Improving Measures of Effectiveness in Psychological Operations

Abstract: One of the most vital aspects of Military Information Support Operations is the measure of effectiveness of the series. It represents the MISO unit's ability to justify its skillset and contribution as a warfighting function. But MISO doctrine is lacking in the knowledge required for PSYOP soldiers to provide measures of effectiveness to their series. To improve MISO measures of effectiveness, PSYOP should pull concepts from academic research methodologies and view measures of effectiveness as a mini research project. Doing so creates a universally recognized scientific process that can provide better results and aid in withstanding scrutiny.

Outline

I.   Introduction and Reconsidering MOE Assessment

II. Distilling Academic Research Methodology: Variables

III. Compiling and Analyzing Data: Establishing Correlation

IV. Developing the Claim: Moving into Causation

V.   Conclusion

I. Reconsidering MOE Assessment

1. Research Question → What singular question do we want to answer?
2. Research Problem → The gap in knowledge, also serves to constrain the scope of the research question
3. Hypothesis → What do we think occurred?
4. Null Hypothesis (H_0) → What if there is no connection?

Research Question

"What effects does 'Cautious Watch' (MISO series) in Pineland (location) from Jan '16 to Jan '17 have on Pinelanders, All (Target Audience) in relation to calls made to Pineland Police to report crime (SMO)?"

Research Problem

"We do not know if there is a causal relationship between the MISO series and the observation of increasing calls to the Pineland Police"

Hypothesis

"Cautious Watch contributed to the TA increasing their calls to the Pineland Police for reporting crime between Jan '16 and Jan '17."

Null Hypothesis

"Other variables contributed to the TA increasing their calls to the Pineland Police for reporting crime between Jan '16 and Jan '17."

Series Data
MISO Objective (MO): Reduce crime in Pineland
Supporting MISO Objective (SMO): TA calls Pineland Police to report crime
Target Audience (TA): Pinelanders, all
Measure of Effectiveness (MOE): Calls to Pineland Police per 100k people per month

II. Distilling Academic Research Methodology: Variables

Series Data
MISO Objective (MO): Reduce crime in Pineland
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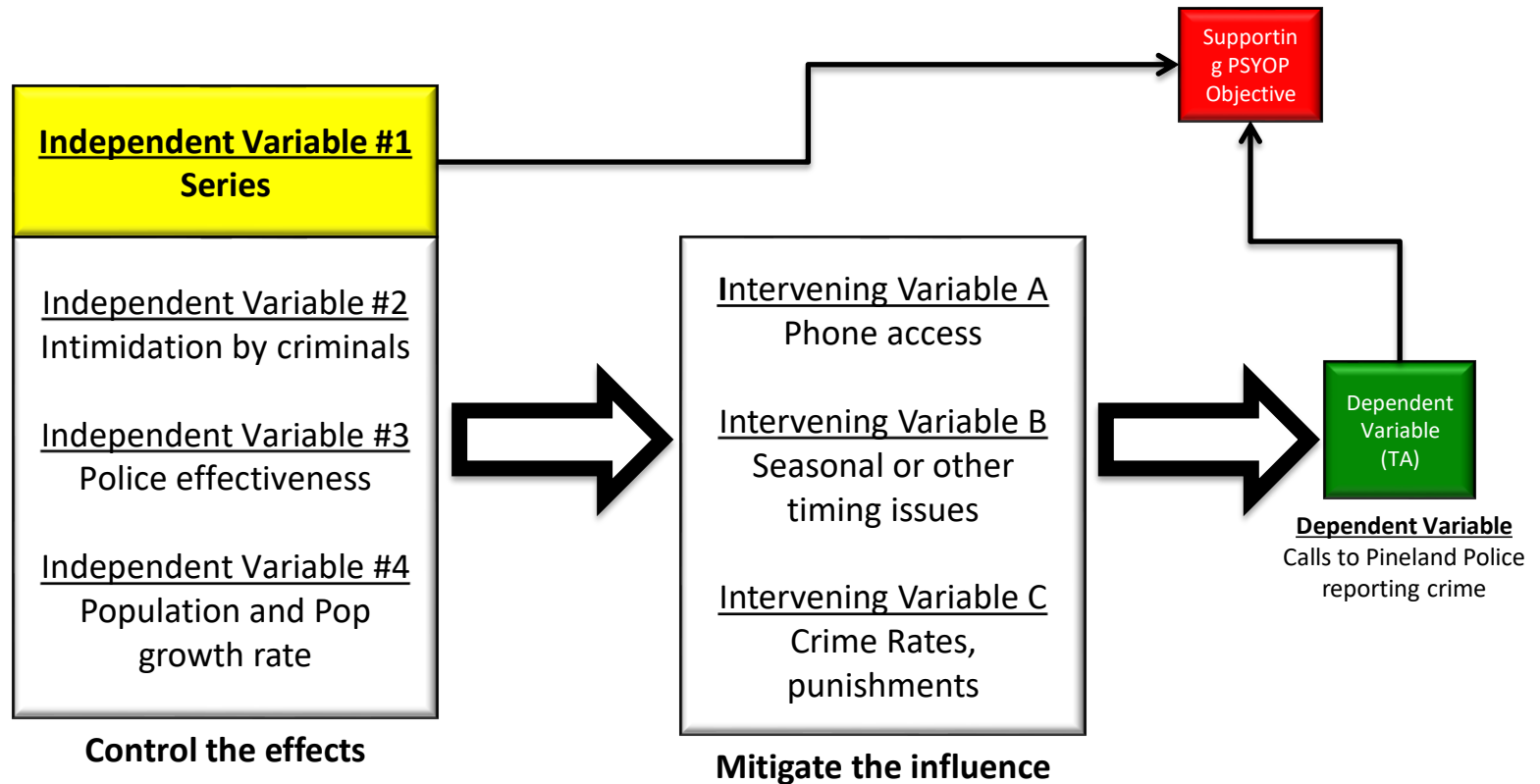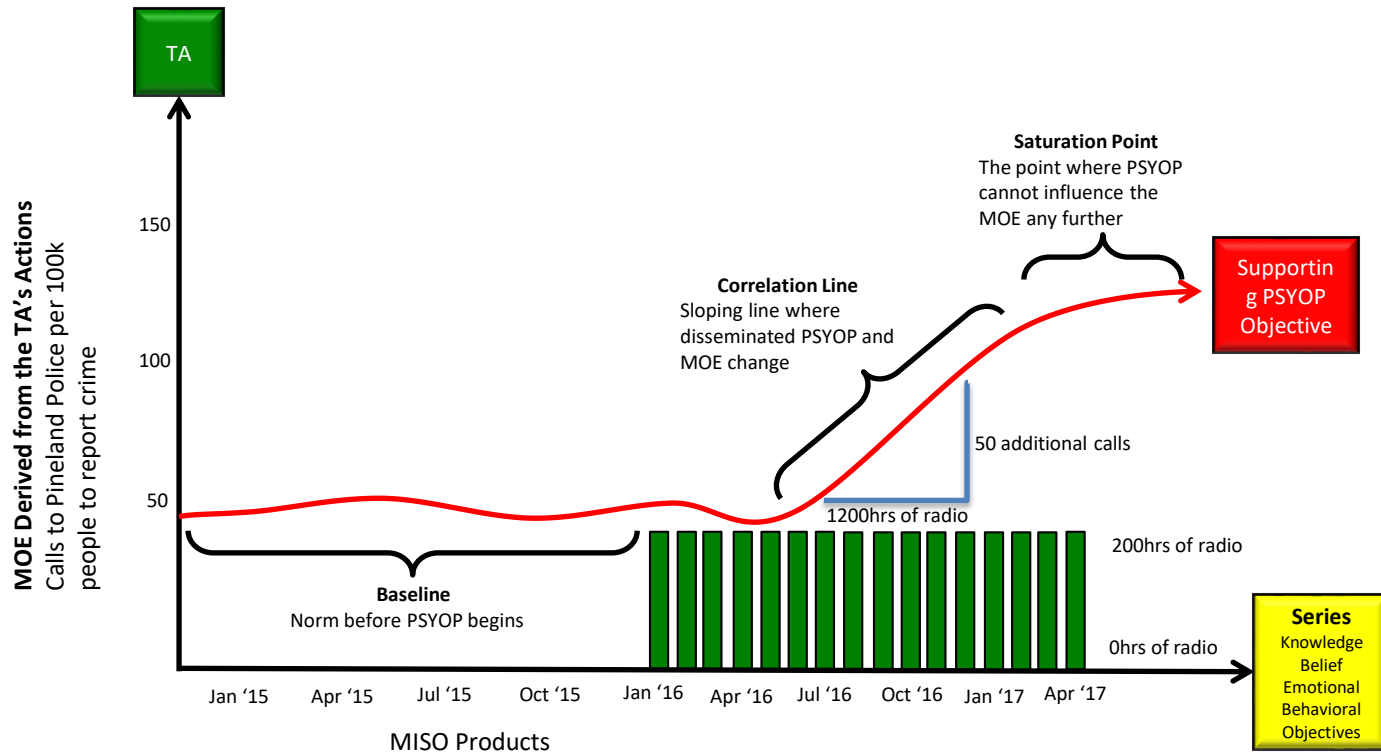# III. Compiling and Analyzing Data: Establishing Correlation

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IV. Developing the Claim: Moving into Causation

Initial hypothesis

Independent Variable 1
Series

Because of….
Reason 1
Based on the following….
Evidence 1

Independent Variable 2
Intimidation by criminals
Evidence: qualitative reports detailing cases and tactics
Control: Compare areas where intimidation is high vs. low for differences.

Independent Variable 3
Police effectiveness
Evidence: 5% increase in arrests from the same time last year. Pineland pop grows at 5% per year.
Control: measure arrests per 100k pop

Independent Variable 4
Population and Pop growth rate
Evidence: Pineland population is 150k and grows at 5% per year
Control: measure calls per 100k people of population

Because of….
Reason 2
Based on the following….
Evidence 2

Intervening Variable A
Phone access
Evidence: Significant expansion in cell phone usage with the TA
Mitigation: Compare expanded cell areas to non-expanded for differences.

Intervening Variable B
Season or other timing issues
Evidence: One year of historical data shows an increase in the summer vs. winter.
Mitigation: Expect increases in summer due to people going outdoors more and seeing crimes occur.

Intervening Variable C
Crime Rates
Evidence: Crime statistics show an increase aligned with pop growth rate.
Mitigation: Display crimes per 100k pop over time

Because of….
Reason 3
Based on the following….
Evidence 3

Dependent Variable
Calls to Pineland Police reporting crime
Observations: Correlation to MISO Series
Evidence: After a lag period, calls to Pineland Police are increasing at a steady rate as MISO products disseminate.

Conclusion

Claim
Cautious Watched had a positive influence on calls to the Pineland Police with an optimal period of 50 additional calls per 100k pop for 1200hrs of radio.
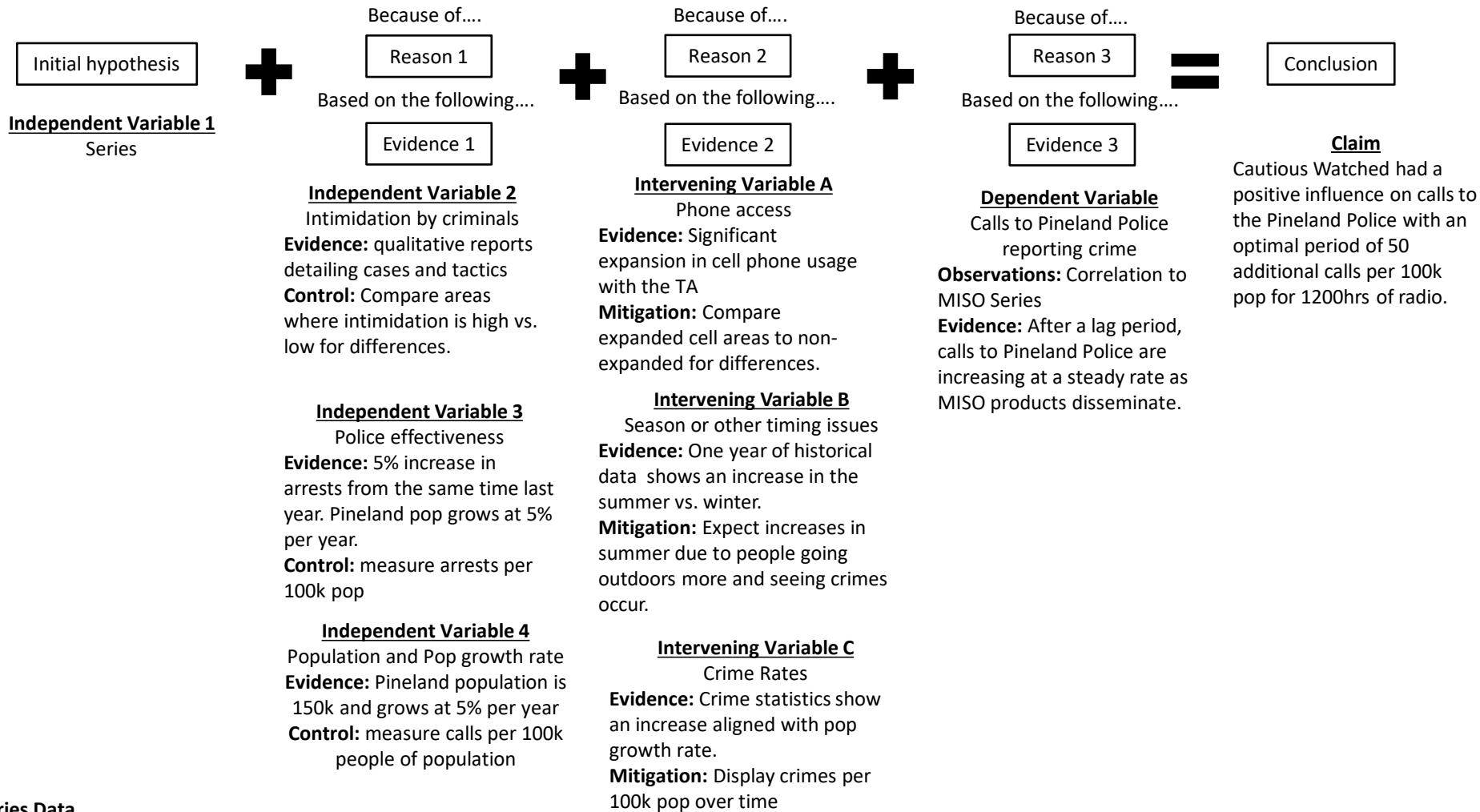
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Ref: Wayne Booth, Gregory Colomb, Joseph Williams. *The Craft of Research* [in English]. 3 ed. Chicago, IL: University of Chicago Press, 2008. Pg 76, 131

V. Conclusion

1. PSYOP Soldiers do not need to be academic researchers
2. Distilling the core components of academic research methods can improve PSYOP measures of effectiveness (MOE)
3. Better and objective analysis of PSYOP produces defendable arguments for MOE
4. Having some PSYOP series that do not produce MOE lends credibility to other series by demonstrating that we can be objective about testing