



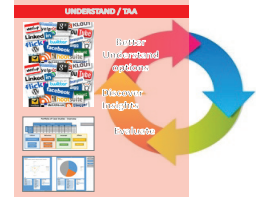
Understanding Online Audiences



Ministry
of Defence

Generating Capability

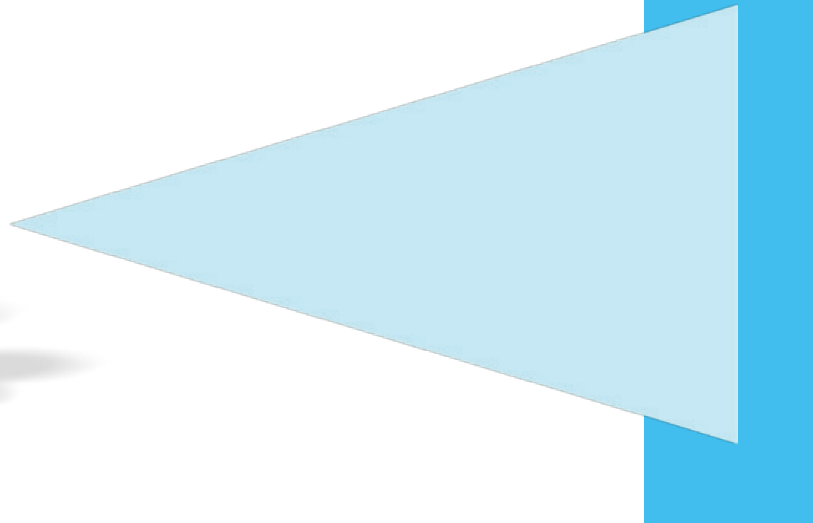
Aim: To create tools, methods, processes for conducting analysis of online audiences



MEANING



DATA



Capability Components



Library & assessment
framework for tools



Access to cadre
of experts



Capture of method
& tradecraft



Governance
& process



Tools Library

Dstl commissioned a Tools Library to support online audience analysis activities

- Horizon scanning of collection and analytic software tools
- Categorisation against tasks
- Investigation of function and evaluation of utility



Library & assessment
framework for tools



Cadre

Dstl pooled trained, internal personnel from across the organisation and augmented this with experts from industry

- Data scientists
- Intelligence analysts
- Behavioural scientists
- Cultural and linguistic specialists



Access to cadre
of experts



Methods Handrail

Dstl developed an interactive handrail for running online audience analysis activities

- Aids planning and team structuring
- Aids problem structuring to formulate valid responses to questions
- Contains library of valid methods



Capture of method
& tradecraft



Governance

Dstl developed approaches to governance of collection and analysis

- UK Legality (data protection, privacy)
- Staff welfare
- Attribution, deconfliction, risk assessment



Governance
& process



Learning by Doing

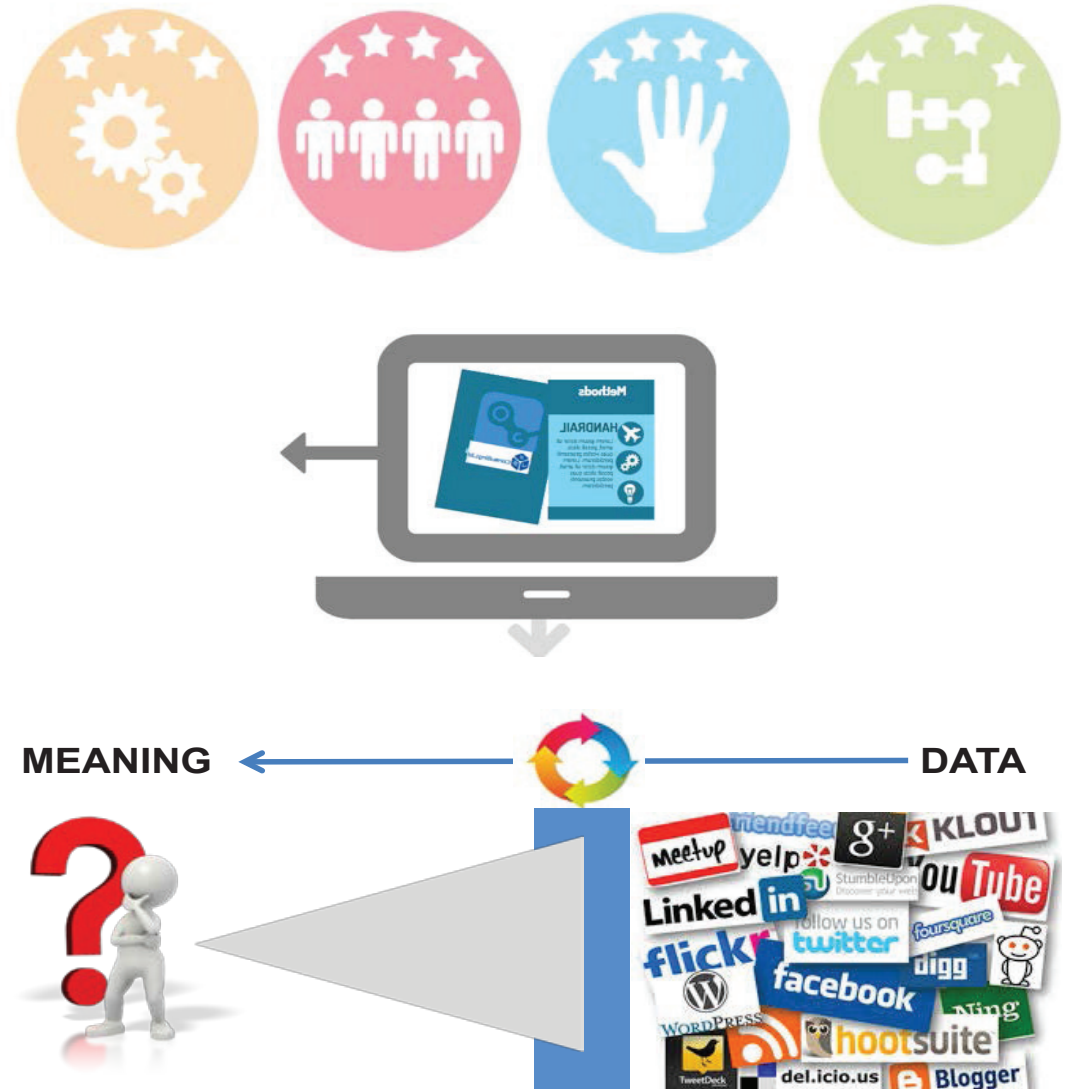
Sought opportunities to put components into practice



Conducted analytical sprints focused on real customer problems



Generated exploitable meaning and began to refine components



Case Study

Dstl commissioned by the UK Foreign and Commonwealth Office to put into practice the lessons learned from the research into understanding online audiences.

- Technology and vendor neutral review of campaigns countering Daesh online narratives
- Part of the UK contribution to the Global Coalition Communications Centre

