

Date: Thu, 22 Apr 2010 12:17:45 -0400

To: "Dr. Baruch Fischhoff - Chair, National Academy Committee on Improving Intelligence" <baruch@cmu.edu>

From: Lloyd Etheredge <lloyd.etheredge@policyscience.net>

**Subject: Behavioral Science from Vietnam to Afghanistan: Methods, Theories, Policies**

Dr. Fischhoff and Colleagues:

If the development and analysis of data systems for policy/forecasting in Afghanistan is within your purview, you might want to write a chapter evaluating the methods and theories of behavioral scientists in Vietnam and Afghanistan. The use of behavioral science in Vietnam forty-five+ years ago - although it did not necessarily affect US policies was an historical achievement. RAND had a central role. Also a consulting company, Simulmatics, under Ithiel de Sola Pool at MIT, that - in addition to formal channels - also provided an informal channel to McGeorge Bundy. I edited two volumes of Ithiel's scientific papers, but most of them did not deal with Vietnam: His close collaborator was Samuel Popkin (e.g., The Rational Peasant: The Political Economy of Rural Society in Vietnam (1979), now at UCSD) who I suggest you consult about institutional memory and scientific audits of the behavioral research methods and theories included in the Human Terrain System research program in Afghanistan (my earlier message) and other topics.

It would not be surprising to find gaps in institutional memory within the US government.

Since the Obama Administration and our UK allies believe that it is vital to produce a political agreement in Afghanistan (including Kandahar) one of the areas for your urgent evaluation could be the "rallying" programs in both countries - seeking defections from the enemy ranks in return for amnesty, good jobs, better future opportunities, etc. What are the theories, methods, data systems, and analysis tools being used in Afghanistan to design, evaluate, and rapidly improve the new programs? One of the pioneering early studies of political competition, motivation and commitment, relevant to the success of these US programs was via RAND by Paul Berman: Revolutionary Organization: Institution-Building in the

People's Liberation Armed Forces (1974). Paul also taught at MIT, Yale (where he was my teacher) and UC Berkeley before creating his own research firm. Unfortunately, Paul passed away last year. However Sam Popkin probably will know how to access institutional memory about the RAND research protocols; also Gary Brewer (now at Yale, and a former chair of a National Academy Study on behavioral science data & environmental policy) will know the early RAND research world in Vietnam.

Lloyd

Dr. Lloyd S. Etheredge - Director, Government Learning Project  
Policy Sciences Center Inc.  
c/o 7106 Bells Mill Rd.  
Bethesda, MD 20817-1204  
URL: [www.policyscience.net](http://www.policyscience.net)  
301-365-5241 (v); [lloyd.etheredge@policyscience.net](mailto:lloyd.etheredge@policyscience.net) (email)

[The Policy Sciences Center, Inc. is a public foundation that develops and integrates knowledge and practice to advance human dignity. Its headquarters are 127 Wall St., Room 322 PO Box 208215 in New Haven, CT 06520-8215. It may be contacted at the office of its Chair, Michael Reisman ([michael.reisman@yale.edu](mailto:michael.reisman@yale.edu)), 203-432-1993. Further information about the Policy Sciences Center and its projects, Society, and journal is available at [www.policysciences.org](http://www.policysciences.org).]