Psychology
A New Kind of SIGDEV

Establishing the Human Science Operations Cell
100bn
JTRIG

Online HUMINT

Strategic Influence

Disruption and CNA
Psychology 101 concepts illustrated:

Extrovert

Introvert
Human Science?
Individuals  Groups  Socio-Cultural
OCEAN
OCEAN

Openness  Contentiousness  Extroversion

Agreeableness  Neuroticism
What can we tell?
Liking → Certainty → Disclosure → Liking
Facilitated through:
Mirroring
Mimicry
Accommodation

DEPTH

Orientation Phase → Exploratory Effective Phase → Affective Phase → Stable Phase

Time

Superficial
Intimate
Personal
Core
SQUEAKY DOLPHIN

Can SIGDEV help us understand and shape the Human Terrain?
SQUEAKY DOLPHIN

Broad real-time monitoring of online activity of:

- YouTube Video Views
- URLs ‘Liked’ on Facebook
- Blogspot/Blogger Visits

Diagram:

Passive → STREAMING ANALYTICS via DISTILLERY → Real-time Splunk Dashboard
Job Vacancies in Lagos, Nigeria
Cricket Related Activities in London, England

ESPN CricInfo India Vs England Page ‘Liked’

‘Facebook’ Likes for URLs containing ‘liam fox’
So Passive gives us...
Scalability.

But, we don’t have context!

Targeted enrichment is the solution.
YouTube

Across the world on 13th February 2012: the 14th Feb & Syrian Rally

YouTube Tags
14FEB BAHRAIN MARCH RALLY
Targeted website monitoring using passive.

Customised Piwik installation, and is integrated into GTEs passive capabilities.
HOLLOW POINT
Optimising Influence
NEWTONS CAT
JamesMTitus  James M Titus
@Sysparatem Right on bro
8 hours ago

Sysparatem  Mike Parker
RT @JamesMTitus: @Sysparatem Yeah, so true! you mean I should be suspicious of you? or that @btocops should be challenged?
10 hours ago

JamesMTitus  James M Titus
@Sysparatem Yeah, so true!
10 hours ago

Sysparatem  Mike Parker
RT @botcops: @Sysparatem you might want to be suspicious about JamesMTitus>> what do you say @JamesMTitus?
11 hours ago

Sysparatem  Mike Parker
RT @botcops: @mstheay00 auto-alert: am monitoring for spam: @JamesMTitus
11 hours ago

botcops  Bulletproof
@Sysparatem you might want to be suspicious about JamesMTitus
12 hours ago

botcops  Bulletproof
@Sysparatem auto-alert: am monitoring for spam: JamesMTitus
5 Feb
Influence @ Scale