

# ADVERSARY BEHAVIORAL CONTEXT

WHAT CAN WE KNOW ?

WHAT MUST WE ASSUME ?

HOW BEST CAN WE ESTIMATE OR FORECAST ?

# What Can We Know ?

History matters -- Behavioral history

Individual and group  
Decision and action

Descriptive Modeling -- Structures and processes

Capturing the variables  
Discovering commonalities

# What Must We Assume ?

- Intent – What the adversary needs or desires (goal), and how he expects to achieve them (goal-directed behavior)
- Rationality ? What type ?
- Adversary's Net Assessment
- What we do matters, a priori or in response
- Decision/game theory, predictive models

# How best can we Estimate or Forecast ?

- Do we have useful analogies ?
- The need to “emulate” the adversary with good fidelity: motivations, attitudes, goals, (past) behavioral preferences, etc.
- What will THEY decide and do ? (NOT what we’d do, as them, in the same circumstances)
- Probabilistic/stochastic/causal methods – BUT - “causality in cultural/organizational/psychological context of the adversary”

# Conference in Context

- State of the art in behavioral modeling
- Listening to customer views and needs
- “Bridging” from qualitative content (social/behavioral/cognitive sciences) to estimative levels of confidence, through computational sciences
- Capabilities, Decision, Courses of Action  
(Can-May-Will)

BIA Center as assessment “interface device”