

UNIFYING SOCIAL FRAMEWORKS

Sociocultural Data to Accomplish Department Of Defense Missions

A Public Workshop

August 16 & 17, 2010

AGENDA

The National Academies' Keck Center♦ Room 100
500 Fifth Street, NW ♦ Washington, DC 20001
(Near Judiciary Square or Gallery Place metro stop)

Day One

Monday August 16

8:30 WORKSHOP CHECK-IN

♦ Opening Remarks

9:00 WORKSHOP OPENING & LOGISTICS

WELCOME FROM NATIONAL RESEARCH COUNCIL

- Dr. Barbara Wanchisen Director, Committee on Human-Systems Integration (COHSI)
- Dr. William Marras (NAE) Chair, COHSI

**9:30 WORKSHOP OBJECTIVES & PLANNING COMMITTEE
INTRODUCTIONS**

- Dr. Judee Burgoon, Planning Committee Chair and University of Arizona

**9:50 SPONSOR PERSPECTIVE: The Human Social Culture Behavior Mission and
Defense Functional Domains in Complex Operations**

- CAPT Dylan Schmorrow, Medical Service Corps, US Navy, PhD, Acting Director: Human Performance, Training, and BioSystems Directorate, Research Directorate, Office of the Director, Defense Research and Engineering, Office of the Secretary of Defense

10:30 BREAK

This Workshop is sponsored by the Office of Naval Research (ONR)

♦ Workshop Panels

10:45

PANEL I ► Conflict Is Local: Mapping the Sociocultural Terrain

Moderator: Dr. George Tita, Planning Committee and University of California Irvine

Guiding Question: What sociocultural factors must be understood to achieve military success in conflict environments?

10:50 Sociocultural Intelligence (socint)

Mr. Kerry Patton, Henley Putnam University

11:10 From Dark Web to Geopolitical Web: Collection and Analysis

Dr. Hsinchun Chen University of Arizona

11:30 Addressing Concentrations of Core Offenders

Mr. David Kennedy, John Jay College of Criminal Justice

11:50 Implications and Q&A*

12:45

WORKING LUNCH

• Dr. Judee Burgoon

Participants are invited to use computers in meeting room to submit questions for the committee and panelists to address.

1:45

PANEL II ► Bridging Sociocultural Gaps in Cooperative Relationships

Moderator: Dr. Andrew Imada, Planning Committee and A.S. Imada and Associates

Guiding Question: What sociocultural knowledge will enable Department of Defense personnel to work with cooperative partners (international and indigenous) to make local populations feel safe?

1:50 The Specificity of Culture and Context

Dr. Robert Rubinstein, The Maxwell School of Syracuse University

2:10 The Four Elementary Forms of Social Relations – and Their Cultural Implementations

Dr. Alan Fiske University of California, Los Angeles

2:30 Crossing Bridges through Cultural Discourses: Integrative Theory and Practices

Dr. Donal Carbaugh, University of Massachusetts at Amherst

2:50 Implications and Q&A*

3:45

BREAK

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♦ Discussion of Day One Events

4:00 AUDIENCE-COMMITTEE DIALOGUE
Moderator: Dr. Randy Borum, Planning Committee and University of South Florida
The committee will address questions and comments from workshop audience that have been submitted digitally throughout the day.

4:30 COMMITTEE OBSERVATIONS
• Dr. Judee Burgoon

5:00 CONCLUSION OF DAY ONE PUBLIC SESSION

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Day Two

Tuesday August 17

8:00 **DAY TWO WORKSHOP CHECK-IN**

♦ Day Two Opening Remarks

8:30 **WELCOME, COMMITTEE INTRODUCTIONS & DAY ONE RECAP**
• Dr. Judee Burgoon, Planning Committee Chair and University of Arizona

♦ Workshop Panels Continued

8:40 **PANEL III ► Building Partner Capacity with Sociocultural Awareness**

Moderator: Dr. Michael Morris, Planning Committee and Columbia University

Guiding Question: What sociocultural knowledge will enable Department of Defense personnel to be more effective advisors and mentors to indigenous security forces?

8:45 Relational Attunement and Emotional Aperture as Cross-Cultural Bridges
Dr. Jeffrey Sanchez-Burks University of Michigan

9:05 Culture and Attention: Are People Seeing The World Differently?
Dr. Shinobu Kitayama University of Michigan

9:25 Implications and Q&A*

9:50 **BREAK**

♦ Keynote Address

10:00 **MAKING A DIFFERENCE IN AFGHANISTAN: Technology, knowledge, and intelligence in a dynamic sociocultural environment**
• Major General Michael T. Flynn US Army, Deputy Chief of Staff, Intelligence (CJ2), International Security Assistance Force in Afghanistan (via teleconference)

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♦ Workshop Panels Continued

10:45

PANEL IV ► The Art of Sociocultural Persuasion

Moderator: Dr. Catherine H. Tinsley, Planning Committee and Georgetown University

Guiding Question: How is the persuasive appeal of conversations, messages, and activities that are intended to foster social change affected by sociocultural factors?

10:50 Indirect Confrontation

Dr. Jeanne Brett, Northwestern University

11:10 Persuasion Absent Intent To Persuade

Dr. James Dillard Pennsylvania State University

11:30 Explaining Cultural Variation in Responses to Social Support and Social Influence

Dr. Brant R. Burleson, Purdue University

11:50 Implications and Q&A*

12:30

WORKING LUNCH

- Dr. Judee Burgoon

Participants are invited to use computers in meeting room to submit questions for the committee and panelists to address

1:30

PANEL V ► Methods, Tools, Frameworks & Models

Moderator: Dr. Robert Albro, Planning Committee and American University

Guiding Question: What are the strengths and weaknesses of different methods for acquiring and utilizing relevant data and knowledge?

A panel discussion of papers available online in advance of workshop.

- Dr. Mark Bevir, University of California, Berkeley

Paper title: *The Importance of Interpretation*

- Dr. Laura A. McNamara, Sandia National Laboratories

Paper title: *Why Models Don't Forecast*

- Dr. Robert G. Sargent, Syracuse University

Paper title: *A Perspective on Modeling, Data, and Knowledge*

- Dr. Jessica Glicken Turnley Galisteo Consulting Group, Inc. and

Joint Special Operations University, US Special Operations Command

Paper title: *The Dangers of Rushing to Data: Constraints on data types and targets in computational social modeling and simulation*

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♦ Discussion of Day Two Events

2:30

AUDIENCE-COMMITTEE DIALOGUE

Moderator: Dr. Randy Borum, Planning Committee and University of South Florida
The committee will address questions and comments from workshop participants
that have been submitted throughout the day.

♦ Workshop Summation & Implications

3:00

WORKSHOP IMPLICATIONS SUMMARY

- Dr. David Laitin (NAS), Planning Committee and Stanford University

3:45

SPONSOR & COMMITTEE REACTIONS

- Dr. Ivy Estabrooke, Program Officer, Human Social Cultural and Behavioral Sciences, Office of Naval Research and Assistant Director, Human Social, Culture, Behavior Technologies Human Performance, Training, & BioSystems Directorate, Office of the Director, Defense Research and Engineering, Office of the Secretary of Defense
- Dr. Judee Burgoon

4:15

ADJOURN

Notes

* At the conclusion of each panel discussion, committee member and audience questions will be answered (digitally submitted to moderator) and implications for DoD missions discussed.

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