

PACOM

# The SC Process

## Analyze

- Intelligence Preparation of the Environment
- Identify/understand audience(s)
- Identify information needs and tools
- Develop assessment methodology

## Outputs

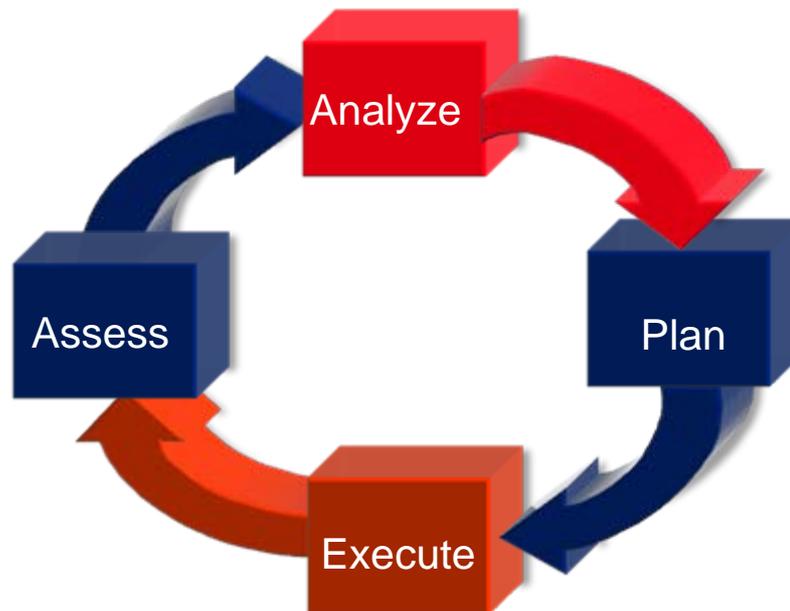
- Target Audience Analysis
- MOEs/MOPs

## Assess

- Qualitative/quantitative analysis
- Are we achieving our objectives/effects
- Are we using correct measurements
- Reassess plans/tasks
- Policy development

## Outputs

- MOEs/MOPs



## Plan

- Develop Strategy
- Strategy to Task
- Integrate kinetic/non-kinetic operations

## Outputs

- Communication strategy/plan
- Annex Y
- Synchronization Matrix

## Execute

- Kinetic Operations
- Non-Kinetic Operations

## Outputs

- FRAGOs
- Branches/Sequels
- Raw data (SITREPs, etc.)

# PACOM S&T Needs (1 of 2)

- Cultural awareness
  - Cultural norms and expectations
  - Lifestyle behavior and attitudes
  - Thought leaders (people who drive opinion)
  - Technology to enhance cultural knowledge
- Data issues (An agile center source of information)
  - Means of collecting cultural awareness information (values, means, traditions),
  - Integrating the information
  - Systemizing and leveraging the information so that it is easily retrieved, routinely updated, maintained
  - Tools to ensure the confidence in information quality
- Correlation technology
  - Technologies to enable interagency between different agencies
  - Horizontal information sharing and collaboration
  - Technologies that can enable correlation in classified and unclassified cultural information

# PACOM S&T Needs (2 of 2)

- Automated Translation
  - PACOM's unique problem: diversity of languages (27 of the top 40 languages are spoken within the PACOM region, so translation and the nuance is very important)
  - How to assess speech recognition, translator errors
- Social Network Tools
  - An automated influence detector (key-influence mapping)
  - Determine, locate, identify key individuals who influence/represent the populace
- Education
  - Training schemes to know the limitations of various tools in strategic communication

# Possible S&T Solutions (1 of 2)

## Cultural awareness

- spiral dynamics – speak to layers of human development in cultural means under a culture Prioritizing the building block of culture
- BBN's Broadcasting Monitor System, Web Monitoring System
- Social networking
- Virtual environmental immersion
  - ICT Iterative Creative Technologies: avatars
- Live Research training centers
  - Cultural immersion by role planning

# Possible S&T Solutions (2 of 2)

## Data Issues

- 21<sup>st</sup> CSI: collecting, organizing, and integrating information

## Correlation Technology

- collaborative filtering – network ranking, ranking system based on use.
- Collaborative platform – social network

## Automated Translation

- LSI: Latent Semantic Indexing
- SpeechGear: automated translation product sweep
- NSIT: standards/Metrics to assess translation

## Social Network Tools

- Lotus: Social network analysis
- Simmetric