list-style-type: none"><li>1. movement For Freedom,</li><li>2. movement of solidarity Razam,</li><li>3. Belarusian Social Democratic Gramada,</li><li>4. initiative Dzeya,</li><li>5. trade union of REP,</li><li>6. movement For independence and statehood,</li></ol>

7. campaign European Belarus,
8. information and educational institution Amarak,
9. Belarusian students,
10. Platform Talaka.by,
11. Society of the Belarusian language named after Francis Skaryna,
12. Mothers movement 328,
13. Human Rights Center Spring,
14. Association of Trade Unions Belarusian Congress of Democratic Trade Unions,
15. Human Rights Brest Spring Movement,
16. Human Rights Movement and Our House Media,
17. The Belarusian Documentary Center

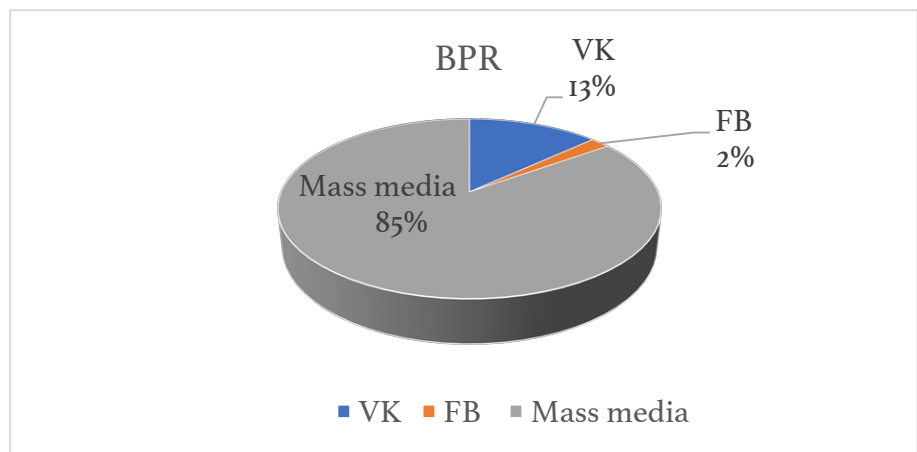
Experts:

14. Vladimir Makei
15. Pavel Severinets
16. Elena Anisim
17. Maxima Vinyarsky,
18. Vladimir Neklyayev,
19. Vyacheslav Sivchik
20. Artem Kosovarov
21. Yuri Zisser
22. archpriest Sergius Lepin
23. Ivory Survilla
24. Pastor of the Christian Church of the Evangel faith Anthony Bokun
25. ex-chairman of the Lithuanian Sejm - Vytautas Landsbergis,
26. the former ambassador of Sweden to Belarus - Stefan Eriksson,
27. British ambassador to Belarus - Fiona Gibb,
28. chairman of the Polish Civic Platform political party Gzhegoj Schetyna.

**Online campaign size**

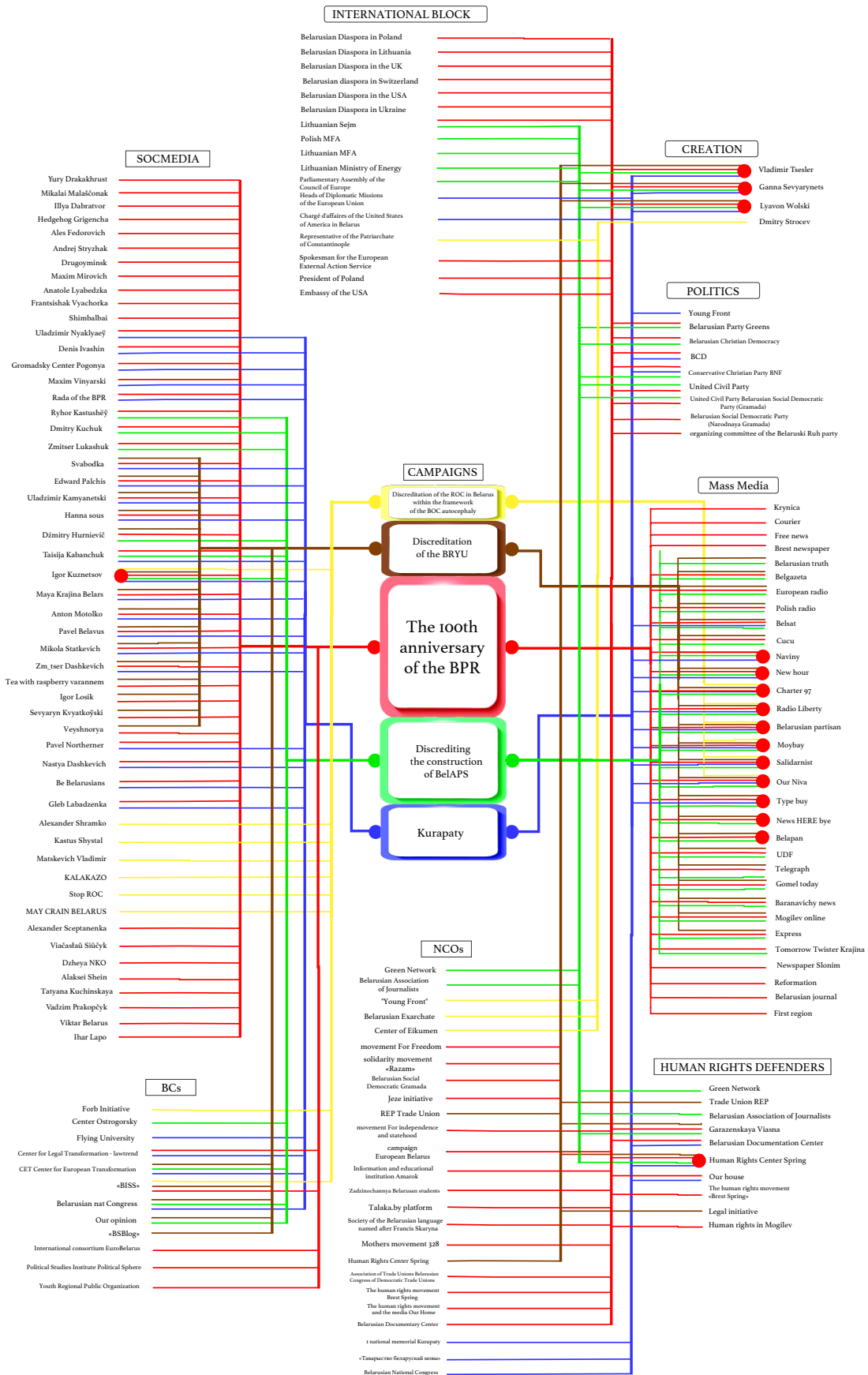
Online media: 29 sources, 1938 publications, 73,402,500 views  
 Soc. Networks and bloggers: 134 sources, 1549 posts, 26,459,882 views  
**Total: 99 862 382**

**Campaign structure**



<b>International reaction</b>	<ol style="list-style-type: none"> <li>1. President of Poland Andrzej Duda congratulated the people of Belarus on the 100th anniversary of the Belarusian People's Republic.</li> <li>2. Congratulations from the Seimas of Lithuania.</li> <li>3. Statement by the spokesman for the European External Action Service, Maya Kočijančić.</li> <li>4. Congratulations from the US Embassy.</li> </ol>
<b>What have achieved</b>	<ol style="list-style-type: none"> <li>7. Promotion of Belarusian nationalism in society.</li> <li>8. Strengthening criticism of the current government and deepening opposition sentiments.</li> <li>9. Adoption of the nationalist and pro-Western BPR as a symbol of the Belarusian statehood as opposed to the BSSR, discrediting of the common historical past and the idea of the Russian-Belarusian friendship.</li> <li>10. The beginning of the transition through the Overton windows system of the BPR perception to the next step - "Reasonable."</li> </ol>
<b>Campaign run</b>	<ol style="list-style-type: none"> <li>8. February 28 - filing an application for holding a rally and a concert near the Opera Theater in Minsk;</li> <li>9. March 5-7 - filing applications for holding shares in honor of the 100th anniversary of the BPR in the regions (Vitebsk, Mogilyov, Slutsk, Baranovichi, Brest, Grodno);</li> <li>10. March 10.6 - a statement by the US Embassy in support of the celebration of the 100th anniversary of the BPR;</li> <li>11. March 21-25 - a series of arrests of opposition activists in the capital and regions (more than 100 people);</li> <li>12. March 24 - a statement by the leader of the Belarusian Popular Front (BNF) Pozdnyk about the BPR as a "symbol of the struggle against Moscow";</li> <li>13. March 25 - a series of events dedicated to the 100th anniversary of the BPR in Minsk and the regions. The beginning of the collection of signatures for giving the state of the holiday;</li> <li>14. March 26 - a statement by the European Union calling for the observance of the right to free speech and release of detained oppositionists;</li> <li>15. March 29 - criticism of the authorities for repressions and non-observance of human rights by the UN Special Rapporteur on Belarus Miklos Haraszti;</li> <li>16. March 31 - performance of football fans, dedicated to the 100th anniversary of the BPR;</li> <li>17. April 6 - approval of a memorial plaque in honor of the proclamation of the BPR Arts Council at the Minsk City Executive Committee. Publication of the statement of the Minister of Foreign Affairs of Belarus Vladimir Makei about the importance of the 100th anniversary of the BPR;</li> <li>18. April 26 - an interview with the chairman of the Synodal Information Department of the Belarusian Exarchate of the Russian Orthodox Church, Archpriest Sergei Lepin in support of the BPR.</li> </ol>

# MAP OF CAMPAIGNS

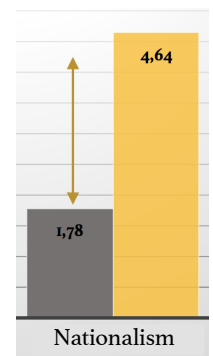


## Conclusions

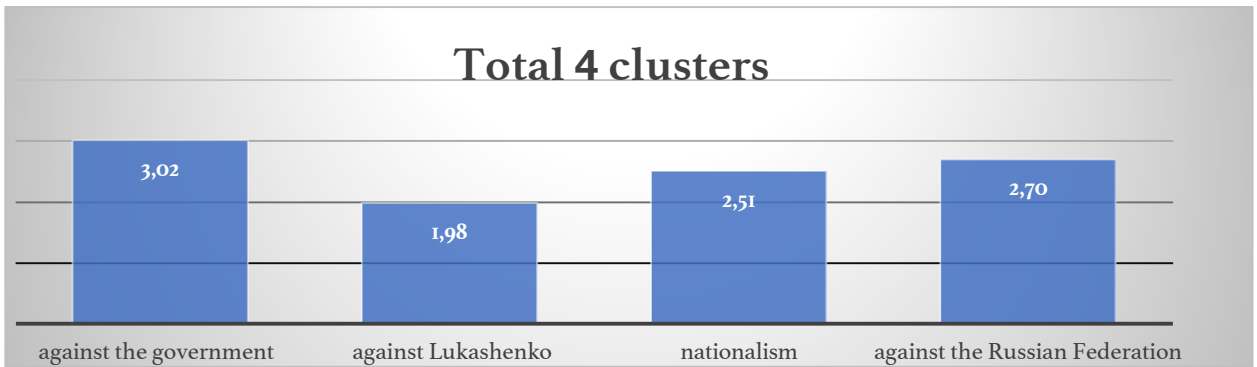
1) A network of “western” tools of social engineering is active and actively developing in Belarus. An analysis of their activities was carried out on the basis of the influence matrix developed earlier. The directions of their work prove the existence of a single center for decision-making and program coordination. Also, a high level of coordination is noticeable when overlaying five selected campaigns on the matrix tools (Map of campaigns ). On the one hand, the interventionists thus receive a high cumulative effect, on the other hand, the links between the instruments are clearly visible and the presence of a single center is identified. An analysis of the activities of 46 mass media outlets and 32 BCs made it possible to draw the same conclusion: their signatures are extremely similar, which testifies to the identical nature of the tasks.

2) The low level of “nationalism” of electronic media in Belarus shows a high level of public resistance to the spread of nationalism, which forced the interventionists to develop nationalism as a derivative of Russophobia, the promotion of which is one of the priorities of social engineering. The low level of nationalism in the media proves its rejection in society, while the main task of the media - to increase the loyal audience will be solved precisely by criticizing the government as a whole.

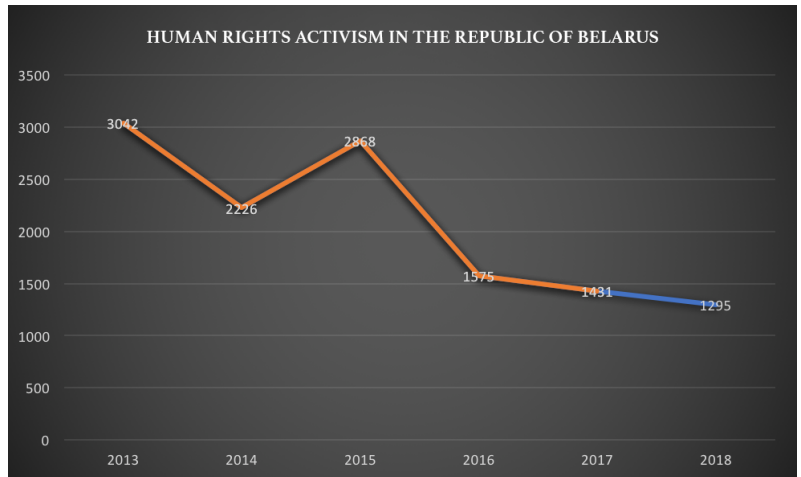
3) The difference of 2.86 points between the Belarusian Western-oriented electronic media and social networks shows that it is the social network environment that will remain in the near future the main distributor of nationalism. Based on the theory of group dynamics, social categories are non-inborn traits of the personality, therefore it is important to form them before the formation of the personality, since then changing them is hard. The social networks of Belarus were chosen by the interventionists as a tool for persuasive communications because of the greatest concentration of young people. Therefore, it is possible to consider the “cardiogram” of social media as the goal of social engineering of society in the medium term.



4) The lowest indicator among all the examined clusters is “opposition to Lukashenko” - 1.98. Along with the participation of top officials in such campaigns as the BPR, this proves that Western BCs don’t consider Lukashenko as their conceptual enemy in Belarus, rather, he acts as a temporary condition for the development of their matrix. Even the presence of such a player as Lukashenko West uses itself as a plus. As in the example with Yanukovych, the president cleans out all the pro-Russian forces in the country, because he plays in their own electoral field. At the same time, the nationalist anti-Russian influence matrix in Belarus is growing and gaining weight.



5) Indirectly, these findings are also confirmed by the decline in human rights activism in Belarus. The Human Rights Center "Viasna" - a multi-year aggregator of human rights activism in the Republic of Belarus shows a significant reduction in human rights issues on the agenda. Namely, this theme made Lukashenko the last tyrant of Europe.



6) Semantic analysis of persuasive communications campaigns and the “total indicator of 4 clusters”, allows to make a conclusion about semantic analogies of social engineering in Belarus: corruption-power-scoop-Lukashenko (at the final stage), Russia-scoop-occupation, freedom-development-Europe.

7) Analysis of the structure of electronic media news for 5 campaigns made it possible to determine the level of "toxicity" of electronic media - the most active repeaters within the campaigns. Moreover, if European Radio published 131 news, the leader of the list is Belarusian partisan as many as 305 news.

Media Name	Audience	Toxicity					Total
		ROC	APS	Kurapaty	BPR	BRYU	
Type buy	55000	6	51	8	215	25	305
Radio Liberty	10000	3	17	14	252	7	293
Solidarity	20000	8	37	21	150	47	263
Belapan	60000	7	26	8	135	33	209
Charter 97	10000	0	18	16	152	21	207
H-1	100000	5	50	18	55	37	165
News	20000	2	2	0	140	17	161
Our Niva	70000	1	33	8	95	12	149
European radio	55000	5	42	12	59	18	136
Type buy	60000	2	35	0	82	12	131

8) Analysis of media signatures indicates a high cumulative effect, although some media, such as the H-1, for example, are sharpened for specific topics. In this case BPR.



9) If you impose data of "toxicity" on the media audience, you can get a rating of the "influence" of the media in the framework of the studied programs. In essence, this is an indicator of the share of electronic media in the framework of the matrix of influence of the interventionists in Belarus. Such a two-factor model makes it possible to clearly define the support points of the interventionists. From the model it can be seen, for example, that the

Media		
Media Name	Toxicity	Influence
Belarusian partisan	305	16 775 000
News Type buy	129	16 770 000
Charter 97	165	16 500 000
Solidarity	209	12 540 000
News	149	10 430 000
European radio	131	7 860 000
Our Niva	136	7 480 000
Radio Liberty	263	5 260 000
Polish Radio Walkie Talkie	106	4 240 000
Gomel today	46	3 680 000

10) Analysis of soc. media showed the following leaders of "toxicity." There are bloggers who spread the most persuasive communications of the 5 selected campaigns.

Media Name	Media				Toxicity
	Kurapaty	BRYU	BPR	APS	
Igor Losik	3	17	43	2	65
Pavel Belavus	4	5	44	0	53
Edward Palchis	8	4	31	2	45
Mikola Statkevich	9	5	29	1	44
Pavel Severenits	6	3	34	1	44
Uladzimir Kamyansky	6	7	27	3	43
Francisak Vyachorka	2	1	38	1	42
Taisija Kabanchuk	6	0	27	6	39
Maya Krajina Belarus	8	7	21	2	38
Zmitser Dashkevich	9	4	22	1	36

11) As for the rating of "influence" among the soc. networks here the first two places are occupied by publics. Nevertheless, 7 of 10 leaders of "influence" are bloggers.

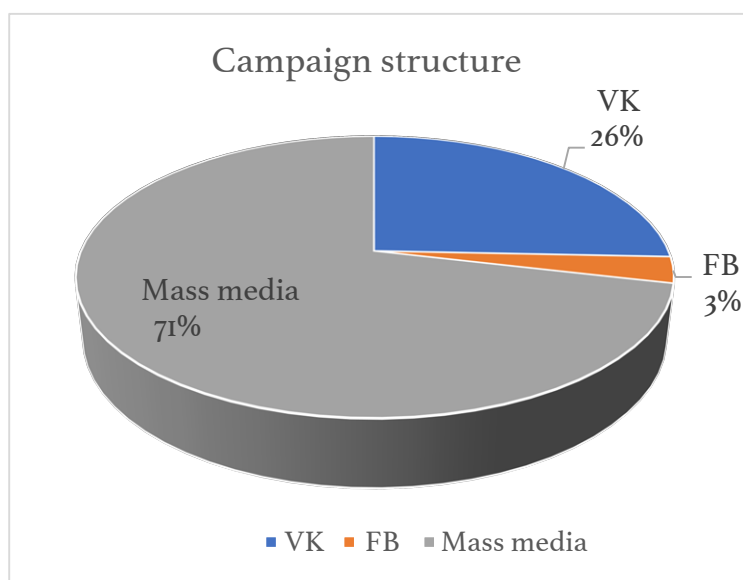
Social media		
Name	Toxicity	Effect
symbol.by	15	801 795
"Мая Краына Беларусь"	38	662 720
Anton Motolko	33	579 216
«Чай з малинавым варэннем»	20	566 120
Francishek Vyachorka	42	442 218
Pavel Belavus	53	371 000
Anatole Lebzdka	32	341 024
Igor Losik	65	306 280
Mikola Statkevich	44	266 684
Zmitser Dashkevich	36	240 768

12) If we compare the proportion of TOP-10 media and social networks then we get the following data. Top-10 media provided 80% of hits, while in social. Media this figure is 39%. This once again proves the high level of decentralization of social networks as repeaters of information, which make more difficult to control them by the state.

13) By December 2018, we have already entered into the database of 120 bloggers and publics with bright pronounced anti-Russian stance (rated 5 on the basis of “Russophobia”). All of them are ardent nationalists. The potential immediate effect of these tools - 500,000 hits.

14) All the TOP bloggers of Belarus are Russophobes, who has the western grants and actively participate in social and political anti-Russian activities. For example, blogger Igor Losik runs the political Russophobic channel Belarus Golovnogo Mozga; Edward Palchis - curator of the BPR-100 stock; Pavel Belous - the founder of the Art Syadziba NGO and the head of the most influential public symbal.by, also the curator of the BPR-100 action; Vyachorka - Belarusian oppositionist, journalist and cultural figure, editor of New Media on Radio Liberty, consultant for the US Global Media Agency (USAGM); Dashkevich - Belarusian politician, former leader of the unregistered opposition nationalist Belarusian movement “Young Front”, etc.

15) The analysis of campaign structures in the Internet gave the following results: 71% of all hits were secured by online media. Only 29% - social networks, among of which only 3% - FaceBook. This indicates a high degree of conservatism of the Belarusian society. So in the near future, online media will remain the dominant repeaters of convincing communications in Belarus.



16) The campaigns of the Russian Orthodox Church and the Belarusian Republican Youth Union showed that "timing" is very important for the interventionists. Audio recording, which became the catalyst of the “Belarusian Republican Youth Union” campaign, was made a year before her stuffing, which was later publicly recognized, but the convincing effect was obtained fully. The invaders, having planned the campaign, were waiting for such a great occasion as the 100th anniversary VLKSM, when any news about the Belarusian Republican Youth Union will be in "HYPER" to get the maximum effect. According to the ROC, the situation is similar. The "specific" views of Alexander Shramko was known for a long time, however, his “nationalism” subsided, in order to gain access to the temple during the arrival of the Patriarch.

17) Using the example of the “Nuclear power plant” campaign, we can observe the diplomatic consolidation of the Allies - when, in the absence of effective leverage within Belarus, the international cluster of the Matrix of influence was involved. In addition, the “Chernobyl way” is a good example of the substitution of concepts in social engineering.

18) Campaign "Kurapaty" showed the work of technique of the protest "segmentation", when different tools, participated in different informational occasions, trying not to overlap. For example, Svetlana Alekseyevich supported the "Poets Night", but at the same time she ignored other protests related to Kurapaty.

19) BPR becomes the point of creation of the anti-Russian Belarusian state idea. In the date of BPR nationalistic culture is maximally distributed: embroidery, songs, etc. Diasporas in most countries support BPR eagerly. The BPR campaign has already embraced many local officials and even first persons of the state, such as the head of the foreign ministry.