

# Values/Beliefs/Worldview

## Establishing social identities

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# Overview

- What is a worldview?
- Why is it useful to BIA?
- Worldview construct
- What is Social Identity Theory?
- How do worldview & social identity relate?
- How is it useful to BIA?

# 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

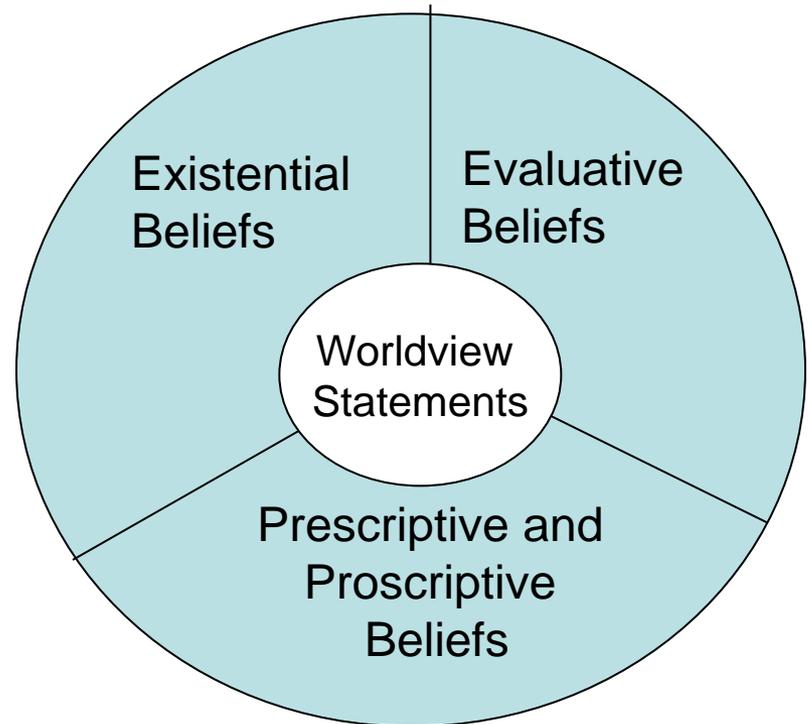
Accessibility

Recommendations

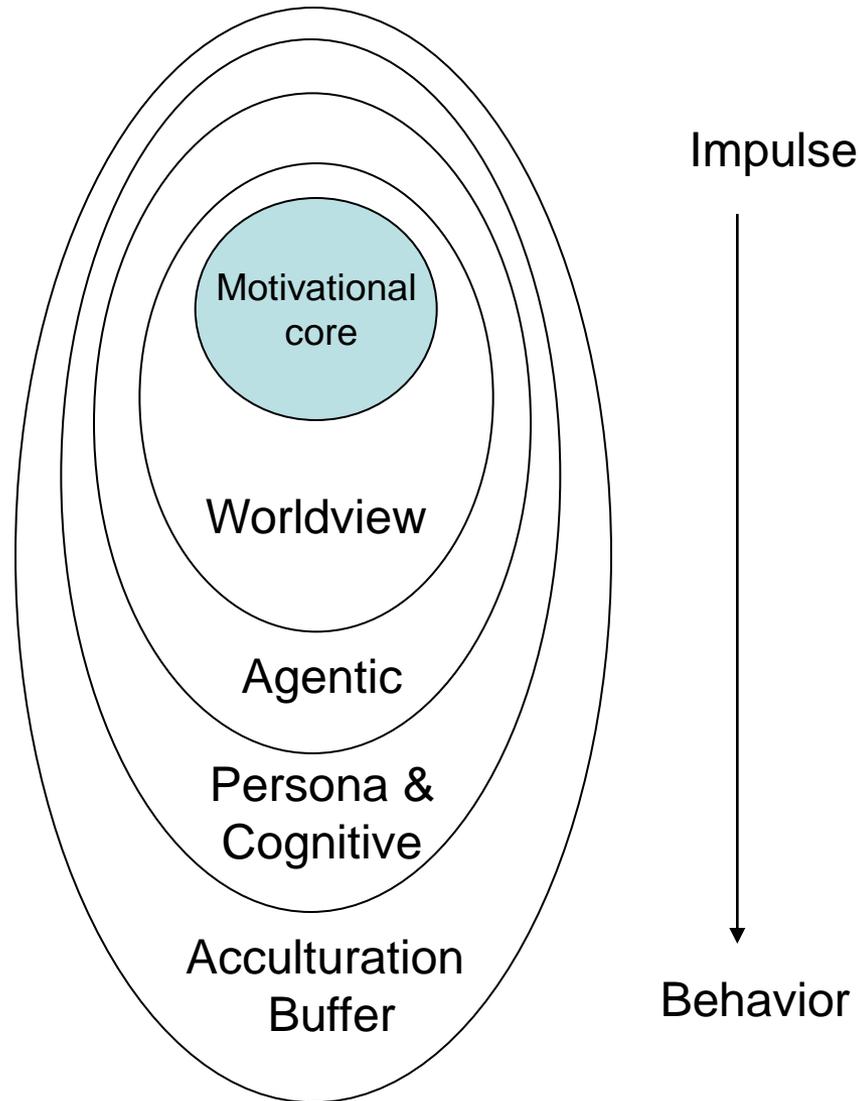


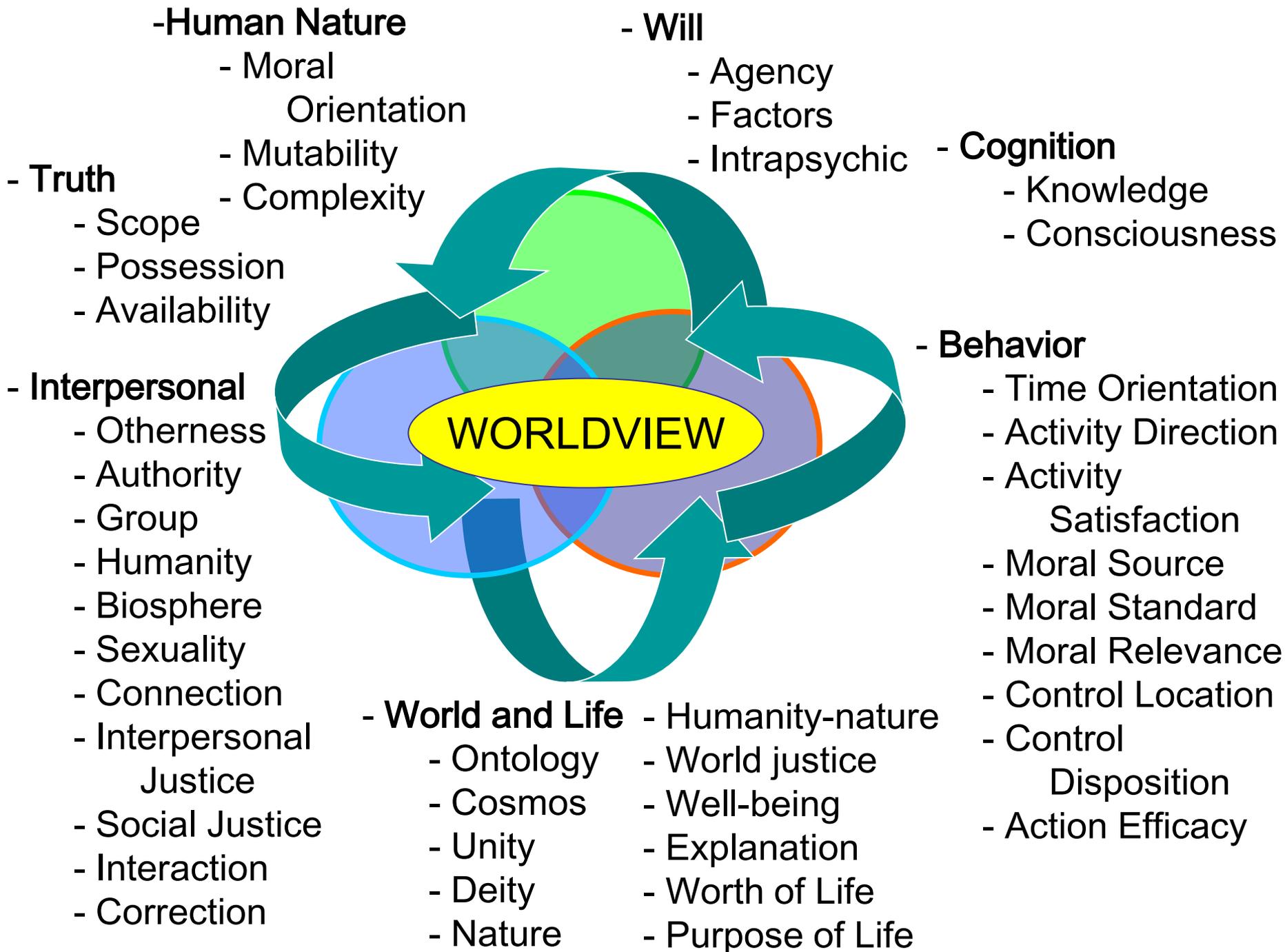
# Worldview

- Definition
- Impact on behavior
  - Cognition
  - Values
  - Worldview Research
  - Religion
- Mutability
- Variation
- Other approaches



# The Acting Self





# Worldview & BIA

- Venezuelan Status



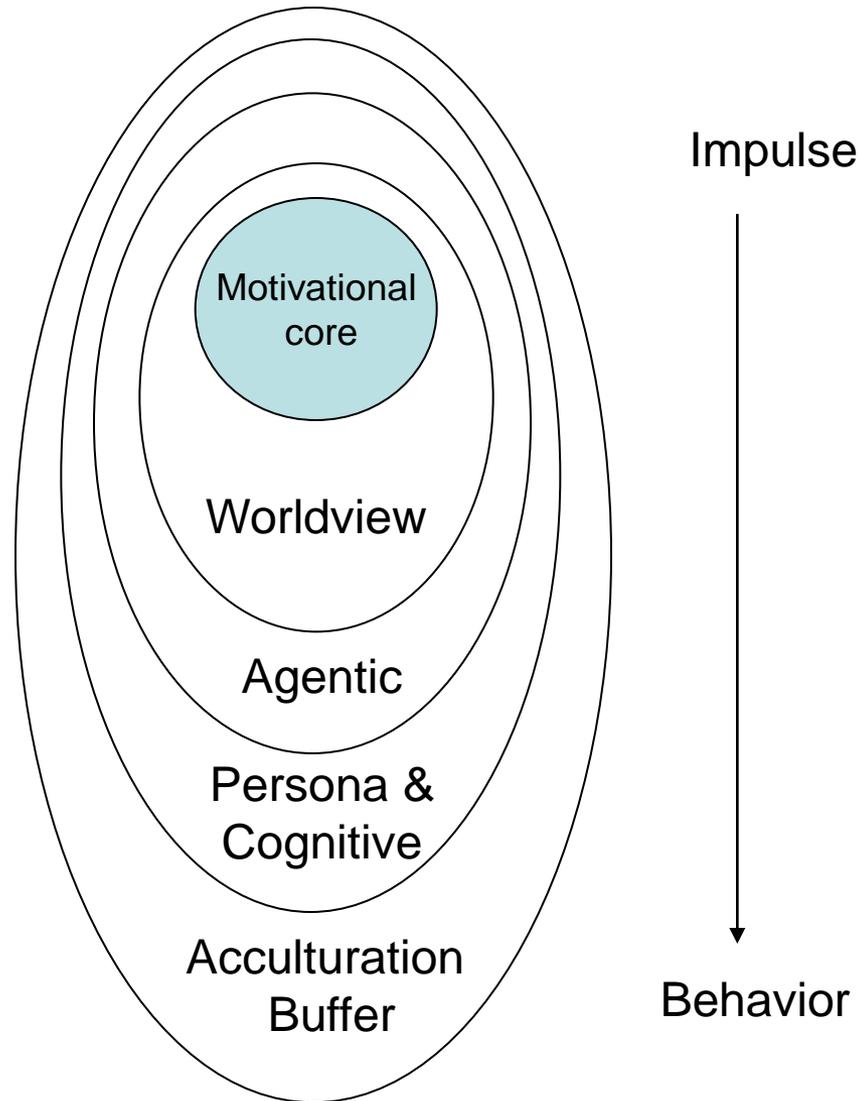
- Chinese Face



# Social Identity

- What is Social Identity?
- Importance of Context
- Relevant social identities
- Social Network Analysis

# The Acting Self



# Summary

- **Worldview**
  - Key construct to explain likely behaviors
  - Requires a degree of inference
  - Acculturation attenuates cultural impact
- **Social Identity**
  - Useful to understanding context of actor(s)
  - May vary between situations