

EUCOM Panel

Draft Report

23 June 08

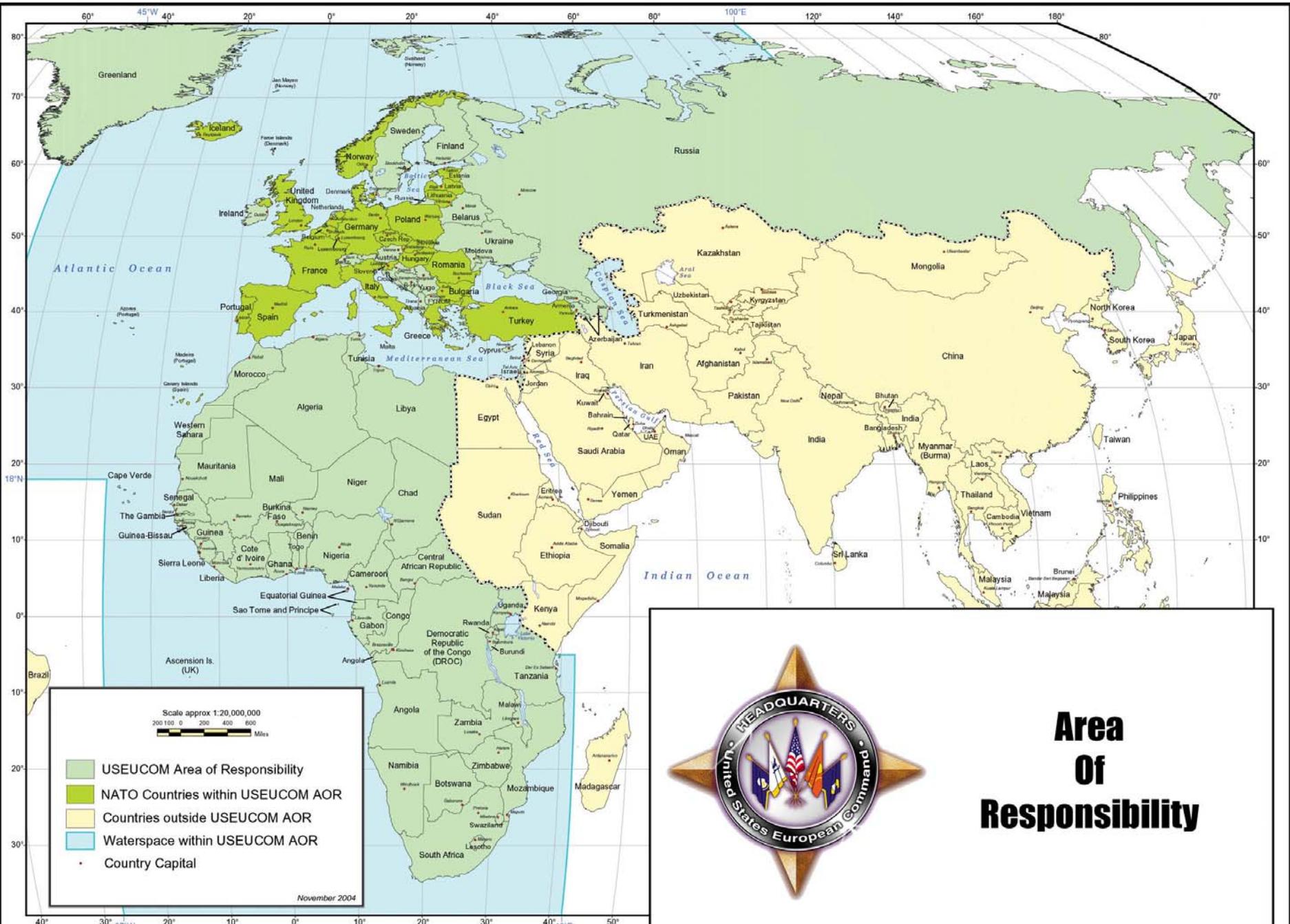
Mark Drapeau

EUCOM Panel Participants

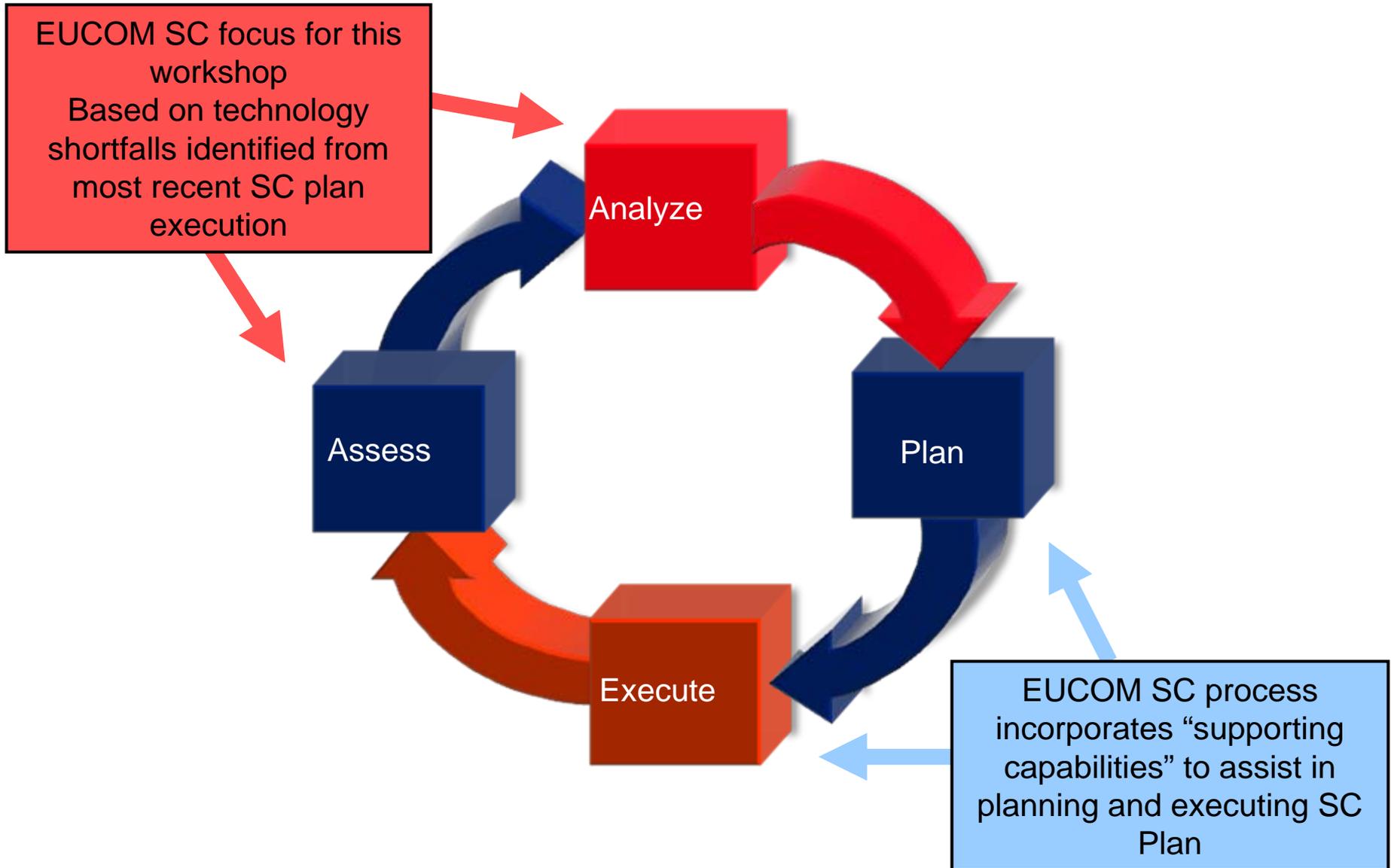
| | | | |
|-----------------------------|---------------------------|-----------------------|-------------------|
| Henry Copeland | BlogAds/Pressflex | Peter Shankman | Geek Factory |
| Mark Eller | Breakaway | Michael Bassik | MSHC |
| Carolyn Marconi | Catapult Marketing | Steven Mandzik | Jasmah Consulting |
| Christine Anne Fiala | EUCOM | Chuck Barry | NDU |
| Tiffany Winman | IBM | Jordan Willcox | NDU |
| Mary Crannell | Idea Sciences | Mark Drapeau | NDU |
| Amy Senger | Jasmah Consulting | Greg Julian | OSD-PA |
| Scott Riggs | JIOWC | William P. Kiehl | PD Worldwide |
| Lewis Shepherd | Microsoft | Maureen O'Mara | PhaseOne |
| Harry Vasquez | MITRE | Doug Oard | Univ. of Maryland |

Christine Anne Fiala = Chair
Chuck Berry = Co-chair
Carolyn Marconi = Facilitator

Mark Drapeau = Synthesis Team
Jordan Willcox = Synthesis Team



EUCOM Operational Context



EUCOM Use Case

- Strategic Environment: Terrorism threatens national security and negatively impacts stability throughout the EUCOM AoR.
- Problem Statement: What themes, messages, and delivery mechanisms create sympathy, support, or recruitment to terrorist activities?
- End State: Reduced support to terrorism by employing a synchronized and integrated SC effort of actions, words, and images.

EUCOM Shortfalls

- Assessment Metrics
- Information Management
- Reports and Analysis

Insights 1: Existing Capabilities

- **Integration** of commercial new media, social software, news aggregators, RSS feeds, and related tools into current operations.
- **Coordination** with the JIOWC regarding current DoD tools and technologies.
- **Interaction** with the IC regarding IARPA research and existing tools like Intellipedia.
- **Improvement** of human and organizational problems as well as S&T problems; includes defining relationships between SC-IO-PA.

Insights 2: Future S&T

- Develop advanced “semantic ontology” tools for **analysis** of vast and complex info streams.
 - Moving from keyword matching to “concept” matching
 - Automated criteria for sort by intensity / POV
- Network **analysis** tools for better integration of NGOs and other partners in military operations

Future S & T: Page 2

- Human terrain **analysis** (NGA) for understanding the adversary
 - Improvements needed in rapid storage / retrieval, temporal dimension visuals, user overload
- Gaming tools for **assessment** of different SC themes and theories; human-computer interaction
- PR – What’s the “DoD brand”?

Dr. Foster's **Areas of Consideration**

- (1) Okay as is.
- (2) SC Effectiveness: What proactive S&T tools can be developed?
- (3) Measures of Effectiveness: Develop a social science base for universal SC MoE?
- (4) Media Utilization: Research agenda evaluating social software for SC?
- (5) Competencies should be changed/improved for not only personnel but also organizations/groups.
- (6) Develop scientifically valid information architecture for SC that allows many to benefit?
- (7) What are scientific bases for predicting and assessing the effects of SC at various group/population levels?