

*The National Academies of*  
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DIVISION OF BEHAVIORAL AND SOCIAL SCIENCES AND EDUCATION

Board on Behavioral, Cognitive, and Sensory Sciences

DECADAL SURVEY OF SOCIAL AND BEHAVIORAL SCIENCES  
FOR APPLICATIONS TO NATIONAL SECURITY

**DRAFT FULL AGENDA (Subject to Updates)**  
CHANGING SOCIO-CULTURAL DYNAMICS AND IMPLICATIONS  
FOR NATIONAL SECURITY: A WORKSHOP  
October 11, 2017

Keck Center  
500 Fifth Street, NW  
Washington, DC  
Room 206

**8:30 a.m.      Workshop Registration Opens**

<b>9:00 a.m.      Workshops Commence</b>
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9:00 a.m.      **Welcome and Overview of Events (Webcast from room 201)**  
Sujeeta Bhatt, Study Director  
Audience information  
Paul Sackett, University of Minnesota, SBS Decadal Survey Chair  
Welcome  
David Honey, Director of Science and Technology, ODNI, Study Sponsor  
Sponsor perspective and context for study and workshops

9:30 a.m.      **Ethical Considerations for SBS Research in Support of National Security**  
Joy Rohde, University of Michigan; SBS Decadal Survey Committee Member; Workshop Steering Committee Member

9:45 a.m.      **Linking Culture, Language, Behavior, and Data**

*This session will bring together experts involved in the measurement of culture with those engaged in the study of culture, language and behavior using big data and natural language processing to explore ways for applying these theoretical advancements in big data contexts. There have been recent theoretical developments in the study and measurement of culture. These approaches provide for a better conceptualization and quantification of culture and their potential relationship to behavior, they have been applied to research at relatively small scales involving mostly primary data collection (e.g., face-to-face interviews). Can these approaches be applied to address larger scale issues in the study of culture at the regional and societal levels involving big data and data mining?*

Susan Weller, University of Texas Medical Branch; Session Moderator; Workshop Steering Committee Member

Dan Kahan, Yale University  
William Dressler, University of Alabama  
Dhiraj Murthy, University of Texas, Austin

**10:45 a.m. BREAK**

**11:00 a.m. Linking Culture, Language, Behavior and Data Panel Discussion**

Susan Weller, Moderator

Speakers will engage in a lively discussion regarding larger scale data issues in the study of culture

**11:45 a.m. LUNCH: On your own (cafeteria is on 3<sup>rd</sup> floor or food trucks are on 7<sup>th</sup> St, NW between F and G Streets**

**12:45 p.m. Cultural, Linguistic, and Behavioral Research and the Triangulation of Data**

*Multiple-method (or triangulation) and multiple-site (replication) research designs are increasingly been used across the behavioral and social sciences. Although triangulation facilitates the validation of data through cross verification from more multiple sources and be used to minimize the effects of bias and deepen one's understanding and insights into the study results, a number of questions still remain. For example, in cultural, linguistic, and behavioral research, how many sources of data are necessary to trust a conclusion? How do common elements across different contexts improve or hinder triangulation of cultural, linguistic, or behavioral data? What are key challenges in triangulating data that spans a variety of cultures, languages, geographies, data types, and levels of analyses? Thinking ahead to the next 10 years, where might a moderate investment lead to significant improvements in analysis of data using triangulation from a cultural, linguistic and behavioral perspective?*

Mark Liberman, University of Pennsylvania; Session Moderator; Workshop Steering Committee Member

Joe Labianca, University of Kentucky  
David Broniatowski, George Washington University  
*Surveys, Laboratory Experiments, and Social Media: Better Together*  
Philip Resnik, University of Maryland, College Park

**1:45 p.m. Cultural, Linguistic, and Behavioral Research and the Triangulation of Data Panel Discussion**

Mark Liberman, Moderator

Speakers will engage in a lively discussion regarding issues and insights to analysis through the triangulation of data.

**2:30 p.m. BREAK**

2:45 p.m.      **Cultural, Linguistic, and Behavioral Research and the Challenge of Multiple Levels of Analysis**

*Cultural, linguistic and behavioral analysis can be done at many levels of analysis with a variety of tools. This panel explores from an intelligence perspective these issues. 1) What research has been done to date that crosses and integrates culture-related data across multiple levels, domains, and disciplines? 2) What are the key challenges in selecting a level of analysis, or simultaneously exploring multiple levels of analysis when analyzing a situation from a cultural, linguistic or behavioral perspective? 3) How can you tell that the wrong level of analysis has been chosen and what are the potential policy ramifications? 4) How are or will new technologies for on-line data collection and processing impacting the way cultural, linguistic and behavioral research is conducted at multiple levels? 5) Thinking ahead to the next 10 years, where might a moderate investment lead to significant improvements in multi-level analysis from a cultural, linguistic and behavioral perspective?*

David Matsumoto, San Francisco State University; Session Moderator; SBS Decadal Survey Committee Member; Workshop Steering Committee Member

Gwyneth Sutherland, Human Geography and Analytics Research

Michele Gelfand, University of Maryland, College Park

Jesse A. Egbert, Northern Arizona University

3:45 p.m.      **Cultural, Linguistic, and Behavioral Research and the Challenge of Multiple Levels of Analysis Panel Discussion**

David Matsumoto, Moderator

Speakers will engage in a lively discussion regarding issues concerning levels of analysis in all disciplines, and how to overcome them in order to generate more integrated, cohesive views of culture and behavior.

4:30 p.m.      **Roundtable Discussion of Presentations and Wrap Up**

Jeffrey Johnson, SBS Decadal Survey Committee Member; Workshop Steering Committee Member

**5:00 p.m.      ADJOURN**

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*Office of the Director of National Intelligence (ODNI)*

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