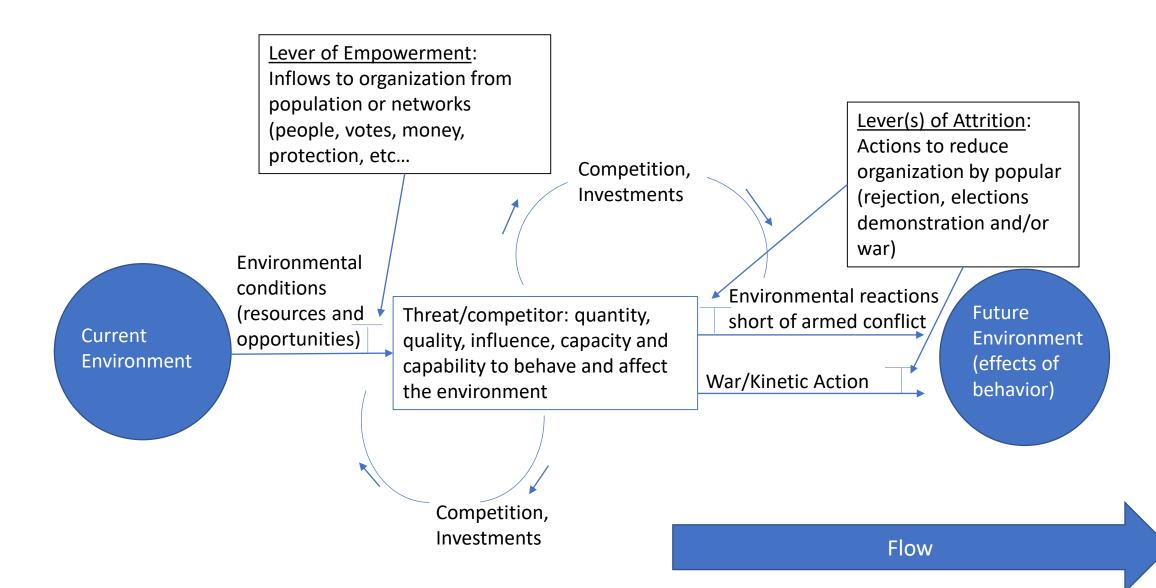
## MEASURING THE POTENTIAL OF SOCIAL NETWORKS TO AFFECT RESIDENT POPULAR BEHAVIOR IN SUPPORT OF UNITED STATES STRATEGIC ENDS

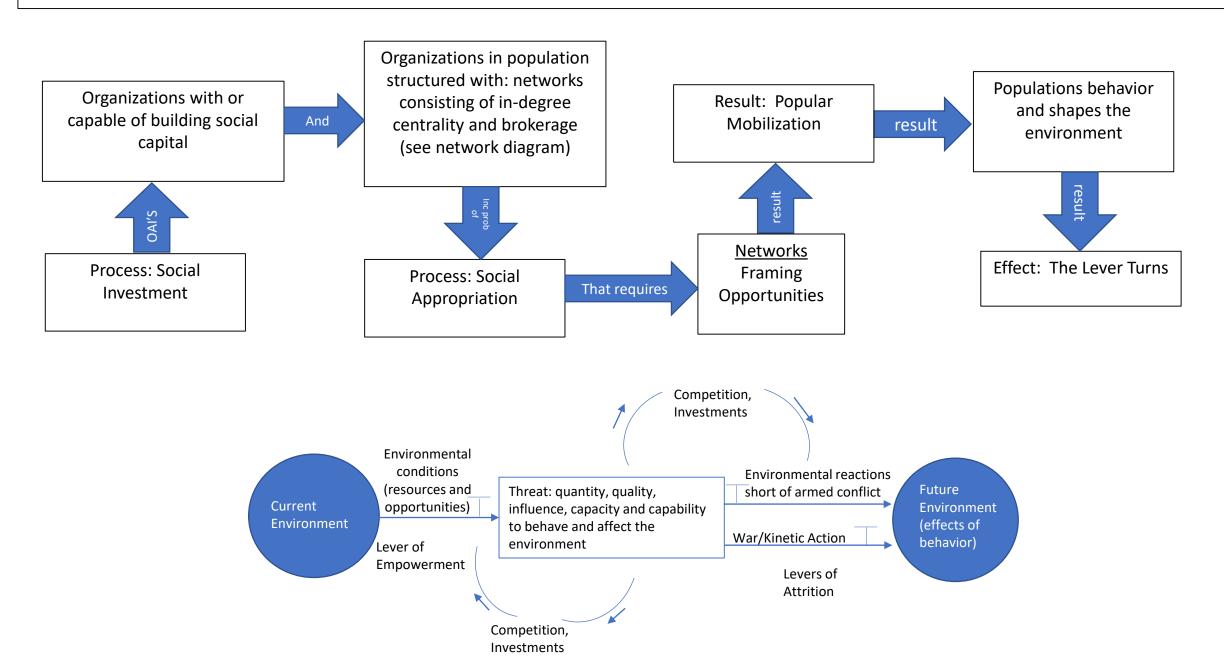
BY

STEPHEN L. BATTLE LTC (P), USA

# Visualization of a system that can empower or weaken a great power competitor (from the perspective of the competitor)



#### Processes, investments and effects, a way to make the lever turn



### Thematic takeaways and the network deep-dive

Theme #1: Social Investment should be into something that Organization + Social Capital has or can have 1) ideal Networks Movements organizational construct 2) Purpose social capital Persuasion and Susceptibility In-Degree Centrality Salience of Ties In-degree centrality: **Diffusion Ideas** susceptibility and persuasion Brokerage: Brokerage New Ideas Repertoires of Contention Theme #2: When a network or series of interconnected networks conducts social appropriation they are valued more for their social capital than their stated purpose. They are cashing in on their social capital when they

sell their purpose

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