Countering violent extremism

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Times have changed

WW1 (1914-1918)
  • Photography

WW2 (1939-1945)
  • Broadcasting & news reels

Vietnam War (1962-1975)
  • TV War

Gulf War (1990-1991)
  • 24 Hour news coverage

NOW
  • Social media, everything good and bad is open to the public
The Social Media Revolution

Social Media has overtaken pornography as the #1 activity on the Web

Social Media is about Customers

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Brand building is based on the principle of exchange.
Brand building is based on the principle of exchange

Deliver Values

1:1 Communication

Know values:
- Brotherhood, Hero
- Valued cause

Substantial support network created
ALEX’S STORY
BUILDING A BRAND: AMONGST FRIENDS
GPS SOCIAL MEDIA

QPS Media Unit
@QPSmedia

Yes, FB & Insta are down. No, it's not a police matter. Yes, we're enjoying the break from baby & food pictures. No, we can't arrest anyone.

4:42 PM - 27 Jan 2015

2,006 likes 1,513

Queensland Police Service

#PROTIP: If you do have to be out on the roads, PUT YOUR LIGHTS ON. Invisible is cool in Harry Potter, not on the road.

3,507 likes 145 comments 410 shares

Queensland Police Service

Our unwanted Nickelback CD is still floating around the office somewhere. We reserve the right to 'gift' it to the first person who ignores our advice and drives through a flooded road today. If that won't deter people from taking care in the wet weather, nothing will. #bigwet

59,180 likes 6,990 comments 5,341 shares

Queensland Police Service

Take it easy on the wet roads this morning. Possibly being added to from the tears of One Direction and Top Gear fans #BNETraffic #1D

51,027 likes 4,037 comments 3,056 shares

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BUILDING A BRAND: AMONGST FOES
"Al-Baghdadi's Fatwa: When you carry out the religious duty of jihad you have to wear a Rolex watch.

translation of @DSDOTAR tweet from March 6

When the Islamic State group's leader, Abu Bakr al-Baghdadi, made a rare public appearance last year during a sermon reportedly delivered in Mosul, observers took an interest in his choice of accessory.

While clad in traditional black robes and a turban, he also sported a bulky silver wristwatch - the kind of indulgence some media outlets claimed, that would be at odds with the religious leader's conservative values.

While some commentators suggested it might be a Rolex or an Omega seamaster (RRP: $3,500), others thought it resembled an Al-Fajr model that marks the call to prayer and shows the direction of Mecca.

The State Department meme has photoshopped an image from the YouTube video of al-Baghdadi's address into the window of a Rolex store.

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Al-Baghdadi (the boot). An ISIS suicide bomber (the ass).

Translation of @DSDOTAR tweet from March 3
Raqqa residents can’t find food while Qaeda pricelings enjoy banquets.

A Twitter user wrote that if the soldiers of Islamic State were criminals, "as portrayed by the anti-Christ’s media", thousands would be killed in Mosul, Raqqa and other cities controlled by IS.

This response from one of the State Department’s Twitter accounts sought to highlight a key hypocrisy: as its people line up for much-needed food rations, the group’s fighters have plenty to eat.
Mosul University under IS - after (left), before (right).

Translation of @DigitalOutreach tweet from January 28
Social inclusion

Project

"Inclusive Promotion of Health and Wellbeing" (PROMEQ)

Tomi E Maki-Opas & Sanna Aaltonen

Goal: Health inequalities are difficult to reduce and current methods seem not to reach the population groups with greatest needs. The central idea of the PROMEQ project is to develop and demonstrate novel models of promotion of health and wellbeing that are able to talk to and assimilate vulnerable groups and motivate and empower positive transitions in their health and wellbeing.

Four groups are selected for interventions: (1) young people (NEET’s, i.e. not in education, not in employment, not in training); (2) persons receiving basic unemployment benefit; (3) adult refugees, and (4) multi-users of social and health care. While the focus is on the groups at the disadvantaged end of the scale, the results also inform universal application.

PROMEQ is funded by the Academy of Finland, Strategic Research Council, 2016-2019. Project’s PI is Professor Marja Vaarama and Vice PI Professor Sari Rissanen, University of Eastern Finland, Kuopio.
Distribution – which platforms, who to service?
Provide opportunities for audience engagement

Communicate values and benefits

DELIVERING VALUES
- Availability and opportunity to exchange

COMMUNICATING VALUES
- Perception and knowledge of sources of value

DEFENCE EXCHANGE PROCESS
- TARGET AUDIENCE
  - Needs/wants
  - Desired values from exchange

UNDERSTANDING VALUES
- Knowledge of target audience and market characteristics

CREATING VALUES
- Development and maintenance of social media encompassing target audience perceived values
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