

# Targeted Disinformation in Diaspora Communities: Risks and Resilience

Emily Robinson

*Department of National Defence, Canada*

## Abstract

Information operations are a core function of warfare. Planting false or misleading narratives to influence the will, understanding, and capabilities of adversaries, potential adversaries, and broader audiences has long supported objectives in and beyond conflict. While disinformation has been used for millennia, its accessibility in 2025 is unprecedented. Adversaries—and allies—can now reach audiences instantly and sustain influence over time. Achieving desired outcomes requires precise audience targeting. Audience analysis is therefore critical, enabling a focused understanding of who to target and, from a resilience perspective, how to counter these tactics once identified. Vulnerable audiences present prime opportunities for exploitation and pose persistent threats to the states they inhabit. This research explores how adversaries target diaspora communities in blue-force states during crises and conflicts. Disinformation campaigns within these communities are common and strategically significant. A deeper understanding of their methods and manifestations can inform the development of countermeasures and resilience strategies, mitigating the impact of adversarial influence in an increasingly interconnected information environment.

**Keywords:** audience analysis; diaspora communities; disinformation campaigns; information operations; societal resilience