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**Garfield: A Successful Counterinsurgency requires what  
Social Science Research provides**

**Burlington, Massachusetts** – Andrew Garfield, the founder of Glevum Associates, spoke this week at Brigham Young University’s David M. Kennedy Center for International Studies regarding the use of social science research in Afghanistan.

There continues to be a longstanding opposition in the media and academia to the use of social science research in military operations. An informed and balanced debate is clearly needed. Counterinsurgency campaigns are a battle for influence that can only be won if one side or the other intimately understands the people whose support and cooperation are trying to be secured.

Mr. Garfield made the following points during his speech:

“If we are to challenge these terrorist and insurgent networks, defeat this insidious threat, and enhance the influence and effectiveness of the Governments and communities we support, our soldiers and diplomats must intimately understand the Human Terrain they operate in.”

“Armed with an intimate understanding of cultural, society, power and interests our soldiers and diplomats can implement effective programs and operations that protect themselves and the population and drive a wedge between the population and the insurgents. Without this essential socio cultural understanding our soldiers and diplomats stand exposed and isolated and almost certainly bound to fail.”

“To actually deny this key Human Terrain understanding to our military and diplomats on ideological grounds is in my view akin to denying our troops the body armor they wear or the rifles they carry. Taking such a position will kill more soldiers and it will put the lives of the supported population at huge risk, not to mention likely handing victory to their and our enemies.”

Glevum Associates ([www.glevumassociates.com](http://www.glevumassociates.com)), a Massachusetts-based strategic communications and research analysis company, conducts extensive Face-to-Face Research Analysis (F2RA™) in Afghanistan and Iraq on behalf of the Department of Defense and other clients.

A copy of Mr. Garfield’s speech is available by contacting Laurie Adler at [laurie.adler@glevumusa.com](mailto:laurie.adler@glevumusa.com).