

Lesson 3.7
Evaluating counter-MDMH Efforts

Learning Outcomes

1. Explain the importance of evaluating counter-MDMH efforts.
2. Establishing a two-way communication approach.
3. Describe how to assess the effectiveness of communication strategies.
4. Explain the necessary adjustments to improve impact.
5. Explain methods and tools for Data Acquisition.

Lesson Contents

- The importance of evaluating counter-MDMH efforts.
- Analysis of the impact of counter-MDMH efforts.
- Data acquisition tools and methods.
- Challenges of monitoring.

The importance of evaluating counter-MDMH efforts

Why do we evaluate counter-MDMH efforts?



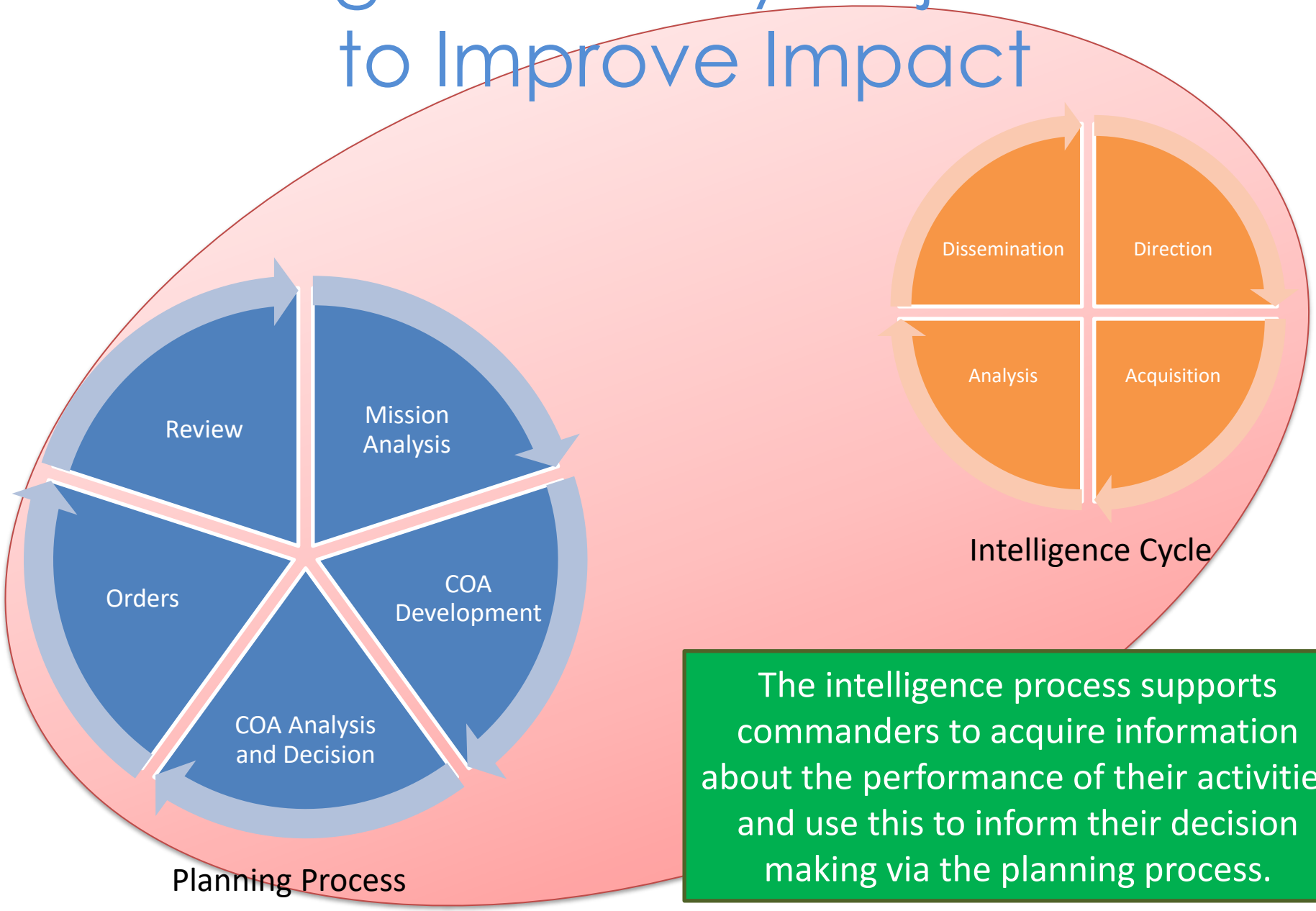
The importance of evaluating counter-MDMH efforts

Why do we evaluate counter-MDMH efforts?

Evaluation allows us to:

- Test assumptions
- Judge progress
- Learn and adapt
- Establish the impact of the other actors.
- Assess the impact of counter-MDMH activities,

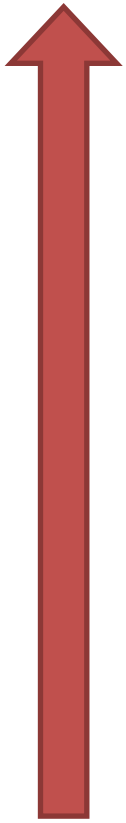
Making Necessary Adjustments to Improve Impact

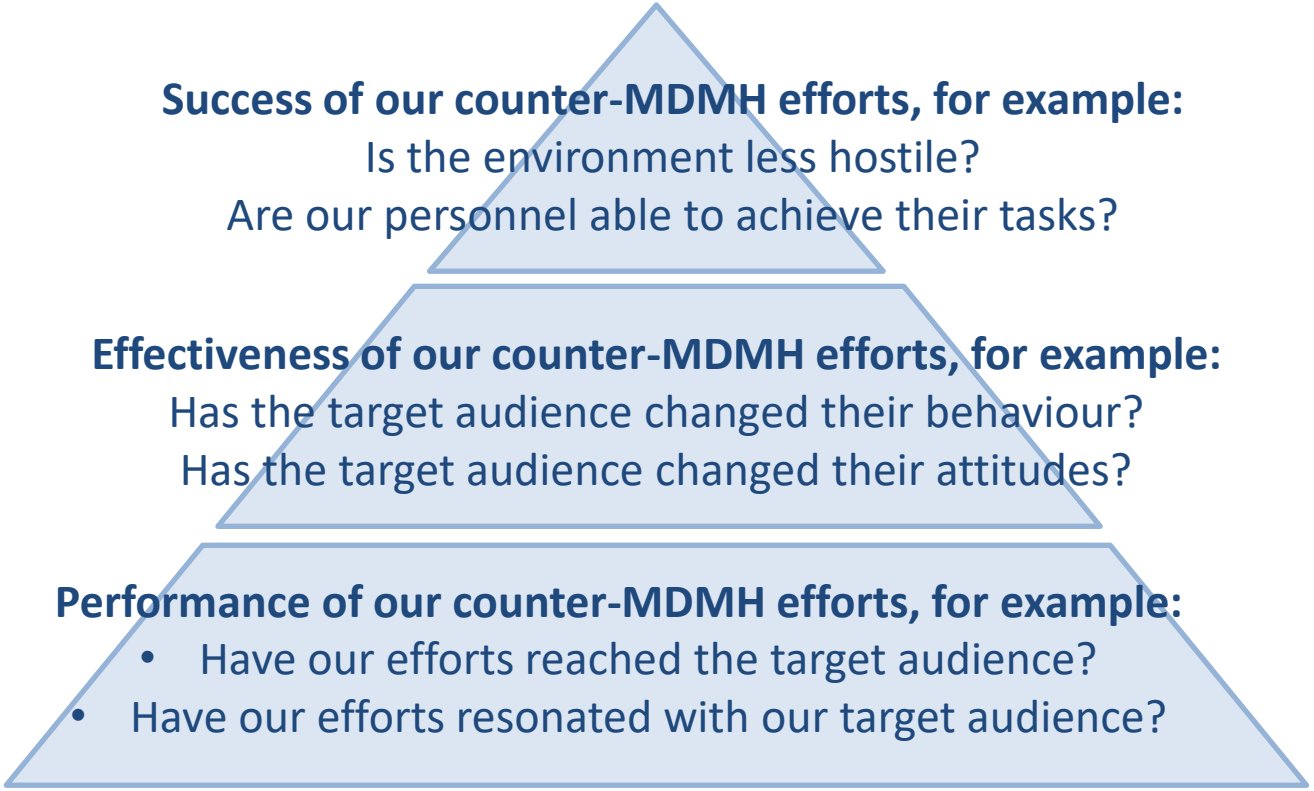


The intelligence process supports commanders to acquire information about the performance of their activities and use this to inform their decision making via the planning process.

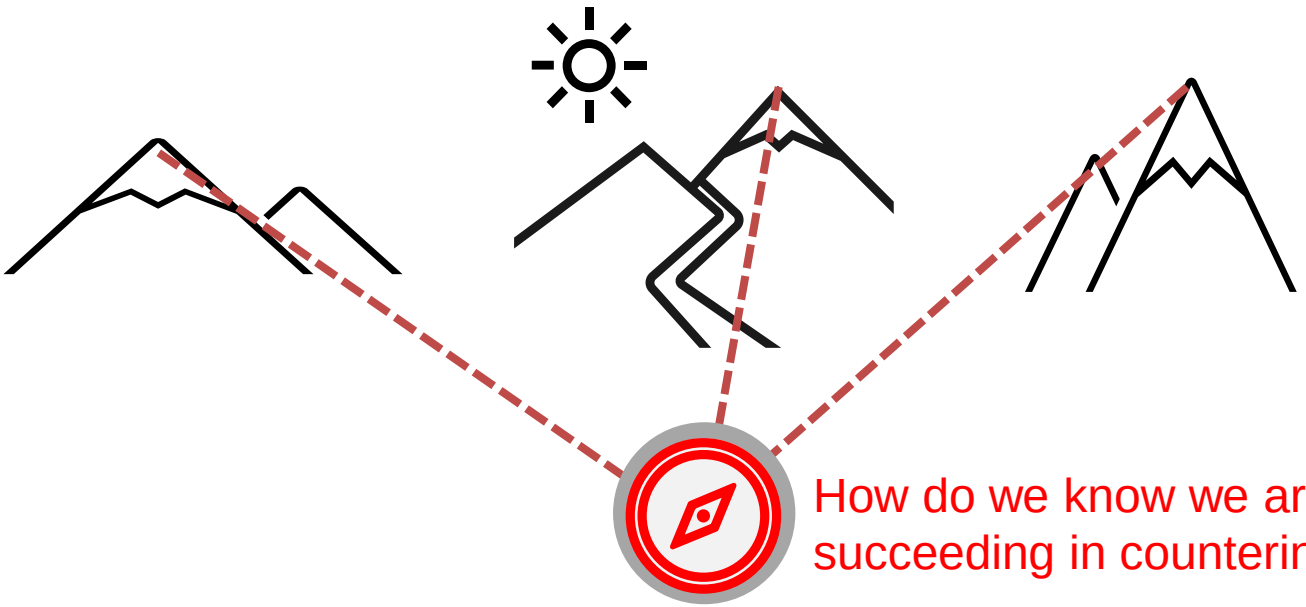
Evaluation: Methodology

Layers of information inform us of our success





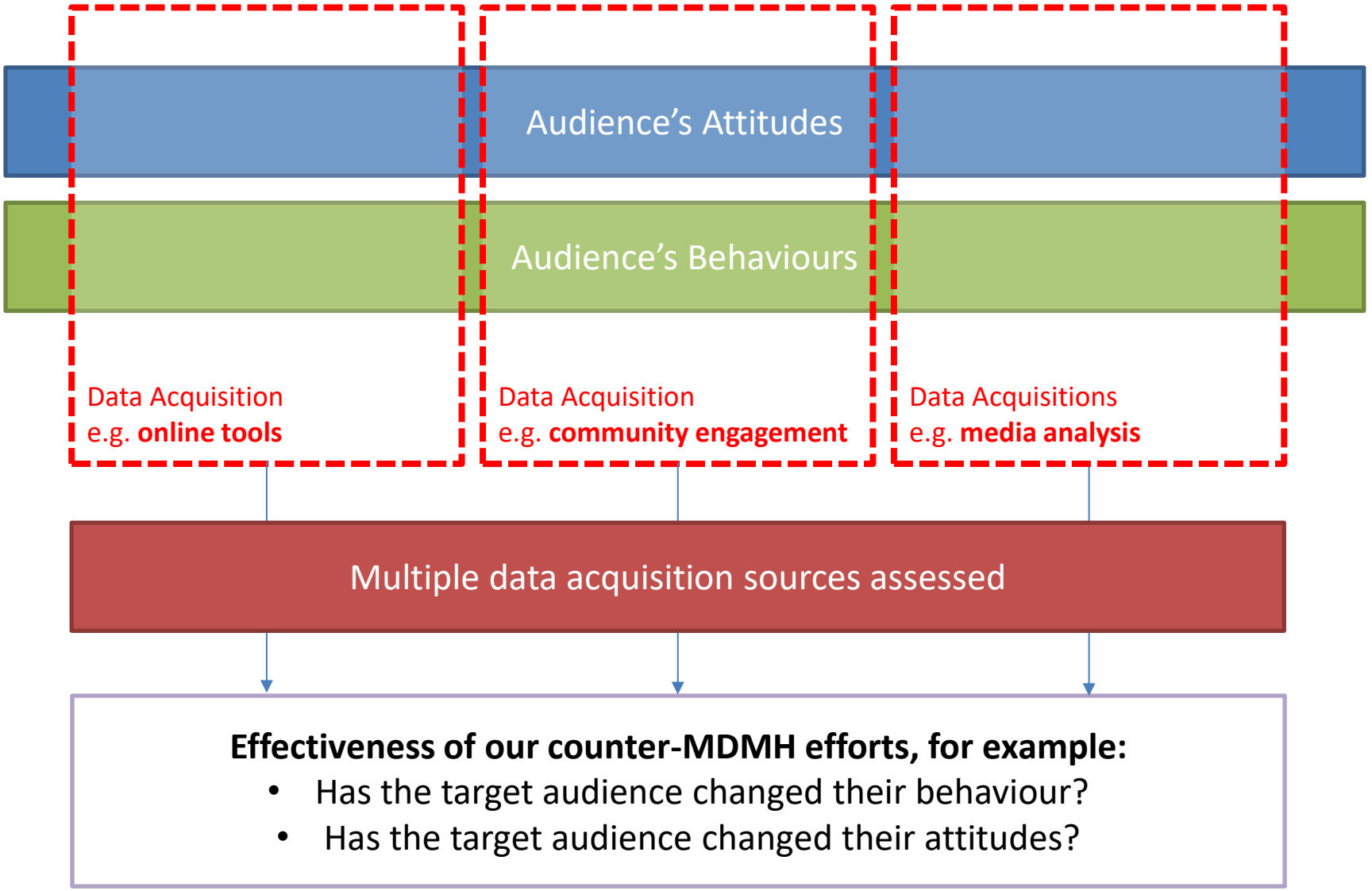
Analysis of the impact of counter-MDMH efforts



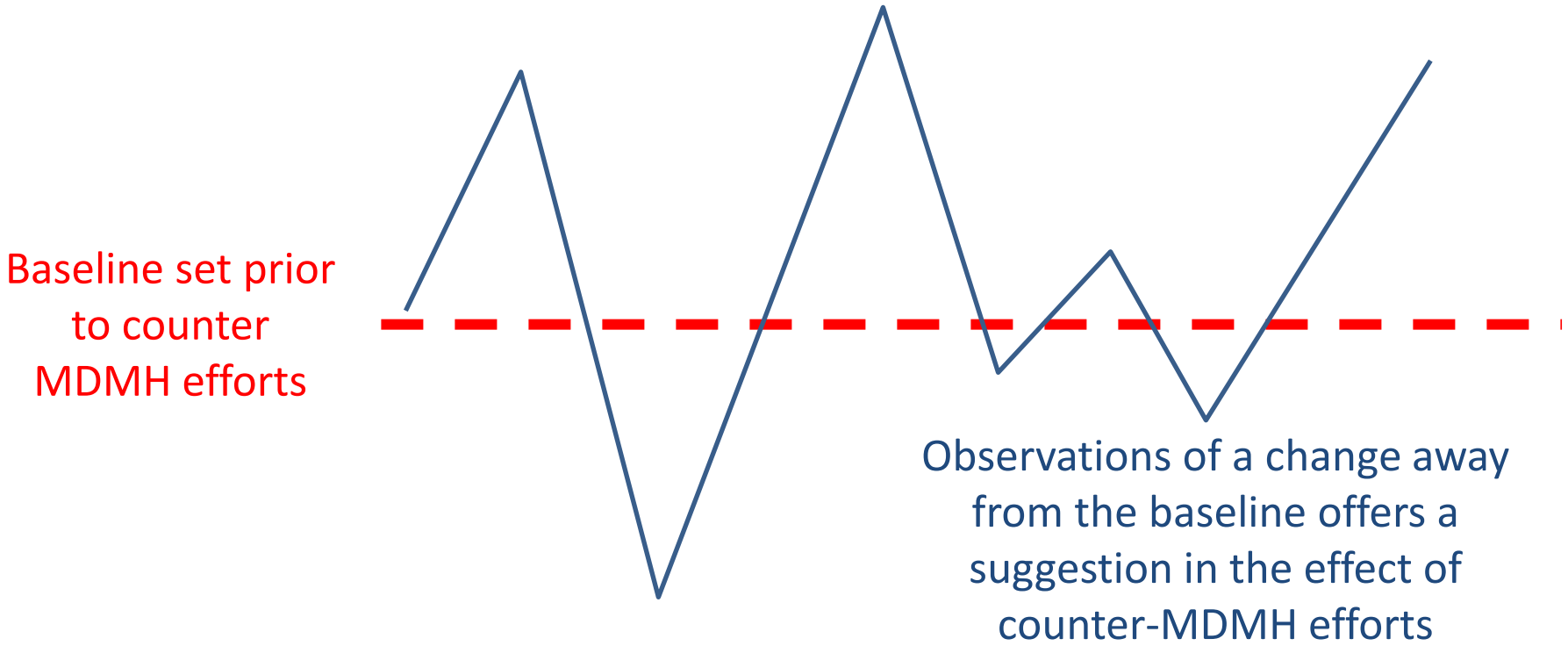
How do we know we are succeeding in countering MDMH?

The assessment of our effect is made more accurate by collecting data through different and varied sources: much like finding your location through taking compass readings from highpoints. **The more reference points the more accurate your assessment.**

Effectiveness Indicators

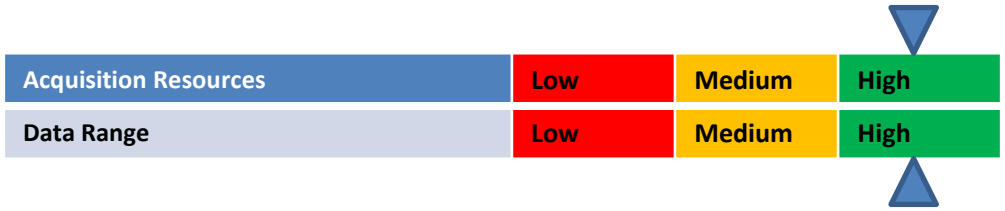


Data Acquisition Tools and Methods – **Baseline Setting**



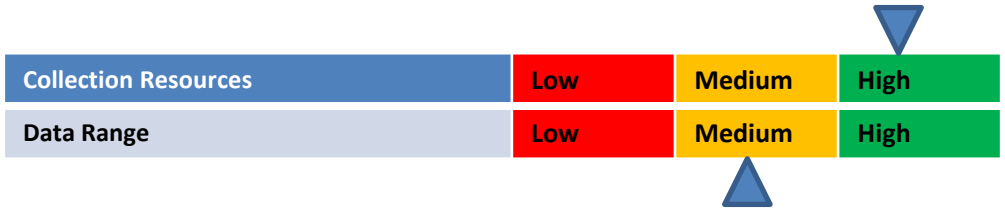
1 Data Acquisition: Software

- **Overview:** Software can be used for social media monitoring in real time, often enabled through AI.
- **Use:** Monitoring of real-time events, sentiment analysis, and influencer identification, with instant language translation abilities.
- **Benefits:** Rapid identification of effect through the virtual domain.
- **Challenges**: Can be prohibitively expensive and requires trained personnel with constant/stable internet access. Does not provide insight to effect in the physical domain.



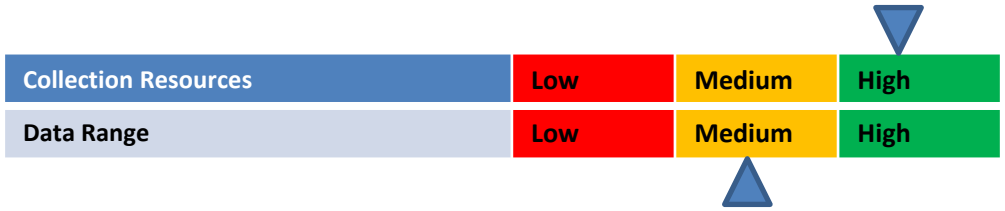
2 Data Acquisition: Media Summary

- **Overview:** Reviewing local media sources to determine effect.
- **Use:** The gathering of sentiment and views of target audiences by analysts who have language and/or cultural understanding of the Information Environment.
- **Benefits:** Gathers a wide source of media (traditional and social) and can identify the views of key influencers who either represent the target audience or are informing the opinion of the target audience.
- **Challenges:** Requires the employment or tasking of personnel. Views expressed in the media may not represent true beliefs.



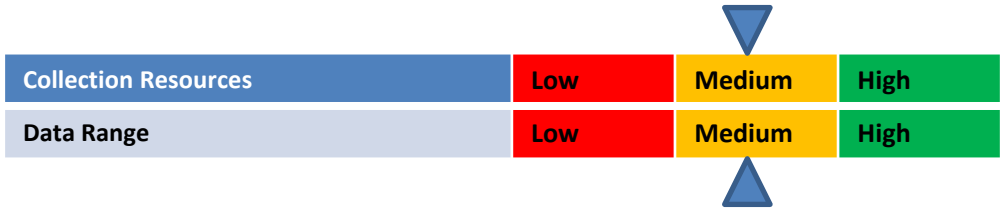
2 Data Acquisition: Polls, surveys and focus groups

- **Overview:** Views taken from the target audience through standardised question format.
- **Use:** Questions specific to the counter-MDMH effort posed to our target audience. An assessment is made of success of the campaign by extrapolating the samples answers.
- **Benefits:** Allows for direct access to sentiment without influence of third parties.
- **Challenges:** Requires the employment or tasking of personnel to assess the data. A sample of the target audience does not represent the entirety of their group.



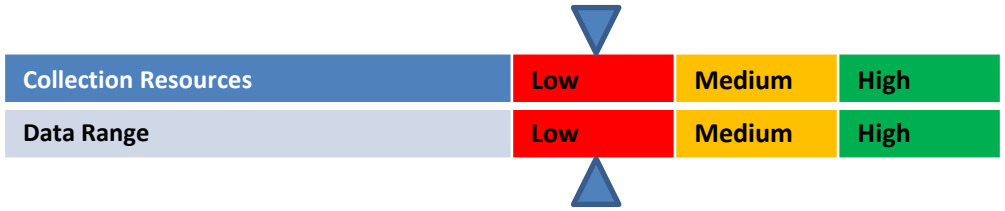
3 Data Acquisition: Community Engagement

- **Overview:** Data collection from the local community through deliberate or dynamic engagement with the local community.
- **Use:** Tasking of exciting patrols or community relationship activities to gather insights in sentiment.
- **Benefits:** Relatively quick if making use of pre-existing relationships. Can also be used as a method to disseminate counter-MDMH messaging.
- **Challenges:** A sample of the target audience does not represent the entirety of their group.



3 Data Acquisition : Abductive Reasoning

- **Overview**: a form of reasoning that seeks the simplest and most likely conclusion from a set of observations.
- **Use**: simple observations of the operating environment and making an educated judgement on whether our action has made an impact.
- **Benefits**: useful when resources are low or the environment is hostile, plus observations can be made by anyone.
- **Challenges**: Based hugely in assumption so accuracy is varied.



Analysis of the Impact of Counter-MDMH Efforts

Source	Trust	Reach	Sentiment	Deduction

A systematic method is needed to ensure analysis is made of the information collected to determine our effect countering MDMH. Here is a recommended tool.

Why is the trust and reach of a source important when determining our the effect of our counter-MDMH efforts?

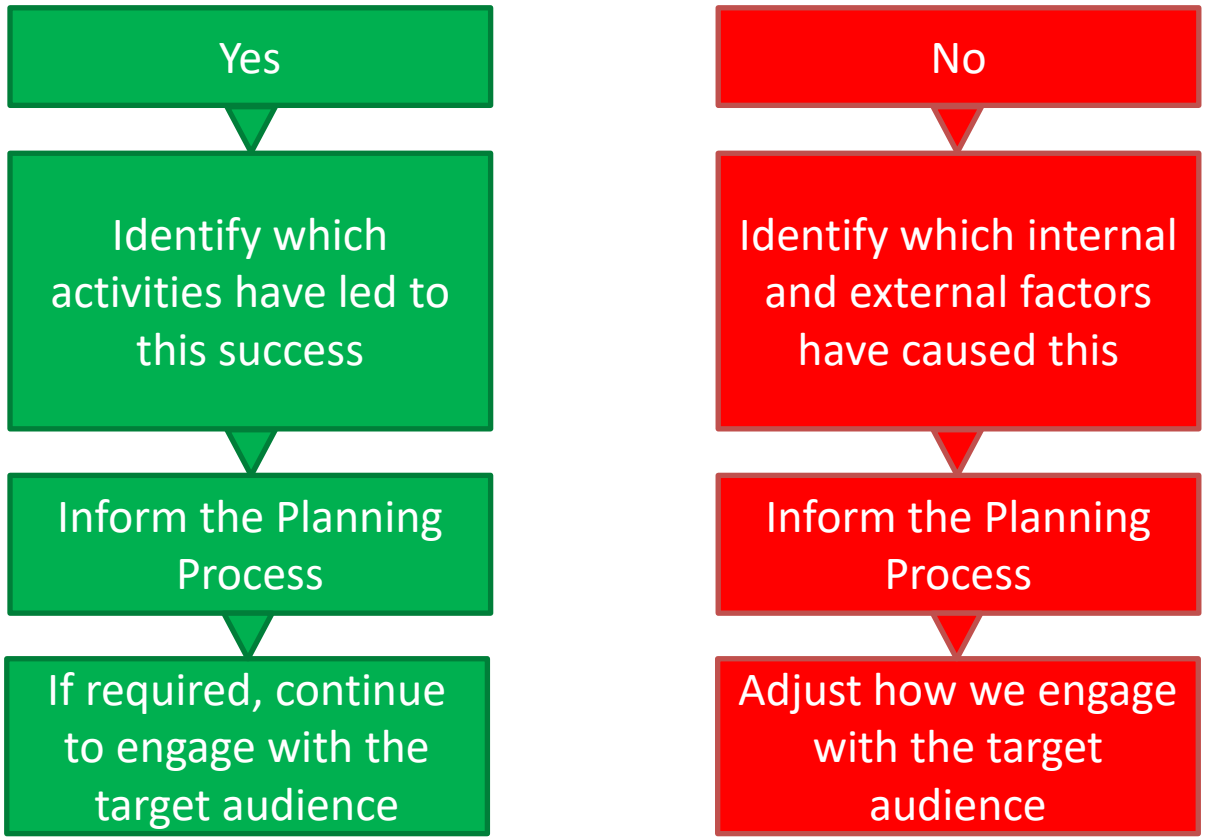
Analysis of the Impact of Counter-MDMH Efforts

Disinformation: accuses the *UN causes water pollution which has lead to a protest*				
Source	Trust	Reach	Sentiment	Deduction
Community leader	1/5	Influence across religious minority	There is still a large demographic who believe UN Mission is responsible for water pollution.	Source likely to be using situation to consolidate own influence in the community and is not an accurate reflection of the majority.
Social media analytics	4/5	Accurate representation of the target audience who are influenced by MDMH through social media	Responsibility for water pollution is a problem caused by local clothes manufacturer.	Social media is working as an effective means of counter-MDMH messaging.
Mission patrols	5/5	Engaged with a small sample of the community.	Responsibility for water pollution is a problem caused by local industry.	There has been a change in sentiment which is also reflected across social media.
Mission observation	3/5	A single observation of the community, which is not indicative of the whole community.	There has been no new anti-UN mission graffiti since counter MDMH messaging began.	Not necessarily reflective of the whole community, but gives an indication of change.
Planning guidance: social media messaging has been effective in countering MDMH				

Utilising Evaluation Findings to Inform and Improve

Effectiveness of our counter-MDMH efforts, for example:

- Has the target audience changed their behaviour?
- Has the target audience changed their attitudes?



Challenges of Monitoring

- Identifying causal links
- Complexity of social systems
- Language, culture and bias
- Target audience unwilling to talk to you
- Audience tells what they think you want
- Ensuring data is not a deception
- No stable population to sample
- Data capture - tempo of ops and access to resources
- Rapidly changing conditions
- Physical separation from audience (geography or danger)

Key Takeaways

- Measurement always requires a baseline
- Cultural and contextual understanding is vital
- Measurement is nearly always only for a sample
- Measurement is not about exactitude / certainty
- Evaluation is a mission-led acticvitiy.

Questions