

# Profiling and Influence Analysis

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## Background

*"The ability to detect the emergence of threats to understand their nature, and our adversaries' motivations, intentions and capabilities allows us to target their weaknesses and better identify our own vulnerabilities."*

Defence White Paper 2003

Adversary (or potential adversary) perception, will and intent remain the key targets for Information Operations and other Influence Activities as we seek to employ a Comprehensive / Effects Based Approach to military operations.



## Aim

Develop a coherent set of **tools, techniques and expertise** that allows **systematic analysis of individuals, teams, groups, and socio-technical systems** to inform the analysis, planning, execution, and assessment of an EBA to operations; and to enhance and extend the portfolio of Human Factor Intelligence Analysis techniques.

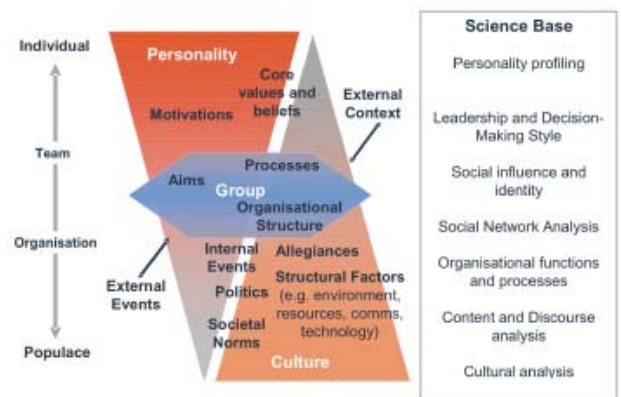
## Programme

This research will entail exploring and evaluating the feasibility and utility of a wide range of non-traditional sources and analytic approaches. The analytic tools and techniques will typically be used for the remote collection, analysis and assessment of people because the 'targets' are adversaries or potential adversaries who may be difficult to approach directly, even where they are not deliberately concealing their intentions or preparations.

The 3 year programme of research has five distinct components:

- Remote Assessment of Individuals
- Social Influence Networks
- Remote Assessment of Human Collectives
- Remote assessment of Cultural Styles, Beliefs and Behavioural Propensities
- Analysis and assessment of Attitudinal and Behavioural factors to create effective Measures of Effectiveness for Influence Activity.

## Overview of Factors affecting Attitudes and Behaviour



## MOD Exploitation

The project output will support the profiling and influence analysis work of DTIO, DIS, 15 PsyOps Group, Deployed HQs, DEC ISTAR and Other Government Departments. The work will also support successful collaboration with other nations via the NATO HFM-160 'Measurement of Effectiveness of Psychological Operations as part of Information Operations'.

## Military implications

The work aims to develop, explore and evaluate techniques for the remote collection, analysis and assessment of people at the individual, collective (group or team) and societal level. This work is of immediate impact to intelligence analysis.