

Joint Psychological Operations Support Element

***Information in Context:
From Individual to Culture***

***Behavioral Influences Analysis
Center Methodology Conference***



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The overall classification of this briefing is:

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Joint Psychological Operations Support Element



JPSE Mission Statement

- The Joint PSYOP Support Element plans, coordinates, integrates and, on order, executes *trans-regional* psychological operations to promote U.S. goals and objectives.
 - PSYOP: Convey selected information and indicators to foreign audiences to influence their emotions, motives, objective reasoning, and ultimately the behavior of foreign governments, organizations, groups, and individuals

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Research & Analysis Division

- **Conduct strategic R&A**
- **Conduct global/trans-regional target analysis**
- **Coordinate R&A with interagency, DoD and academia**
- **Provide analytical support to OSD/GCCs**
- **Monitor global/trans-regional PSYOP environment**
- **Develop/monitor PSYOP intelligence collection requirements**

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Target Audience Analysis

- **What is target audience analysis?**
 - Detailed, systematic examination of PSYOP relevant information
 - Used to determine how to elicit a specific behavioral response from a particular target audience
- **What does a target audience analysis seek to answer?**
 - What target audience will be most effective in accomplishing desired behavior response
 - What lines of persuasion will influence the target audience to achieve the objective



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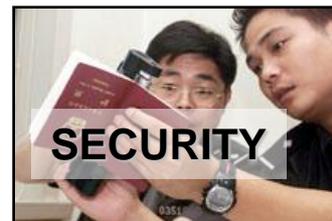


Target Audience Analysis

■ Approaches that inform target audience analysis

➤ Need

- Maslow's Hierarchy of Needs
- Alderfer's ERG Theory



➤ Individual Difference

- Big Five or Five Factor Model
- Achievement Orientation
- Intrinsic Motivation



➤ Cognitive

- Theory of Planned Behavior

➤ Cultural

- Cultural Attitudinal Database (CAD)

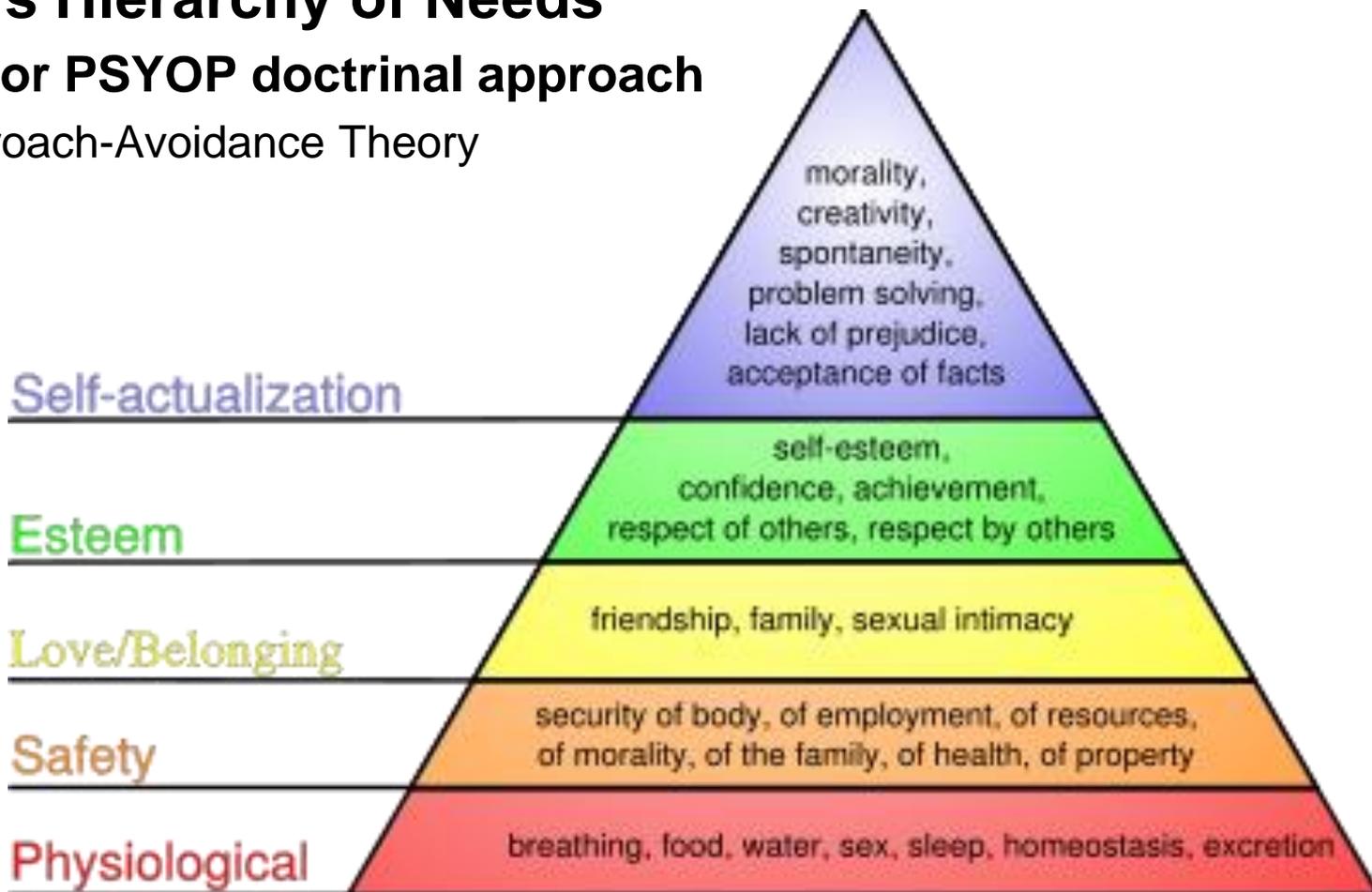




Maslow's Hierarchy

■ Maslow's Hierarchy of Needs

- Basis for PSYOP doctrinal approach
 - Approach-Avoidance Theory





ERG Theory

■ Alderfer's ERG Theory

- Existence, Relatedness, Growth
- Principle of Frustration Regression

Alderfer's Hierarchy of Motivational Needs

Level of Need	Definition	Properties
Growth	Impel a person to make creative or productive effects on himself and his environment	Satisfied through using capabilities in engaging problems; creates a greater sense of wholeness and fullness as a human being
Relatedness	Involve relationships with significant others	Satisfied by mutually sharing thoughts and feelings; acceptance, confirmation, understanding, and influence are elements
Existence	Includes all of the various forms of material and psychological desires	When divided among people one person's gain is another's loss if resources are limited



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The Big Five

DIMENSION	TRAIT	BEHAVIOR
Surgency (Extraversion)	Dominance Sociability	I like having responsibility for others I like to tell jokes and stories at parties
Dependability (Conscientiousness)	Achievement-Orientation Conformity Organization Credibility	I am a high achiever I rarely get into trouble I usually make "to do" lists I practice what I preach
Agreeableness	Friendliness Empathy Popularity	I am usually in a good mood I am a sympathetic person I have a large group of friends
Adjustment (Neuroticism)	Emotional Stability Self-Acceptance	I remain calm in pressure situations
Intellectance (Openness)		I like traveling to foreign countries

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The Big Five

- **Surgency (Extraversion)**
 - High: Mimi from “Drew Carey”
 - Low: Jerry Seinfeld
- **Dependability (Conscientiousness)**
 - High: Niles from “Frasier”
 - Low: Kramer, George, Bart Simpson
- **Agreeableness**
 - High: Kramer
 - Low: George Castanza
- **Adjustment (Neuroticism)**
 - High: Ripley from “Aliens”
 - Low: Elaine and George
- **Intellectance (Openness to Experience)**
 - High: Niles and Frasier Crane
 - Low: Marty Crane

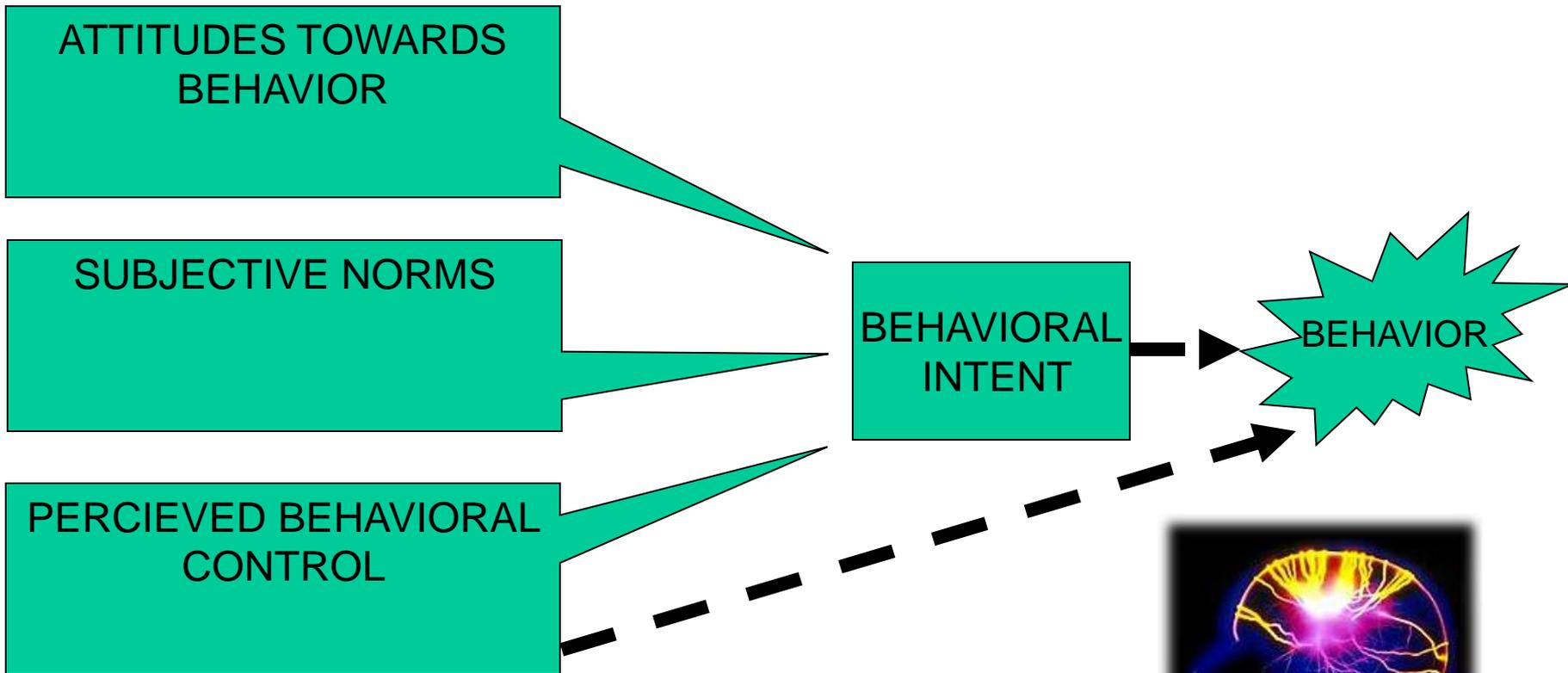


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Theory of Planned Behavior



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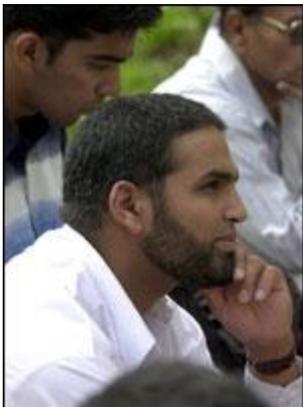
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Cultural Attitudinal Database

■ The CAD Survey collects data that measures universal cultural dimensions across cultures to assist in trans-regional PSYOP by:

- Informing target audience analysis: selection, conditions, vulnerabilities, lines of persuasion, susceptibility
- Providing quantitative data for PSYOP models and simulations
- Increasing understanding of foreign populations.



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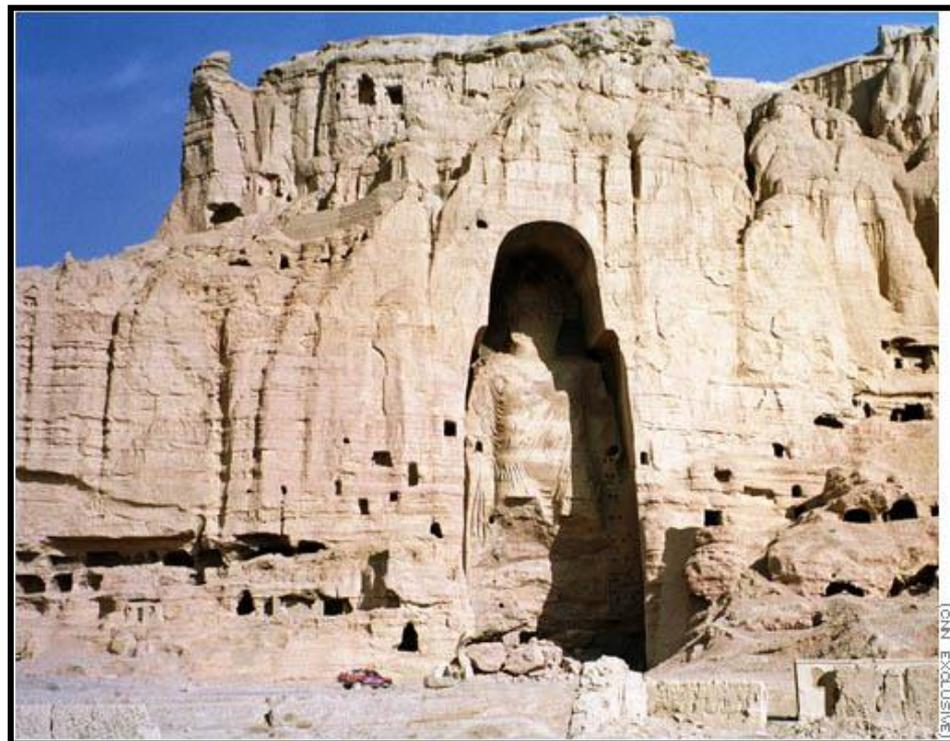
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Dimensions of Interest

- Honor
- Masculinity
- Femininity
- Individualism
- Collectivism
- PSYOP Techniques



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Techniques to Support Arguments

- Common man approach
- Testimonials
- Statistics
- Bandwagon
- In-group Out-group
- Legitimacy
- Inevitability
- Nostalgia
- Self interest



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Suggested Reading

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- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1998). The theory of reasoned action: A meta-analysis with recommendations for modifications and future research. *Journal of Consumer Research*, 15, 325-343.
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