



Listening to the Adversary About the “War of Ideas”

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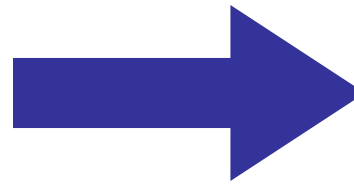
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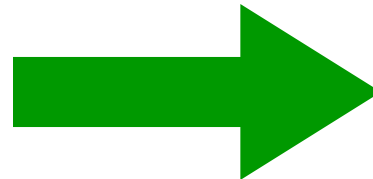
Network or Movement?

American Preference
Network Lens



*Links & Nodes,
Tactical, Kinetic
Years*

AQAM Preference
Movement Lens



*Hearts & Minds,
Strategic, IO & Kinetic
Generations*



Nature of the Movement

“Bin Laden has demonstrated patience, brilliant planning...sound strategic and tactical sense...and focused, limited war aims.”

- *Michael Scheuer*

“Fighting is process, not progress oriented...Ultimately victory will come when God wills it.”

- *Brian Jenkins*

“The sweet smell of martyrdom...lit the fire of competition to become martyrs... Many times I had to ask the leaders of the groups to restrain the fervor of the youngsters and not let them chase the enemy outside the realm of the set plan.”

- *Sayf al-Adel, March 2003*



US- AQAM Points of Agreement

- Nature of the war – *War of Ideas*
- Won't be short
- Battle for the next generation



US - AQAM Points of Disagreement

U.S.

- U.S. is losing
- Lack access/means
- AQAM devastatingly effective

AQAM

- AQAM is losing
- Lack means
- US (et al) devastatingly effective

However far our [media] capabilities reach, they will never be equal to one thousandth of the capabilities of the kingdom of Satan.

- Zawahiri, 2005



AQAM's Method: "Armed Dawah"

- **Offensive**
 - To rally the *ummah*: (Main effort)
 - Propaganda of the deed
 - Leverage the uncontrolled Internet
 - To demoralize the US, *et al* (Secondary effort)
- **Defensive**
 - Attack enemy media outlets

*The best thing that mujahidin can offer ... is a **pure jihad, right choices, and mature media**. This should raise a generation of the country's citizens and tribes that carry one banner and initiate jihad.*

- Abu-Muhammad al-Maqdisi, 2004



Metrics

- **US metrics: What's our approval rating?**
- **AQAM's metrics: How many jihadists are in the fight with us?**
 - **Who pass the AQAM religious purity test**

If we assume that for our long battle and to achieve the results we want, God willing, we will need 500,000 mujahidin...

- Abu Bakr Naji, 2005

- **Less than 0.04%**



Two Core Problems for AQAM

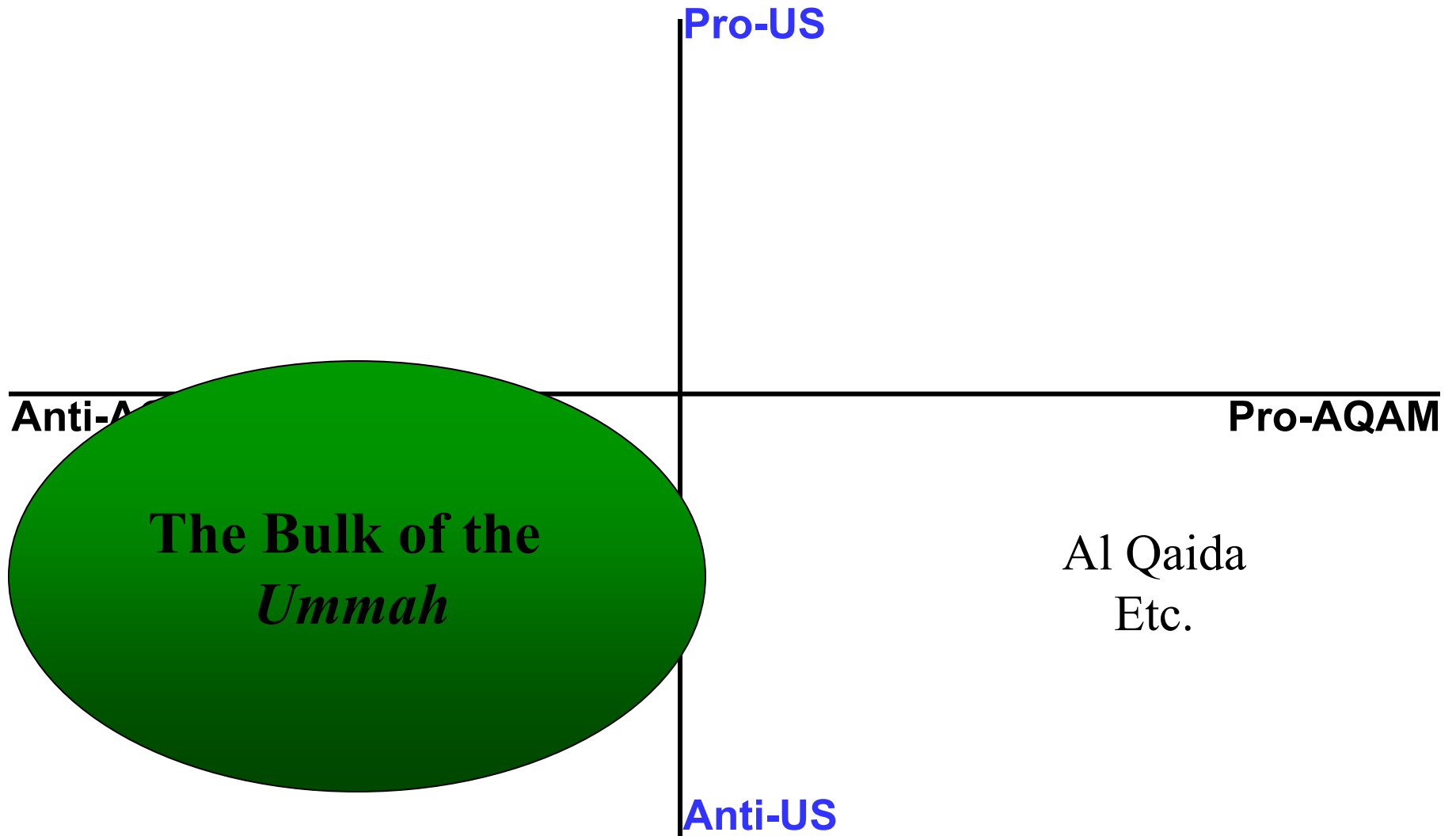
- **Counterproductive violence**
 - Amman wedding bombing
 - Blowing up mosques
 - Beheadings
 - Takfir run amok (e.g. Algeria)

- **Media environment hostile**
 - Local governments
 - Local media
 - International media
 - *Ulema*, preachers
 - Popular culture
 - Internet

“Wahn”

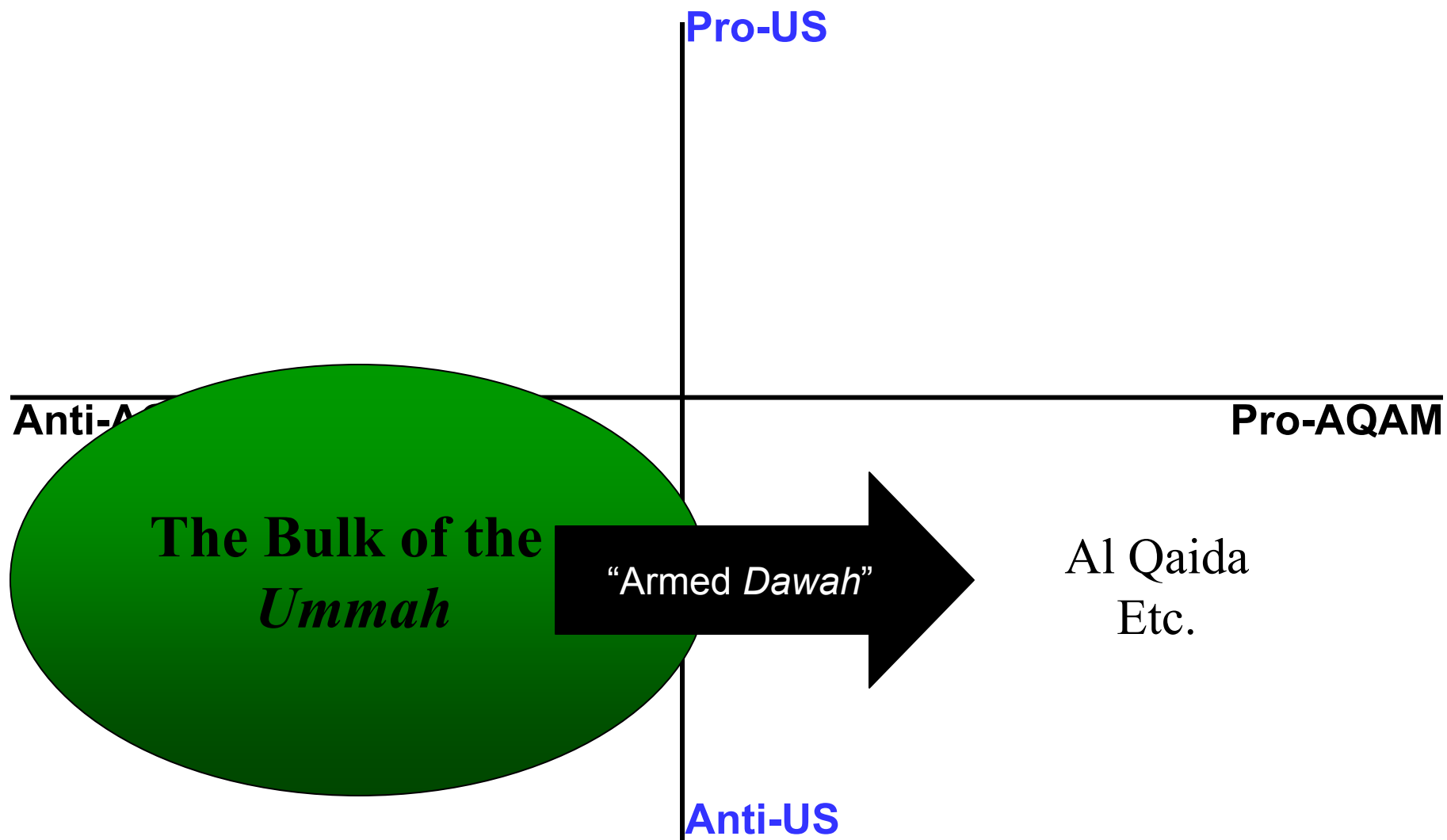


AQAM's Assessment



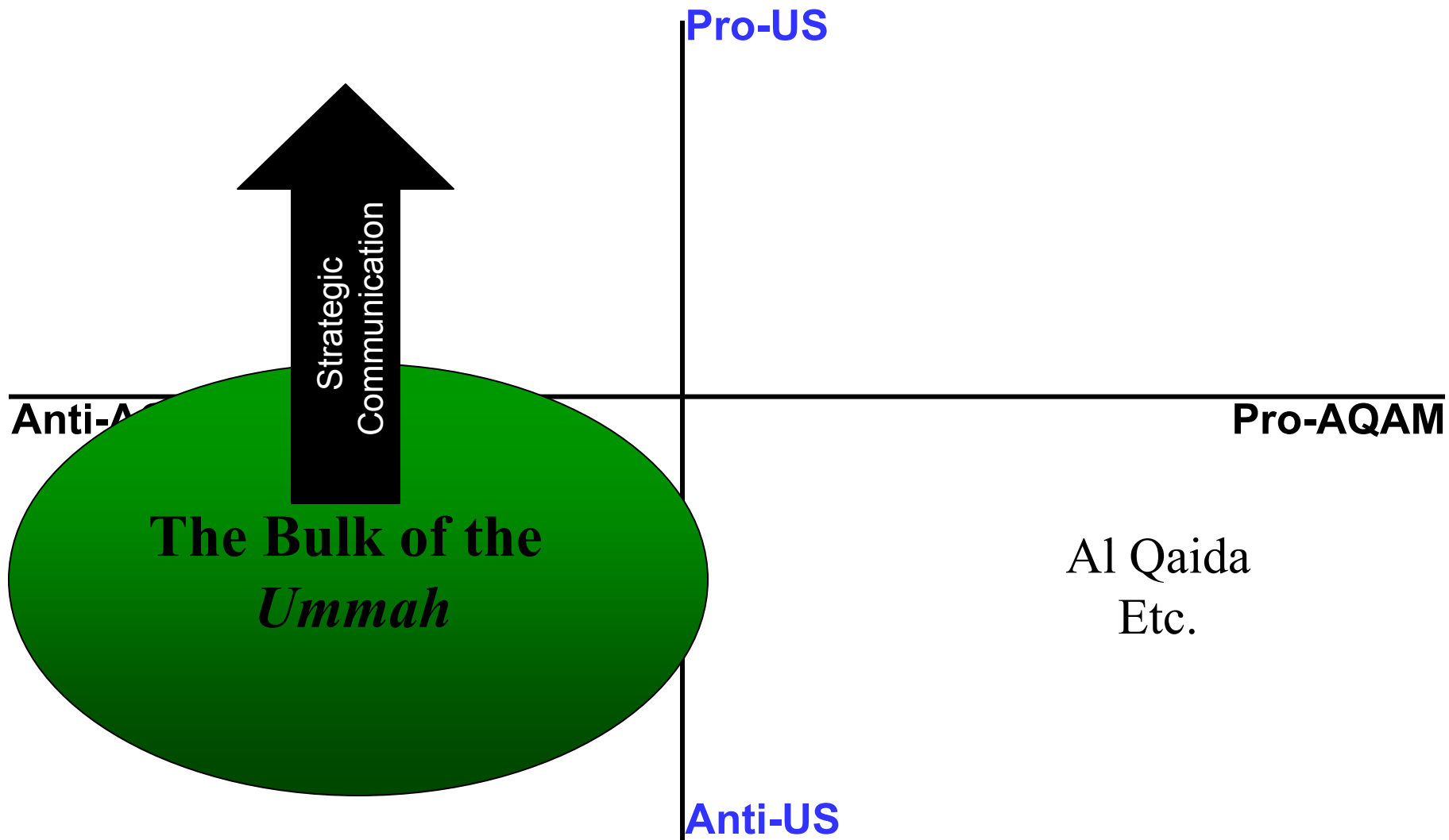


What AQAM Wants to Do





US Efforts





Alternative Approach

