

VALUE DIFFERENCES: A STARTING POINT FOR INFLUENCE

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COGWAR: A BATTLE OF NARRATIVES

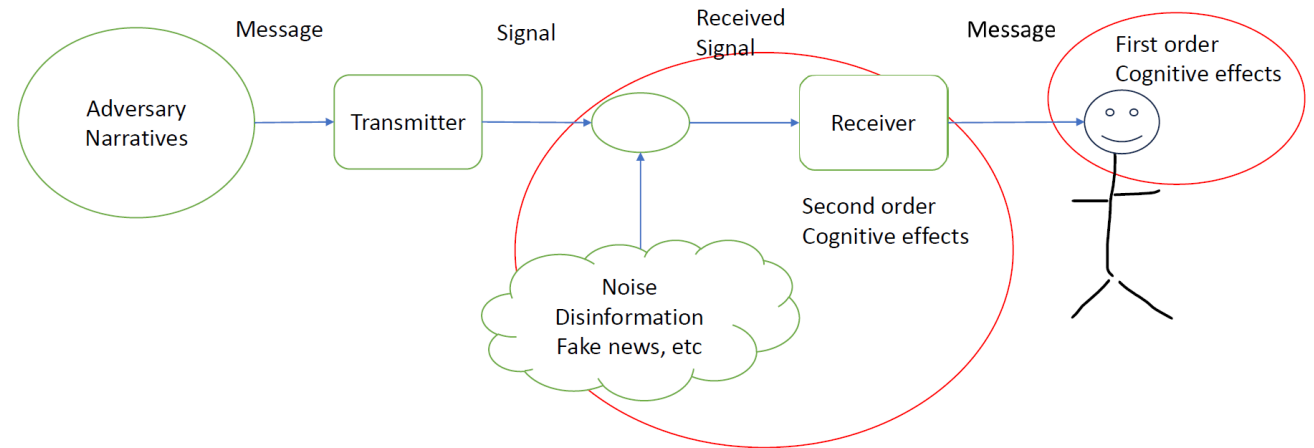
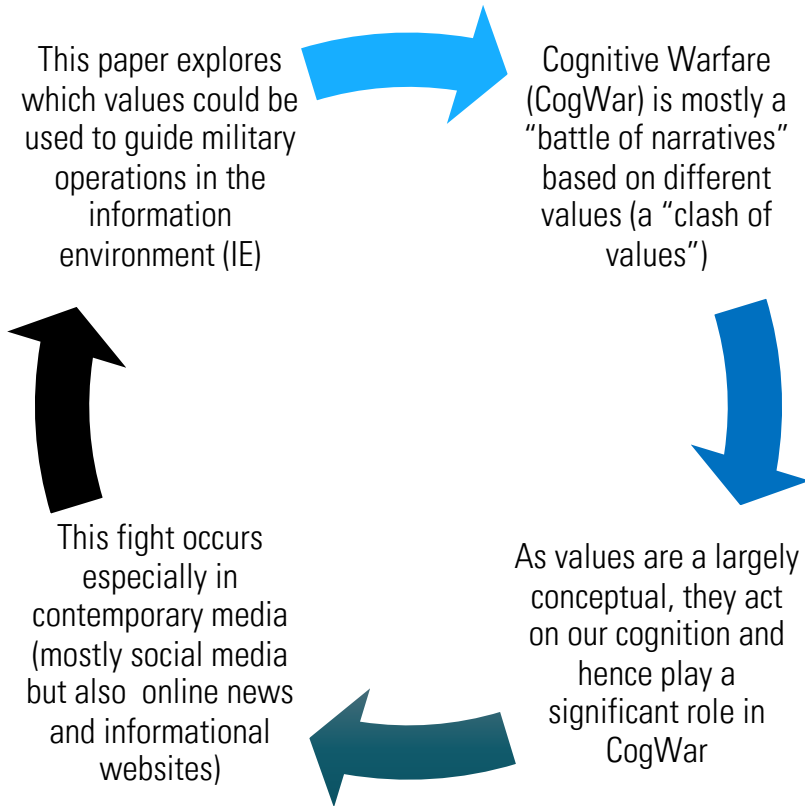


Fig. 1: Radius of cognitive effects overlaid on Shannon's *Theory of Communication* (Shannon, 1948)

WHY ARE VALUES IMPORTANT?

- NATO military power is designed to defend democratic values (e.g., the rule of law, freedom, etc.).
- Such values have near-equivalence of meaning across cultures and explain the motivational bases of attitudes and behaviour (Schwartz, 2012), but have *flavours* (i.e., meaningful differences but also a large overlap in interpretation and enactment).
- Narratives that have common values and flavours can be proactively supported while narratives that display autocratic values could be influenced with factual data and well-researched information.



RESEARCH DESIGN OBJECTIVES

- The purpose of the study is to explore the role of values in determining the nature of narrative use in cognitive warfare.
- The research starts with an exploration into values and the importance of understanding the context from which values are derived.
- We hypothesised that there are significant common values that exist between democratic countries - specifically within NATO nations - that tend towards universalism from the Schwartz model (Schwartz, 2012) which is based on individual values defined in terms of motivational goals (Schwartz, 2017).
- To test this assumption, three case studies were formulated which gathered values and mapped them onto the chosen model.

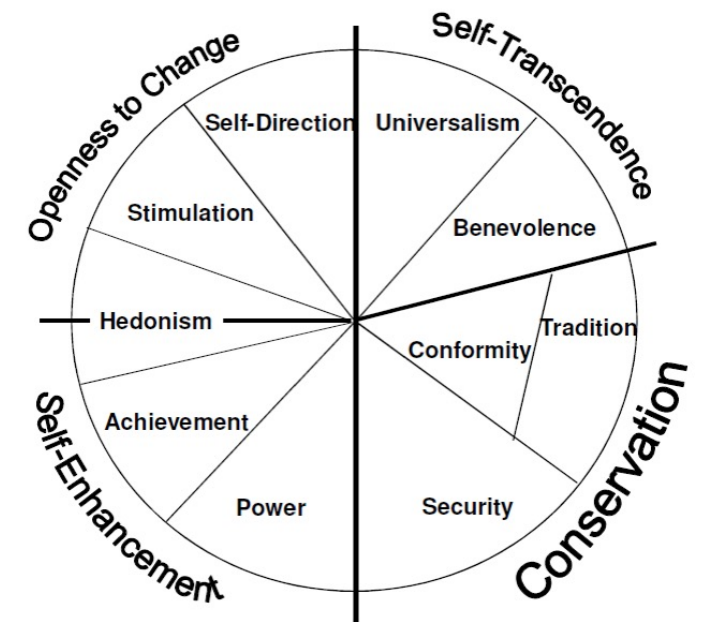


Fig. 2: An overview of the Schwartz Theory of Basic Values (Schwartz, 2012)

CASE 1: IST-195 VALUES COLLECTION



Values identified by participants	Values mapped onto the Schwartz model
Connection	Benevolence
Communication	Security
Honest	Benevolence
Knowledge	Achievement
Humour	Stimulation
Entertainment	Hedonism
Friendship	Benevolence
Fun	Hedonism
Relationship	Benevolence
Family	Benevolence

Tab. 1: Top values from IST-195-RSY (Symposium on “Societal Challenges for Operations in the Information Environment”) survey by frequency mapped to Schwartz model. Data from a list of 97 “value words” collected from 80 participants, representing all NATO countries, Stockholm, 4-5 Oct. 2022).



CASE 2: FAR-RIGHT EXTREMISM THROUGH THE LENS OF VALUES

- Research study carried out to investigate the French fachosphere (Dec. 2019-Dec. 2020)
- Content-analysis approach developed to explore posts and messages of far-right extremist groups on online platforms
- Guidance: symbols, images, keywords and concepts already known as related to far-right extremism
- Context and motivation of the study:
 - Rise of the French fachosphere - tacitly accepted concept with tangible impact on the society
 - Fachosphere: a space for communication, propaganda, recruitment, action and interaction of extreme right-wing groups
 - Extremist groups are clearly identified in the society
 - Various activities against the law and cultural habits of the society
 - Intensive use of online platforms for communication, propaganda and recruitment
- Results: identification of extremist vs. non extremist content (selecting extremist content and discarding neutral content)

CASE 2: FAR-RIGHT EXTREMISM THROUGH THE LENS OF VALUES



Colours of the French faschosphere and their values

- **Fundamentalists:** defend traditional model of society

We know who we are, we know the place we deserve and we defend our place

- **Defenders:** identify significant threat and provide protection

Survivalist (pollution is a threat), xenophobes (the foreigner is a threat)

- **Nostalgics:** defend old-time values and visions of the society

Royalist, neo-nazi, nationalist, anti-European

- **Fighters:** call for action and start to fight against a threat

Defenders and fundamentalist in a hurry: threats are everywhere and we need to act NOW!

Category	Values specific to categories	Values mapped onto the Schwartz model
Fundamentalists	Identity, tradition, culture, territory	Tradition, security, conformity
Defenders	Family, religion	Benevolence, security, conformity
Nostalgics	History, nation, heritage	Tradition, benevolence
Fighters	Justice, social order, truth	Benevolence

Tab. 2: Specifies values and features of extremist content in French social media

CASE 3: TOP SIX BEST COUNTRIES 2023 VALUES



Country	Values	Values mapped onto the Schwartz model
Switzerland	Environment, freedom, sobriety, thrift, tolerance, punctuality, sense of responsibility, neutrality, promotion of worldwide peace (eDiplomat, 2023)	Universalism, conformity, security
Canada	Fairness, inclusion, democracy, economic security, safety, sustainability, diversity, equity, health (Canadian Index of Well Being)	Universalism, conformity, security
Sweden	Honesty, responsibility, justice, humour, happiness, togetherness, meaningfulness, involvement, teamwork, adaptability (Shipley, 2010)	Universalism, conformity, security, Benevolence
Australia	Respect for the freedom and dignity of the individual, freedom of religion, commitment to the rule of law, parliamentary democracy, equality of opportunity for all people, mutual respect, tolerance, compassion, English language as the national language (Australian Values, 2023)	Universalism, conformity, security, benevolence
United States	Freedom (speech, press, religion), democracy, equality, justice, diversity, independence, individualism, self-government, efficient use of time, informality, consumerism, innovation, directness, meritocracy, nationalism. (Difficult Questions - American Values, 2017)	Universalism, conformity, security, self-direction, achievement, benevolence
Japan	Harmony (with people, nature, taste, a flow, universe), belonging, group harmony, collectiveness, age/seniority, group consensus, cooperation, quality (Uchitani, 2019)	Universalism, conformity, security, benevolence

Tab. 3: Values for the 2023 top six countries and how each maps into the Schwartz model (Data: U.S. News Staff covering 73 country attributes)

CONCLUSIONS AND FUTURE RESEARCH

The values in the Top Countries all included universalism, conformity, security, with benevolence appearing in two thirds of the results.

Universalism is present in values associated with the top six countries for quality of life and is absent from the French fachosphere.

Benevolence is present in all three case studies and hence cannot be used as a differentiator of democratic vs autocratic messaging and narratives.

It is likely that use of the Schwartz model will require greater context given to values (value flavour) to better differentiate between democratic and autocratic narratives.

The research will need to look at how combinations of values such as power, security, conformity can help better differentiate narrative values.

The research will need to be conducted to determine how the collection of individual values relates to aggregated values and the effect of societal behaviour.

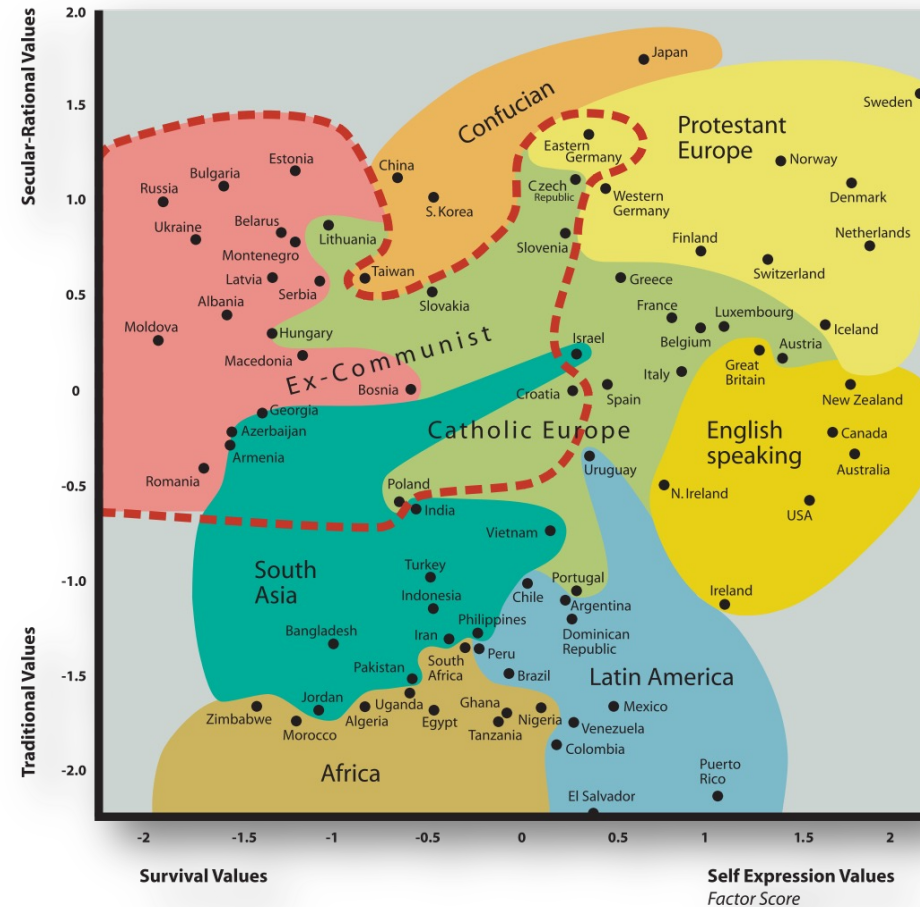


Fig. 3: Inglehart-Welzel cultural map

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"That's all Folks!"

Thanks for your attention!

La commedia è finita!