

# Attitudinal Measures of Effectiveness for Information Operations

Helena Abblett and Ritva Willis

Ively Road, Farnborough, Hants, GU14 0LX, United Kingdom

## Background

Measuring the effectiveness of military intervention represents a key challenge. In the case of Information Operations - with 'soft targets' such as perceptions, attitudes, thoughts, feelings and behaviour which are not necessarily directly measurable - this requires significant development and/or adaptation of methodologies and expertise.

Measures of Effectiveness (MoEs) attempt to establish the degree of influence of defined factors upon, for example, attitude change. This provides greater insight than simply an assessment of whether or not attitudinal change has occurred.

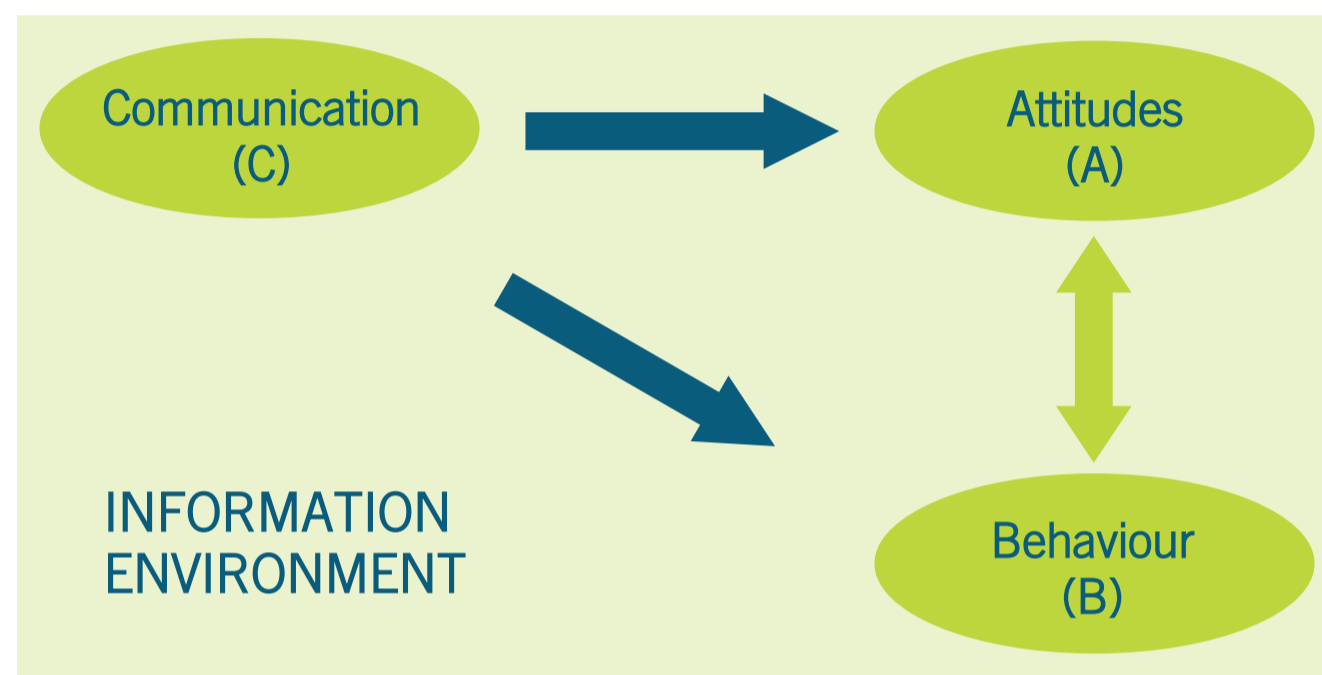
A number of assessment methods are in routine use to help identify changes in the attitudes and behaviour of individuals and groups (e.g. opinion polling and media analysis). However, the aim of this research is to develop tools that can, either directly or indirectly, assess the effectiveness of specific Information Operations activities towards making an attitudinal and/or behavioural change.

Previous research undertook a review of commercial techniques. The Associative Network Technique (ANT) was rapidly exploited by MoD DTIO as a tool for attitudinal assessment. As a consequence it has been employed in Sierra Leone, Iraq and Afghanistan.

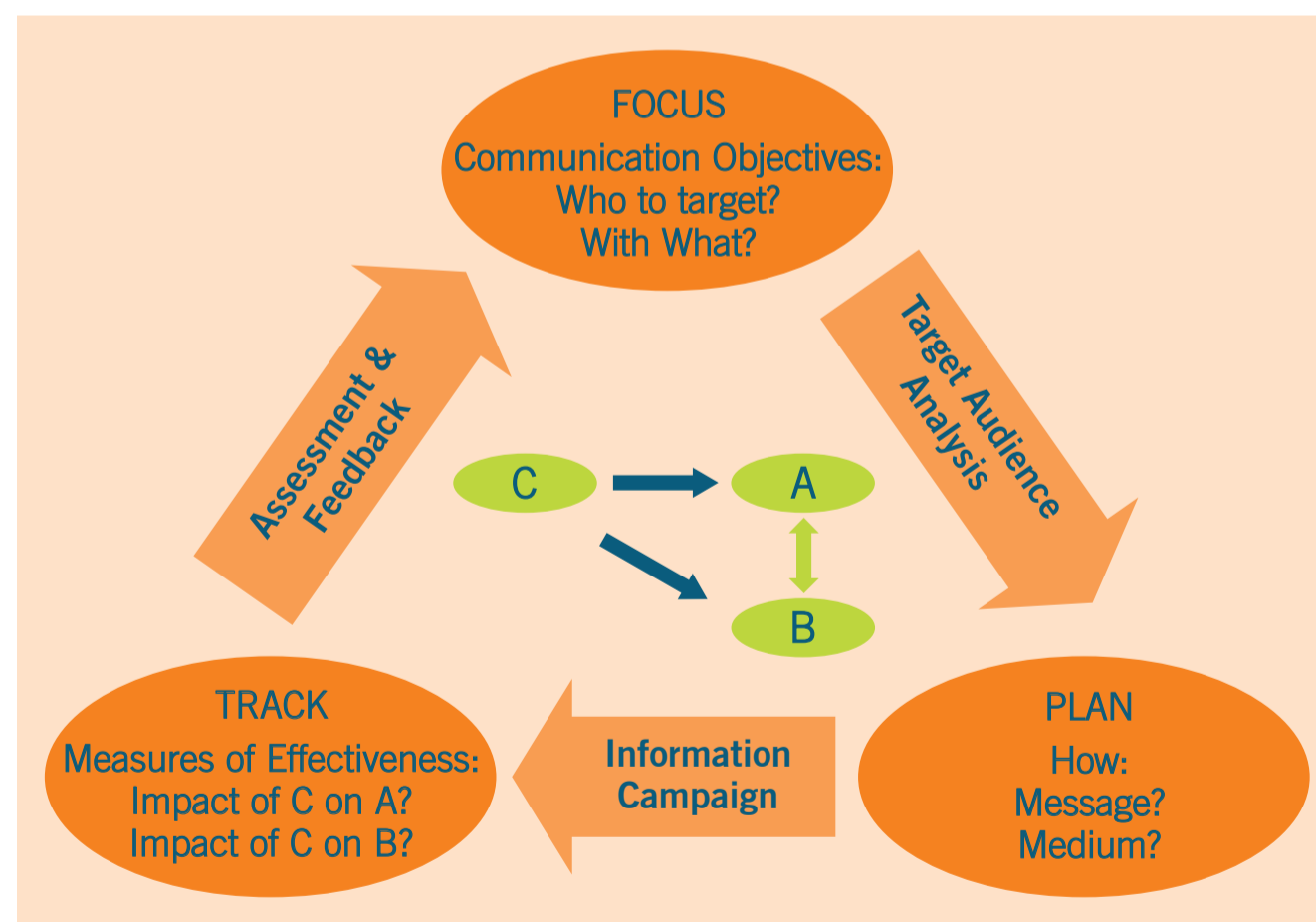


## Frameworks for Developing MoEs

- Two commercial frameworks for strategic communications planning have been identified:
- The Attitudes-Behaviour-Communications (A-B-C) model (see below).



- The Focus-Plan-Track (F-P-T) model (see below).



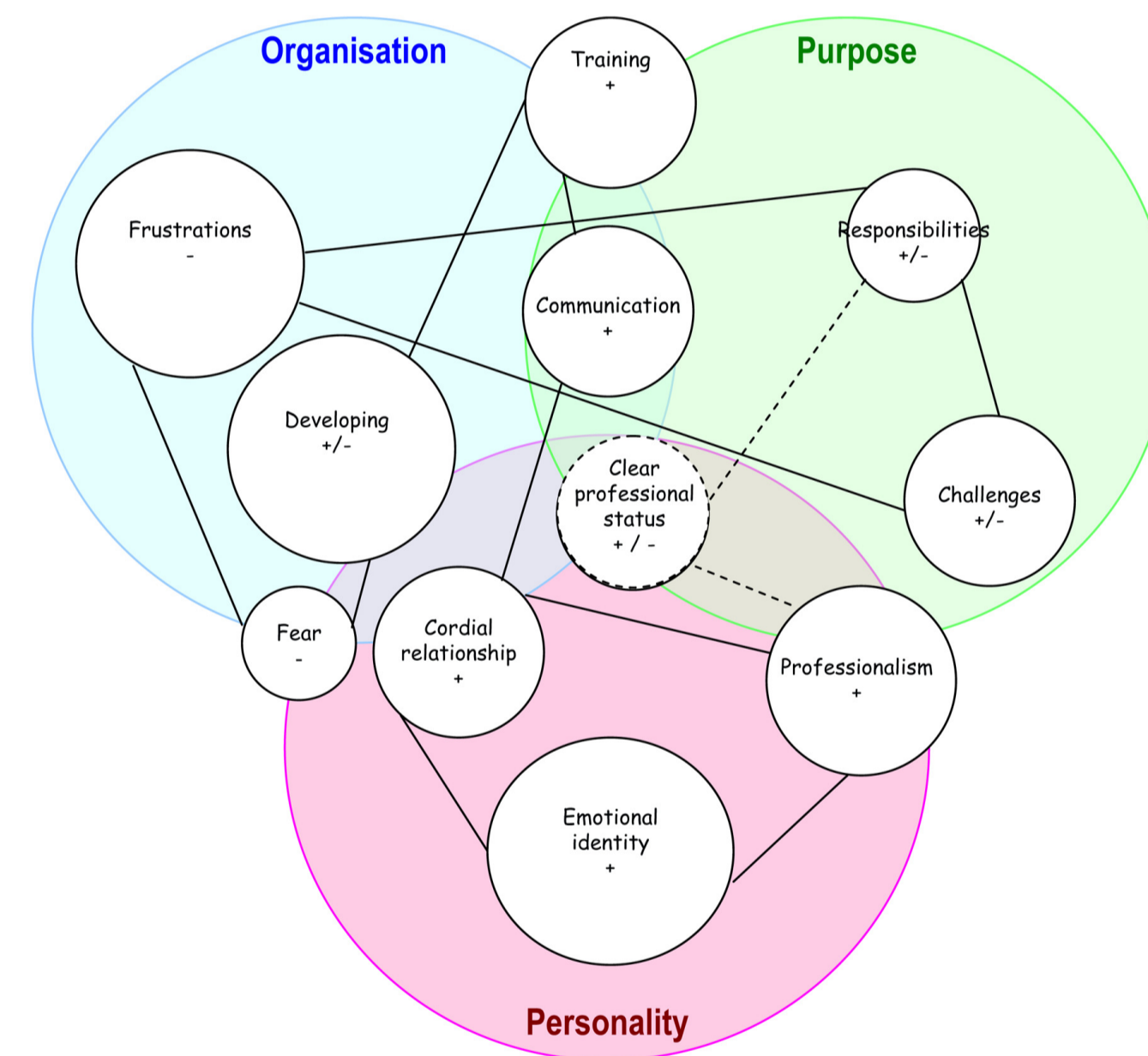
## Associative Networks Technique (ANT)

ANT has been designed to holistically measure attitude change with an emphasis on attribution of change. It covers all stages of the F-P-T framework. ANT provides a means to understanding how attitudes to a concept are formed.

## Methodology

A focus group setting is used for an initial discussion aimed at understanding the mindset that the group has towards the 'world' in which the attitudinal object exists. An understanding of this context is an important part of the process as it often helps to identify the source of associations.

The process of free association is then used to identify associations to the attitudinal object and the inter-relationships between these associations.



## Remote Evaluation of Audience Perceptions (REAP)

The aim of current research is to adapt the ANT to develop a 'semi-remote' assessment tool. This would allow use in circumstances where access to the target audience can be gained, but not necessarily by the analysts tasked with making the assessment.

## Military implications

The work aims to develop remote and semi-remote techniques for the collection, analysis and assessment of target audience attitudes. This work is of significant importance to Information Operations practitioners.

## MOD Exploitation

Stakeholders include: DTIO, DIS, 15 PsyOps Group, Deployed HQs, and Other Government Departments.