

# US Name the Code — Master Quick Reference

## Human Behavior

- **BS** = Blame Shift
- **BA** = Blame Avoidance
- **DR** = Denial of Responsibility
- **RF** = Responsibility Flip
- **VR** = Victim Reversal
- **SP** = Scapegoating
- **S** = Shaming
- **PH** = Past Humiliation
- **PS** = Public Shaming
- **GS** = Guilt Shaming
- **MS** = Moral Shaming
- **SS** = Social Shaming
- **FI** = Fear Induction
- **AFE** = Appeal to Fear
- **FT** = Fear Trigger
- **FAM** = Fear Amplification
- **CT** = Catastrophe Threat
- **G** = Gaslighting
- **DB** = Double Bind
- **DM** = Double Message
- **DG** = Deflection Game
- **FC** = False Choice
- **FN** = False Narrative
- **EH** = Emotional Hijacking
- **TR** = Trauma Recall

- **AG** = Appeal to Guilt
- **ASH** = Appeal to Shame

## Cognitive Biases

- **CB** = Confirmation Bias
- **AB** = Availability Bias
- **HB** = Hindsight Bias
- **OB** = Outcome Bias
- **ANCH** = Anchoring
- **HALO** = Halo Effect
- **HORN** = Horn Effect
- **FAE** = Fundamental Attribution Error
- **DKE** = Dunning-Kruger Effect
- **BAN** = Bandwagon Effect
- **HERD** = Herd Behavior
- **REC** = Recency Bias

## Logic and Debate

- **SA** = Strawman Argument
- **AH** = Ad Hominem
- **FBI** = False Binary
- **CG** = Circular Reasoning
- **SSP** = Slippery Slope
- **RH** = Red Herring
- **CHP** = Cherry Picking
- **TC** = Tu Quoque
- **FAU** = False Authority
- **BPS** = Burden of Proof Shift
- **GOAL** = Goalpost Moving
- **GISH** = Gish Gallop

- **DEFL** = Deflection
- **EVA** = Evasion

## **Media and Information**

- **DI** = Disinformation
- **MI** = Misinformation
- **NC** = Narrative Competition
- **INF** = Information Framing
- **CNS** = Counter-Narrative Strategy
- **ECH** = Echo Chamber
- **MSG** = Message Saturation
- **RPT** = Repetition Effect
- **VIR** = Viral Dissemination
- **ALG** = Algorithmic Amplification
- **CMS** = Cross-Media Syndication
- **GMC** = Global Media Consolidation
- **BNF** = Breaking News Framing
- **MED** = Media Dependency
- **CTR** = Content Recommendation

## **Government and Politics**

- **LEG** = Legislative Activity
- **EXEC** = Executive Authority
- **JUD** = Judicial Review
- **FED** = Federal-State Relations
- **PAR** = Partisan Alignment
- **ELE** = Electoral Activity
- **LOB** = Lobbying Activity
- **ACT** = Activism Networks
- **PUB** = Public Opinion

- **TRU** = Institutional Trust
- **CAM** = Campaign Activity
- **MOB** = Political Mobilization

## Economics

- **GDP** = Economic Output
- **INFL** = Inflation Pressure
- **DEBT** = Debt Expansion
- **CUR** = Currency Competition
- **TAR** = Tariff Policy
- **SAN** = Sanctions Policy
- **FDI** = Foreign Direct Investment
- **CAP** = Capital Flow
- **JOB** = Employment Trends
- **WAG** = Wage Pressure
- **SKL** = Skills Gap
- **GIG** = Gig Economy

## Technology

- **AIG** = Artificial Intelligence Governance
- **CYB** = Cyber Operations
- **DAT** = Data Collection
- **DSP** = Digital Surveillance Policy
- **NET** = Network Security
- **ENC** = Encryption Policy
- **IDV** = Identity Verification
- **BIO** = Biometric Systems
- **CLD** = Cloud Infrastructure
- **QNT** = Quantum Technology
- **ROB** = Robotics Integration

- **AUT** = Automation

## **Demographics and Society**

- **DEM** = Demographic Change
- **POP** = Population Movement
- **MIG** = Migration Trends
- **IMM** = Immigration Policy
- **ASY** = Asylum Systems
- **REFU** = Refugee Movements
- **POPA** = Population Aging
- **UBN** = Urbanization
- **SOCX** = Social Cohesion
- **BEL** = Belonging
- **COM** = Community Resilience

## **Culture**

- **HER** = Heritage Narratives
- **TRD** = Tradition Debates
- **CUL** = Cultural Influence
- **LNG** = Language Influence
- **ART** = Artistic Expression
- **REL** = Religious Influence
- **SYM** = Symbolic Messaging
- **VAL** = Values Competition

## **Security and Military**

- **NSA** = National Security Awareness
- **INTL** = Intelligence Activity
- **CI** = Counterintelligence
- **BSP** = Border Security Policy
- **MAR** = Maritime Security

- **AIR** = Airspace Security
- **SPC** = Space Security
- **CRI** = Critical Infrastructure
- **EMR** = Emergency Readiness
- **RES** = National Resilience
- **MIL** = Military Activity
- **DEP** = Force Deployment
- **EXR** = Military Exercise
- **ROE** = Rules of Engagement
- **ISR** = Intelligence, Surveillance, and Reconnaissance

## **Intelligence, Surveillance, and Espionage**

- **SURV** = Surveillance Activity
- **MON** = Monitoring Operations
- **TRK** = Tracking
- **OBS** = Observation
- **COLL** = Data Collection
- **SIG** = Signal Intelligence
- **OSINT** = Open-Source Intelligence
- **HUM** = Human Intelligence
- **ESP** = Espionage
- **INFIL** = Infiltration
- **RECN** = Reconnaissance
- **NETM** = Network Mapping
- **WARN** = Early Warning
- **THR** = Threat Assessment

## **Information Security**

- **DOX** = Doxxing
- **LEAK** = Information Leak

- **BREACH** = Data Breach
- **EXPOS** = Exposure Event
- **IDC** = Identity Compromise
- **ACCX** = Unauthorized Access
- **DISC** = Disclosure Event
- **META** = Metadata Analysis
- **TRACE** = Attribution Tracking

## Reputation, Pressure, and Influence

- **SCAN** = Scandal
- **SCC** = Scandal Creation Claim
- **SMR** = Smear Campaign
- **REPX** = Reputation Campaign
- **EXPO** = Public Exposure
- **ALGT** = Allegation Cycle
- **CRTQ** = Credibility Questioning
- **BLM** = Blackmail Allegation
- **COER** = Coercion
- **LEV** = Leverage Creation
- **INTM** = Intimidation
- **PRS** = Pressure Campaign

## Public Safety and Crime

- **THF** = Theft
- **SHL** = Shoplifting
- **BRG** = Burglary
- **ROB** = Robbery
- **VND** = Vandalism
- **ARS** = Arson
- **FRA** = Fraud

- **STV** = Street Violence
- **ASL** = Assault
- **BAT** = Battery
- **HAR** = Harassment
- **GNG** = Gang Activity
- **ORGC** = Organized Crime
- **SMG** = Smuggling
- **EXT** = Extortion
- **MLN** = Money Laundering
- **LOT** = Looting
- **RIOT** = Riot Activity
- **CIVD** = Civil Disorder
- **UNR** = Unrest

## **Entertainment and Cultural Influence**

- **MIC** = Music Industry Culture
- **GEN** = Genre Influence
- **LYR** = Lyrical Themes
- **ARTI** = Artist Influence
- **FAN** = Fan Culture
- **ENT** = Entertainment Influence
- **FILM** = Film Industry
- **TVM** = Television Media
- **STRM** = Streaming Platforms
- **CEL** = Celebrity Influence
- **POP** = Popular Culture
- **SOCM** = Social Media Influence
- **INFLU** = Influencer Culture
- **MEME** = Meme Culture
- **GAM** = Gaming Culture

## Corporate and Advertising Influence

- **CORP** = Corporate Communications
- **BRND** = Brand Messaging
- **ADVX** = Advertising Influence
- **SPON** = Sponsorship Activity
- **PROMO** = Promotional Campaign
- **MKTG** = Marketing Initiative
- **PART** = Strategic Partnership
- **CSR** = Corporate Social Responsibility Messaging
- **CAMPA** = Awareness Campaign
- **CROS** = Cross-Promotion

## Crisis and Incident Analysis

- **INC** = Incident
- **CRISE** = Crisis Event
- **ESC** = Escalation
- **DISR** = Disruption
- **HAZ** = Hazard Event
- **PDT** = Property Damage
- **RECOV** = Recovery Operations
- **WARN** = Public Warning
- **ASSESS** = Event Assessment

## History and Strategy

- **CW** = Cold War
- **IPC** = Ideological Power Competition
- **BLO** = Bloc Politics
- **PRX** = Proxy Conflict
- **ARM** = Arms Competition
- **INFW** = Information Warfare

- **PSYW** = Psychological Warfare
- **CON** = Containment Strategy
- **DET** = Deterrence Strategy
- **GSTR** = Grand Strategy

## Research and Analysis

- **PAT** = Pattern Recognition
- **TREND** = Trend Analysis
- **COMP** = Comparative Analysis
- **HIST** = Historical Comparison
- **MAP** = Systems Mapping
- **LINK** = Pattern Linking
- **SHIFT** = Strategic Shift
- **SCANR** = Horizon Scanning
- **SYN** = Synthesis
- **SIGD** = Signal Detection

## Example Decoder Strings

### **BS + PH + G + NC + ALG + ECH**

Blame Shift + Past Humiliation + Gaslighting + Narrative Competition + Algorithmic Amplification + Echo Chamber

### **SURV + ESP + DOX + LEAK + REPX**

Surveillance Activity + Espionage + Doxxing + Information Leak + Reputation Campaign

### **LOT + RIOT + CIVD + ESC**

Looting + Riot Activity + Civil Disorder + Escalation

### **MIC + CEL + ADVX + SOCM**

Music Industry Culture + Celebrity Influence + Advertising Influence + Social Media Influence

Consolidated quick-reference codebook spanning behavior, media, politics, security, crime, entertainment, corporate influence, intelligence, and strategic analysis.