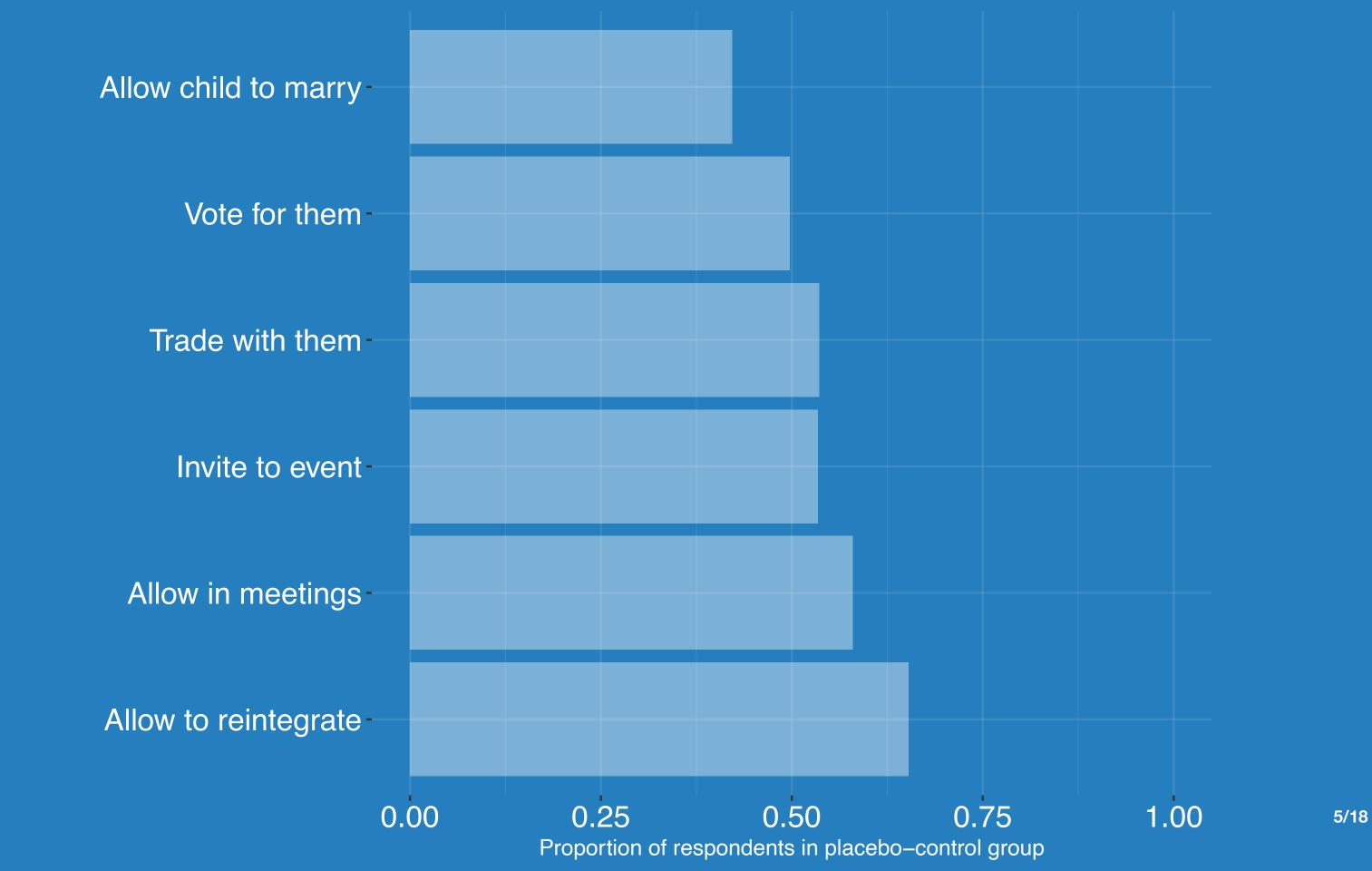
Reintegrating Boko Haram returnees Graeme Blair, UCLA





Baseline attitudes

90% support torture of returnees 50% support capital punishment 50% support accepting returnees (80% note fear, 75% note anger)



Idea

Trusted authorities can shift minds and change norms

Q: What would you need to accept returnees?

"We would seek guidance from our community leaders [...]"

"If our leaders said to welcome them back, we would"



Why trusted authorities?

People listen to trusted authorities

Leader cues → beliefs, decisions Leaders signal social norms

Why religious authorities?

Often highly trusted (e.g. 97%)
Legitimate use of religious ideas
Sought for advice on many topics



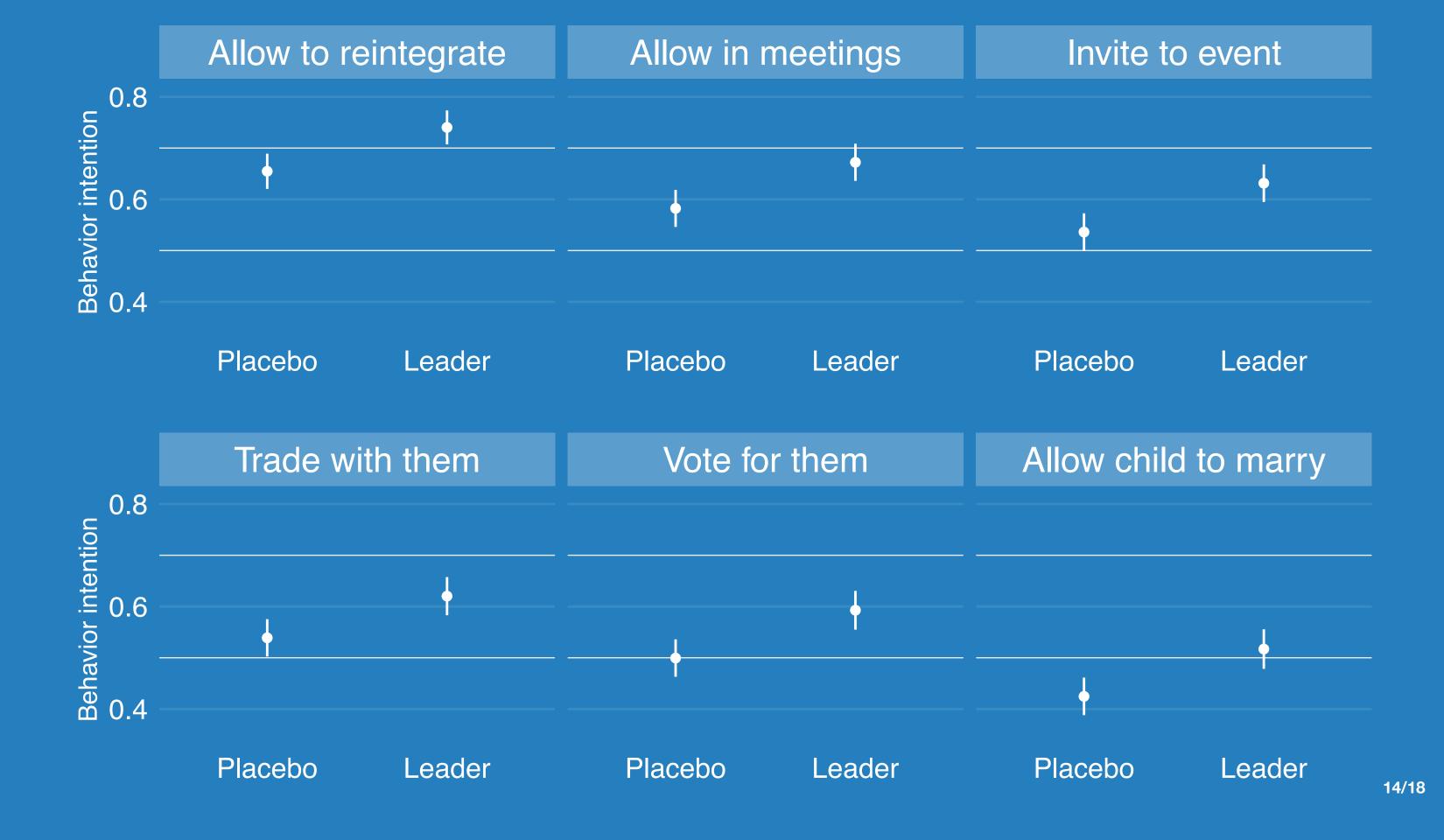
Radio intro: "...Goni Muhammad Sa'ad Ngamdu himself, a known Muslim cleric in Borno State."

In his own voice:

- 1. Emphasized idea of forgiveness in Islamic texts
- 2. Announced leader would forgive fighters
- 3. Called on followers to forgive as well

Outro









Teaser for related work

Can we change beliefs about attitude malleablility

Can apologies shift community acceptance?

Community acceptance in 2021

UNU-CPR Managing Exits from Conflict estimates: 69% (male affiliate), 70% (female affiliate)

