

# Applying Psychological Theory To Public Diplomacy: How U.S. Government Programs Counter Violent Extremism

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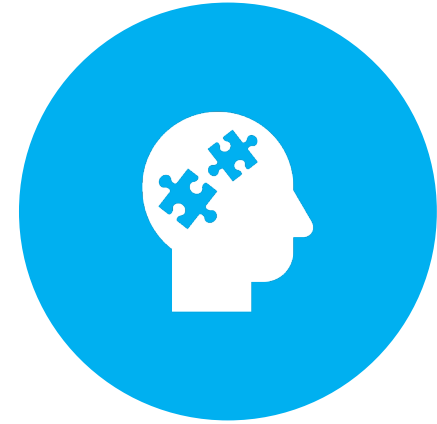
# CURRENT PSYCHOLOGICAL RESEARCH



ROOT CAUSE  
EXPLANATIONS



PSYCHOLOGICAL  
TRAITS



RADICALIZATION  
PROCESS

## THREE PILLARS OF RADICALIZATION THEORY (“3 NS”)

Needs (Quest for Significance)

Narratives

Networks



# U.S. GOVERNMENT PUBLIC DIPLOMACY AGENCIES

U.S. Department of State

# PUBLIC DIPLOMACY TECHNIQUES

## INFORMATIONAL

(Media messaging)

- State Dept: CT, GEC, Embassies
- USAGM

## RELATIONAL

(Community-based programs)

- State Dept: CT, ECA, Embassies
- USAID

# PUBLIC DIPLOMACY TECHNIQUES

## INFORMATIONAL

(Media messaging)

- State Dept: CT, GEC, Embassies
- USAGM



## RELATIONAL

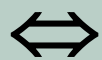
(Community-based programs)

- State Dept: CT, ECA, Embassies
- USAID



Radicalization  
process  
(3 Ns)

NEEDS



NARRATIVES



NETWORKS



# U.S. GOVERNMENT STRATEGIES AND INTERVENTIONS

Needs



<b>CVE TOOLBOX</b>	<b>Narratives</b>	<b>Networks</b>
<b>U.S. Department of State</b>		
<b>Bureau of Counterterrorism (Informational and relational approach)</b>	Peer to Peer	Strong Cities Network Young Cities
<b>Global Engagement Center (Informational approach)</b>	Defeat ISIS Campaign Djibouti Messaging Training The Way Forward	
<b>Bureau of Educational and Cultural Affairs (Relational approach)</b>		International Visitor Leadership Program Citizen Exchanges English Access Microscholarship
<b>Regional Bureaus and Embassies (Informational and relational approach)</b>	Sawab Messaging Center	Syrian Refugee Youth and Theater Madrasa Youth in Kyrgyzstan
<b>U.S. Agency for International Development (Relational approach)</b>		Trans-Sahara Partnership Niger CVE Network Somali Youth Learners Initiative
<b>U.S. Agency for Global Media (Informational approach)</b>	Not in Our Name Raise Your Voice Benar News	

# CVETOOLBOX: SUMMARY OF PROGRAM TECHNIQUES

Informational programs (targeting narratives):

# Questions?

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