

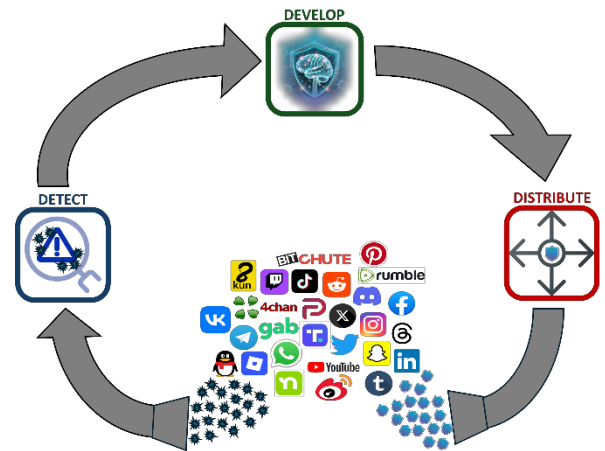
**PERIL Psychological Resilience Research Framework**  
**Building Individual & Community Protection Against Online Manipulation**

**THE THREAT:** Across the digital landscape users experience sophisticated psychological manipulation daily to influence their thinking, divide communities, and target different populations. Most people lack training to recognize these influence attempts, whether they originate from foreign or domestic sources.

**OUR APPROACH:** Psychological resilience content empowers individuals to identify manipulation tactics—one proven tool for building critical thinking skills and preserving independent judgment.

**Three-Stage Psychological Resilience Framework**

- 1) **DETECT** emerging psychological manipulation campaigns before they spread widely
- 2) **DEVELOP** protective content that exposes manipulation tactics, tested with thousands to ensure effectiveness without backfire effects
- 3) **DISTRIBUTE** content through existing channels— social media, influencers, educational platforms and exhibits



**Proven Protection at Scale**

- 4,893 young adults protected against antisemitic manipulation—23.9% more likely to challenge online antisemitic content
- 1,703 individuals safeguarded from weapons violence manipulation—21.5% reduction in susceptibility
- 16,806 viewers reached via social media campaigns—170,000 more people making informed choices per 10M reached

**Key Insight:** Most effective approach combines exposing manipulation tactics + providing accurate counter-information. This pairing creates stronger, more lasting psychological resilience than recognition alone.

**Real-World Impact**

- ✓ 6-8 weeks from threat detection to psychological protection
- ✓ 8.3% engagement rate through influencer campaigns (exceeding industry standards)
- ✓ 73% positive reception for narrative-based approaches (vs. 46% for direct warnings)
- ✓ Protection achieved with 30-90 second videos

**Current Protection Focus:** Antisemitism • AI manipulation • Gender-based violence • Gaming radicalization • Veteran & elder exploitation • Targeted psychological manipulation

**Ongoing Innovations:** Long-term effectiveness • AI-powered detection • Rapid Protection Pipeline (8 weeks → 2 days) • Interactive exhibits • Cross-cultural adaptation

**Why This Matters:** When citizens recognize manipulation, they preserve independent thought—protecting individual liberty and community trust.