Towards Building Trusted Multinational Civil-Military Relationships Using Social Networks

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Agenda

• Scenario
• Trust
• Recommendation Systems
• Social Networks
• Challenges
• Conclusion
METIS
NGO
non-governmental organization
Pace of Information Overload

Rate of Information Generation

TECHNOLOGY
PAPYRUS  Ca. 1600 B.C.E.
ALPHABET  MOVEABLE TYPE GUTENBERG
PUNCH CARDS
JACQUARD  TYPEWRITER
RADIO
COMPUTERS
PERSONAL COMPUTER

TODAY
Trust

First order

Second order

Third order
Recommendation Systems

• Aids users in rapidly decreasing the size of the pool from which to find objects of interest

• Two main types:
  – a site might show you all books that are related to a particular breed of dog
  – Amazon’s famous – “users that bought this book also bought these books...”

• Disadvantages
  – Neither are good for emergence
  – Tend to recommend only similar items
Social Networks
Challenges

• How does one create an online environment that allows for the right mix of trust components such that deep sharing of information can occur?

• How does the reputation of the organization that one represents affect the level of individual trust?

• How sophisticated do the algorithms need to be in order to produce good results?

• There are many issues to resolve from a human factors perspective. Would intelligent analysts and NGOs use such a network?