

MALEVOLENT INNOVATION

Novelty and Effectiveness in Terror Attacks

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Variations in Terrorist Attacks



Today's Agenda

- 1) Discuss malevolent tactical innovation as a performance metric
- 2) Methods of L.E.A.D.I.R and attack coding
- 3) Tactical novelty vs. effectiveness
- 4) Case studies
- 5) Conclusions

Performance Metrics in Terror Attacks

- 1) Uniqueness of Weapons
- 2) Expertise
- 3) Conformity to Ideological Goal
- 4) Coordination
- 5) Furthering of organizational goals



Malevolent Innovation



The diagram consists of three circles arranged horizontally. The first circle on the left is red and contains the text 'Malevolent Intent'. The second and third circles are gray and contain the text 'Original' and 'Effective' respectively. Below the first circle is a list of items that are destroyed: 'People', 'Process', 'Property', and 'Symbols'.

Malevolent
Intent

Original

Effective

Destruction to:

- People
- Process
- Property
- Symbols

Malevolent Innovation

Malevolent
Intent

Original

Effective

Extent to which
attacks are:

- Novel
- Surprising
- Elegant
- Complex

Malevolent Innovation

Malevolent
Intent

Original

Effective

Extent to which
attacks are:

- Relevant
- Useful
- Applicable



DESTRUCTIVE LEADERSHIP & VIOLENT
ORGANIZATIONS:

L.E.A.D.I.R

LEADERSHIP OF THE EXTREME AND
DANGEROUS FOR INNOVATIVE RESULTS

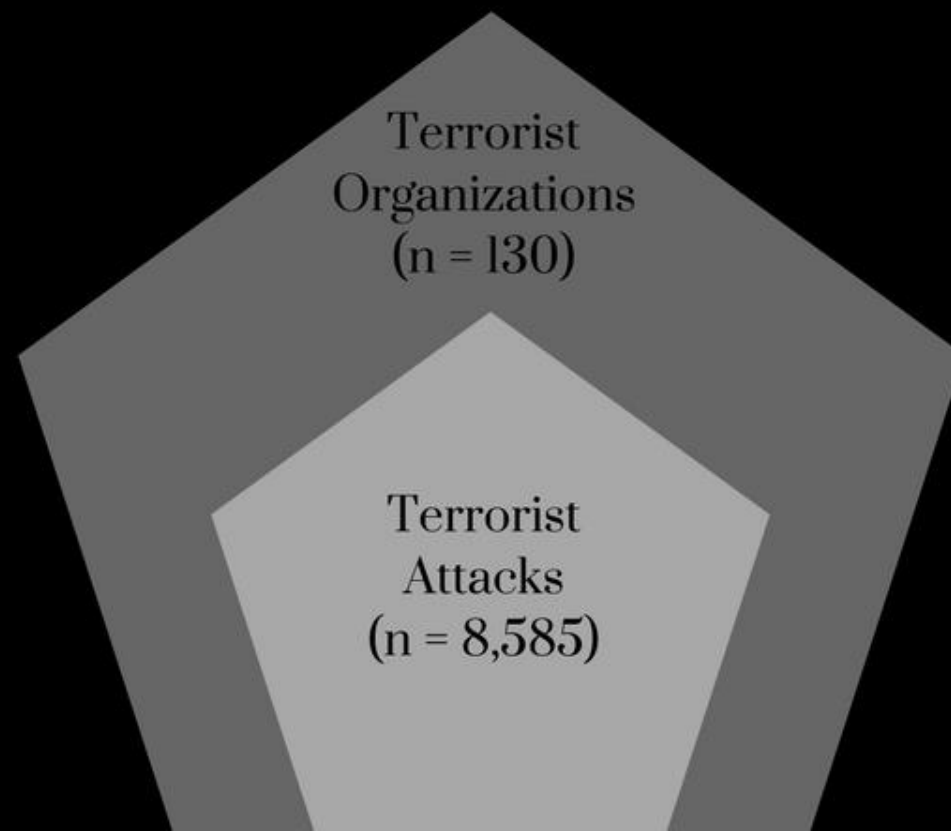
L.E.A.D.I.R Dataset

Attack Data

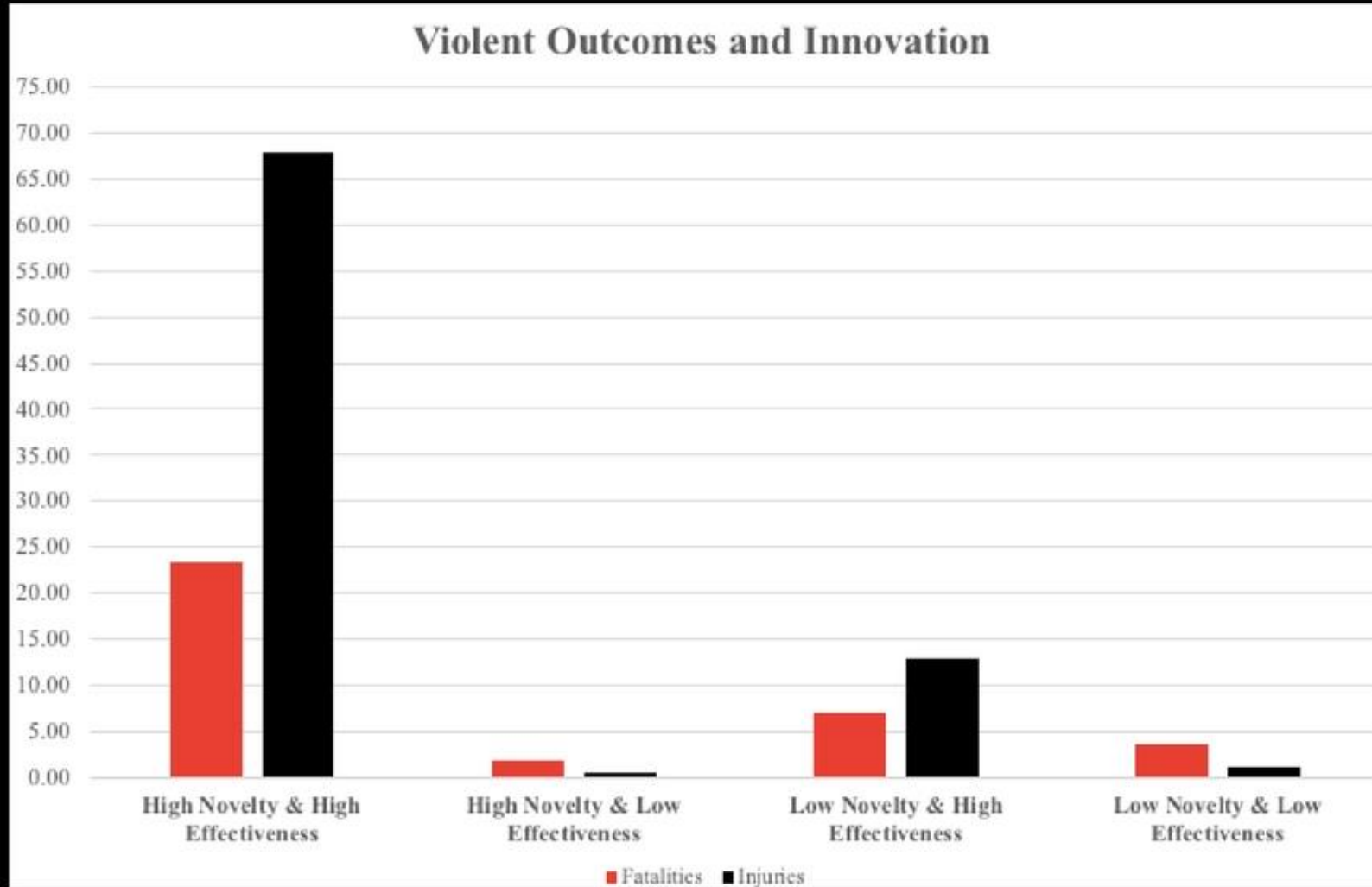
Sampled from the University of Maryland's Global Terrorism Database (GTD)

Content coded for destruction to people, processes, property, and symbols of the out-group

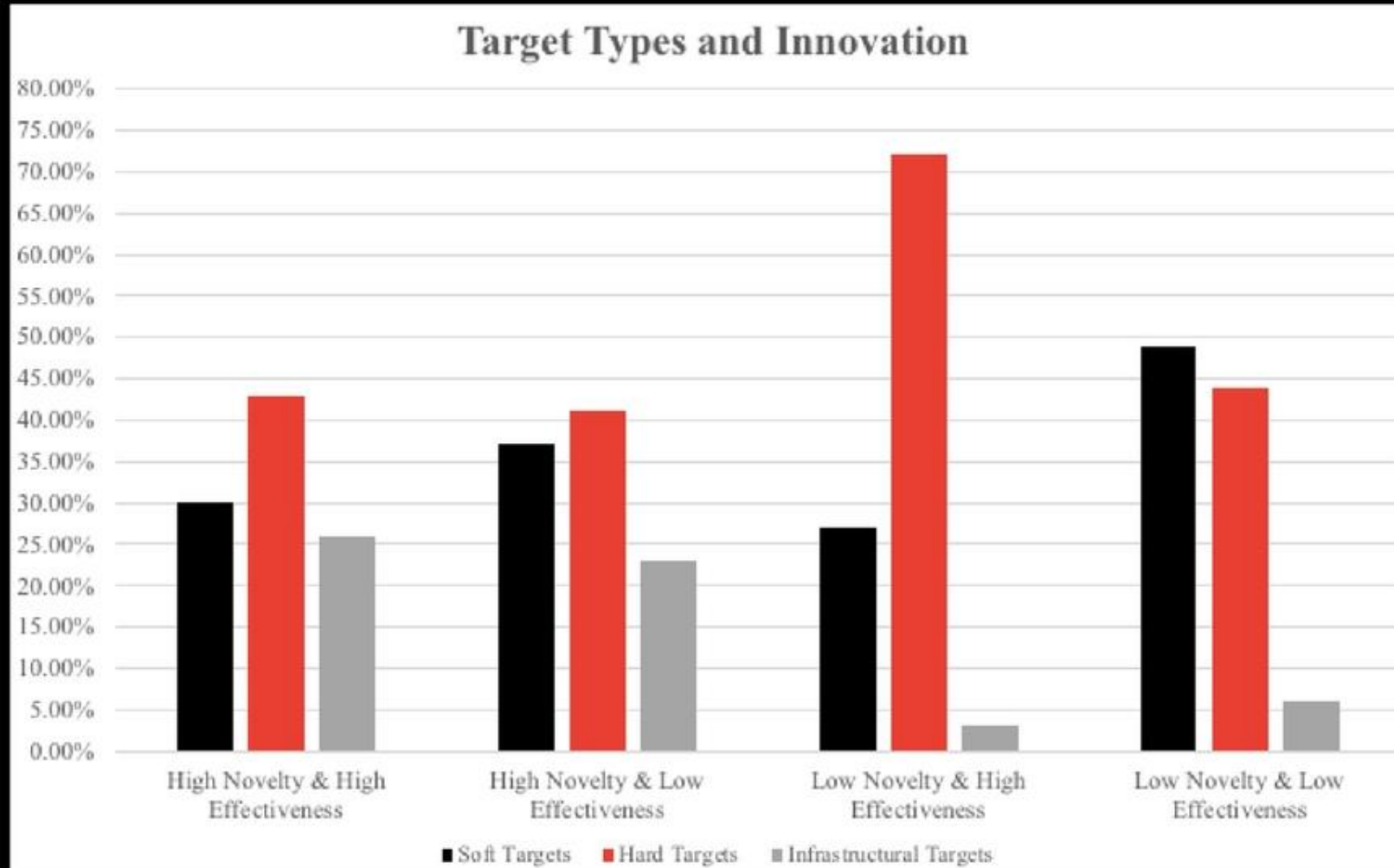
Coded using behaviorally anchored benchmark scales (1-5)



Novelty vs. Effectiveness



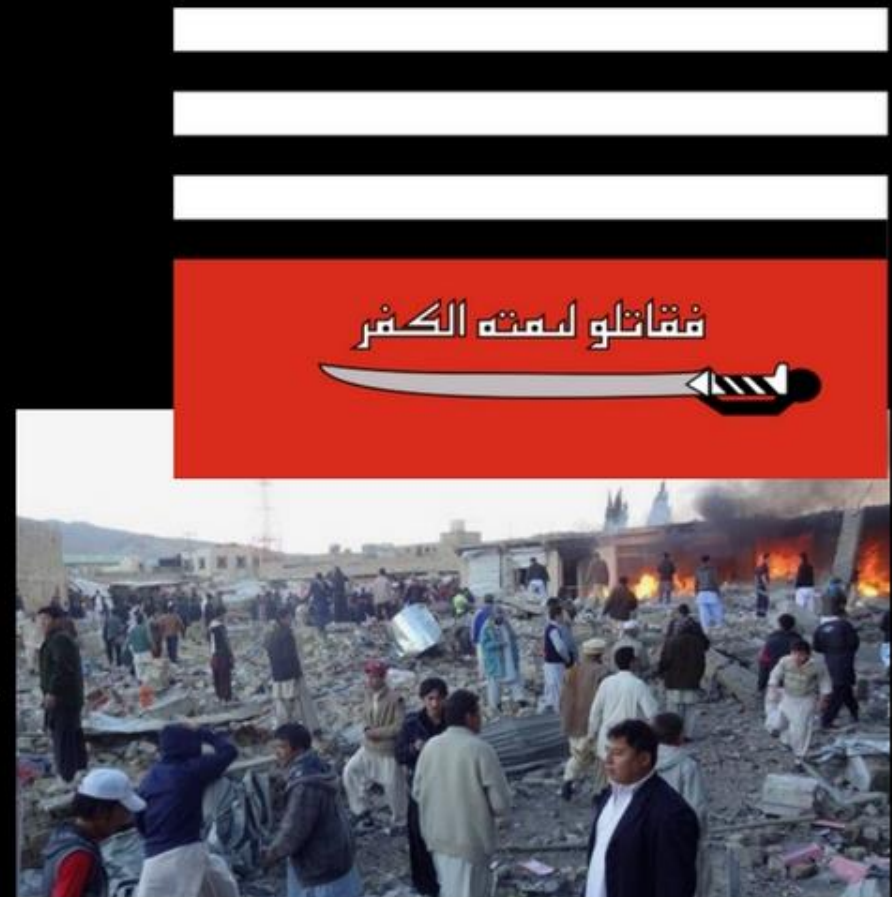
Novelty vs. Effectiveness



Case Study #1

High Novelty - High Effectiveness

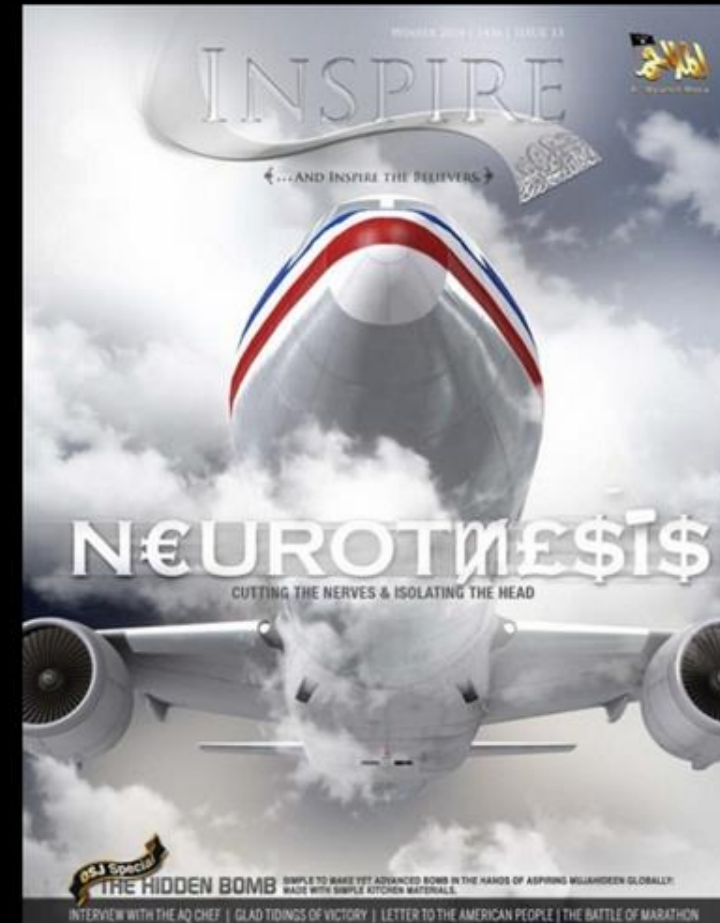
04/16/2010: On Friday, in Quetta, Balochistan, Pakistan, a suicide bomber blew himself up inside a hospital killing at eight civilians and wounding 35 others, including a Member of Parliament from the ruling Pakistan People's Party. Unidentified assailants riding a motorcycle killed Ashraf Zaidi, the son of the chief of the Shia Conference Balochistan. Hundreds of people, including a local parliamentarian and dozens of journalists, rushed to the hospital where the body was lying. As the crowd gathered at the casualty ward, a suicide bomber blew himself up. Fifteen kilograms of explosives were used in the attack. Lashkar-e-Jhangvi (LeJ) claimed responsibility for the attack.



Case Study #2

High Novelty - Low Effectiveness

10/29/2010: On Friday night around 0330, in East Midlands Airport in Lockington, Leicestershire, Great Britain, British authorities conducted a search of UPS Flight 232, which had been bound for the United States and was diverted to East Midlands Airport after authorities were alerted by Saudi intelligence that there were parcels carrying explosive devices on board. Officials located and safely defused an improvised explosive device, reportedly not long before it was set to detonate. The IED was a package containing PETN hidden inside a printer cartridge.



Case Study #3

Low Novelty - High Effectiveness

11/19/2004: High Court Judge Sarath Abepitiya, 58, was shot and killed while sitting in his car in the garage of his home off the Sarana Road area of Cinnamon Gardens in the diplomatic quarter of Colombo, Sri Lanka. His bodyguard, who was standing outside the car, was also killed. Unidentified gunmen, believed to be members of the Liberation Tigers of Tamil Eelam (LTTE) escaped past police in a van, which was later found abandoned.



Key Take-Aways

- 1) Innovation is comprised of novelty and effectiveness
- 2) Most likely to use "tried and true" methods when attacking hard targets
- 3) More experimental techniques when attacking soft targets

Thank You

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