Psychology
A New Kind of SIGDEV
Establishing the Human Science Operations Cell
100bn
Psychology 101 concepts illustrated:

Extrovert

Introvert
Human Science?
Individuals

Groups

Socio-Cultural
What can we tell?
Facilitated through:
- Mirroring
- Mimicry
- Accommodation

DEPTH

Orientation Phase → Exploratory Effective Phase → Affective Phase → Stable Phase

Time

[Diagram showing the depth of relationships with layers: Superficial, Intimate, Personal, Core]
SQUEAKY DOLPHIN

Can SIGDEV help us understand and shape the Human Terrain?
SQUEAKY DOLPHIN

Broad real-time monitoring of online activity of:

- YouTube Video Views
- URLs 'Liked' on Facebook
- Blogspot/Blogger Visits
Job Vacancies in Lagos, Nigeria
So Passive gives us...
*Scalability.*

But, we don’t have context!

**Targeted enrichment is the solution.**
YouTube

Across the world on 13th February 2012: the 14th Feb & Syrian Rally

YouTubeTags

14FEB
BAHRAIN
MARCH
RALLY
YouTube Game Trailer in London, England
Targeted website monitoring using passive.

Customised Piwik installation, and is integrated into GTEs passive capabilities.
HOLLOW POINT
Optimising Influence
JamesMTitus James M Titus
@Sysparatem Right on bro
8 hours ago

Sysparatem Mike Parker
RT @JamesMTitus: @Sysparatem Yeah, so true! you mean I should be suspicious of you? or that @btocops should be challenged?
10 hours ago

JamesMTitus James M Titus
@Sysparatem Yeah, so true!
10 hours ago

Sysparatem Mike Parker
RT @btocops: @Sysparatem you might want to be suspicious about JamesMTitus>> what do you say @JamesMTitus?
11 hours ago

Sysparatem Mike Parker
RT @btocops: @mstheay00 auto-alert: am monitoring for spam: @JamesMTitus
11 hours ago

botcops Bulletproof
@Sysparatem you might want to be suspicious about JamesMTitus
12 hours ago

botcops Bulletproof
@Sysparatem auto-alert: am monitoring for spam: JamesMTitus
5 Feb
Influence @ Scale