

Perceptions

How they see us and the situation;
Patterns and Filters

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Overview

- Perceptual Patterns
 - What are they?
 - How are they useful?
- Cognitive Style
 - What is it?
 - Dimensions
 - What do you do with it?

Analytical Workflow: General to Specific (Knowledge to Assessments)

Values, Beliefs, Worldview (*cultural anthropology/social psychology*)

Operational Behavioral History (*organizational dynamics*)

Perceptions

Motivations (Needs and Objectives)

Current Capabilities

Situational Factors

Decision Process

Probable Intent

Likely Behavior (COAs)

Vulnerabilities

Influence Susceptibilities

Accessibility

Recommendations



Perceptual Patterns

- Evidence suggests that distinct cultures have unique patterns of attention and perception,
- Appear to link back to worldview components
- Easterners pay more attention to the social world
- Causal attribution differences

Cognitive Style

- Involve the form rather than the content of cognitive activity
- Cognitive styles are widespread dimensions that cut across the boundaries of the human mind...are holistic
 - Broader than cognition and include personality characteristics
- Consistent over time

Nine Dimensions of Cognitive Style

- *Field independence versus dependence*
- *Scanning*
- *Breadth of categorizing*
- *Conceptualizing styles*
- *Cognitive complexity versus simplicity*
- *Reflectiveness versus impulsivity*
- *Leveling versus sharpening*
- *Constricted flexible control*
- *Tolerance for incongruous or unrealistic experiences*

Summary

- Perceptual Patterns
 - Differences exist between cultures
 - Appear to be related to Worldviews
 - Useful part of understanding likely behaviors and planning influence operations
- Cognitive Style
 - Established approach used by educators
 - Observable from subject behaviors
 - Useful to understand decision-making process