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 August 16, 2018

Future Insights Pilot

Center on Extremism - Proof of Capabilities

The first engagement of Attain with COE work was to understand the changes necessary to transform the ADL COE. The COE transformation is from an organization that relied mostly on manual intelligence gathering, social platform by social platform, to a Big Data cross-platform machine generating new extremism insights. A recommendation came out of Phase 1 to combine very high volume commercial internet data services with an structured analytic process. This engagement will be a test of that capability.

Since the goal of this transformation is to produce deeper and broader extremism insights, the technology is only an enabler. Given that a new technology pipeline will be needed, this engagement will test that pipeline. However, the focus of the engagement will be to prove the capability - producing actionable consumable extremism insights.

The diagram below shows the potential technical pipeline. The purpose of this pilot to explore the capabilities of each technology, and how they fit together, to produce the best extremist insights.

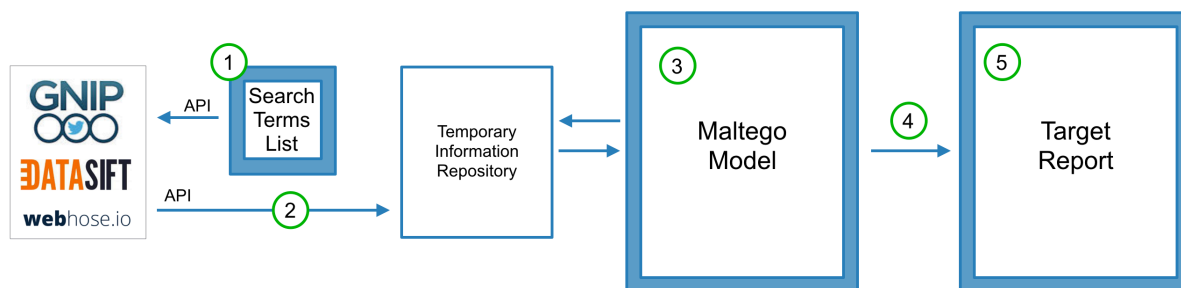


Figure 1. Pipeline of Capabilities Demonstration

The flow is to activate the data service, with a basic set of search terms, moving those data into a repository. We will then, in collaboration with COE staff, build a Maltego model to explore the data and discover new insights.

In this engagement we will focus on producing the desired outcome, a report demonstrating the extensive breadth & depth of the new data analytic tools and method. We will not deliver any reusable technology assets, rather we will demonstrate that integrating the pieces of the technical solution, in service of complex functional questions, can produce extremism insights. Additionally, we will prove that once data are collected and arranged functionally in the repository, that meaningful extremist questions can be answered. Also, we will provide a social graph, that ADL COE can use to explore new questions and discover new insights.

Engagement Phases

The following Section will describe the series of technical and functional steps necessary to produce a short report (3-5 pages inclusive of diagrams & figures) containing extremist insights. Our final report recommended a three phase approach to COE research and analytics: Find, Analyze and

Communicate. We will use Attain Answers collaborative environment to execute this next phase. Figure 2. shows a sample screen with the three high level phases (Find, Analyze & Communicate) along with stories broken out that comprise each phase.

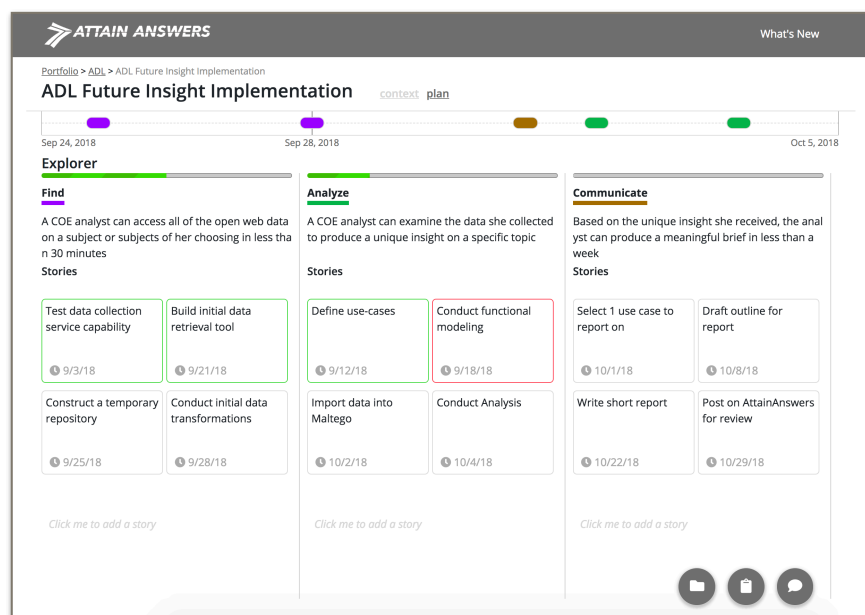


Figure 2. Attain Answers - Project Model

Three Project Phases

The phases shown above, in Figure 2., model the new methodology for deriving extremist insights. These three (Find, Analyze & Communicate) phases represent the highest level organization of the work to be done. Listed beneath each phase are ‘stories’ which make up the next level of work. Stories are comprised of ‘Activity lists’. Activities are the lowest level of work, that executed by one individual. The stories, milestones and risks are represented on the scrollable (left & right) timeline. Stories can be expanded by clicking on the top right corner (4 headed arrow icon). The activities view can be seen in Figure 3. These actives belong to the ‘Test data collection service capability story’. Attain Answers will be used to both create and manage the work plan.

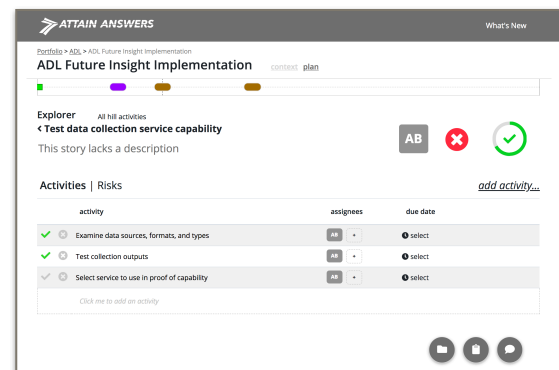


Figure 3. Activities View

Find - Data collection & transformation

The purpose of this phase is to test the capabilities of the commercial data services and to exercise them in the performance of extremist functional use cases. Below we list the stories, their descriptions, and the activities within each story.

Story: Test data collection service capabilities

Activity: Examine data sources, formats & types

Activity: Test collection outputs

Activity: Select service variants to use in proof of capability

Story: Build initial data retrieval tool

Activity: Write query script to call API for specific terms

Activity: Write script to place data into temporary repository

Activity: Explore throttling query to control for cost & results

Activity: Create simple means to interact with data query tool

Story: Construct a temporary repository

Activity: Create initial repository structure

Activity: Fill repository with initial data queries

Story: Conduct initial data transformations

Activity: Reformat data to match the form of functional questions

Activity: Test new data structure

Activity: Revise data structure to meet functional query demands

Analyze - Import data and condition for use

The purpose of this phase is to test the capabilities of the commercial data services and to exercise them in services of extremist functional use cases.

Story: Define use-cases

Activity: Examine 3 areas of interest (Antifa, Anti-semiticism on Twitter & JVP)

Activity: Formulate a series of progressively well defined questions

Activity: Devise a series of data collection queries to satisfy the questions

Story: Conduct functional modeling

Activity: Determine initial variables of significance

Activity: Identify how query variables interact

Activity: Finalize proof of capability functional structure

Story: Import data into Maltego

Activity: Create custom entities where Maltego does not have default entities

Activity: Import transformed data from temporary data repository

Activity: Collapse or split entities or factors to match functional variables

Story: Conduct analysis

Activity: Create/improve Maltego graph

Activity: Refine data query and rerun

Activity: Pull new data into Maltego

Activity: Update Maltego graph

Communicate - Data collection & transformation

The purpose of this phase is to test the capabilities of the commercial data services and to exercise them in services of extremist functional use cases.

Story: Select one use case to report on

- Activity: Review data analyses & graphics produced in analysis phase
- Activity: Identify one subject as the best report candidate
- Activity: Export data tables & visuals from Maltego
- Story: Draft outline for report
 - Activity: Identify key insights obtained
 - Activity: Build table of contents for report
 - Activity: Identify key visuals & story line
- Story: Write short report (3-5 ppg.s)
 - Activity: Write background & purpose sections
 - Activity: Write conclusion section
- Story: Post on AttainAnswers for review
 - Activity: Review report outline
 - Activity: Review individual sections as available
 - Activity: Review final report

Engagement Collaboration

Attain has developed a customer collaboration tool - **Attain Answers**. This collaboration environment allows us to originate & manage projects. Additionally, as is shown in Figure 4., Attain Answers has collaboration features useful in the conduct of work: File sharing, Activities, and Messaging. Messaging allows all members of a work team to post messages for all, or some, of the group. Activities arranges the work, for a given individual, which also tied into the project plan. File sharing allows members of project to publish work, download work & view it. This environment will be established to facilitate the execution of this capabilities pilot.

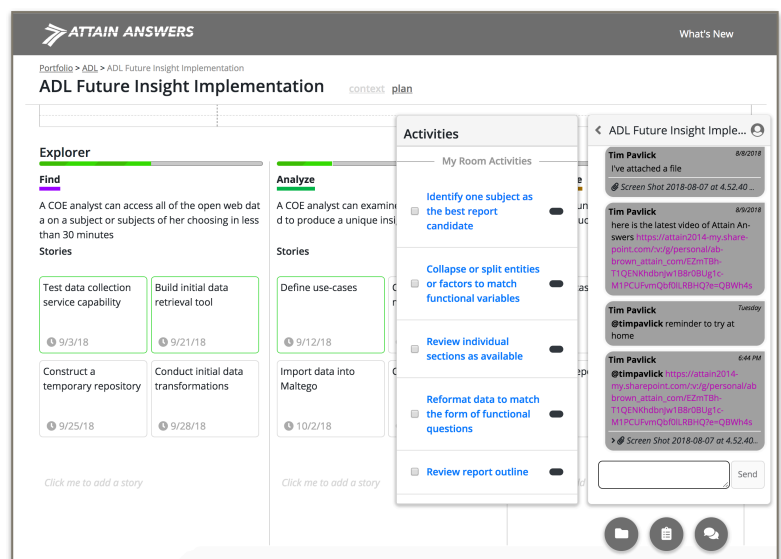


Figure 4. Collaboration Tools

