

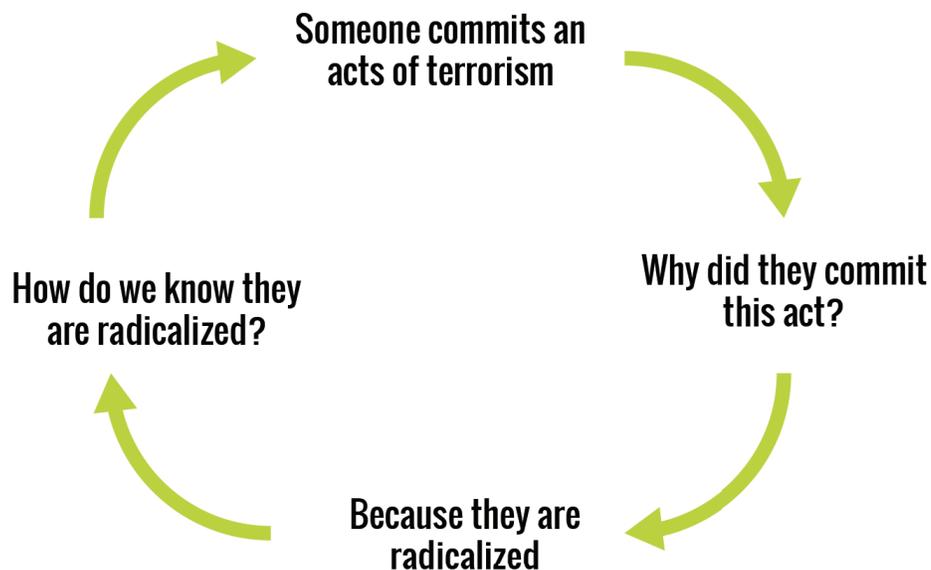
TABLE TALKS | RECRUITMENT

RECRUITMENT VS. RADICALIZATION?

- I would like you to consider the following statement; “people become involved in terrorism because they are radicalized”. Do you agree? Probably. Most people do agree with this simple statement. But really, if we dig deeper, we begin to question the overall importance of the role of radicalization.

**Firstly – a simple question – how do we know that people are radicalized?
Do we measure this?**

- Often we do not, instead, we assume they are radicalized because of their behavior. Yet this logic is circular. Consider the following:



- This does not mean that radicalization is not important, but it does mean that we often don't measure if people are radicalized, and because of this we have often over-estimated its importance as a causal role (meaning radicalization comes first).

THE OBVIOUS QUESTION OF “WHY”

- Instead of asking “why” people become radicalize we have instead begun to ask the more important question of “how” do people become recruited. This question is broader, incorporates the many, and varied ways in which people become involved in terrorism and allows individuals’ unique trajectories to come out.

TABLE TALKS | RECRUITMENT

TACTICS OF RECRUITMENT

- The methods that a terrorist recruiter utilizes are very similar to tactics you see outside of terrorist groups, like gangs, cults, and even sexual predators.

It looks mostly like this:



Discover: Terrorist recruiters online look for individuals that are looking for people who are lonely and looking for a sense of identity and belonging.

Micro-Community: This is when the recruiter begins to introduce the “recruit” to other people inside the organization. The “recruit” then begins to create a circle of people he/she trusts.

Isolation: This is when the “recruit” begins to leave any friends, groups, and teams he/she may be a part of to remove the connections they might have at home.

Private Communication: This is simple. The “recruit” and recruiter move to a private messaging system, such as WhatsApp. On this they discuss more sensitive material about the terrorist organization and what the “recruit” can do to help.

Encourage Action: Everything that is discussed on private messaging begins to become a reality. This can span to participating in an attack to being involved in the technology sector of the organization, or maybe it is just traveling to wherever they are needed, leaving their previous life behind.



DID YOU KNOW?

Recently there was a report saying that since 2014, 44 Western youth between 12 and 18 have tried to carry out a terrorist attack on America or Western Europe. Of these 44, half of them were radicalized by online recruiters. These are not counting the youths who have left to join the Islamic State or other groups.

TABLE TALKS | RECRUITMENT

INDIRECT RECRUITING

Consider the following question: A friend of yours has a spare iPod, a Christmas presents perhaps. He decides to sell this iPod so he puts it on ebay. Does this friend now work for Apple?

The answer is simple, of course he does not. But what he has done is, without the authorization of Apple, act on behalf of Apple by spreading their product and putting it in the hand of consumers.

- While this is, perhaps, a strange analogy, modern terrorist recruitment is not that dissimilar. We are increasingly seeing individuals who have no contact, or authorization from an actual “group” acting on their behalf.
- For example, looking at the last “did you know” there are another 50% of attacks that were carried out by someone who wasn’t radicalized by an actual person, so why? Many of them have been radicalized by the propaganda.
- No terrorist group has had a propaganda campaign like ISIS. This takes many different looks. When ISIS was a part of al-Qaeda, they started a magazine known as “Inspire” that had religious teachings, articles about terrorists and events, and even tips to carry out attacks.

What do you think? Based on what you are learning, do these tactics look familiar? What do you see in everyday marketing today in America?



DID YOU KNOW?

During the Islamic State of Iraq and Syria’s intensive growth in 2015, about 70% of the new recruits had only a basic to no understanding of Shariah.

ISIS has since started to post videos that aren’t as involved in the teaching of their beliefs, but the action and “sexy” things that the group does, and most importantly, they are in English. It is the glamour and excitement that often entices individuals to join, or act in behalf of a terrorist group.

If radicalization alone is the cause of terrorism, how can so many people have no knowledge of the core religion whose views they are “radicalized” to believe?

TABLE TALK TAKEAWAY

Recruiting for ISIS and many other groups can look like many different things. The internet has made it easy for recruiters to connect with any and all individuals online, many of which are teenagers. There is a simple set of guidelines the recruiter uses to groom these people. The extensive social media and internet presence the Islamic State has established has made it easy for anyone to trip on their propaganda. They understand how to connect to people like yourself even better than the Governments that are protecting us.