

An Information and Media Model

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Purposes

- To describe a Media Model to support influence operations, public affairs, and strategic communications planning

Context: Media Model in the Information Domain

Two major Information model capabilities:

1. Inter-Communication Between Actors

- **Focus:** ACCESS between actors
- **Actions:** Enhance-degrade communication access and quality of service
- **Effects:** Impacts effectiveness of influence between actors

1. Inter-Communication

Effects of actor-actor communication access

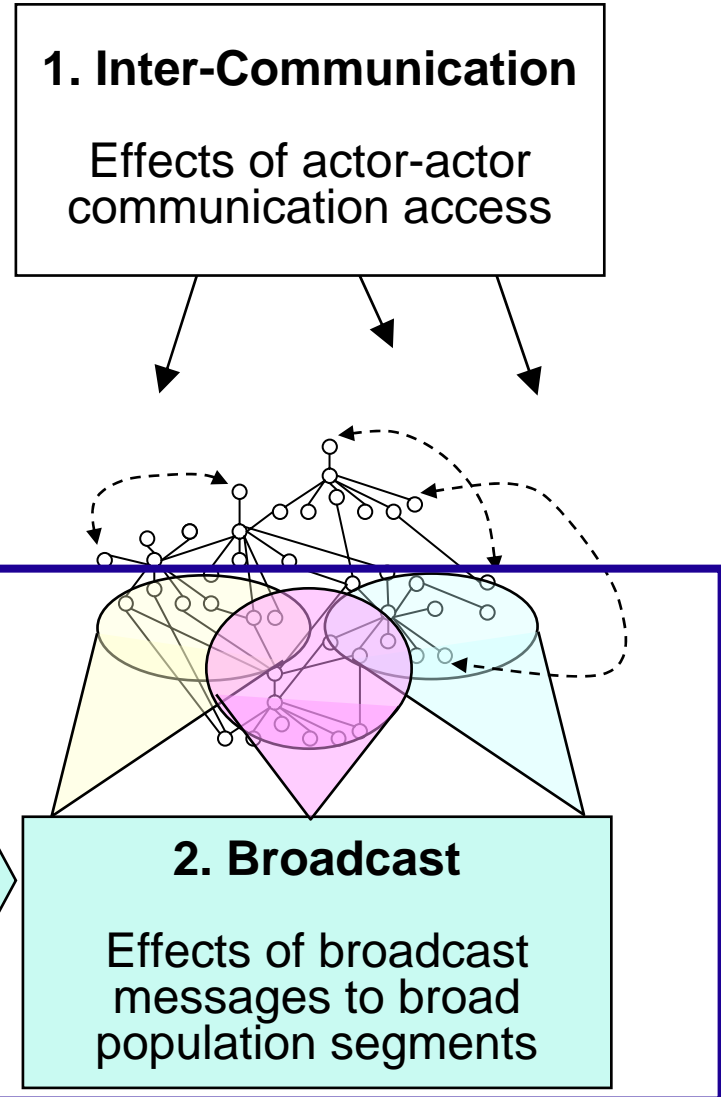
2. Broadcast: Media Model

- **Focus:** CONTENT of messages to target audiences
- **Actions:** Issue-deney messages by influencing sources and/or channels
- **Effects:** Impacts target audience perception of the situation

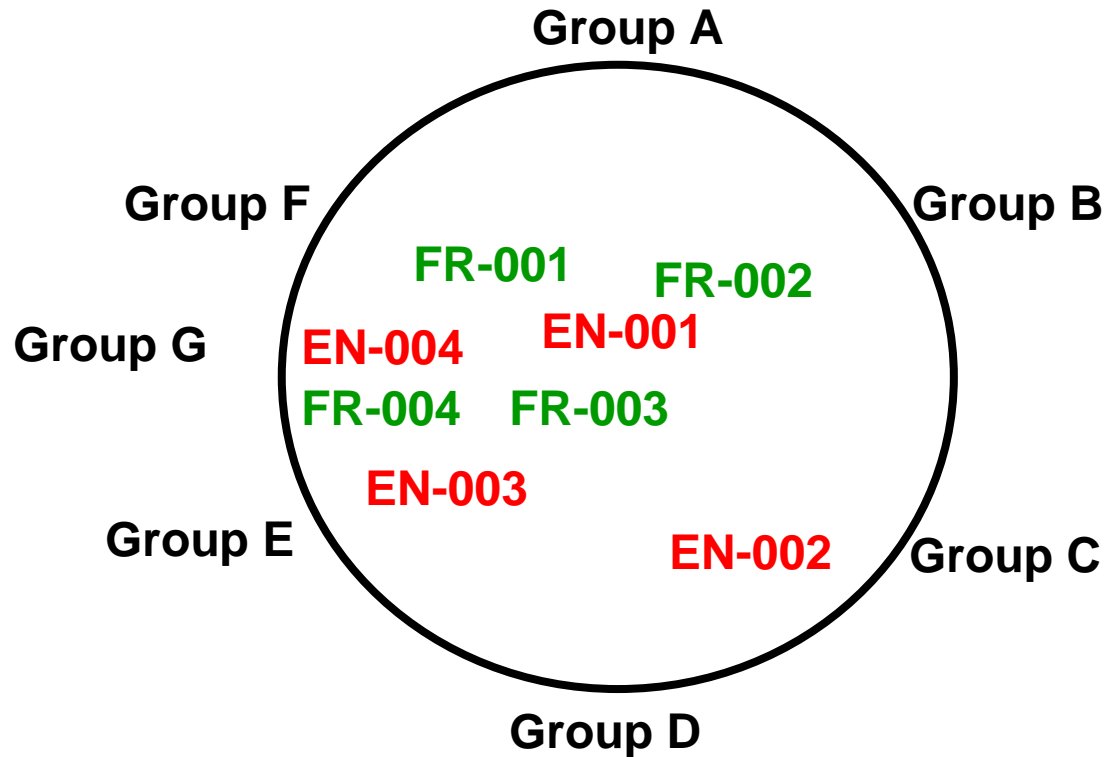
All forms of Media:
Newsprint,
Radio, TV,
leaflets,
internet,
Mosques,
etc.

2. Broadcast

Effects of broadcast messages to broad population segments

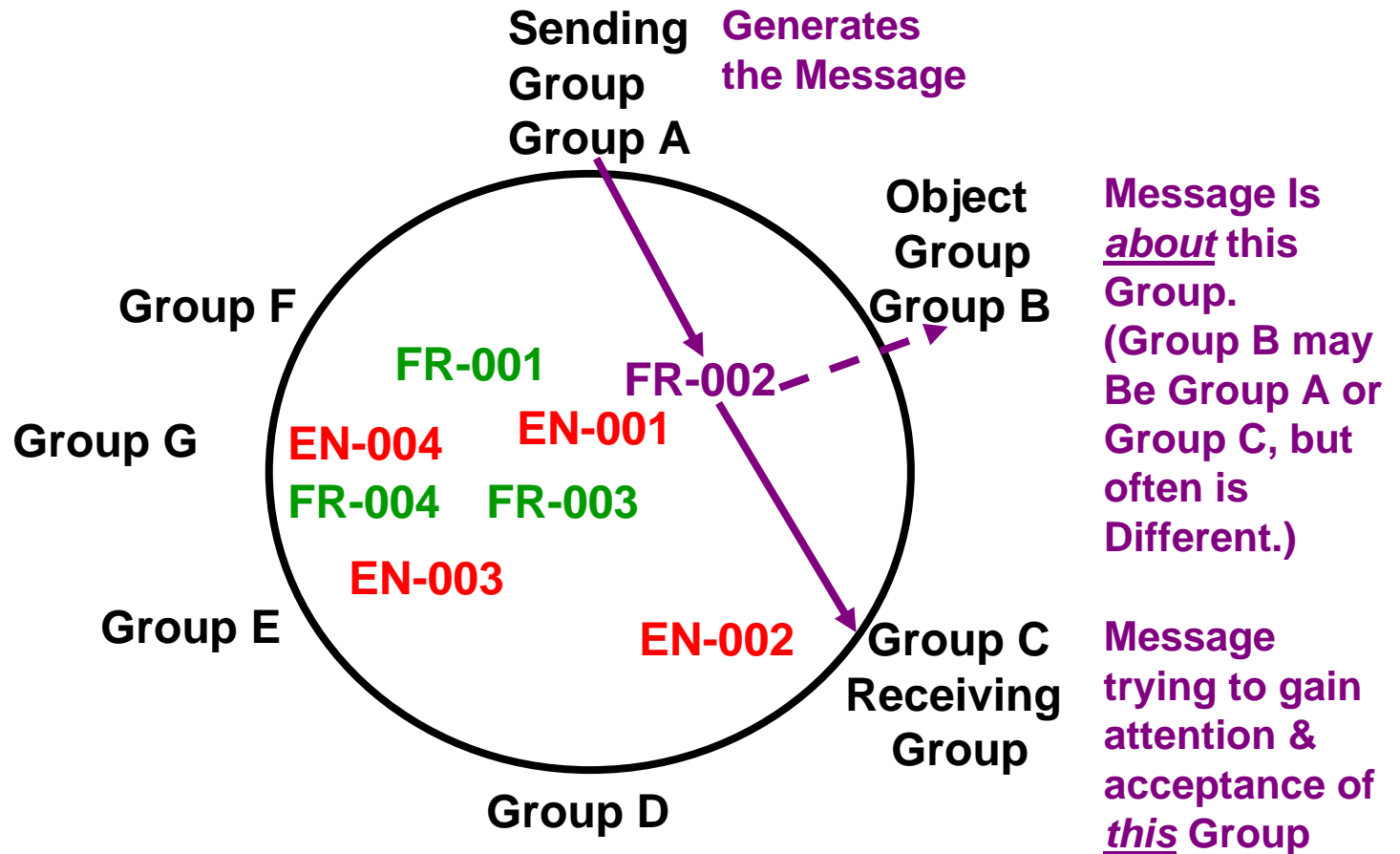


Overarching Model: The Idea Battlespace



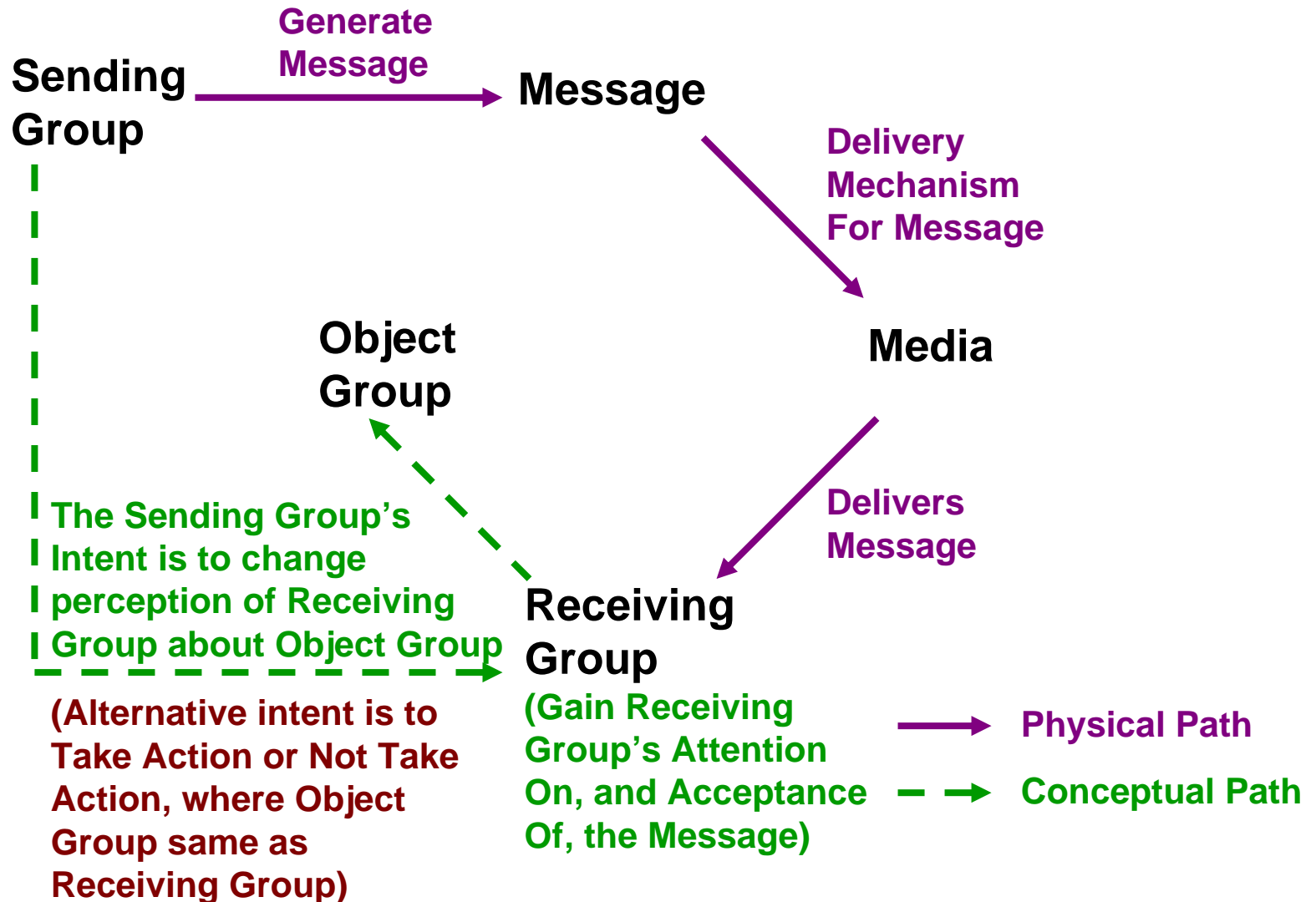
Messages Compete for Dominance for Attention and Acceptance from Groups that make up the “arena” of the Idea Battlespace

Modeling Effect of One Message

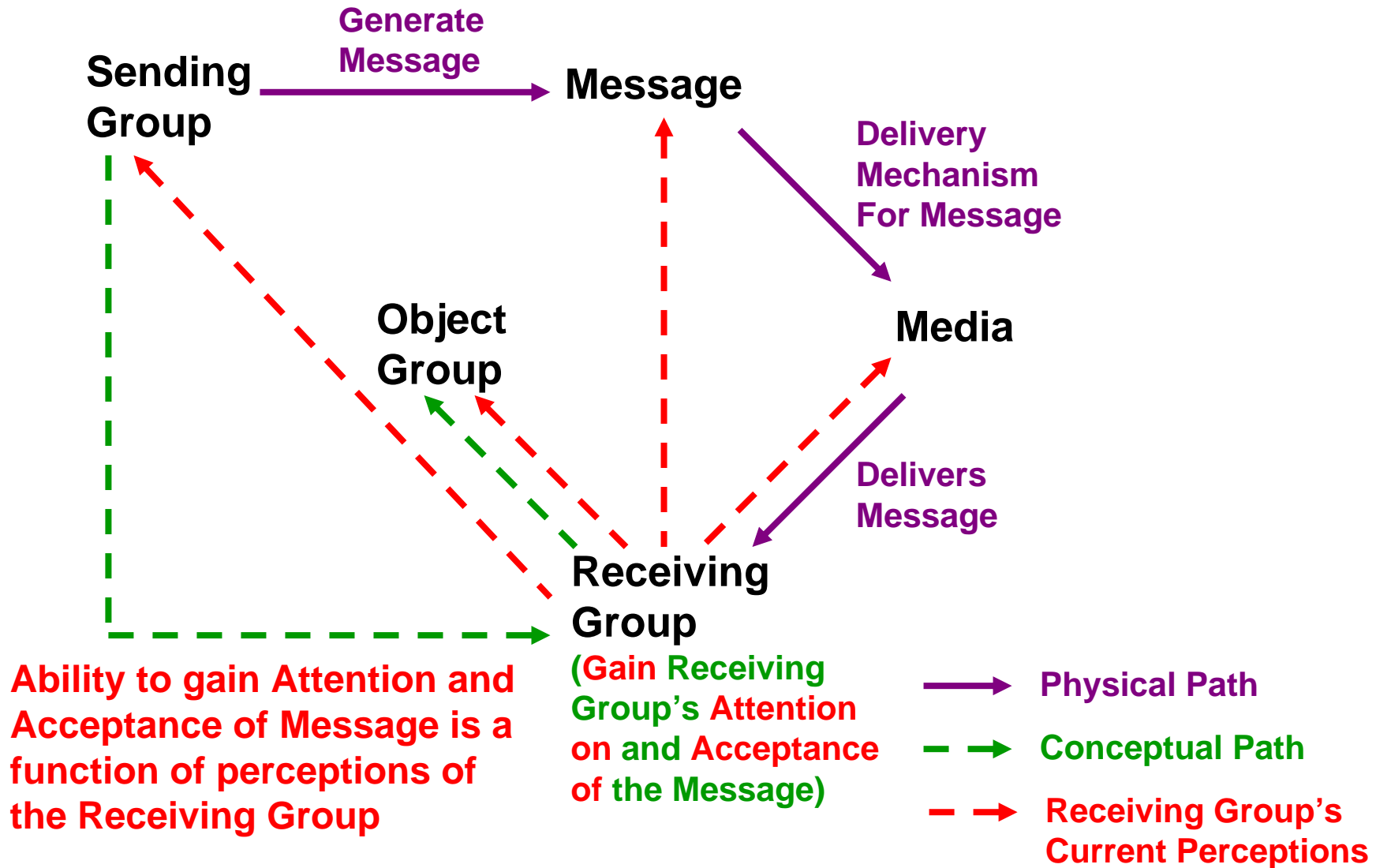


The Media model will assess the effects of each message one message at a time. The sequence and timing of messages does matter in the model.

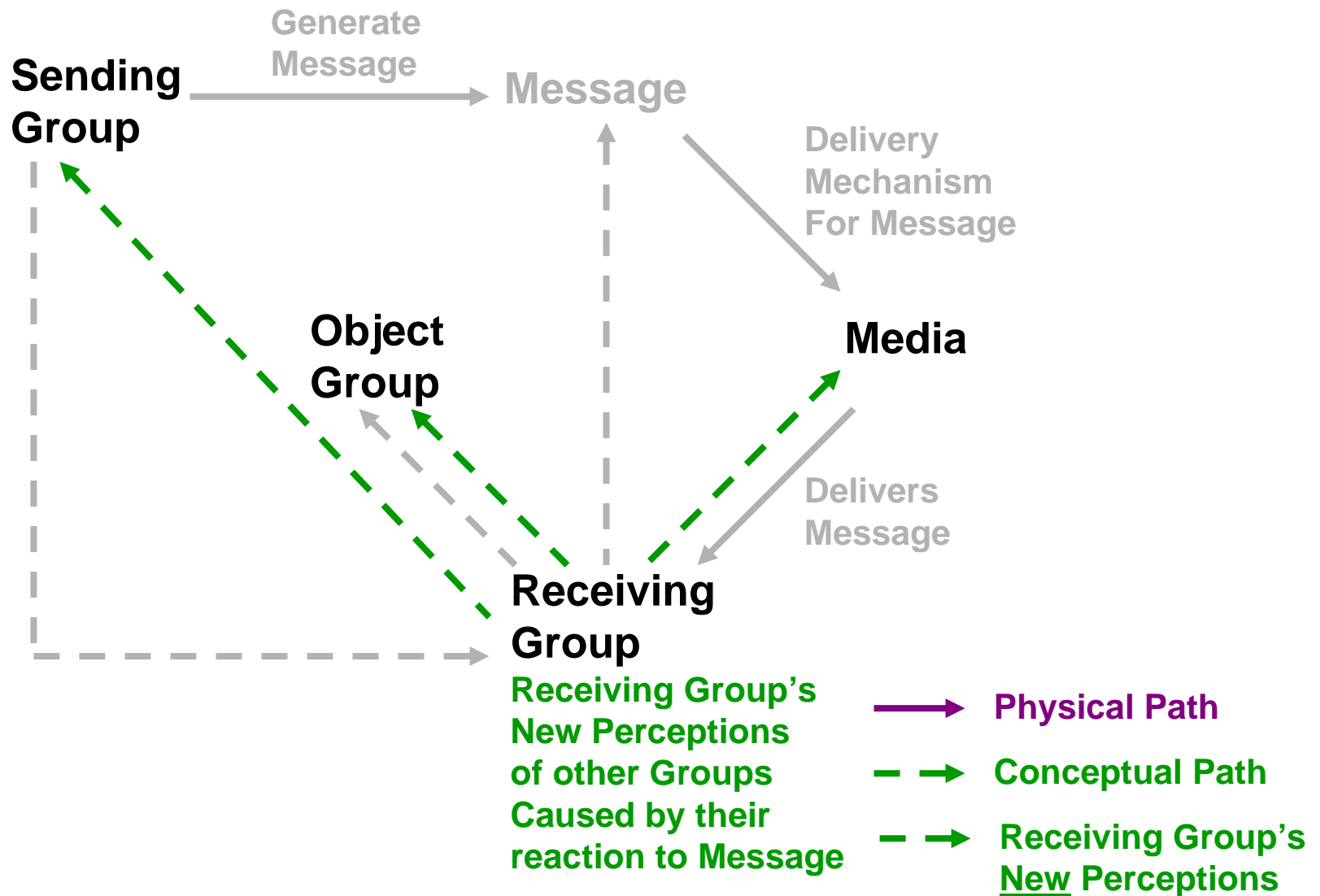
Modeling the Effect Sequence I



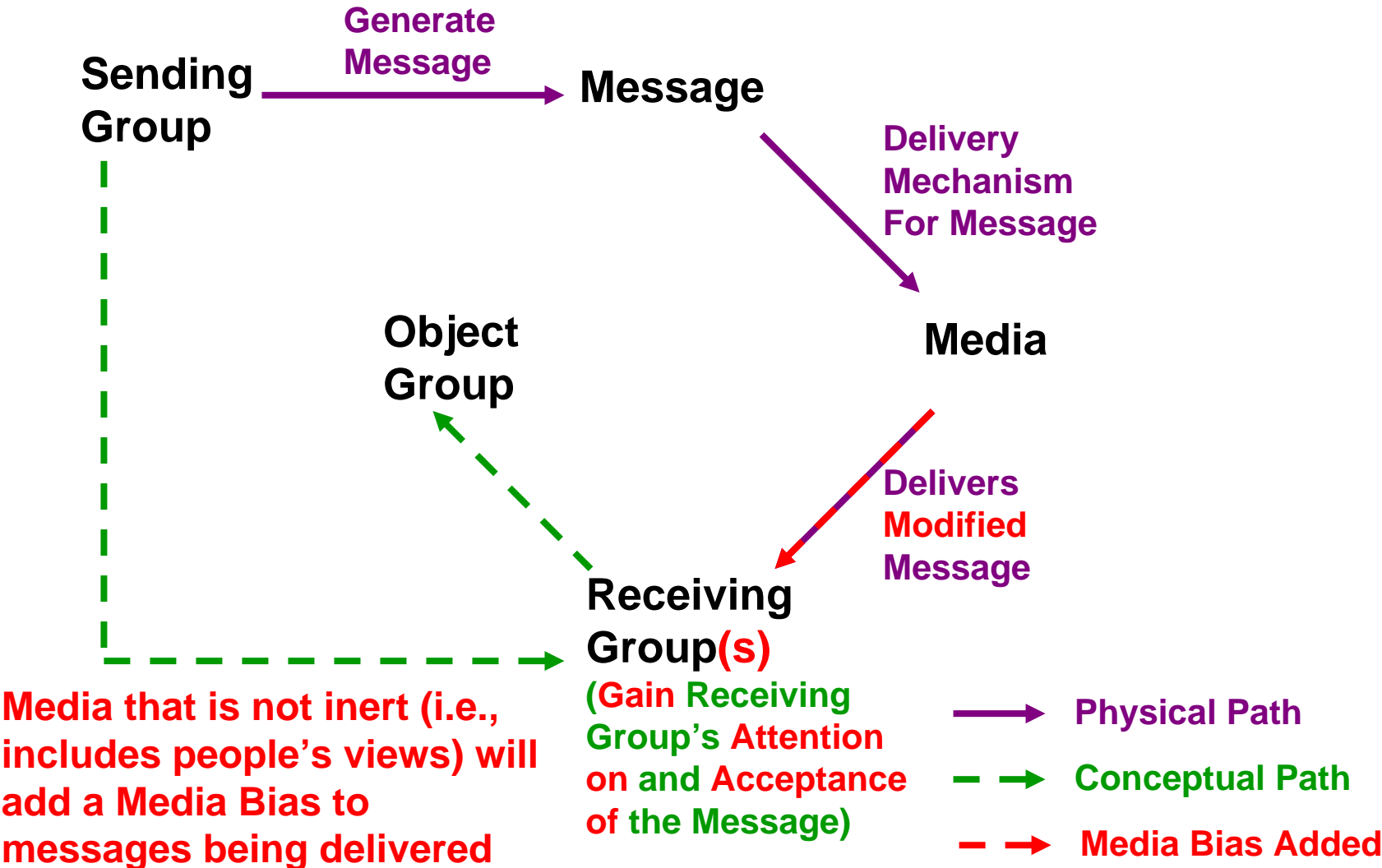
Modeling the Effect Sequence II



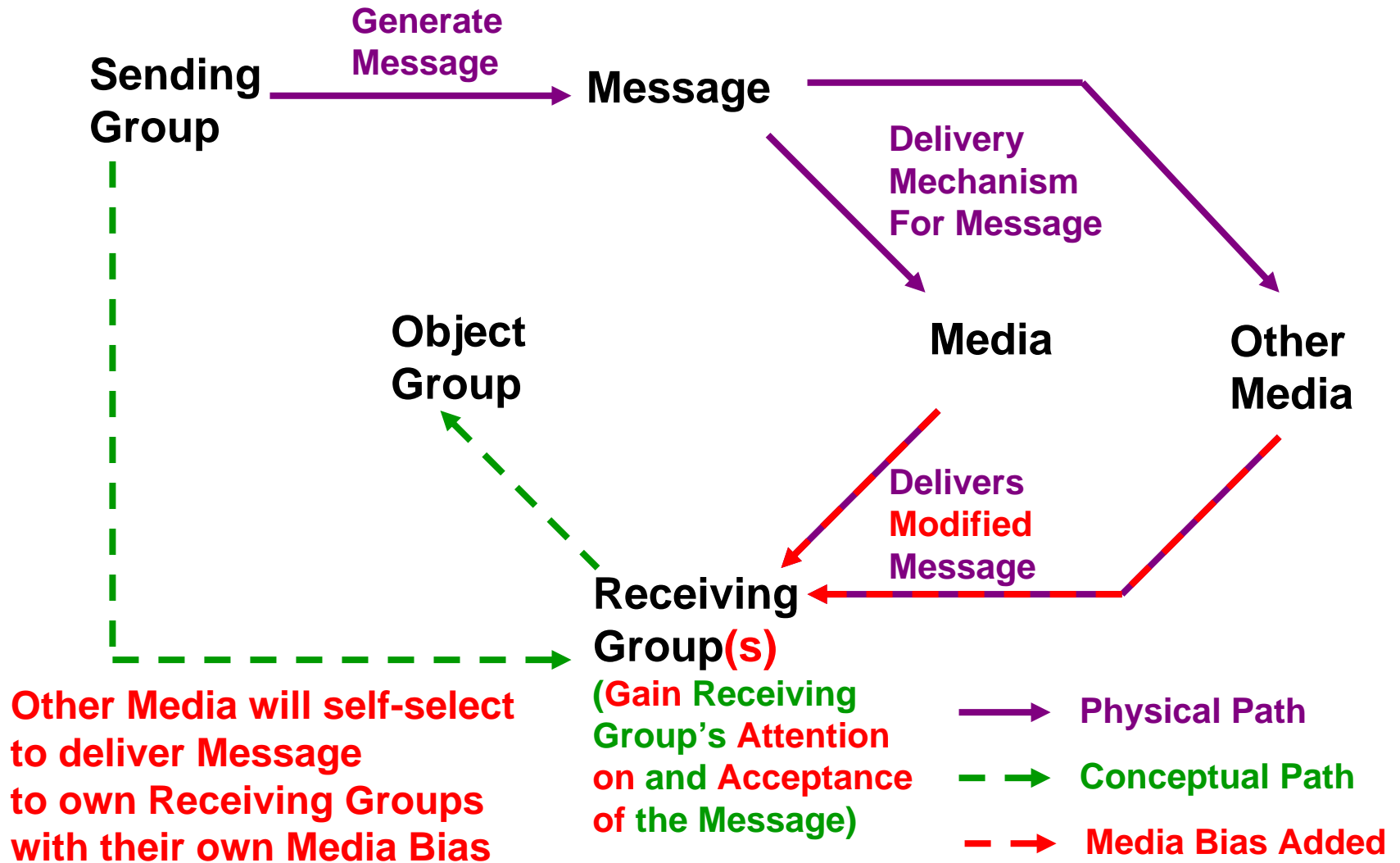
Modeling the Effect Sequence III



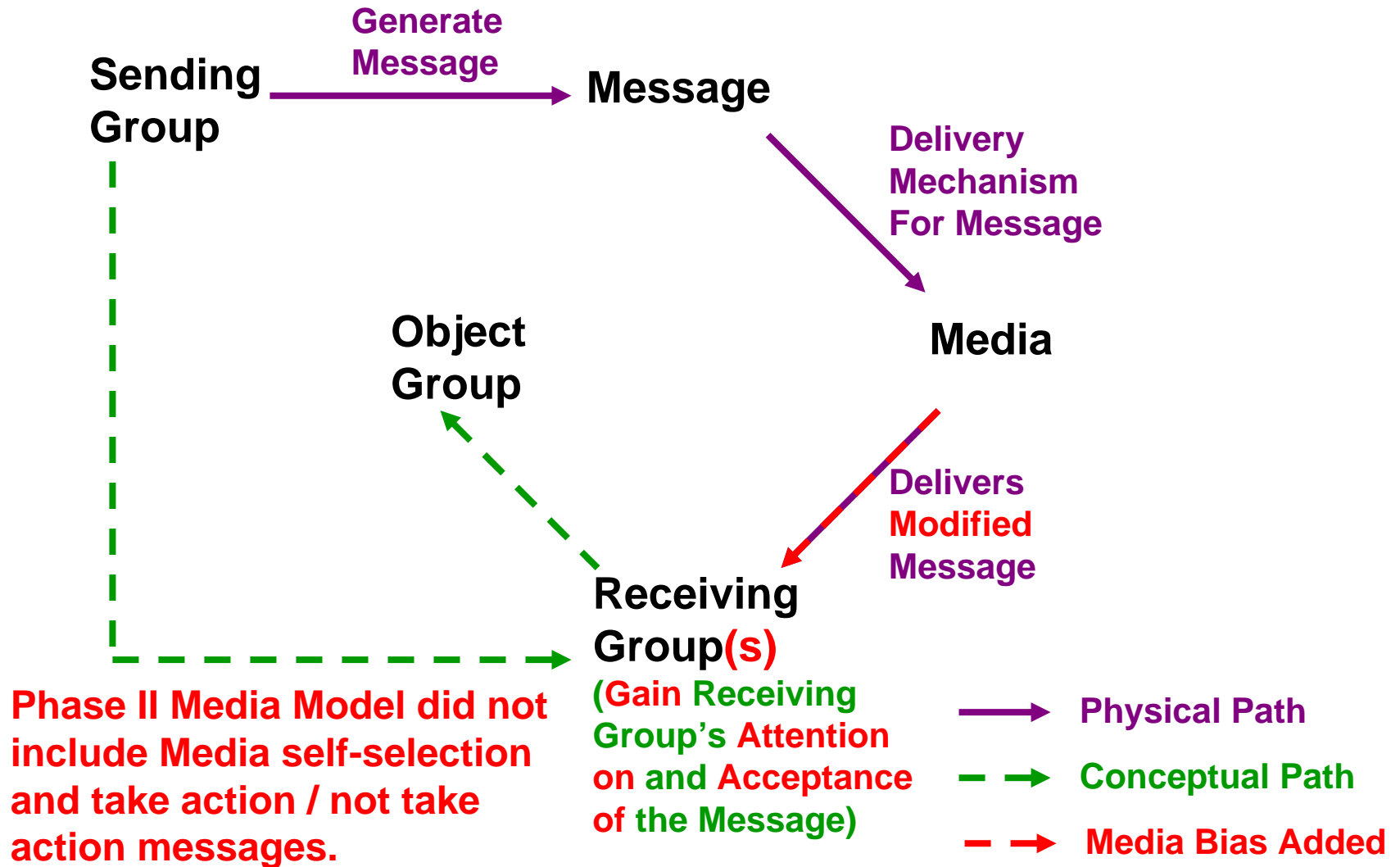
Adding Media Spin to Model



Adding Media Self-Selection to Model



Focus of Phase II Media Model



Three Dimensions of Perceptions

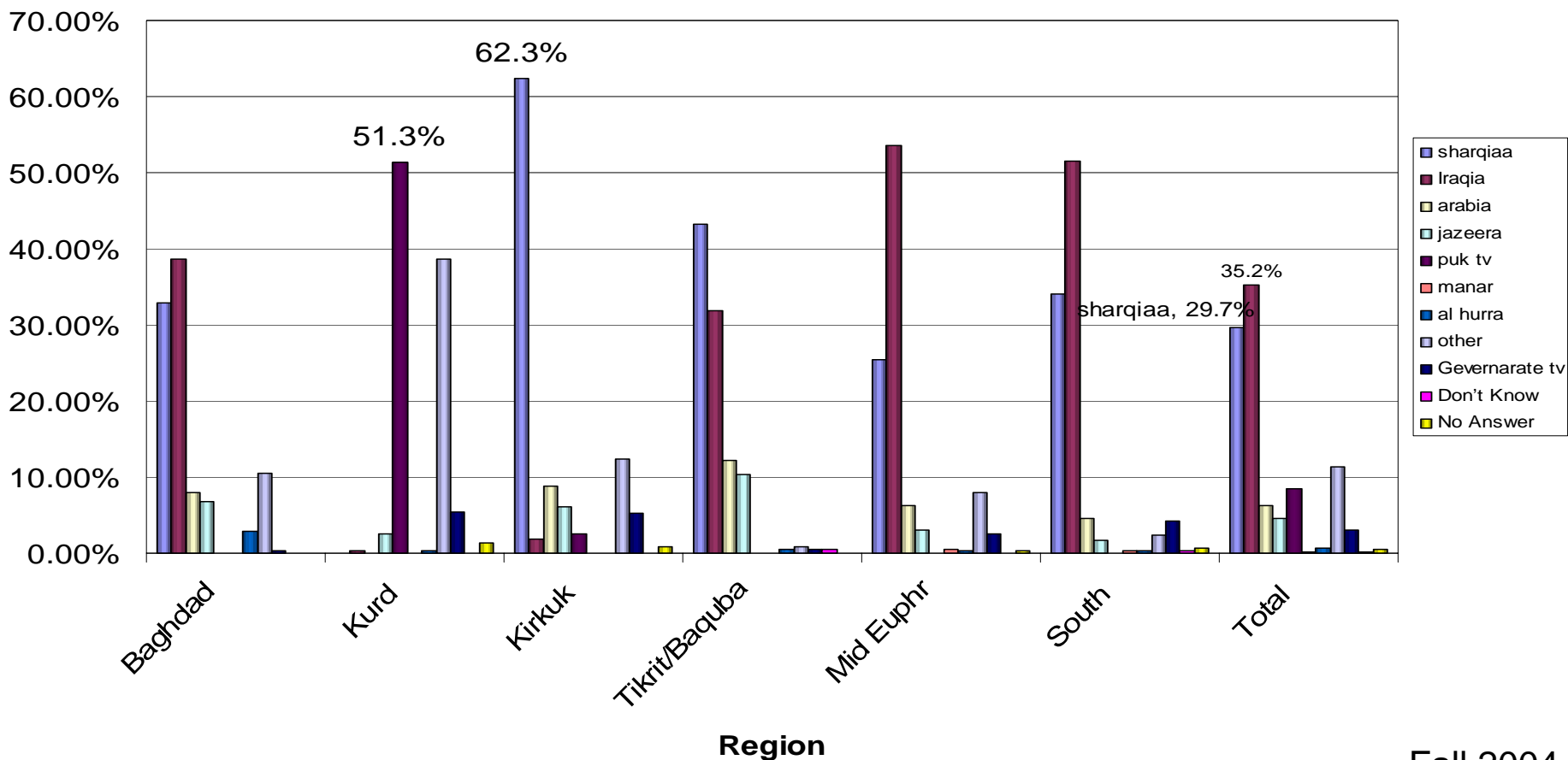
- The Media Model handles three dimensions of perceptions of each group about every other group
 - Legitimacy
 - Strength or Competence
 - Relative Friendliness
- Media Groups also have their views of every other group, and vice versa
 - Media groups are considered political groups like every other group in the model
 - Media Bias affects message Intensity, message Frequency, and Media Reach

Legitimacy Sample Perceptions

Perceiver is Row Header	Perceived is Column Header																			
	IPG	IEG	ISF	Police	CFHQ	USHQ	aQ	Sun Ins	Shi In	Sun Clr	Shi Clr	Sun Pop	Shi Pop	Kurd Pop	UN	Syria	Iran	Jordan	Turkey	SA
Iraqi Provisional Government (IPG)	2	2	2	2	1	1	-2	-2	-2	1	1	2	2	2	2	1	1	2	2	2
Iraqi Elected Government (IEG)	2	2	2	2	1	1	-2	-2	-2	1	1	2	2	2	2	1	1	2	2	2
Iraqi Security Forces (ISF)	2	2	2	2	1	1	-2	-2	-2	1	1	2	2	2	2	1	1	2	2	2
Iraqi Police (Police)	2	2	2	2	1	1	-2	-2	-2	1	1	2	2	2	2	1	1	2	2	2
Coalition Force HQ (CFHQ)	2	2	2	2	2	2	-2	-2	-2	0	1	2	2	2	2	1	1	2	2	2
US HQs (USHQ)	2	2	2	2	2	2	-2	-2	-2	0	1	2	2	2	1	0	1	2	2	2
Al Qaeda in Iraq (aQ)	-2	-2	-2	-2	-2	-2	2	0	0	1	-1	2	2	2	-2	2	1	-2	-1	-2
Sunni Insurgency (Sun Ins)	-2	-2	-2	-2	-2	-2	1	2	1	2	0	2	-1	-1	-1	2	0	-1	0	0
Shiite Insurgency (Shi Ins)	-2	-1	-2	-2	-2	-2	1	1	2	0	2	0	2	1	0	0	2	0	0	0
Sunni Clerics (Sun Clr)	-1	-1	0	0	-2	-2	0	2	1	2	0	2	0	1	0	1	-1	0	0	0
Shiite Clerics (Shi Clr)	0	2	1	1	-1	-1	-1	-1	-1	0	2	0	2	0	1	0	1	0	0	0
Sunni Populace (Sun Pop)	-1	-1	0	0	-1	-1	1	1	1	2	1	2	-1	-1	-1	2	0	-1	0	0
Shiite Populace (Shi Pop)	1	2	1	1	0	-1	-1	-1	0	1	2	0	2	1	1	-1	1	0	0	0
Kurdish Populace (Kurd Pop)	1	2	1	1	1	1	-1	0	0	1	0	-1	1	2	2	-1	-1	0	-2	0
United Nations (UN)	1	2	1	1	0	0	-1	-1	-1	1	1	2	2	2	2	1	1	2	2	1
Syria	-2	-1	-1	-1	-2	-2	2	2	0	2	1	2	1	1	-1	2	1	1	1	1
Iran	-1	1	1	1	-1	-2	1	0	1	-1	2	0	2	-1	-1	1	2	1	1	1
Jordan	1	2	1	1	1	1	-2	-1	-1	1	1	1	1	1	2	1	1	2	1	1
Turkey	1	2	1	1	2	2	-2	-1	-1	1	1	1	1	-2	2	1	1	1	2	1
Saudi Arabia (SA)	1	2	1	1	1	0	-2	-1	-1	1	1	1	1	1	2	1	1	1	1	2

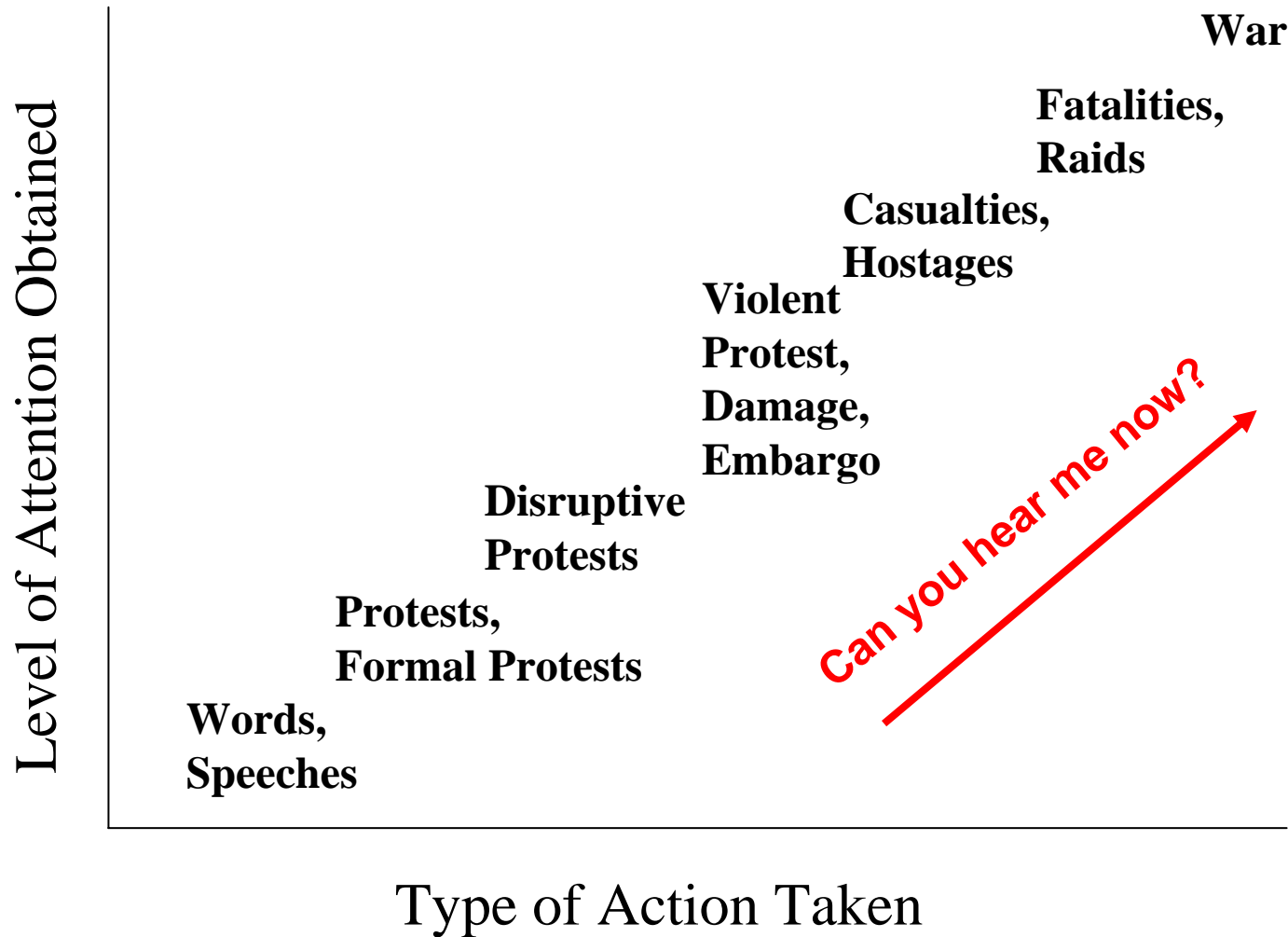
Sample Media Reach Data from Iraq Fall 2004

Television ratings of local Iraq Stations vs. Al Jazerra
Which is you Favorite TV Station?



Fall 2004

Changing Levels of Attention Picture



Details of Media Model, Part 1

- Themes:
 - Define any number of themes, each effect calculated sequentially
 - Define the message of the theme (optional text description)
 - Select the sending group(s), receiving group(s), and object group(s)
 - Select Legitimacy, Strength/Competence, or Friendliness
 - Intensity determines direction and magnitude
- Purpose and Intensity:
 - Select number in range of +2 or – 2 (basic 5 point scale with +,-) for one, two or three dimensions (L, S/C, Fr) to change in RG's view of the OG
- Channel:
 - Select Media Group / Channel pair (one at a time)
 - “Cloning” function provided for ease of input
 - Ensure data includes “Media Reach” of media group / channel pair
- Frequency or Rate:
 - Select a number of times the message will be delivered each week (including multiple times per session)

Details of Media Model, Part 2

■ Channel Types:

- TV/Radio, Newspaper, Internet, Mosques, Word-of-mouth, plus any number of user-defined types defined before a run
 - Need Media Reach Data

■ Resource Availability and Cost:

- Use of any channel at a specified frequency will cost money
- In addition, some channels require the availability of certain resources, such as electric power for TV/radio and Internet
- **Not included in Phase II model**

■ Media Reach (or Channel Reach):

- Use a look-up matrix to determine what percentage of the Receiving Group can be reached by the selected channel
- Media model will combine intensity, frequency, and percent of population reached to provide a single + or - number per dimension to document change in RG perception of Object Group, Sending Group, and Media Group

Details of Media Model, Part 3

- **Media Group/Channel Pair Blocking Action:**
 - User will select one media Group/channel pair to block for a specified period
 - Need to consider whether blocking this pair will block other pairs
 - User will select degree of success at blocking that pair (0-100%) over specified period
 - Media Model uses channel blocking to reduce intensity (number of times message delivered to Receiving group), possibly reducing it to zero
 - The fact of the use of channel blocking actions should consider effects on the population attitude to address popular reaction to censorship
 - Since we do not track channel blocking assets in the model, we are not addressing channel blocking resource availability except as a user input

Planned Future Enhancements (Phase 3+)

- Adding in Media Self-Selection
- Adding in take-action / not-take-action messages
- Effects on population attitude of Cognitive Dissonance, where messages are contradicted by other actions
- Effects of announced negotiations
 - Negotiations have substantial implications for perceived legitimacy, strength, and friendliness
 - Also has major implications for groups included and not included in negotiations
- Adding information dissemination extended by non-broadcast means
- Stronger ties to other models

Summary of Media Model

- A major portion of the Information Domain models focusing on broadcast messages and effects on population attitudes
- Includes messages to take actions or not take actions, as well a 2-party and 3rd-party belief messages
- Includes receiving group bias and media bias and tendency toward polarization and self-selection

Contact Information

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Backup Slides

5 x 5 Perception Matrix Initialization Approach

Likes U.S.

Hates U.S.

List of Groups

Group 01
 Group 02
 Group 03
 Group 04
 Group 05
 Group 06
 Group 07
 Group 08
 Group 09
 Group 10
 Group 11
 Group 12
 Group 13
 Group 14
 Group 15
 Group 16

Group 03 Group 06 Group 08				
	Group 14			
		Group 04 Group 07 Group 12		
	Group 15	Group 16	Group 10	
Group 01 Group 02 Group 13				Group 05 Group 09 Group 11

Hates Enemy Likes Enemy