**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
Glossary

**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
Glossary

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