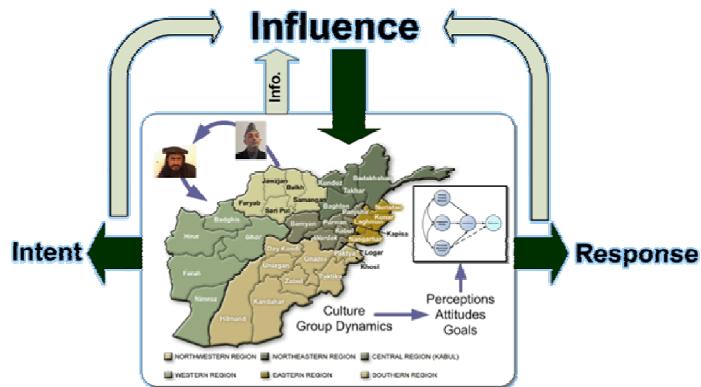




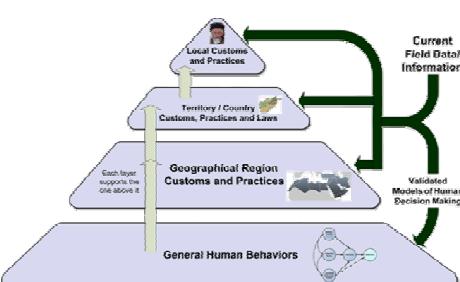
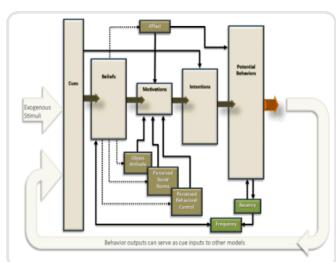
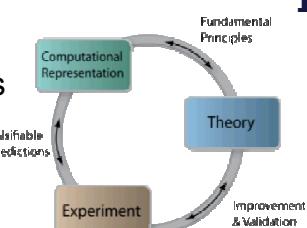
# Behavioral Influence Assessment (BIA)

## Modeling Individual & Societal Attitudes and Intent with Regard to US/Allied Actions

SAND2011-2341P



- The system uses a psycho-social framework that incorporates both well established theories of human behaviors and empirically derived data
- Models capture the collective knowledge from theory, SME input and field data



### National Security Challenge: Gaining Insight into the Attitudes and Intent of Adversaries

#### Purpose:

- To develop a systems-level capability that will allow analysts to better assess potential actions and counter-actions of individuals interacting within a country/organization of interest before, during, and after an initiated event.

### Integration of Cognitive and Systems Models

- Utilizing M&S to create a social simulation platform that couples high-definition cognitive models with a cultural, economic, and policy-based (systems dynamic) simulation
  - Takes into account cultural, economic, political, group dynamics—including the beliefs, attitudes, motivations, and emotion states of people.

### Potential Payoffs

- Gain insight as to the intent and likely responses of individuals and/or populations of interest.
- Address the dynamics that drive stability and instability within the country of interest.
- Capture the dynamics, secondary effects, and potential unintended consequences of red/blue/green actions.

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