

***Behavioral Influences Analysis Center***

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***Behavioral Influences Analysis  
Glossary***

# Glossary

**ACCESSIBILITY**: the capacity to communicate with, signal, or contact an adversary individual, group, or discrete population element; degree of access, from none to highly available.

**ADVERSARY**: a placeholder or metaphor for armed opponent, competitor, neutral actors, population groups in distress, etc.

**ATTITUDES**: feelings and *beliefs* that predispose an individual or group to decide or act (behave) in certain ways.

**BEHAVIOR**: deciding or acting in response to a situation or stimulus, resulting from the interplay of internal *motivations* and external *influences*

**BELIEFS**: ideas, relationships, or situations that an individual or group accepts as true or real

# Glossary

**DECISION**: a deliberate choice of a course of action from alternatives perceived as available, by an individual or group with authority

**INFLUENCES**: actions or information, used as incentives or inhibitors, to affect actual or contemplated *behavior*

**INFLUENCE NETWORK**: a conceptualization and/or graphical representation of the known or assumed entities – both individuals and groups – which represent the effective sources of information, advice, *motivation*, or obligation for an individual or small decision-making group; a pattern of interconnected nodes and “links of *influence*”

**INTENTION**: the purpose or desired result of a course of action; the *motivational* basis of planned behavior for an individual or group

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**MOTIVATION**: a need or desire that energizes and directs individual or group *behavior*

**OPINION**: a judgment or firmly held view about what appears as likely true; an individual or group perspective of truth or reality

**PERCEPTION**: sensory awareness and/or mental impression of an external situation or stimulus; interpretation of sensory input that represents reality for the individual

**PSYCHOSOCIAL**: pertaining to the interrelation of social factors and individual thought and *behavior*, especially in a given context or situation

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**PSYCHOSOCIAL NET ASSESSMENT**: an intelligence and open-source characterization of the worldview, predominant (internal and external) influences on, and likely perceptions of a foreign entity--- population sector, institution, or organization---of interest

**REACHBACK**: denotes refined analysis that we will do at NASIC at the operators request

**SUCCESS**: meaningful supporting Air, Space & Information Operators in achieving desired behavioral changes

**SUSCEPTIBILITY**: the capacity of a *vulnerable* target individual or group to behave in a manner we suggest or prefer

# *Glossary*

**VALUES**: accepted and internalized principles, judgments about importance, and standards of individual or group conduct

**VULNERABILITY**: an existing grievance, animosity, unmet need, or other condition, which may be exploitable by other individuals or groups

**WORLDVIEW**: the perceived position, role and status of the regime and its military with respect to the international community