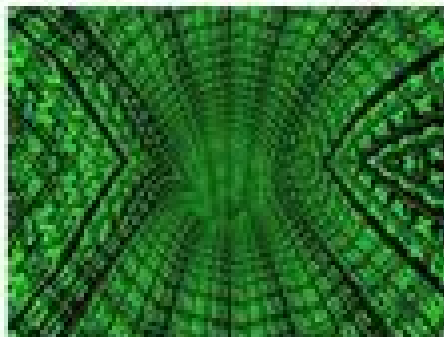
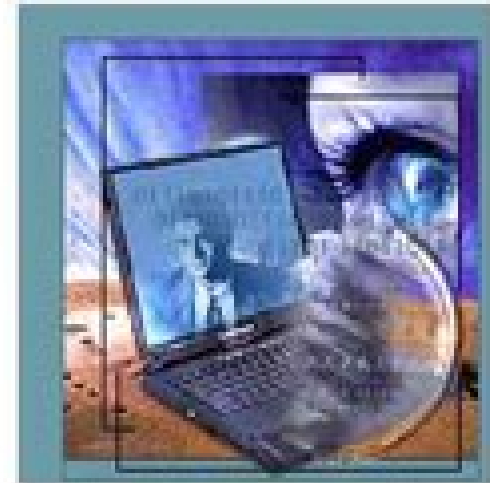


# POTENTIAL MILITARY WORTH OF MEMETICS

## ➤ **Military Deception (MILDEC)**

- Actions executed to deliberately mislead adversary military decision makers as to friendly military capabilities, intentions, and operations, thereby causing the adversary to take specific actions (or inactions) that will contribute to the accomplishment of the friendly forces mission
- **Military deception will not intentionally target or mislead the US public, Congress, or the news media**



# Military Memetics

**Justin Winsor**



## **Military Memetics:**

**Memetics** Tim Tyler, 2011-08-19 Memetics is the name commonly given to the study of memes a term originally coined by Richard Dawkins to describe small inherited elements of human culture Memes are the cultural equivalent of DNA genes and memetics is the cultural equivalent of genetics Memes have become ubiquitous in the modern world but there has been relatively little proper scientific study of how they arise spread and change apparently due to turf wars within the social sciences and misguided resistance to Darwinian explanations being applied to human behaviour However with the modern explosion of internet memes I think this is bound to change With memes penetrating into every mass media channel and with major companies riding on their coat tails for marketing purposes social scientists will surely not be able to keep the subject at arm's length for much longer This will be good because an understanding of memes is important Memes are important for marketing and advertising They are important for defending against marketing and advertising They are important for understanding and managing your own mind They are important for understanding science politics religion causes propaganda and popular culture Memetics is important for understanding the origin and evolution of modern humans It provides insight into the rise of farming science industry technology and machines It is important for understanding the future of technological change and human evolution This book covers the basic concepts of memetics giving an overview of its history development applications and the controversy that has been associated with it Memetics, 2015-12-27

Tomorrow's US military must approach warfighting with an alternate mindset that is prepared to leverage all elements of national power to influence the ideological spheres of future enemies by engaging them with alternate means memes to gain advantage

**DISCUSSION** Defining memes Memes are units of cultural transmission or a unit of imitation and as ideas become means to attack ideologies Meme warfare enters into the hotly contested battlefields inside the minds of our enemies and particularly inside the minds of the undecided Formations charged with Information Operations IO Psychological Operations PsyOps and Strategic Communications SC provide an existing construct for memes and the study of memes memetics to grow and mature into an accepted doctrinal discipline Epidemiology of insurgency ideology Using the analogy that ideologies possess the same theoretical characteristics as a disease particularly as complex adaptive systems then a similar method and routine can should be applied to combating them Memes can and should be used like medicine to inoculate the enemy and generate popular support

Private sector meme application 3M Corporation employed an innovation meme designed to cultivate an employee culture which accepts and embraces innovation in product development As a practical matter 3M executives endorsed and employed the lead user process in new product development which translated into a thirty percent profit increase The innovation meme was key to 3M's profit increase The proposed Meme Warfare Center MWC The MWC as a staff organization has the primary mission to advise the Commander on meme generation transmission coupled with a detailed analysis on enemy friendly and noncombatant populations The MWC aims for a full spectrum capability of meme

generation analysis quality control assurance and organic transmission apparatus The proposed MWC structure lays in stark contrast to the ad hoc nature of current IO and JPOTF formations

**CONCLUSION** Cognitive scientists cultural anthropologists behavior scientists and game theory experts must be included as professional meme wielding gunfighters on future battlefields The US must recognize the growing need for emerging disciplines in ideological warfare by weaponizing memes The Meme Warfare Center offers sophisticated and intellectually rich capability absent in current IO PsyOps and SC formations and is specifically designed to conduct combat inside the mind of the enemy Memes are key emerging tools to win the ideological metaphysical fight

The SAGE Handbook of Evolutionary Psychology Todd K. Shackelford, 2020-11-25 The SAGE Handbook of Evolutionary Psychology address real world and practical applications of evolutionary psychology such as applications to medicine psychiatry law and technology

Artificial Intelligence, Cybersecurity and Cyber Defence Daniel Ventre, 2020-11-02 The aim of the book is to analyse and understand the impacts of artificial intelligence in the fields of national security and defense to identify the political geopolitical strategic issues of AI to analyse its place in conflicts and cyberconflicts and more generally in the various forms of violence to explain the appropriation of artificial intelligence by military organizations but also law enforcement agencies and the police to discuss the questions that the development of artificial intelligence and its use raise in armies police intelligence agencies at the tactical operational and strategic levels

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**Annual Report of the Chief Signal Officer of the Army to the Secretary of War**, 1881

*Isaac Asimov's Science Fiction Magazine*, 1991

The army list, 1875

The Journal of the American Society for Psychical Research American Society for Psychical Research, 1999 List of members in v 1 6 12

The Journal of gas lighting, water supply and sanitary improvement, 1870

**Memetics--A Growth Industry in US Military Operations**, 2006 Tomorrow's US military must approach warfighting with an alternate mindset that is prepared to leverage all elements of national power to influence the ideological spheres of future enemies by engaging them with alternate means memes to gain advantage

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**Epidemiology of insurgency ideology** Using the analogy that ideologies possess the same theoretical characteristics as a disease particularly as complex adaptive systems then a similar method and routine can should be applied to combating them Memes can and should be used like medicine to inoculate the enemy and generate popular support Private sector meme application 3M Corporation

employed an innovation meme designed to cultivate an employee culture which accepts and embraces innovation in product development As a practical matter 3M executives endorsed and employed the lead user process in new product development which translated into a thirty percent profit increase The innovation meme was key to 3M s profit increase The proposed Meme Warfare Center MWC The MWC as a staff organization has the primary mission to advise the Commander on meme generation transmission coupled with a detailed analysis on enemy friendly and noncombatant populations Actes ,1998

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