Information Feeding for Cognitive Warfare in the Intelligent Era

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Abstract: As an important combat style of modern warfare, cognitive warfare has increasingly become an important field of great power game and strength confrontation. With the development of the Internet and artificial intelligence technology, cognitive warfare is becoming more and more intelligent and unmanned, and people are paying more and more attention to how to win in cognitive warfare in the intelligent era. The winning mechanism of cognitive warfare is generally to induce the enemy to produce cognitive biases. Information feeding as an indispensable combat process to complete cognitive warfare, correct and reasonable information feeding can make target military decision-makers have cognitive bias and make decisions favorable to us, so information feeding has become the key to winning cognitive warfare in the intelligent era. In order to maximize the role of information feeding in cognitive warfare and improve the ability to win cognitive warfare, this paper systematically analyzes the main methods and methods of information feeding in the intelligent era, summarizes the key to the success of information feeding, and gives a number of typical battle examples at home and abroad where information feeding affects the correct decision-making of commanders and finally wins cognitive warfare. Combined with the development of science and technology in the intelligent era, and analyzing the key factors of information feeding leading to victory in cognitive warfare from different aspects, this paper puts forward the methods and methods of information feeding in the intelligent era, which can provide useful references for military decision-makers to win cognitive warfare.

Keywords: Intelligent Era, Cognitive Warfare, Cognitive Bias, Information Feeding

1. Introduction

Before the information age, people basically took the initiative to accept information, but since the mobile network, information explosion + mobile phone terminal + algorithm recommendation, constituting a "feeding era". Many people hide in bed and habitually enjoy the "spiritual food" pushed by various apps. Your acceptance of information changes from active to passive, and from then on, attack and defense change shape. Thus came the terrible "feeding era".

If you enjoy too much "feeding" information, day after day, the brain that lacks training can only "enter" information, and there is no way to identify and digest information. This is also the reason why many people worry that the "feeding era" will lead to a decline in human intelligence.

We sit with our phones in hand, waiting for the Internet giants to feed us non-stop, and let them shape our perception of the world without resistance. and use this as a basis to make relevant decisions [1].

Information feeding refers to the giving of information by one party to another, which can be language, writing, body, or faith. Synonym for feeding: feeding, originally meaning throwing food. At the beginning, this word was used to describe the active feeding of food to specific objects. In the intelligent era, feeding is generalized to specific goals, and customized information products are actively provided for feeding objects.

People's cognition comes from information feeding, only listening to the truth can establish correct cognition, being fed more and more junk information, people will become more and more stupid, and what needs to be vigilant is that under the

review of AI information, it is more and more difficult for us to hear the truth [3], it can be said that our cognition and decision-making of the current state of the world has been largely determined by information push [2]. In this era of being "fed" by information, our ability to distinguish and understand is also declining [4]. This problem is becoming more prominent, and its impact on individual judgment and decision-making is evident.

Compared with personal decision-making, in military decision-making, the commander's decision-making is consciously guided and controlled will largely determine the success or failure of the battle, which is the core content of cognitive warfare, which is based on this theory, through the information of the opponent's feeding response, to induce the enemy to make decisions that are beneficial to us.

The relevant theories of cognitive warfare are still in their infancy, information feeding is an important combat process of cognitive warfare, which has not been studied in depth and detail in the theoretical community, it mainly designs the information customized by the enemy's target behavior to the target target group, and the target decision-makers unconsciously use them as a reference to give decisions and judgments according to the information received. Most of the time, through the feeding of customized information, the target decision-maker has cognitive biases, which in turn affects his or her final decision.

With the important role of cognitive warfare in many fields, information feeding as an important combat process of cognitive warfare, people are paying more and more attention to the methods, characteristics and approaches of information feeding in the intelligent era. As an important factor affecting the final decision-making of decision-makers, cognitive bias is the key to cognitive warfare by correctly and reasonably inducing target decision-makers to produce cognitive bias. Based on the systematic research of information feeding, this paper aims to study the methods, characteristics and approaches of information feeding in the intelligent era, and provide technical support for winning the future cognitive war.

2. The Way the Information Fed

Information feed allows everyone to have their own "personal daily" and "private TV station"[14]. With the development of the Internet, big data and algorithms, there are more ways and means of information feeding, and the speed of information dissemination has become faster and the channels of dissemination have become more extensive. Decision makers mainly rely on massive information and their own cognition to implement decision-making behaviors. Decision-making is inseparable from information, and the quantity and quality of information directly affect the level of decision-making. Decision making is the meaning of decision, it is to achieve a specific goal, according to the objective possibility, on the basis of possessing certain information and experience, with the help of certain tools, skills and methods, the factors affecting the realization of the goal are analyzed,

calculated and judged and selected, and then the decision is made on future actions [5].

Therefore, the information customized by our design of enemy target behavior can be more effectively received by the target group, thereby influencing the decision-making and judgment of target decision-makers to achieve combat objectives.

In the age of information being fed, what you see is what you like, and what you like is what you see. Both will reinforce your values and compress your knowledge. After looping many times, you will eventually roll infinitely, and you will be like a frog living at the bottom of a well, no longer need to reason and speculate, because the information cocoon will not let you see another world, and the well you see when you look up is your whole world. I think there is some truth in it, the current information age is actually the era of being fed.

2.1. Social Media

In the 21st century, since its inception, social media is rapidly changing the way we communicate, connect and share interests with each other. As of 2023, about 4.76 billion people are active on social media platforms, accounting for 59.4% of the world's total population.

In the history of human communication development, human communication activities and the development of media technology have always been accompanied and closely related, and every progress of media technology has always given birth to and reconstructed a new communication ecology for human beings. Social media is a new media rooted in the rapid rise of the Internet environment, which not only triggered an unprecedented media change and communication revolution in the history of human communication, but also subtly affected the relationship, structure, decision-making, ethics and other aspects of the entire society. Social media has become an important media with great influence in today's media field with its unique communication advantages and media environment.

The development of human communication activities has gone through the era of oral communication, the era of written communication, the era of print communication, the era of electronic communication, and the era of internet communication [6]. Different communication eras have different communication biases, and after human beings enter the Internet communication era, social media relying on the Internet environment inherits the excellent genes of the Internet, which not only has the characteristics of traditional mass media, but also breaks through and reconstructs the new communication ecology of human beings.

Social media information dissemination mainly relies on Facebook, Twitter, Linkedin, YouTube, Pinterest, Google+, Tumblr, Foursquare and other popular social media platforms, but also covers smaller or more professional social media platforms, such as forums, blogs, microblogs, wikis, photo sharing sites, news websites, etc. According to the specific manifestation of social media, social media mainly includes

social networks, emails, instant messaging, blogs and microblogs, forums, wikis, content social rings and other types, but it should be noted that these main social media types are not completely separated, and their functions overlap to a certain extent. According to the division of social media types, information feeding through social media is mainly these types.

2.1.1. Social Networks

A social network is a platform or website for an online service. User interactions on these social networking sites form an online community where people share information through posts, links, photos, videos, text, or other forms of multimedia. At present, there are countless social networking platforms around the world, including Facebook, Google+, MySpace, LinkedIn and so on.

2.1.2. E-mail

E-mail is the most widely used service on the Internet and is a means of communication that provides information exchange by electronic means [7]. E-mail systems enable users to communicate quickly and cost-effectively with users on any network on the planet. In the early days of e-mail systems, which required both the sender and receiver of messages to be online at the same time, today's e-mail systems are based on a store-and-forward model, as with instant messaging. Email servers receive, forward, deliver, and store messages, and neither users nor their computers need to be online at the same time. E-mails come in a variety of forms, from text and pictures to sound, video, etc. The existence of e-mail greatly facilitates communication between people and promotes social development. The widely used email addresses include QQ mail, Gmail, Outlook mail, Hotmail, MSN mail, Yahoo mail, etc.

2.1.3. Instant Messaging

Instant messaging (IM), also known as instant messaging or real-time communication, is a real-time communication system that allows two or more people to use the network to transmit text messages, files, voice and video communication in real time. According to the loaded object, it can be divided into PC instant messaging and mobile phone instant messaging. This is currently the most popular communication method on the Internet, and with the development of information technology, various instant messaging software emerges one after another, and the functions are becoming more and more powerful. The more famous instant messaging software includes Skype, WhatsApp, LINE, Instagram, WeChat, QQ, etc.

2.1.4. Blogs and Microblogs

Blog (full name in English: Weblog), that is, web log, is usually a website or part of a large website used to write and publish articles for people to read. Usually, people can leave comments and discuss at the bottom of a blog post. Blogs have become very influential in the exchange of ideas in modern culture, and many people read blogs to get information, news, reviews, and it can be said that blogs are personal "readers' digests" in the Internet age. The more famous blogging platforms are WordPress, Blogger and so on.

Weibo, so to speak, is a short version of the blog that allows authors to quickly share short messages. Weibo isn't necessarily text-based, and some are more focused on sharing images and videos, like Pinterest. Using a mobile phone or computer, microbloggers can quickly express their opinions and feelings about certain events anytime, anywhere. More famous Weibo such as foreign Twitter, domestic Sina Weibo, etc.

2.1.5. Content Community

A content community is a community that organizes and shares content on a particular topic, and it allows users to share online multimedia materials. Popular content communities include video-sharing platform YouTube, photo-sharing platform Flickr, slideshare, etc., where users can upload their profiles and post other information and materials. A content community is essentially an online database of multimedia content that visitors can subscribe to and access to content using methods such as keyword searches.

2.2. Web Video

As a carrier of information, video has higher propagation ability, content density and stronger appeal than text, pictures and sound, which is convenient for the brain to extract information. In 2005, the concept of online video officially appeared, with the rapid change and development of online video, the Internet from the "writing era" to the "image era". At the beginning, online video was nothing more than a media transfer of video content, which was fundamentally no different from traditional TV media. When online video is shared socially, it truly has the essential attributes of Internet interaction, participation and sharing, making traditional TV media unattainable. Video users have also gradually moved from one-way passive recipients in the era of television media to the role of active gener, disseminators and interpreters today.

2.2.1. Video Sites

Video websites are the main entrance for users to watch videos, and it is also the main channel and way for users to share socially. The main way to disseminate information through video websites is to share it among users.

Sharing between users emphasizes the interaction, communication, and mutual influence between online video users, which are mainly reflected in the following aspects: views, "likes" and "likes", comments, one-click sharing to other websites, and uploading. The role of online video users includes coding, coding, and decoding, which can be vividly displayed in the sharing between users. As a unique network symbol of video websites - the number of views, "likes" and "steps", extremely convenient operation gives other users the most intuitive and simple information exchange. The significance of "commentary" is to give online video users

the right to express and communicate with each other, and users act as code interpreters to deconstruct the meaning of video content.

2.2.2. Short Videos

In the new media environment, short video is the most popular social communication method nowadays, which integrates text, sound and pictures to show people information more intuitively and three-dimensionally. The short and convenient communication form of short videos adapts to the fragmentation of information consumption scenarios under the hectic and busy pace of life [8]. Short video communication can meet the participants' onlooker mentality and self-disclosure demands at the same time, through sharing and aggregation, through the platform free conversation, short video platform has established an emotional connection mode, become a new social place, at the same time, like, message forwarding, private messages, live broadcast and other thresholdless technical applications make people's communication environment and social scenes reshaped, so that users dare to express and show themselves, convenient for the continuous interaction of network information.

At present, China's relatively mature short video platforms can be mainly divided into social media represented by Douyin and Kuaishou; information media represented by watermelon and Miaopai; BBS class represented by station B (bilibili) and station A (AcFun); SNS classes represented by Momo and Moments videos; e-commerce represented by Taobao and Jingdong main image videos; The six categories of tools represented by Xiaoying and VUE. Among these six categories, Douyin and Kuaishou firmly occupy the leading position in the current short video market [9].

2.3. Means of Communication

Means of communication refer to the tools used in communication. Historically, beacons have been used: beacons, flags, manpower, animal power, vehicles, etc. Modern telecommunication means are mainly telecommunications, such as telegraph systems, telephone systems, conference telephone systems, radio transmission systems, data communication systems, computer systems, multiple terminals, monitoring and telemetry systems, video phones, image communications, fax machines, communication telegrams, user telegrams, e-mails, etc.

2.3.1. Open Letters

An open letter is a letter whose contents are made public, and can be written or printed, posted, published and broadcast. Whether it is addressed to a certain part of society or to an individual, from the perspective of the letter writer, it is hoped that more people will read, understand, and even discuss the issues in the letter. The content of open letters generally involves relatively important issues and has a general guiding role, educational role and publicity role [10].

2.3.2. Private Correspondence

Personal correspondence is an important way to disseminate information. It can be used to exchange audio and communicate feelings; It can also be used to exchange ideas and learn from each other; It can also be used to negotiate issues and handle personal matters.

2.3.3. Telephone Communications

Telephone calls between leaders are relatively common in international diplomacy, and they are also important communication and exchange channels between leaders, which play an important role in the development of bilateral relations between countries. Telephone negotiation is a negotiation method that uses telephone communication to communicate information, negotiate, and seek to reach a deal. It is an indirect, verbal form of negotiation. The main advantages of using the telephone for negotiations are that they are fast, convenient, and widely connected. Especially in the society of rapid economic development, time is money, efficiency is benefit, in economic negotiation, business marketing, convenience and speed are more decisive. And there's a special, unique advantage of telephone negotiation, like the ringing of the telephone -- it has a huge, almost irresistible appeal. No matter how busy the other person is or what important work they are doing, as long as they hear the phone ringing, they have to stop everything else to answer the call. In telephone negotiations, these advantages of telephone are used by both negotiating parties to serve their own purposes and achieve their respective negotiating goals.

2.3.4. Video Calls

Video social networking can achieve the "faster and closer to each other" dating mode, which can allow each other to quickly understand each other. More interactive, convenient conversation initiation, more instant reply, smoother communication, more private social circle. Video social is more user-friendly, more social, and more serviceable.

2.3.5. Satellite Communications

Satellite communication is communication between radio communication stations on Earth (both on the ground and in the lower atmosphere) using satellites as relays. Large communication range; Communication can be carried out from any two points as long as it is within the range covered by the radio waves emitted by the satellite; Less susceptible to land-based disasters (high reliability); As long as the earth station circuit is set, it can be opened (the circuit is opened quickly); At the same time, it can be received in multiple places, and can economically realize broadcasting, multi-access communication (multi-access characteristics); The circuit setting is very flexible, and the overly concentrated traffic can be dispersed at any time; The same channel can be used in different directions or in different intervals (multiple access joins).

Satellite phones are intercoms that transmit information based on satellite communication systems, that is, satellite repeater intercoms. Satellite relay intercom is a product of modern mobile communication, its main function is to fill the existing communication (wired communication, wireless communication) terminal cannot cover the area, for people's

work to provide more sound services. In modern communications, satellite communication cannot be replaced by other communication methods, and all communication functions provided by existing common communications have been applied in satellite communications.

3. Examples of the Application of Information Feeding

3.1. Defence Pillars

On November 14, 2012, Israel launched a military operation codenamed "Pillar of Defense" against Hamas. Unlike previous military operations, in this military operation, the Israeli side used social media to open a second battlefield on the Internet. This is also the first time that social media has been used directly in warfare. After the targeted removal of senior Hamas military leader Jabari, the IDF spokesman tweeted on his official Twitter account to announce the news and asked other Hamas leaders not to show up in the military operation, which had a good deterrent effect on the Hamas side. The extremist group Islamic State spread widespread disinformation about the occupation of Iraq on Twitter before attacking Iraq, causing panic among the population. From this, we can see that if we can make good use of social media, social media can implement psychological deterrence on the other party and become a combat weapon like an aircraft cannon.

Since ancient times, those who win the hearts and minds of the people have won the world, and the support of the people has been an important factor in the success of military operations, and the antipathy of the people will have a huge negative impact on military operations. In the information age, the influence of public attitudes on military operations has only increased. Compared with traditional media, social media has the characteristics of strong timeliness, great influence, fast information dissemination and wide audience, which will have a huge impact on the audience's attitude and views on events. If used well, it will have a positive effect on military operations, and if it is not used well, its negative effect will also be very obvious. In the 2012 Israeli "Pillar of Defense" military operation against Hamas, Hamas used social media to fight back, opening multiple Twitter accounts to spread the tragic situation of civilian casualties in the Gaza Strip after the Israeli attack to the Internet through videos, pictures and texts, thereby winning the support and sympathy of international public opinion.

3.2. Examples from the Russian-Ukrainian War

Ukraine has resisted a strong enemy for more than a year and has gradually occupied a favorable position on the battlefield, which is closely related to their efforts in cognitive warfare. By making full use of the Internet and social media for the effectiveness of information feeding, it not only broke Russia's public opinion influence to a certain extent, but also successfully shaped the Ukrainian narrative system with national cohesion and effectively mobilized strong social potential.

3.2.1. Examples of Using Social Media for Information Feeding

Compared with the generally older Russian bureaucracy and military hierarchy, the younger Ukrainian leadership is significantly more proficient in the use of the Internet, especially social media, and has a deeper understanding of the Internet. Because the Russian army failed to cut off Ukraine's network connection with the outside world, we can see Ukrainian leaders frequently appearing on social media in the past year since the start of the war, and various front-line battle videos and pictures shot and produced by various combat units and ordinary soldiers of the Ukrainian army have spread throughout the world in an instant. On the one hand, this information effectively unites the vast majority of the people, makes the society reach a consensus in the war, and helps Ukraine win a lot of support and assistance, and ordinary foreign people can donate to Ukraine through online crowdfunding. On the other hand, it has also effectively cracked down on Russia's conflict propaganda, broken the influence of the public opinion war from Russia on people's minds, and made the public have a strong sense of distrust of the conflict information released by Russia, making Russia in a disadvantageous position in the public opinion war and cognitive war.

Start with Russian soldiers (Ukraine publicly discloses the personal information of Russian soldiers to disturb the morale of the military; Using facial recognition and social media to fuel internal divisions in Russia). Narrative shaping (frequent appearances to shape the country's image, hacking Russian TV content with Zelensky's speech, Western mainstream social media deleting Russian account content). Make good use of social media to spread widely (the Ukrainian leadership's understanding and use of social media is better than that of Russian + Ukrainian soldiers on the front line of battle pictures and videos, uniting Ukrainian people, impacting the realism of Russian information, and obtaining extensive civilian assistance).

Ukraine publicly disclosed the personal information of Russian soldiers on various public platforms such as media videos, disturbing the morale of the military. Just a week after the start of the war, the Ukrainian newspaper Pravda published online the personal information of some Russian soldiers who entered Ukraine to fight, numbering as many as 120,000. Such a large-scale leak will inevitably have a great psychological disturbance to the Russian soldiers who invaded Ukraine, making them feel vulnerable and insecure. At the same time, it will also affect the relatives of these soldiers in Russia, causing social instability in Russia. More importantly, it is difficult for Russia to discover possible network vulnerabilities through such leaked information. This intelligence may be obtained through internal informants or from cyberattacks. This situation reveals one of the most dangerous things: some vulnerabilities and backdoors in the network can be hidden for a long time

without being understood, and the cognitive war has already begun, while people remain ignorant. Use facial recognition and social media to stimulate internal divisions in Russia. At the same time, the Ukrainian government also uses a combination of facial recognition technology and online social media to conduct facial recognition searches for captured or dead Russian soldiers, and contact the families of these soldiers through search results, in an effort to stir up differences and dissent on the conflict in Russia, thereby weakening Russian society's support for the war.

Shaping an international image. By "frequent appearances" on social media to establish a good external image for themselves internationally, the tenacious resistance spirit of the Ukrainian military and civilians represented by President Zelensky has become a symbol, which has won widespread support and huge economic and military assistance in Western society. And without a steady stream of blood transfusions from outside, it is difficult to imagine that Ukraine can support it until now. Hackers replace TV broadcast content. Ukraine even launched a hacking attack on Russia's television broadcasting satellite, using its own uplink to trick the 11647V transponder of the Russian Express AM8 satellite into falsely forwarding content provided by the Ukrainian side. On January 4 and 5, 2023, Ukraine successfully replaced the evening news program of Russia's First Television station transmitted to Crimea with President Zelensky's New Year's message. This will undoubtedly have a strong psychological impact on the inhabitants of the Crimean peninsula.

Social media platform content deals with "narrative reinvention". In this regard, Ukraine has also received strong support from the West. Several popular social media platforms such as Facebook, YouTube, Twitter, etc. have dealt with accounts and content that support Russia, adding prompts, reducing exposure frequency, and even directly banning or deleting them, and Russia is almost powerless to do anything about these measures. This once again demonstrates the importance of "soft" power and the West's strength in this regard.

3.2.2. Examples of Using Network Video for Information Feeding

A video of "Ukrainian father tearfully bidding farewell to his daughter, and then preparing to fight the Russian army" went viral on major Western platforms, gaining a lot of sympathy for Ukraine. However, the truth is diametrically opposite, the man is a pro-Russian from the Wudong region, ready to send his wife and daughter to a safe area in Russia and enter the battle with the Ukrainian army. Playing the war sentiment card on social media and gaining the sympathy of the international community through short videos that cut off the head and tail has become a new way for the international community to spread cognitive narratives in conflict. The essence of the communication medium is the communication platform and channel, and it is also the material basis and main weapon for the implementation of cognitive narrative in cognitive warfare. The Russia-Ukraine conflict broadcast the war to the world in countless "first-person perspectives", and the development of Internet technology and the popularity of short videos have prompted the process of modern warfare to be "unhidden" [11].

3.2.3. Bucha Incident

On April 3, 2022, the Ukrainian side accused the Russian army of killing hundreds of civilians in the city of Bucha, northwest of the Ukrainian capital Kiev, and released a series of photos and videos allegedly taken after the withdrawal of Russian troops as evidence. The Russian Ministry of Defense immediately responded on April 3, saying that Russian troops had completely withdrawn from Bucha on March 30, and that the so-called "criminal evidence" appeared only four days after the withdrawal of Russian troops, when relevant personnel of the Ukrainian Security Service had arrived there.

Russian presidential press secretary Peskov said on the 5th that this is a "carefully planned tragic performance" aimed at slandering Russia. The Russian side does not accept any accusations against Russian servicemen and supports an impartial investigation into the incident.

Russia's Permanent Representative to the United Nations Nebenja presented some evidence at a press conference at UN headquarters in New York, including a March 31 video released by Bucha Mayor Anatoly Fedoruk, in which he made no mention of "Russian forces killing civilians." Nebenja also showed a video taken by the Ukrainian National Guard in Bucha on April 2, showing no dead seen on the streets.

Russian Foreign Minister Lavrov said on the 5th that the hype of the "Bucha incident" is to divert people's attention from the Russian-Ukrainian negotiation process. Negotiations between Russia and Ukraine in Istanbul, Turkey, preceded positive progress. It can be considered that the provocative actions of the Ukrainian side regarding the "Bucha incident" are an attempt to divert attention from the negotiation process and put forward new conditions.

Although the truth about the "Bucha incident" [12] has not yet been clarified, Western countries have reacted strongly. EU High Representative for Foreign Affairs and Security Policy Borrell announced that a number of staff members of Russian missions to the EU were listed as "persona non grata", Germany, France, Italy, Spain and other European countries expelled some Russian diplomats, and Lithuania and Latvia also announced the downgrade of diplomatic relations with Russia.

4. The Theoretical Basis for the Influence of Information Feeding on Cognitive Warfare

The basic logic of cognitive warfare is to use emotional pressure to reduce the opponent's rational thinking in order to completely destroy their correct perception of the situation. Although cognitive warfare relies on cognitive science to design, it is more of a "reverse" application of cognitive science, that is, seizing people's cognitive weaknesses and

deliberately creating cognitive biases to achieve combat objectives.

The human cognitive domain itself is a very complex system, and its influence requires the use of multidisciplinary knowledge such as philosophy, logic, psychology, linguistics, brain science, cultural studies, communication, artificial intelligence, neuroscience, etc. However, for cognitive warfare, the ultimate goal of the actor is to destroy the cognitive beliefs of the other party and cause cognitive bias, and its target is not the audience's personal thoughts, but its belief system and way of thinking, in order to mislead its decision-making, induce it to make mistakes, and guide its identification; The goal of the passive party is to consolidate its own belief system and cognitive defense line to eliminate people's doubts, condense people's consensus, and stabilize people's cognitive focus. Cognitive warfare attempts to exploit the innate weaknesses of the human mind and design cognitive attack and defense into the way people process information, which has been widely used in warfare. Due to the rapidity and ubiquity brought about by the rapid development of communication technology, because of the nature of "cognitive stinginess", it is difficult for human thinking to comprehensively and objectively deal with the rushing information flow in a short period of time, and its cognitive judgment may be manipulated and induced, and information surplus, algorithm recommendation, intelligent media dissemination, etc. have become a strong support for cognitive domain operations in the era of big data, which can not only control computer network facilities, but also influence and control people's thinking and even the entire social system.

Change cognition, mutagenesis cognition, promote change cognition, the first thing is to get the attention of the target audience. With the development of modern communication technology and information technology, the accessibility and ubiquity of information dissemination have been rapidly expanded, and limited attention and unlimited growth of information content have formed a natural contradiction. To a certain extent, the more developed the information dissemination, the more attention is a scarce resource, and the more information that evokes the audience's awareness needs to be carefully produced and explored. In cognitive warfare, how to make a specific message attract the attention of the target audience becomes the first step. The perpetrator of cognitive domain warfare must attract the attention of the target audience by carefully packaging the theme, "unfamiliarize" this information, make it suddenly appear from the background (backdrop), become a foreground for people to think, and then through replication and dissemination, repeat views, so that it forms a hot spot in the public opinion field, and finally forms a majority opinion [13].

Information feeding is to feed the information designed for the enemy's target behavior customization to the target target group, and the target decision-maker produces cognitive biases according to the received information, and unconsciously uses them as a reference to give decisions and judgments.

5. Conclusion

As an important combat process of cognitive warfare, information feeding plays an important role in inducing cognitive bias in target objects. In order to increase the ability to win cognitive warfare in the intelligent era, this paper summarizes the method of information feeding and gives the theoretical basis for information feeding to affect cognitive warfare. The next research focuses on the relationship between information feeding and decision-making psychology of decision-makers, and further applies it to cognitive warfare to improve the ability to win future wars.

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