DEFENCE R&D DÉFENSE

Towards Building Trusted Multinational Civil-Military Relationships Using Social Networks

Bruce Forrester, PhD

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Defence Research and Development Canada
Recherche et développement pour la défense Canada

Canada

Introduction

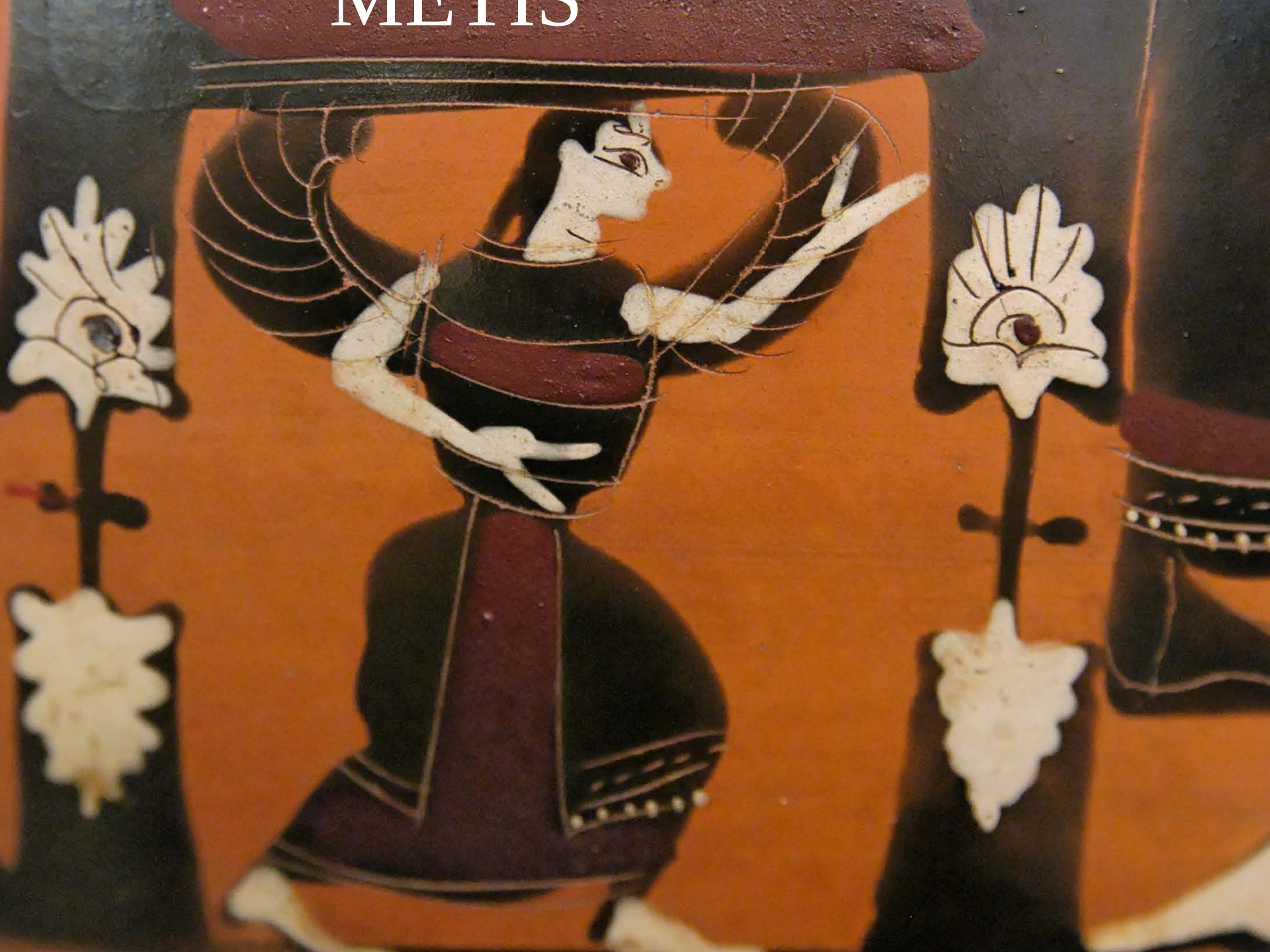
Agenda

- Scenario
- Trust
- Recommendation Systems
- Social Networks
- Challenges
- Conclusion

ISAF

KOREA

METIS



Tim Hortons
WALK IN

MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

InterAction
American Council for Voluntary International Action

Save the Children

NIGERIAN RED CROSS

PARTNERS for DEVELOPMENT

International Medical Corps

NGO non-governmental organization

IFAD
INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

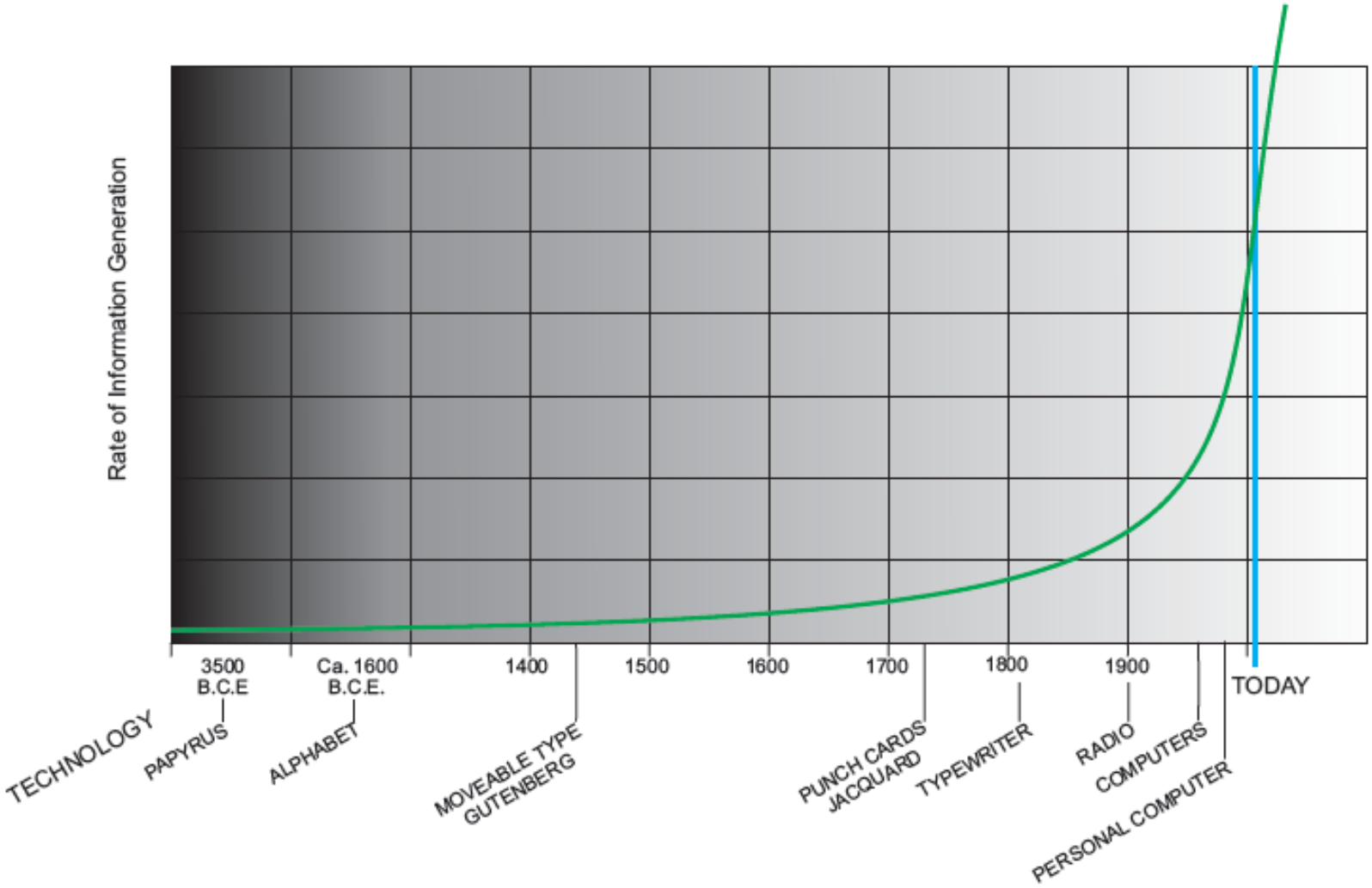
care

World Vision

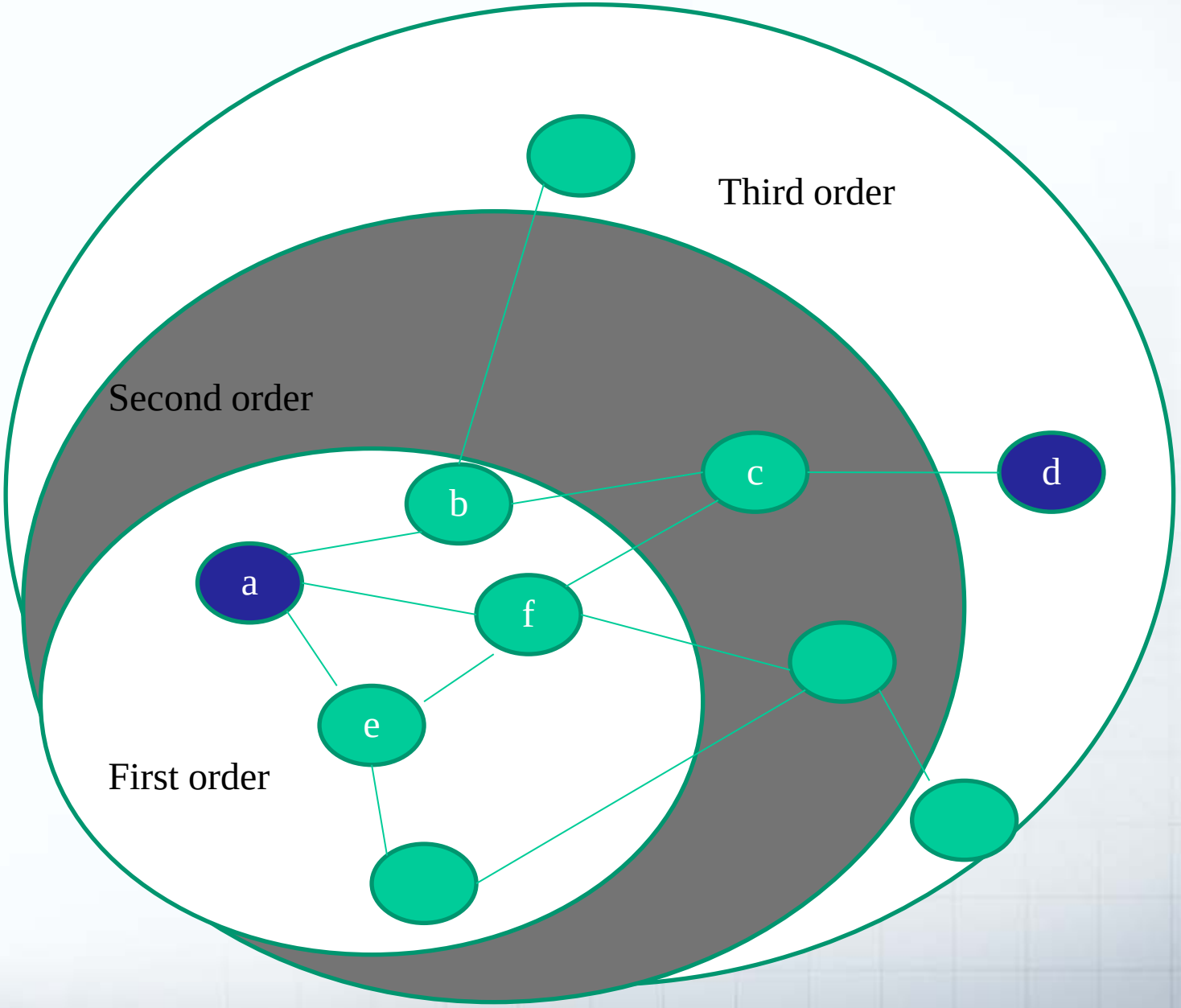
Oxfam International

CRS
CATHOLIC RELIEF SERVICES

Pace of Information Overload



Trust



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?

Conclusion

Bruce.Forrester@drdc-rddc.gc.ca