

**12th ICCRTS
“Adapting C2 to the 21st Century”**

**Title of Paper:
Measuring the Effects of Cumulative Influence:
Using NCW to Prevent or Minimize Civilian Casualties**

**Topics
C2 Metrics and Assessment; C2 Concepts, Theory, and Policy; Cognitive and Social
Issues**

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Abstract

We are interested in discovering if “Influence” is measurable. We define influence as the power of producing effects using either kinetic and non-kinetic actions, or a combination of both. This paper will focus on the use of non-kinetic means to achieve the effect of encouraging non-combatants to vacate a potential hostile environment. As a strategic framework, this paper will introduce the notion of “influence packages” to arrive at a desired set of metrics. We hypothesize that an influence network, consisting of diverse nodal entities, each with a unique capacity to generate a specific type of influence, can be orchestrated in such a manner that “influence packages” can be quickly devised, implemented, and the effects measured.