

We stand  
on the shoulders of giants



The background of the slide is the flag of the People's Republic of China, featuring a red field with five golden-yellow stars in the canton. One large star is positioned to the left of four smaller stars that form an arc.

# **Cultural Learning Of China To Make Benefit Glorious Profession Of Infosec**

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<http://vimeo.com/30413493>



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***“I have no close international friends”***

***“International students group together”***

***“Coming from the same place it’s probably  
easier to find the same interests”***

***“Cultural cues ... Same language.”***

*“I have no clo*



*oup together”*

*“Coming from  
easier to*

**Uncle Sam wants YOU  
to stop being AFRAID  
of different religions  
of other cultures  
of speaking out  
of being free  
Home of the BRAVE!**

*ly*

*e language.”*

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Home of the Brave is licensed under a Creative Commons Attribution-ShareAlike 3.0 Unported License.  
Inspired by <http://twitpic.com/50cmry/full> and <http://upload.wikimedia.org/wikipedia/commons/1/1d/Unclesamwantyou.jpg>



***“Maybe we are shy ... or they are shy”***

***“You have to be very bold”***

***“You have to show them what kind of person you are”***

***“You can’t just sit and act naturally ...  
you always have to try!”***

***“You have to understand their ‘pop culture’”***

***“I can tell jokes that they can’t understand!”***

***“Maybe we are shy ... or they are shy”***

***“You have to understand who you are”***

***“You can’t”***

**明白**

***“You have to understand their ‘pop culture’”***

***“I can tell jokes that they can’t understand!”***







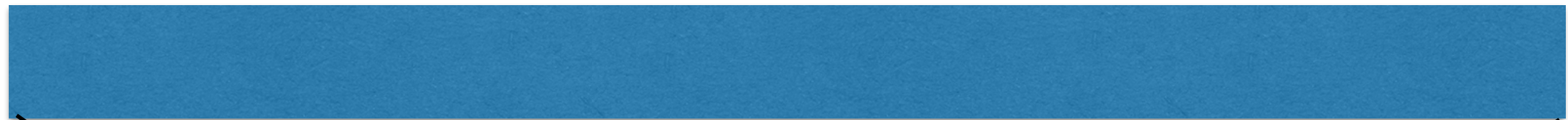
**VS.**





# Chinese Dynasties

2070BC - 1911



# American History

1492 - now



# Dynastic Cycle





# Dynastic Cycle

1 Mandate of Heaven  
rulers must believe the new  
dynasty has the gods' approval

6 The new dynasty  
restores peace and  
order.

5 **TEH MANDIANT OF HEAVEN**  
meme-generator.net




power  
rulers

3 Disasters such as  
floods, famines, and  
invasions occur

4 Rulers lose the  
Mandate of Heaven  
and are overthrown.  
Rulers must believe the  
Mandate of Heaven is  
lost the  
Mandate of Heaven is  
lost the  
Mandate of Heaven is  
lost the





"I pledge allegiance to the Flag of the United States of America, and to the republic for which it stands, **one Nation under God**, indivisible, with liberty and justice for all."



# APT1 ... The Scary Crew



APT1

Exposing One of China's Cyber  
Espionage Units

**culture - 2**

(agriculture)

**tradition - 4**

...



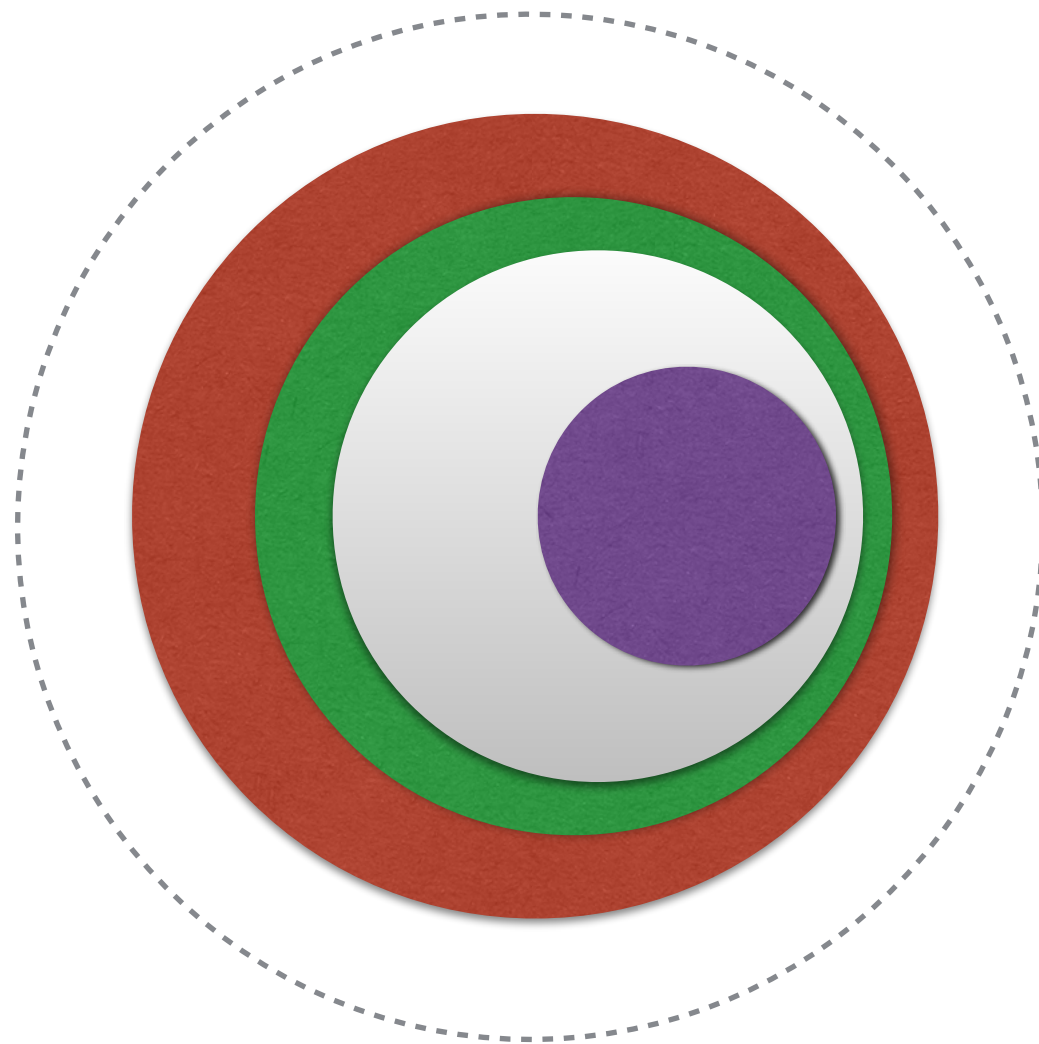
# Dynastic Cycle





内<sub>vs</sub>外

nei vs wai



**Country**

**Province**

**Community**

**Family**

**Barbarians!!!**

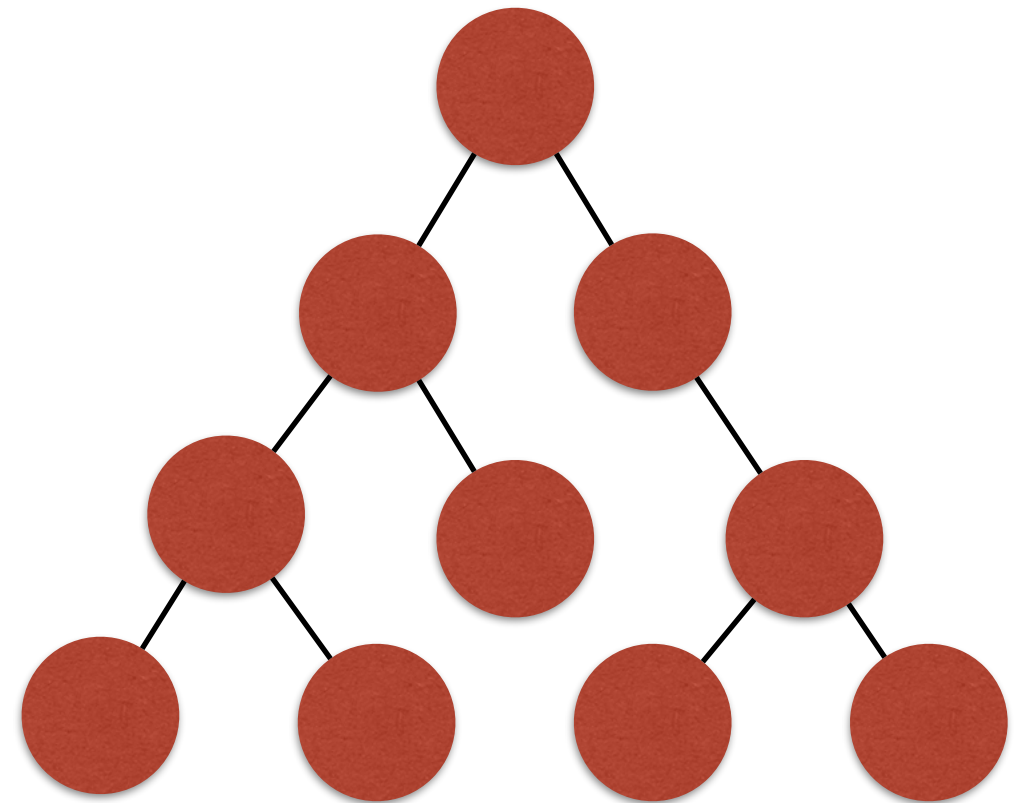
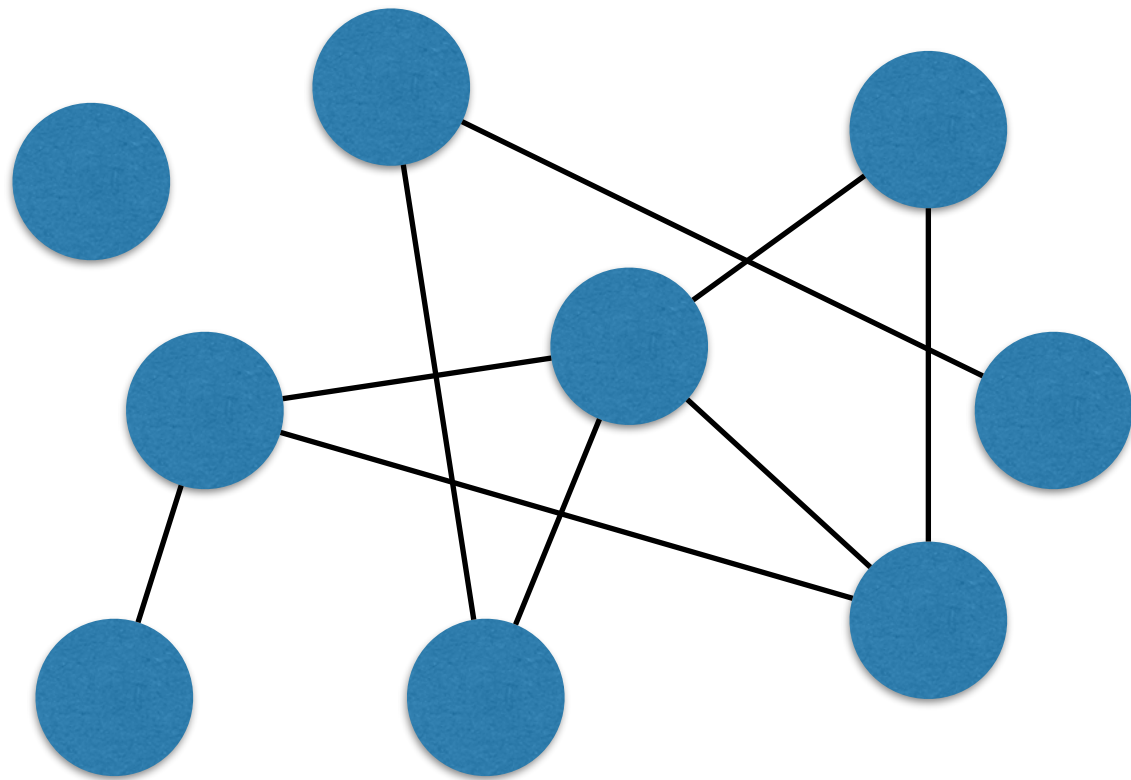


- Tributary System
- No *foreign* relationships
- No desire to *conquer*
- No 'Navy'



# 关系

(guanxi)



# Hierarchical relationships

Ruler vs. Subject

**Parent vs. Child**

Older Sibling vs. Younger Sibling

Husband vs. Wife

Older Friend vs. Younger Friend

# 面-臉-顏

(mian-lian-yan)





I will not attempt to define Advanced Persistent Threat.  
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# APT from a cultural perspective?

*“We are **mandated** to do this”*

*Assume a **closely knit** network of people*

*Culture and goal **binds them***

*We are **barbarians***



# Things to remember?

*They understand you probably better than you do yourself.*

*They can not lose face !*

*Try to understand the 'position' of the actor*

*You are ALWAYS dealing with a large team*



*He who asks a question is  
a fool for **five minutes**;  
he who does not ask a  
question remains a fool  
**forever.***

**Chinese Proverb**

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