Strategy Template To Move Towards Democracy

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My summary of Inglehart

Non-industrial route eg free farmer rainfall system, pre Crusade N African Islamic societies (no modern examples? Bhutan?)

Industrialisation - socio econ devt

Net insecurity

Survival values (SD)

Traditional structures eg dogmatic religions, tribalism

Change in authority

Net security

Secular-rational values

Bureaucratization, industrial (often state controlled) production, markets develop

Experience of autonomy

Cultural forms

Emancipation from authority

Post material condition

Self-expression values

Democracy (becomes inevitable), post industrial values (ID) = open society
My interpretation of Inglehart in Maslow terms

Maslow - as used by Kilcullen in Counter Insurgency Strategy and CDSM in values mapping (etc)

Human (individual) development by meeting a sequence of unmet (dominant, unconscious) needs. People move from inside to outside triangles:

To motivate action you need to meet these needs with the proposition (communications/campaign template)

CDSM map this in detail (8,500 survey, 1,000 questions) in the UK into 12 Values Modes in 3 Maslow Groups and Shalom Schwartz and others internationally in ‘dimensions’

‘Self-expression values'

What Inglehart and Welzel are measuring

‘traditional’ and ‘survival values’

As individuals change, so groups and societies change - with implications for those concerned with development, democracy, human rights etc

Note that CDSM has found by cross-comparing the questions and results Inglehart’s ‘material’ and ‘post material’ values essentially miss out the Prospectors or outer directed segment
The Schwartz circumplex in CDSM Maslowian orientation - this shows the main (not only) drivers that distinguish motivations according to where people (or societies as an average) are around the map. Ie by unmet needs
Approximate conditions of societies

- Traditional Society
  - Secular authoritarian
  - Security
  - National Security
  - Prophecy
  - Rules
  - Religious
  - Be Satisfied
  - Loyalty
  - Caring
  - Benevolence

- Developed industrial
  - Hedonism
  - Achievement
  - Visible Success
  - Visible Ability
  - Good Time
  - Fun
  - Adventure
  - Novelty
  - Creativity
  - Self Choice
  - Openness
  - Justice
  - Universalism

- Emerging materialistic
  - Power
  - Control Others
  - Material Wealth
  - Secular authoritarian
  - Conformity
  - Tradition
  - Materialism
  - Education
  - Spirituality

- Open society condition (effective democracy)

- Traditional society
  - Security
  - National Security
  - Prophecy
  - Rules
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  - Spirituality
Democratization drivers after Inglehart

Experience of safety, security, belonging

Experience of material satisfaction

Emerging materialistic

Experience of status

Experience of autonomy

Developed

Self expression values emerge

Self expression values are institutionalised as rights

Open society condition

Secular authoritarian

Traditional Society
Democratic or open society values are clearly around universalism – i.e. this is where you want to get a society ‘to’. Consider cases (next).
Basic Democracy Strategy Template

Case 1 (unmet need is survival) – strategy: increase survival. Eg health, basic services, food, clean water. Achievable movement is A > B. Example: countries with very high infant / adult mortality
Case 2 (unmet need is security, safety, belonging) – strategy: increase safety & security. Eg stop killings, impose order, create stable supportive community and expression of group identity. Achievable movement is B > C.

Example: countries with murder gangs, war lords, internecine strife, war, anarchy/ threat of, or threat of plague, invasion; occupation.
Case 3 (unmet need is power over others, material wealth) – strategy: ‘proper jobs’, increase incomes, own-homes, get consumer goods, services. Achievable movement is C > D.

Example: ‘under developed’ agrarian and very poor societies industrialising, developing public sector
Case 4 (unmet need is success) – strategy: create success ladders and opportunities. Eg market economy, bureaucracies, education, mass consumption, individual autonomous action. Achievable movement is D > E.

Example: rapidly emerging economies, economically liberal
Case 5 (unmet need is stimulation) – strategy: increase self expression opportunities, entertainment. Eg rock/youth music, Nollywood. Achievable movement is E > F.

Example: emerging ‘middle class’ countries and some post totalitarian countries
Case 6 (unmet need is stimulation) – strategy: increase freedoms for travel, communication eg blogs, experimentation. Achievable movement is F> G.

Example: non democracies with high personal economic/ material freedoms becoming communication access freedoms eg internet freedom
Case 7 (unmet need is self-direction) – strategy: increase freedoms of expression, artistically, emotionally, personally incl dissent. Demand values turned into rights. Adopt democratic constitution. Achievable movement is G > H.

Democracy now inevitable/ natural
Case 8 (unmet need for universalism, openness, justice etc) – strategy: civil and political debate

Example: democracies arguing about whether all are being fairly cared for (benevolence) in society and globally (universalism) and environment, etc. Debate about whether self choice needs limits in wider interest