

# Behavioral Influences Analysis (BIA) Center

---

Annual BIA Methodology Conference  
18-19 September 2007

---

Theme:

***“Strategy to Tactics: BIA for Actionable  
Insights on Adversary Behavior”***

# **BIA Center Methodology Conference**

- Welcome/Introductions
- Administration/Logistics/Support
- Classification reminder
- Computers are welcome: research aid
- Time management – start/end/breaks
- Critiques and suggestions – forms
- Network building; interaction
- Handouts, Agenda, Daily Schedules

# Conference Overview:

## ADVERSARY BEHAVIORAL CONTEXT

***WHAT CAN WE KNOW ?***

***WHAT MUST WE ASSUME ?***

***HOW BEST CAN WE ESTIMATE OR FORECAST  
BEHAVIOR ?***

# What Can We Know ?

History matters -- Behavioral history

Individual and group  
Decision and action

Descriptive/Statistical Modeling -- Structures and processes; demographics

Context and situation  
Capturing the variables  
Discovering commonalities and differences

Modeling Causal “Probabilities” – likelihood of occurrence

Specific behavioral preferences, choices, or outcomes  
Bounding the solution space of possible behaviors, in a known or  
posited context and situation

# What Must We Determine, Assume, or Infer ?

- 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 behavioral 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”

# BIA Center Mission

- Systematic behavioral assessment: primary goal
- Responsiveness to analysts/planners
- “Bridging” from qualitative content (social/behavioral/cognitive sciences) to ***estimative levels of confidence*** – through contextual knowledge, analytical methods, and computational and decision sciences support
- Research and development
- Assess “RED” Capabilities, Decisions, Courses of Action (Can-Chooses-Plans)

[BIA Center as an assessment “interface device:”  
methods, research, modeling, Red Team basis]

# AGENDA

- Mornings:
  - “Stage-setter” presentations (4)
  - BIA guided discussion, with 13- step methodology as basis (~50% each day)
- Lunch: tools demos/explanations available
- Afternoons: Participants in analysis “test drive” in 4 Groups, each with different topic/actor assessment task (~50% each day)
- Tools demos (optional): end of both days/both lunch times/before second day’s schedule begins