

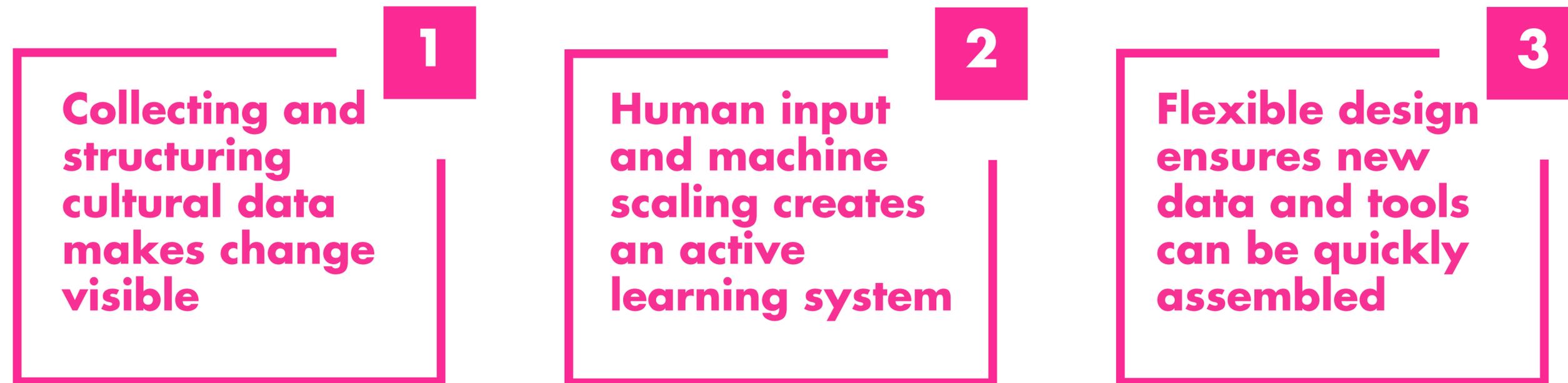
# **TRENDS & DEVELOPMENTS IN TERRORIST NARRATIVES AND POSSIBLE RESPONSES**

Prepared for the United Nations | January 28, 2019

We are a tech-led cultural consultancy  
focused on interpreting and acting on  
accelerating change.

# Our Guiding Principles

We collect and structure cultural data using social and data science techniques to ensure that analysts uncover the critical insights that lead to better strategy.



Agency News →

# DEFENSE DEPARTMENT, SPARKS & HONEY TEAM UP TO FIGHT TERRORISM

By [Lindsay Stein](#). Published on February 28, 2017.



## CULTURAL INTELLIGENCE

Living Segments

Overview

Segments

Location

Signals

Filter

Today Week Month Year Custom

| Advertisers | Engagements | Builders | Victims | Maintainers | Noise | Challengers |
|-------------|-------------|----------|---------|-------------|-------|-------------|
| 12,408      | 6,249       | 2,051    | 921     | 10,721      | 9,316 | 1,402       |

Results: 22,531 signals

Sort by latest

What can I help you with?

A Four-Year-Old Boy Used Siri to Save His Unconscious Mother's Life

Google Web review: The best way to market your entire home with...

Consistent connection FTW: This is an example of an insight.

The new Google Web is here. Really, it's worth the wait! Here's ONE TV full review. The new Google Web is here. Really, it's...

When a young boy identified only as Roman couldn't wake up his unconscious mother, he did what any modern technology-savvy four-year-old would do: He used his mother's "Siri" to unlock her phone, and then called 911 to call emergency services. The boy's mother could not help mother, but the husband expressed...

Consistent connection FTW: This is an example of what an insight looks like.

AN  
ITERATIVE  
APPROACH

## PLAYBOOK

**CHAPTER I: STRATEGY**

**1 Trigger**

- Social Monitoring
- Intelligence Briefings
- Internal Requests
- Product: Trigger Report

**2 Trigger Evaluation**

- Evaluation Session
- Critical Trigger Alert
- Research Parameters
- Product: Research Brief

**3 Cultural Intelligence**

- Trend Analysis
- Objective Development
- Product: Creative Brief

**CHAPTER II: CONTENT**

**4 Planning**

- Message
- Channel
- Product: Communications Plan

**5 Creative**

- Idea Development
- Communication Tactics
- Refinement
- Product: Creative Blueprint

**6 Production**

- Plan
- Asset production
- QA and Approval
- Product: Initial Assets

**CHAPTER III: DISTRIBUTION**

**7 Distribute**

- Media Planning
- Media Buy
- Deployment
- Product: Live Campaign

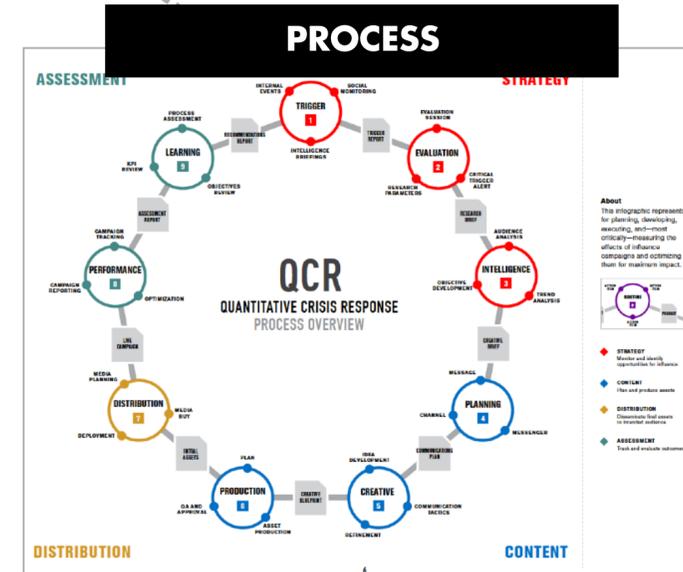
**CHAPTER IV: ASSESSMENT**

**8 Performance**

- Campaign Tracking
- Campaign Reporting
- Optimization
- Product: Assessment Report

**9 Learning**

- Objectives Review
- KPI Review
- Process Assessment
- Product: Recommendations Report



## USE CASES

**CAMPAIGN CONCEPT**

**Summary**

Strategic analysis prioritized a territory for social media CVE influence campaigns. The hashtag #growingupmoroccan demonstrated that there was positive reaction to narratives highlighting culture. Through Planning, Creative, and Production, content was created to amplify the #growingupmoroccan conversation.

**Findings**

Seeing #growingupmoroccan content through influencer activation could inspire more organic conversation. Strategic analysis pointed to Facebook, Instagram, and Twitter as ideal platforms, so photographs were selected as the optimal media for Facebook and Twitter.

**Methodologies**

1. Planning: Alignment of Message, Messenger, and Channel (See Image 1a)

Selecting the Message, Messenger, and Channel for influence campaign was driven by the insights uncovered during strategic analysis. Formalizing these selections in a communications plan aligns the creative goals with clear and relevant KPIs.

2. Creative: Developing draft #growingupmoroccan content

Idea Development

From our research, we found that building an implicit online presence for the hashtag #growingupmoroccan (creative content) to play off of and reaffirm identity would be a...



By **sparks & honey**

# AI-Powered Insights to Superpower Analysts

## Categorizes & Pattern Matches Culture

Each new piece of content is processed, structured, and categorized against the proprietary sparks & honey trends taxonomy which is trained on eight years of cultural intelligence from our strategists.

## Structures and Normalizes Each Signal

Our machine learning algorithms ensure each signal is summarized, and mined for key topics. Q also scores for sentiment, cultural energy and signal exposure level.

## Dynamically Zeroes in on the New & Emerging

Q's AI dynamically identifies both common and unique fringe signals, unlocking the ability to zero in on emerging concepts quickly and with confidence.



## Cultural Quantification, Clustering and Data Visualization

The system automatically groups signals into clusters based on natural similarities, and leverages AI to name each cluster before quantifying future growth and power potential.

## Operates at Global Scale

Q collects signals from over 50 markets in 12 languages. While clever decisioning on the backend ensures that signals are processed by models optimized for each market, Q's interface tools ensure users can build in language queries and translate signals on demand.

## **Search for Any Subject**

Execute a query against  
40M+ signals

## **Trend & Pattern Identification**

Zoom in on key trends, patterns, and topics

Isolate emerging conversations

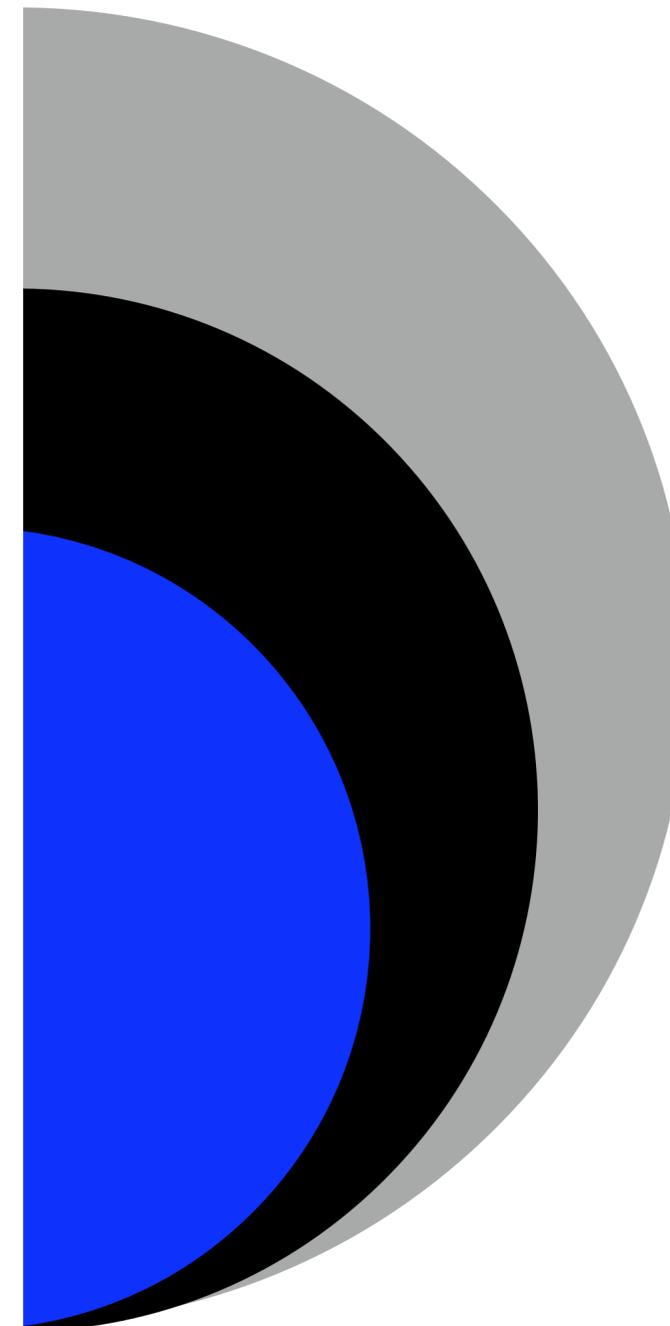
\*\*Score key media and influencers to  
understand potential exposure & impact

## **Analysis**

Quickly assess existing narratives

Highlight key conversation loci, influential  
signals, memes, and related trends

Develop quick turn implications &  
recommendations



Q™ | Lone Wolf Events & Stoc... x +

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Lone Wolf Events & Stochastic Terrorism

Filter these Results [Icons]

Relevant with Highlights

[Grid Icon]

[Network Icon]

[Color Bar Icon]

[Map Icon]

[Document Icon]

**Next Steps**

Look at EoCs over

Add Custom

|  |  |  |   |  |
|--|--|--|---|--|
| <p>Al Jazeera</p> <p>New Zealand was warned a terror attack was possible</p> <p>Common</p> <p>4m</p> <p>-5</p>       | <p>TheJournal.ie</p> <p>'White-genocide theory' a core motivation for extre...</p> <p>Common</p> <p>5m</p> <p>-4</p>       | <p>Limerick Leader</p> <p>Band of brothers: Norwegian siblings and Limerick blacksmith hon...</p> <p>Unique</p> <p>1m</p> <p>-11</p> | <p>Deviantart</p> <p>Ebony Wolfe</p> <p>DEVIART</p> <p>Unique</p> <p>3m</p> <p>-2</p>                               | <p>TheLocal.it</p> <p>'Someone has to pay': Italy reeling after school bus hijack</p> <p>Unique</p> <p>3m</p> <p>-2</p>      |
| <p>Canindia News</p> <p>Christchurch was 'lone wolf' attack</p> <p>Common</p> <p>3m</p> <p>-5</p>                    | <p>The Indian Express</p> <p>'Disgusting and deplorable': Netizens slam Australia...</p> <p>Common</p> <p>5m</p> <p>-7</p> | <p>Vox</p> <p>Far-right Australian senator blames New Zealand attack on...</p> <p>Common</p> <p>3m</p> <p>-6</p>                     | <p>Mainchi</p> <p>Suicide bomber attacks Indonesian police station, injuri...</p> <p>Common</p> <p>3m</p> <p>-4</p> | <p>Japan Today</p> <p>White nationalist movement spreads, pushing lone-wolf...</p> <p>Common</p> <p>4m</p> <p>-2</p>         |
| <p>CNN</p> <p>Thwarted terrorist plot in Times Square reveals ISIS' lingeri...</p> <p>Common</p> <p>3m</p> <p>-7</p> | <p>The Daily Beast</p> <p>America Under Attack by White Supremacists Acting...</p> <p>Common</p> <p>6m</p> <p>-3</p>       | <p>Borneo Post Online</p> <p>Militant attack kills 4 in Lebanon's Tripoli</p> <p>Common</p> <p>2m</p> <p>-3</p>                      | <p>The Irish Times</p> <p>The Christchurch Massacre and the White Power...</p> <p>Common</p> <p>7m</p> <p>-2</p>    | <p>The Irish Times</p> <p>New Zealand security services under scrutiny after mosque...</p> <p>Common</p> <p>5m</p> <p>-5</p> |

**("lone wolf" OR lonewolf OR stochastic) AND (attack OR terror) NOT (football OR WWE)**

1,476 Signals

[Hexagon] [Info] [CSV]

**Top Trends**

Select all / none

- extreme safety Signals
- extremism Signals
- moral imperative Signals
- shadow world Signals
- perceptual diversity Signals
- squealing Signals
- un-free Signals
- outsiders welcome Signals

Live Chat

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# Lone Wolf Events & Stochastic Terrorism

**Next Steps**

Look at EoCs over

Add Custom

**Politics**  
73.7% of Signals

**Government Policy**  
19.8% of Signals

**Miscellaneous**  
6.5% of Signals

**("lone wolf" OR onewolf OR stochastic) AND (attack OR terror) NOT (football OR WWE)**  
1,476 Signals

Top Trends  
Select all / none

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Lone Wolf Events & Stochastic Terrorism

**T** technology **M** message

**Commonalities**

**("lone wolf" OR onewolf OR stochastic) AND (attack OR terror) NOT (football OR WWE)**  
1,476 Signals

**Top Trends**  
Select all / none

- extreme safety Signals
- extremism Signals
- moral imperative Signals
- shadow world Signals
- perceptual diversity Signals
- squealing Signals
- un-free Signals
- outsiders welcome Signals

**Next Steps**  
Look at EoCs over

Add Custom +

Your Insight

Live Chat

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <p>The Daily Signal</p> <p>Staying Safe During the Holiday Season</p> <p>5m</p>   | <p>UPI</p> <p>FBI study: 'Lone wolf' attacks rare in U.S.;...</p> <p>4m</p> | <p>U.S.</p> <p>Militia leaders warn Virginia gun rally coul...</p> <p>5m</p>          | <p>RT International</p> <p>ISIS claims responsibility for London Bridg...</p> <p>3m</p> | <p>Sunday Post</p> <p>Prisons have become training grounds for...</p> <p>3m</p> | <p>Mail Online</p> <p>ISIS fanatic, 25, planning 'lone wolf' terror...</p> <p>10m</p> |
| <p>Daily Kos</p> <p>'Lone wolf': That term does not mean what yo...</p> <p>2m</p> | <p>BET</p> <p>Copwatch: What Happens After You...</p> <p>8m</p>             | <p>Wsws.org/rss/en.xml</p> <p>Large Berlin solidarity protests again...</p> <p>7m</p> | <p>Lawfare</p> <p>The House Judiciary Committee's...</p> <p>10m</p>                     | <p>Mail</p> <p>Feds: Man plotted NYC knife attack in...</p> <p>2m</p>           | <p>Hamodia</p> <p>IDF Warns Hamas to Rein In Islamic Jihad</p> <p>1m</p>              |
| <p>Lassen News</p> <p>Lone wolf kills Plumas calf, injures another</p>            | <p>WayneDupree</p> <p>REPORT: ISIS Fighter Blows Himself Up Af...</p>       | <p>Medium</p> <p>El Paso Was Terrorism, Dayton Wasn...</p> <p>11m</p>                 | <p>MintPress News</p> <p>Did Bill Barr Call His Shot? Unanswered...</p> <p>21m</p>      | <p>One News Page</p> <p>Scaramucci: 'There's Definitely...</p>                  | <p>The American Prospect</p> <p>White Nationalist Does Massacre. No...</p>            |

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