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Analyzing Irregular Warfare (IW) using a Narrative Approach

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Marine Corps Combat Development Command (MCCDC)

75th MORSS
WG-32

Psychological Operations Doctrine

- **THE purpose of PSYOPs is to modify the behavior of a particular portion of the population to support the commander's intent and mission objective.**
- **PSYOPS doctrine seeks to identify population groups that have common goals and tend to have the same unfulfilled needs**
- **THE desire to fulfill, alleviate, or eliminate perceived needs motivates behavioral change.**
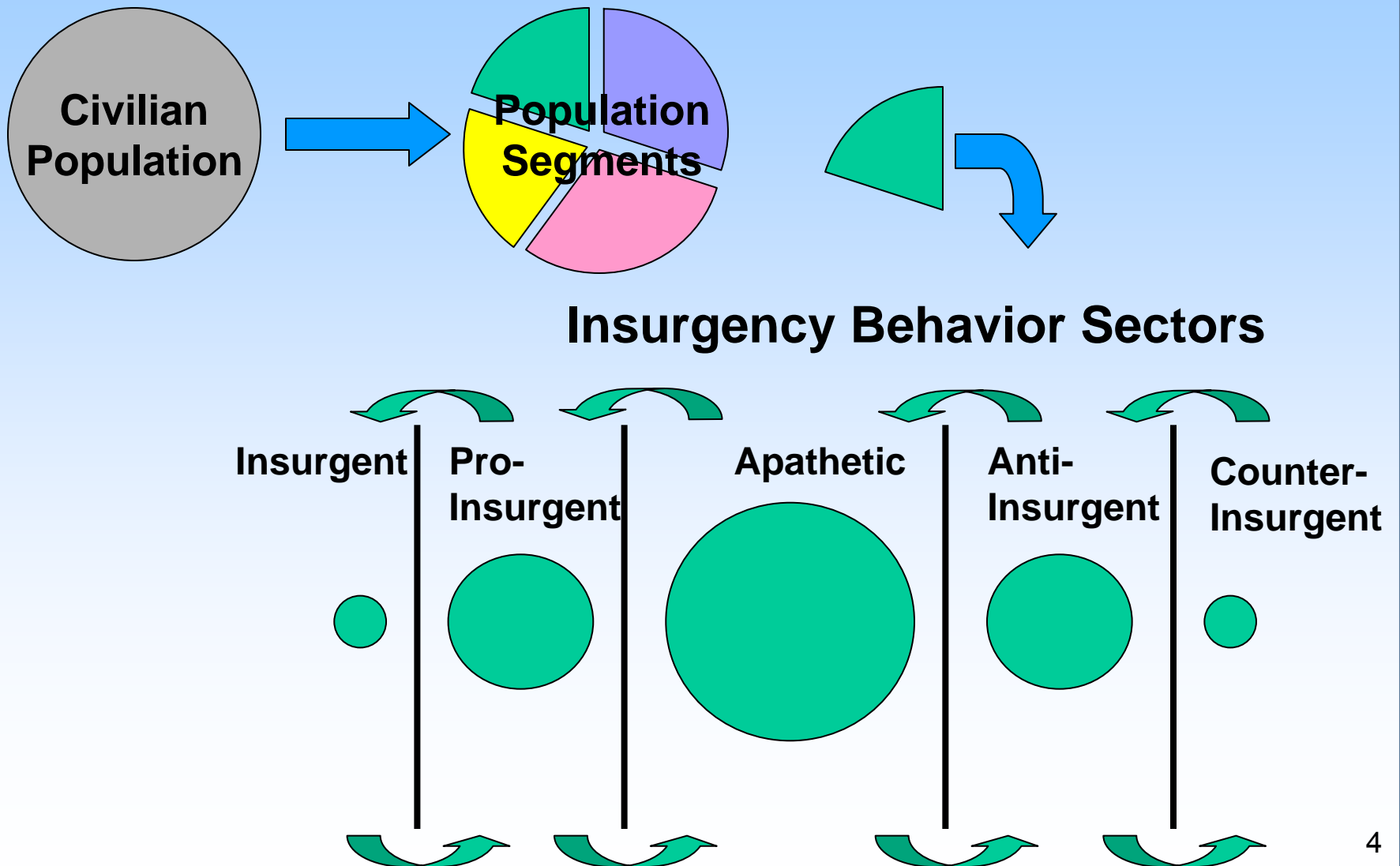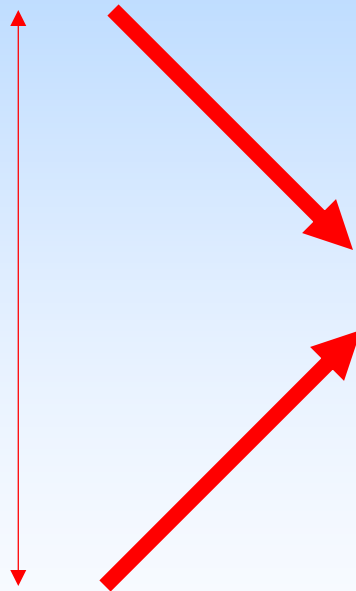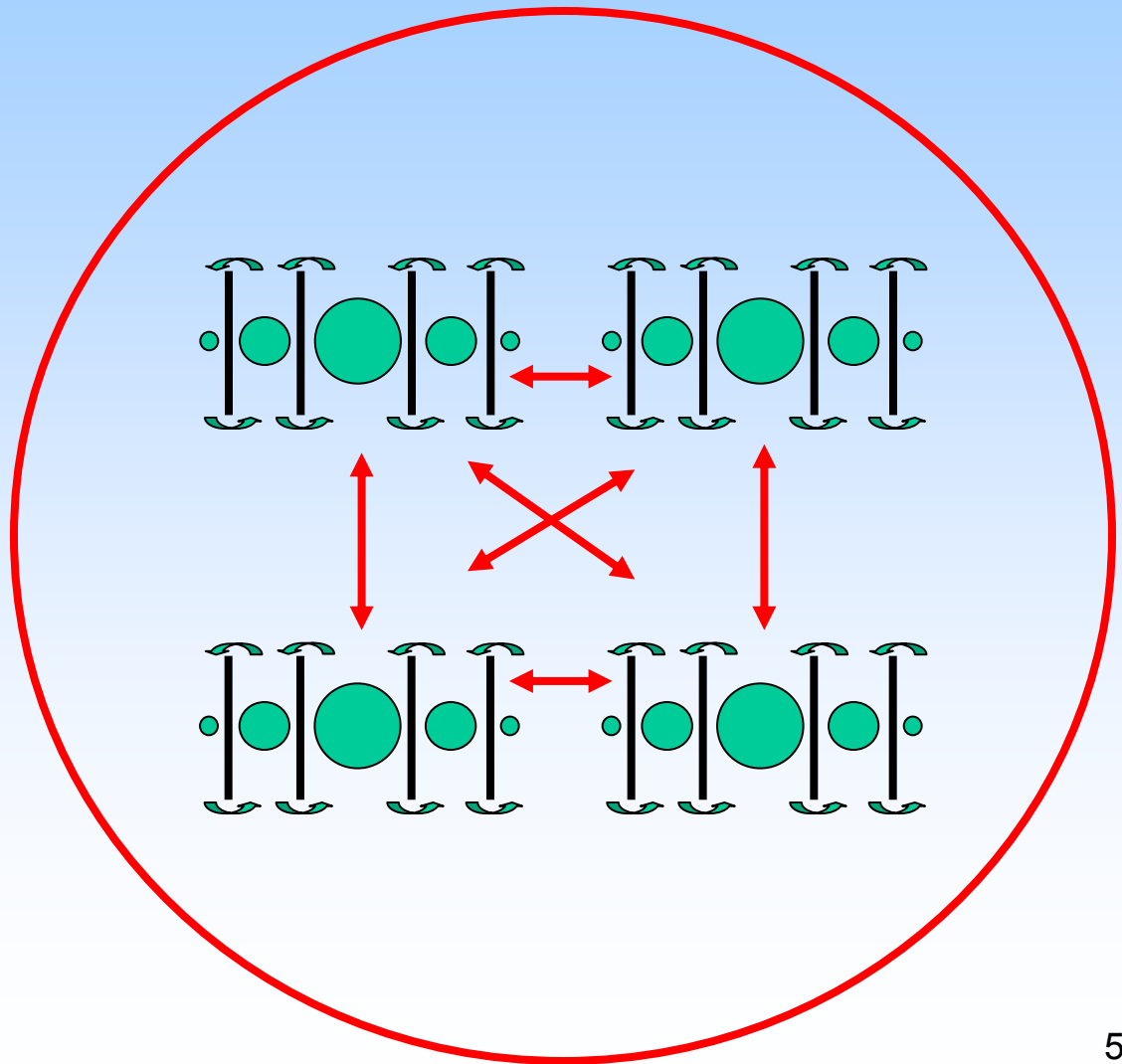
Insurgency Behavior Model

Insurgents

Counterinsurgents

Narrative Paradigm

- MANY behaviors are not explainable by prevalent social science theories. Modeling the irrational is exceedingly difficult

- THE narrative identity concept states that people are essentially storytellers - the way in which people explain and/or justify their behavior, whether past or future, has more to do with telling a credible story than it does with producing evidence or constructing a logical argument.

- EVERY person being perceives their life to be a pattern of narratives which entail their values, beliefs, and aspirations. A person passes and receives information in the form of narratives.

Narrative Paradigm

- THEREFORE, the world is a set of stories from which each individual chooses the ones that match his or her values.

- ALTHOUGH people claim "good" reasons for their decisions, these reasons include history, culture, and perceptions about the status and character of the other people.

- THE test of narrative rationality is based on the probability, coherence and fidelity of the stories that underpin the immediate decisions to be made.

Pythagoras Input

- **USING the Narrative Paradigm, a population segment's perceived needs are affected based on three factors:**

  - **NATURAL tendency of the population segment (the population's narrative- in our study, the population's narrative with respect to the insurgency)**
  - **EFFECT of other population segments on a population segment (how the population segment reacts to the narratives offered by other population segments)**
  - **EFFECT of current events on population segment (how the population segment incorporates current events into their narratives)**

Natural Tendency Of The Population Segment With Respect to an Insurgency

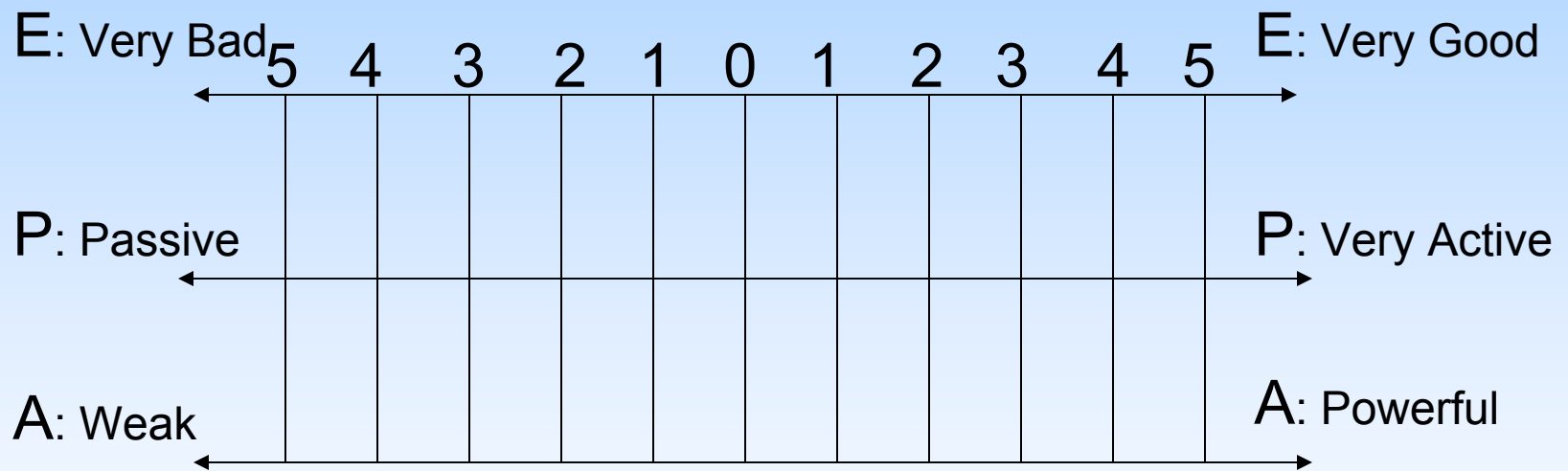|	Insurgent	Pro-Insurgent	Neutral	Pro-Counter Ins	Counter Insurgent
Insurgent	97.5%	2.0%	0.5%	0.0%	0.0%
Pro-Insurgent	0.3%	98.7%	0.0%	1.0%	0.0%
Neutral	0.0%	0.5%	99.0%	0.5%	0.0%
Pro-Counter Ins	0.0%	2.0%	0.0%	97.7%	0.3%
Counter Insurgent	0.0%	0.0%	0.5%	2.0%	97.5%
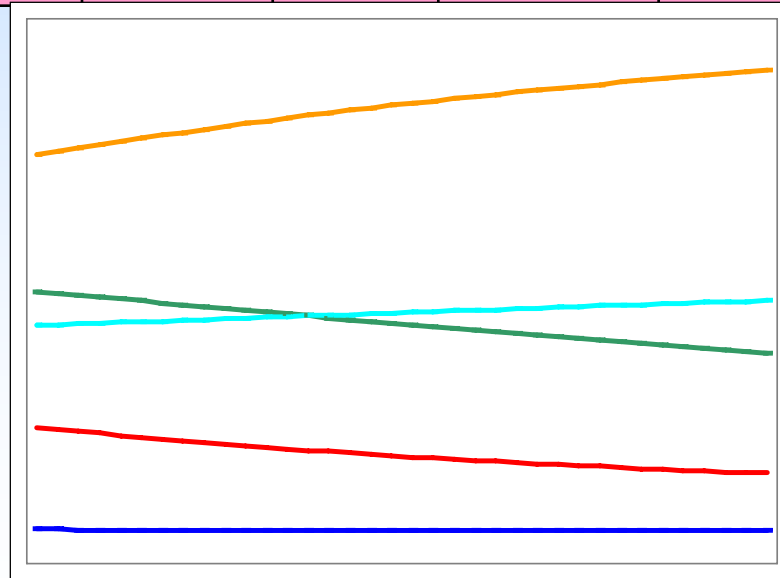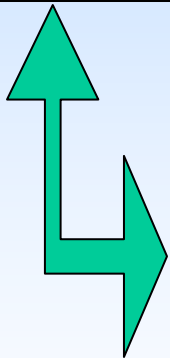
Effect Of Current Events On Population Segment

- ## **Charles Osgood's Semantic Differential**
  - OSGOOD'S method is a development of the Likert Scale in that Osgood adds in three major factors or dimensions of judgment:
    - EVALUATIVE factor (good - bad)
    - POTENCY factor (strong - weak)
    - ACTIVITY factor (active - passive)
  - SEMANTIC differential is widely used in advertising and marketing research, including questionnaires, interviews and focus groups. The versatility of uses with bipolar adjectives and the simplicity of understanding them have made it ideal for consumer questionnaires and interviews.
  - THERE are several large scale surveys done, providing data on EPA values for over 1000 different actions, emotions and people, led by David Heise, Department of Sociology, Indiana University

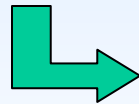# Effect Of Other Population Segments On Population Segment

E: Very Bad   5   4   3   2   1   0   1   2   3   4   5   E: Very Good

P: Passive   P: Very Active

A: Weak   A: Powerful

Salience= $E\sqrt{(P^2+A^2)}$

Effect Of Current Events On Population Segment

Action/ Emotion	E	P	A
Abandon	-2.28	-0.48	-0.84
Applaud	2.15	1.63	1.62
Condemn	-1.86	1.12	-0.17
Denigrate	-1.73	-0.13	-0.08
Embrace	2.8	1.56	0.36

Salience= $E\sqrt{(P^2+A^2)}$

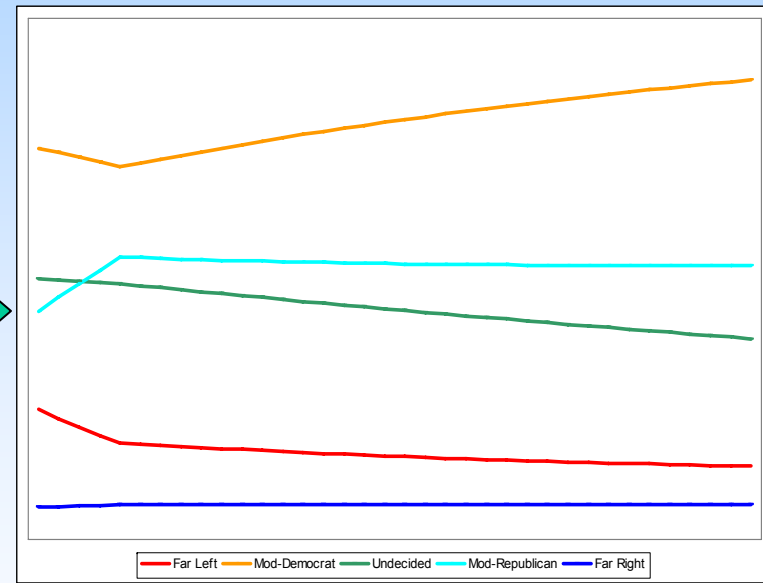| Action/ Emotion	Salience
Abandon	-7.00
Applaud	10.45
Condemn	-7.25
Denigrate	-5.98
Embrace	11.85

Effect Of Current Events On Population Segment

Original
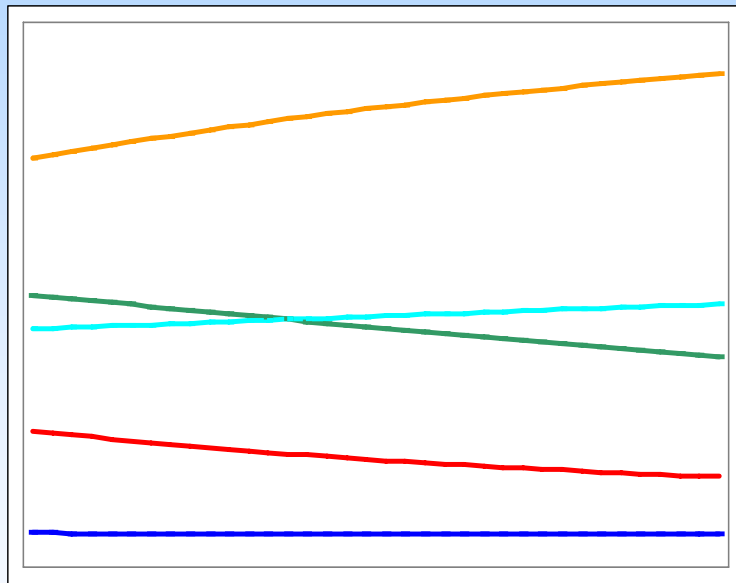
Influenced by current Event

Questions?

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