Date: Wed, 23 Dec 2009 23:59:27 -0500
To: "Dr. Baruch Fischhoff - Chair, National Academy of Sciences Study on Social
& Behavioral Science and Improving Intelligence for National Security" <baruch@cmu.edu>
From: Lloyd Etheredge <lloyd.etheredge@policyscience.net>

Subject: A Smart Power chapter: Beyond super-automated global watchlists

Dear Dr. Fischhoff and Colleagues:

I would be timely for the National Academy to include a **Smart Power** chapter.

This concept is one of the most innovative, and perhaps one of the most fruitful, contributions from the social sciences to national security in recent years. It would be exciting to outline a 5-10 year US/DNI plan for government R&D investments in social and behavioral science data systems, experiments, and analysis methods to develop the concept and refine its applications.

Recently, I was reviewing earlier funding allocations via the Department of Homeland Security since 9/11. My impression is that many of the Stage One, emergency, applications of social and behavioral science to the war on terror already have been accomplished. Thus, funds should be available for reprogramming by the DNI. Specifically:

Stage One: Super-Automated Global Watchlists
     Early post 9/11 federal grants suggest that the intelligence community's first R&D investment was a global, super-automated watch-list system. People were to be entered into the system by any characteristic or behavior [including statistical profiling] and identifying information - e.g., name, passport number, a cell phone or email account they have once used, a credit card or deposit to their bank account. Next, software + the new mega-databases [shared across NATO, Israel, and other countries] would automatically track these people anywhere in the world. Voice print and photographic recognition software could be added. And the software is designed to be "smart:" Even if people change one or several of their characteristics - their name, or passport - it can use any unchanged features (e.g., past telephone numbers, called in the future) to infer, probabilistically, who they have

become.

Assuming that they are now working, the software packages also were to run, 24x7, in the background and send alerts about suspicious behavior - for example, several foreign Watch List members traveling to the same American city on about the same date or booking the same airline flight. Through data mining, the programs also could develop potential additions to the original Watch Lists.

Since this early R&D has been made, there is a remarkable and exciting opportunity for the Obama Administration and Admiral Blair to consider a longer-term horizon and new concepts for developing and applying intelligence about national security.

Smart Power + Politicians Think Differently
My suggestion to the National Academy is that there needs to be a well-structured research program re smart power. Otherwise, there will be a natural tendency of academic research scientists to interpret smart power to mean that governments should apply better standard social science, or the kinds of statistical and evidence-based policy analysis that is taught at professional graduate schools.

However, politicians think differently. Meltsner's Policy Analysts in the Bureaucracy (1976), for example, explored this distinction between social science/policy analysis and how politicians think about people and problems. The concept of Smart Power is in the same tradition: it is about smart, effective public leadership and problem-solving in wider arenas. It is not about the development of academic social science per se, although there are overlapping agendas.

 Lloyd Etheredge

<1> The concept is more than an attractive and elusive phrase. It was developed by a Commission co-chaired by Joseph Nye and Richard Armitage at the Center for Strategic and International Studies. Also, on the csis.org Website, the Smart Global Health Policy (www.smartglobalhealth.org) Commission is a good example of early applications of this concept.
The concept of Smart Power will need to be refined and developed over several years, with rampant experimentation and new data systems for the ideas that it generates, to understand its full potential for better long-term results.

Dr. Lloyd S. Etheredge - Fellow, World Academy of Art & Science
Policy Sciences Center Inc.
127 Wall St., Room 322 - Box 208215
New Haven, CT 06520-8215
URL: www.policyscience.net
301-365-5241 (v); lloyd.etheredge@policyscience.net (email)