

ADL COE Future Insights Report

ADL

Summer 2018

Agenda

Market & User Research

Software Solution Recommendation

Implementation Plan

Agenda

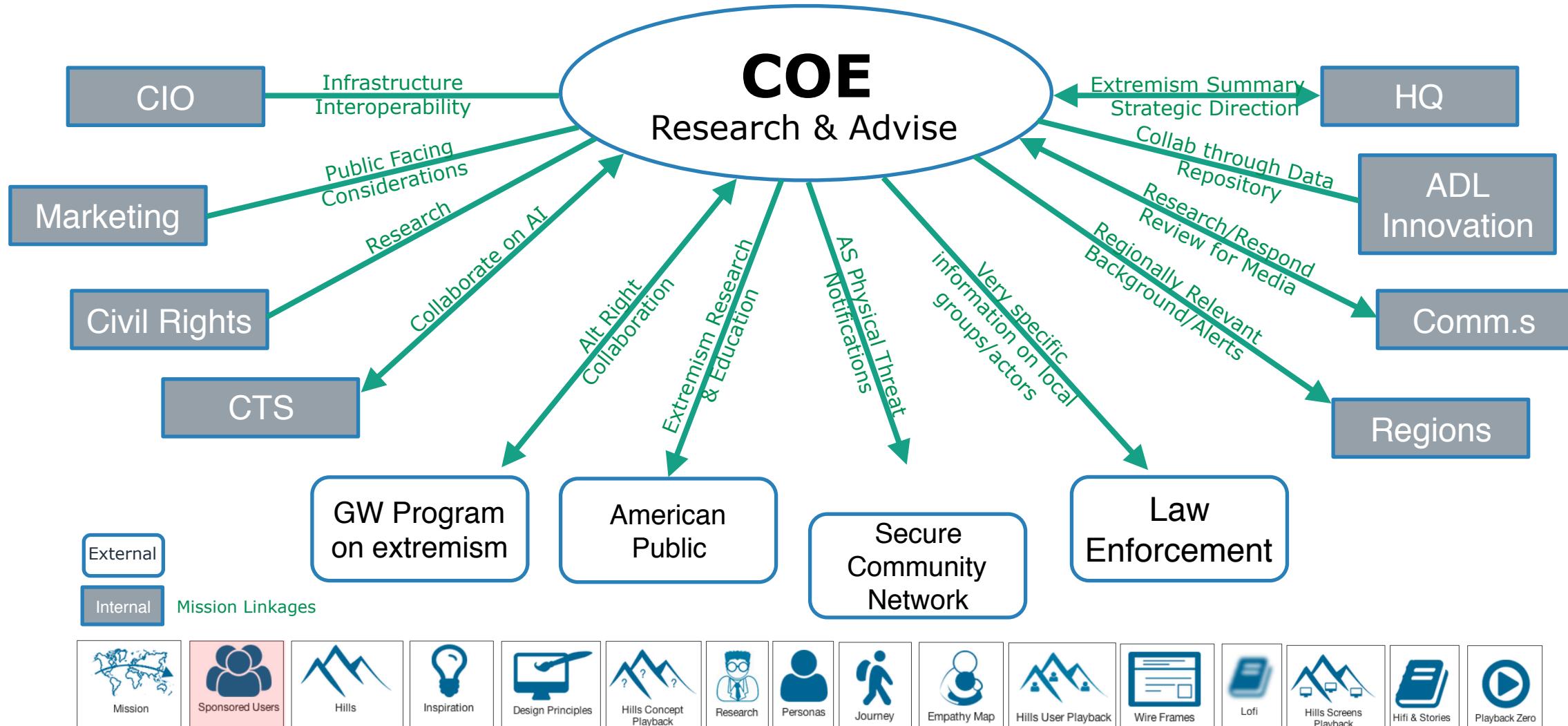
Market & User Research

Software Solution Recommendation

Implementation Plan



Stakeholder Linkages





Sponsored Users

Stakeholders + Missions

COE

Research & Advise

CIO

HQ

Marketing

ADL
Innovation

Civil Rights

Comm.s

CTS

Regions

As COE Morph's its operating model
the linkages between COE &
stakeholders should be re-negotiated

External

Internal

Mission Linkages

GW Program
on extremism

American
Public

Secure
Community
Network

Law
Enforcement



Mission



Sponsored Users



Hills



Inspiration



Design Principles



Hills Concept
Playback



Research



Personas



Journey



Empathy Map



Hills User Playback



Wire Frames



Lofi



Hills Screens
Playback

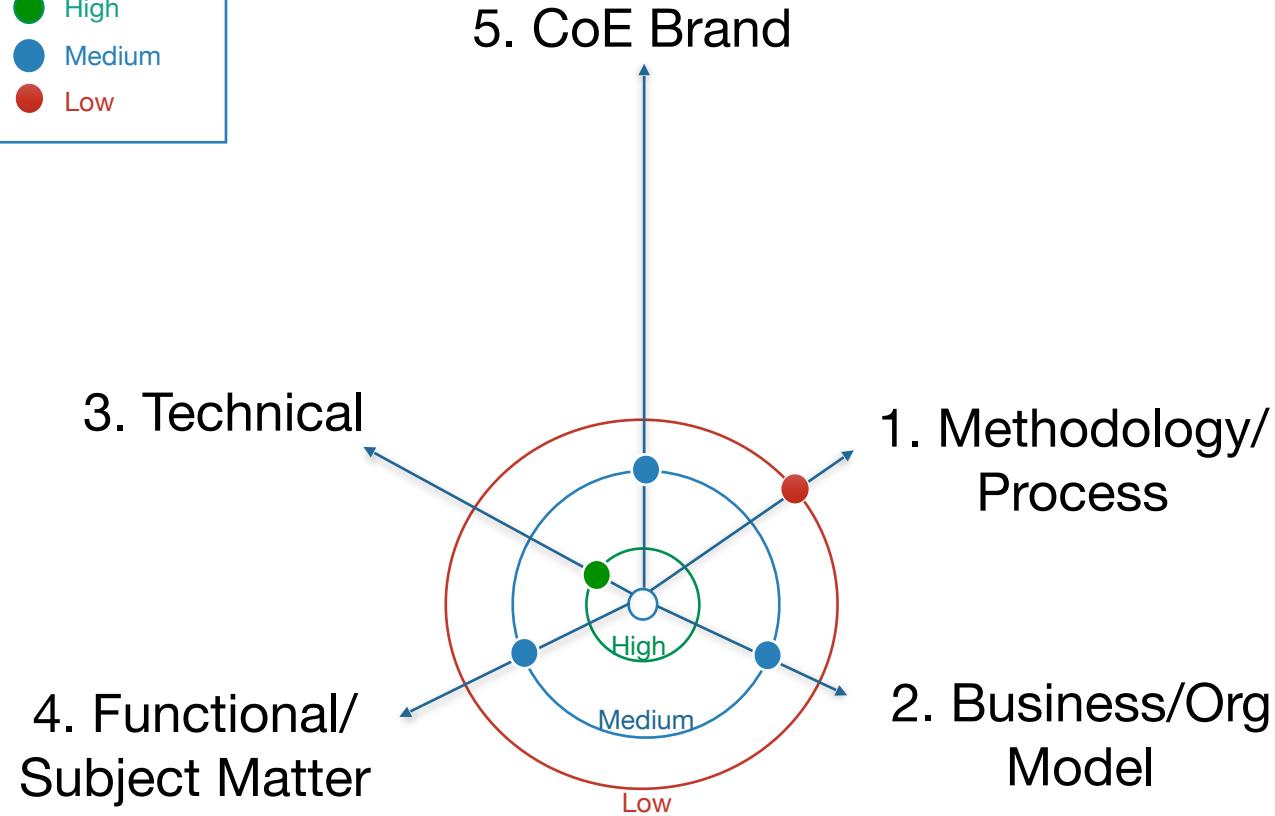


Hifi & Stories



Playback Zero

ADL COE Innovation Goal



1. Create automated information pipeline
2. Revisit organizational ability to support new stakeholder relationships & tech
3. Bringing automated analytics & Artificial Intelligence designs
4. Research similar organizations for processes innovations
5. COE Brand will be refined to emphasize its unique value, e.g., actionable objective research





Inspiration

ANALYTICAL



The sources of inspiration form the core of the solution. These characteristics ripple through all aspects of our design.

CONNECT
THE DOTS



Design Principles - Overall Experience



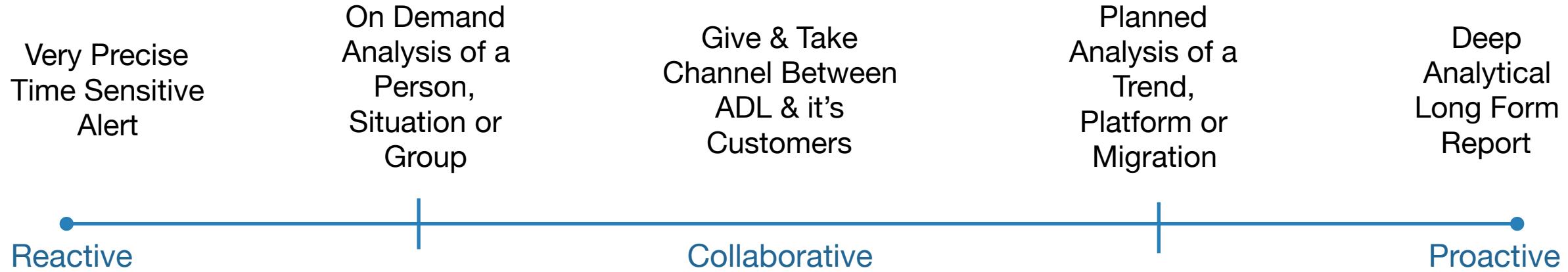
The experience we want people to have when they consume a COE information product



Design Principles - Information Products



Three different product experiences





Market Trends + User Research



SPLC
Southern Poverty
Law Center



Review of
Tools & Peer
Organizations



Review of
CoE Analysts
& CoE
Stakeholders



Mission



Sponsored Users



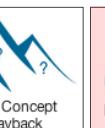
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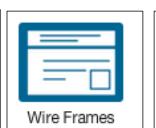
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Playback Zero

Pros + Cons of Extremism Practices



Best Practice

Graphical Presentation

Emphasize Research Objectivity

Divining Extremism Causes

Dual Business Model

Get Updates

Multimedia Product Dissemination

How COE Can Use it

Use it to package content

Sharpen COE Brand vis a vis Objectivity

Include Root Cause

Consider Experimental Methods

Make it simple to get recurring updates

Package Insights for Visual & Auditory Modes



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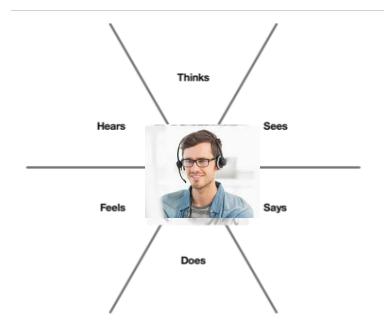
Playback Zero



Current Process

Who

COE Staff - tasked with identifying or responding to Extremism



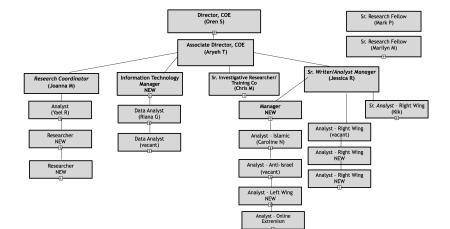
What

Manually investigate actors or groups - Some automation



Challenges

Operational scale is constrained by manual processes & tool limits



 sysomos



ADL Persona - Broad Data Analyst



Location: NYC

Experience: 0-10 years

Occupation: Data & Extremism Analyst

Superpower: Can Cull Through Millions of Events, Find the Needle

Collects & Identifies



Identifies Where to Find It

Background: Data & extremist analysis

Skills: Excel, Social Media tools

Key Goals: Identify the breadth & scope of extremism & hate speech

Pains: Collection & Analysis hampered by tools

Aspirations: Broadly collect multi-media content & identify both trends & targets for deeper analysis



Mission



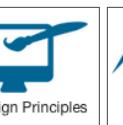
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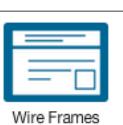
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Playback Zero

ADL Persona - Senior Investigator



Dives Deeper for Insights

Location: NYC & Remote

Experience: 5-25 years

Occupation: Senior
Investigator

Superpower: Dogged
Persistence, Can
Recognize Hidden Signs



Has an Instinct for the Job

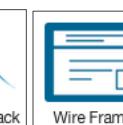
Background: Law Enforcement,
Research

Skills: Extremism SME, Investigator,
Social Media, Quantitative &
Qualitative Research

Key Goals: Discover new extremist
trends, Discover hidden connections

Pains: Difficult to collect & analyze
multi-platform data

Aspirations: To collect Multi-media
content from a broad set of platform
& analyze for extremist behavior



New Person - Analytics Analyst



Understand Big Data Analysis

Location: NYC

Experience: 5-10 years

Occupation: Data
Analytics

Superpower: Uses
technology to solve
human problems



Has an a Nose for Trends

Background: Subject Matter Expert,
Researcher & Information Modeling

Skills: Extremism SME, Trend
analysis, data management

Key Goals: Implement a data
collection & analysis regime that
scale the COE reach

Pains: Manual processes, broken
tools

Aspirations: To harness technology
to identify, track & predict extremist
behavior



Mission



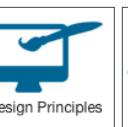
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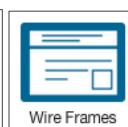
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Playback Zero

Broad Data Analysis Journey Map



Persons	Plan	Collect	Analyze	Report	Support
	1	2	3	4	
Social Media Analyst	<ul style="list-style-type: none"> Plan Queries - images keywords names Aspiration Train AI to recognize images & concepts Develop search targets Set up alert triggers to email analysts Develop 22k term Anti-Semitic Query Aspire to Collect by Themes 	<ul style="list-style-type: none"> Collect on a list of HS Terms Aspire to collect from GAB.AI Aspire to collect images by identity Aspire to collect by threatening language Sysomos returns incomplete data Collect on a list of user handles Aspire to collect from Video Sources Collect in multiple languages Aspire to collect from Reddit 4chan 8chan 	<ul style="list-style-type: none"> Translate SM content & analyze for targets Sysomos mis-classifies by Sentiment Find & Route Investigative Targets Analyze feeds for frequency of HS Match target across different SM Platforms Analyze Multi-Media for Specific targets Match HS Theme across Platforms 	<ul style="list-style-type: none"> Package Up Analysis for Report Writer Show the Dominant HS Theme by Platform 	<ul style="list-style-type: none"> Sysomos Unresponsive to change requests Sysomos difficult in live chat support
Senior Investigator	<ul style="list-style-type: none"> Contribute collection targets 	<ul style="list-style-type: none"> Manually Collect Manually Store, Difficult to Retrieve 			
Big Data Analyst	<ul style="list-style-type: none"> Aspire to Collect by Themes Create Information Model 	<ul style="list-style-type: none"> Configure Collect Save Data to Repository 	<ul style="list-style-type: none"> Perform Statistical Analyses Research target in depth Collect network data related to target 		
COE Management	<ul style="list-style-type: none"> Set Goals for Collection & Analysis 		<ul style="list-style-type: none"> Execute Recurring Analyses Perform Ad Hoc Queries Train AI 		<ul style="list-style-type: none"> Pain Point = Opportunity =





Senior Investigator Journey Map

Personas	Plan				Collect				Analyze				Report		
	1	Pulses Typical Sources	New Extremist Group Identified	Assess Importance & Size of the Group	Write a Backgrounder on the group	Aspiration - Indexed Repository	Aspiration - Save FB Profiles	Track instances of hate speech by category	Accurately Size Extremist Groups	Detect an Event being Organized	Aspiration - Automatically Recognize HS	Compose an Event Assessment	Publish Event Assessment to LE	Publish Event Assessment to WWW	
Senior Investigator		Exposes New Groups & Spaces X	Desire to penetrate new platforms X	New Extremist Identified	Check Traditional Media	Cross Check Dept. of Corrections	Attempt to Friend new Extremists	Inventory Extremist Activity	Identify New Hate Symbols	Keep Track of Hate Symbol Incidents	Assess Whether Hate Speech is Trending X	Use Inventories to ID trends	For Trending Items - Gain Approval to Profile it	Publish Information to SCN	
		Exposes New Tactics & Procedures	Track Extremist Activities	Track Plots & Conspiracies	Attempt to Link screen names	Look for Involvement with LE	Collect 3rd Person Accounts of Behavior	Check Spouses Social Presence	Examine Ideology of Target	Examine Effect of Subculture	Analyze Target's History	Examine Target's close associates	Respond to Media Requests	Build Institutional Knowledge	
Regional Director	2			Report New Person or Group				Report New Symbols, Phrases & Slang							
Law Enforcement	3			Request Information from COE	Respond to COE Info Requests							Train Law Enforcement	Receive Information from COE		
Media	4	Inquire About Upcoming Analysis?		Ask About a Specific Event or Person	Respond to COE Info Requests										

X = Pain Point

💡 = Opportunity



Mission



Sponsored Users



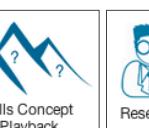
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Playback Zero



Report Writing Journey Map

Personas	Approval to Begin	Plan	Compose Report	Production
Writer 1	Informational memo: 1. Why 2. Context 3. Buy in	Create a proposal to marketing/comms Update the production calendar Create Design Plan Receive emailed content - edit & return	Generate an Action memo Incorporate potential changes X Incorporate potential changes X Incorporate potential changes X Incorporate potential changes X	
Content Provider 2	Create initial content	Discuss Go Forward plan with Writer Create More Detailed Content	Adjust content to reflect reviews Adjust content to reflect reviews	
COE Management 3	Review the Informational memo - Go/Nogo decision	Oren Reviews & edits, then Approves If it is a Large Report GS reviews	Review other Dept.s Changes Publish Report	
ADL Depts 4	Review for support from other departments Negotiated changes to the report Concurrence to continue	Obtain a group consensus early Routed Through Dept. Reviews	Civil Rights Review CEO/ Chief of Staff Review Legal Review	Civil Rights & Legal Review PR & TP
Comms 5		Suggest changes or approve If it is a Large Report Comms reviews	Comms may attempt to reframe for Media Friendliness Writes Press Release & Talking Points	Writes Press Release & Talking Points Publish Talking Points & Press Release
Brand & Marketing 6		Assess Design backlog Create Design Plan		X = Pain Point 💡 = Opportunity



Mission



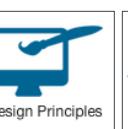
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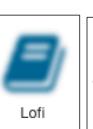
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Playback Zero

Potential COE Reforms



Before

Emails, Phone calls & Blogs

Waterfall Product Process

Human Expertise Augmented by Tech

Text/Document-based Products

Historical Analyses

After

Establish Customer Specific Channels

Continuous Information Dissemination

Multi-platform Big Data Analytics Platform

Multimedia Products - Visual & Auditory storytelling

Rolling or Forward Looking Analyses



Conclusion

COE Strategic Advantage

Intelligence Capability with Historical Analysis

Critical Weakness

Gaps in Intelligence Collection, Knowledge Management, Analytics, and Workflow Processes

Solution

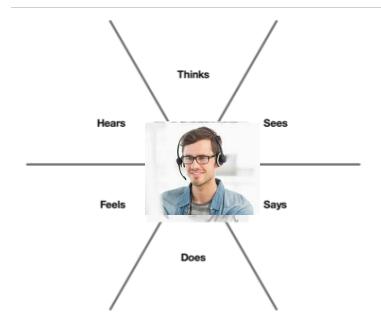
Software Tools for Collection, Knowledge Management, and Analytics; Create a New Information Product Pipeline



Recommended Process

Find

COE Staff - tasked with finding, analyzing & communicating on Extremism behavior



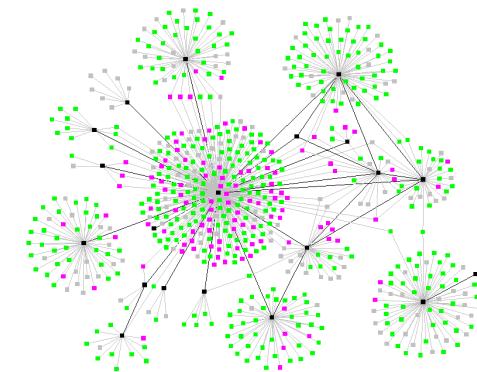
Analyze

Assistance in collecting & analyzing massive amounts of open source data



Communicate

Deliver real time intelligence on extremist individuals & groups



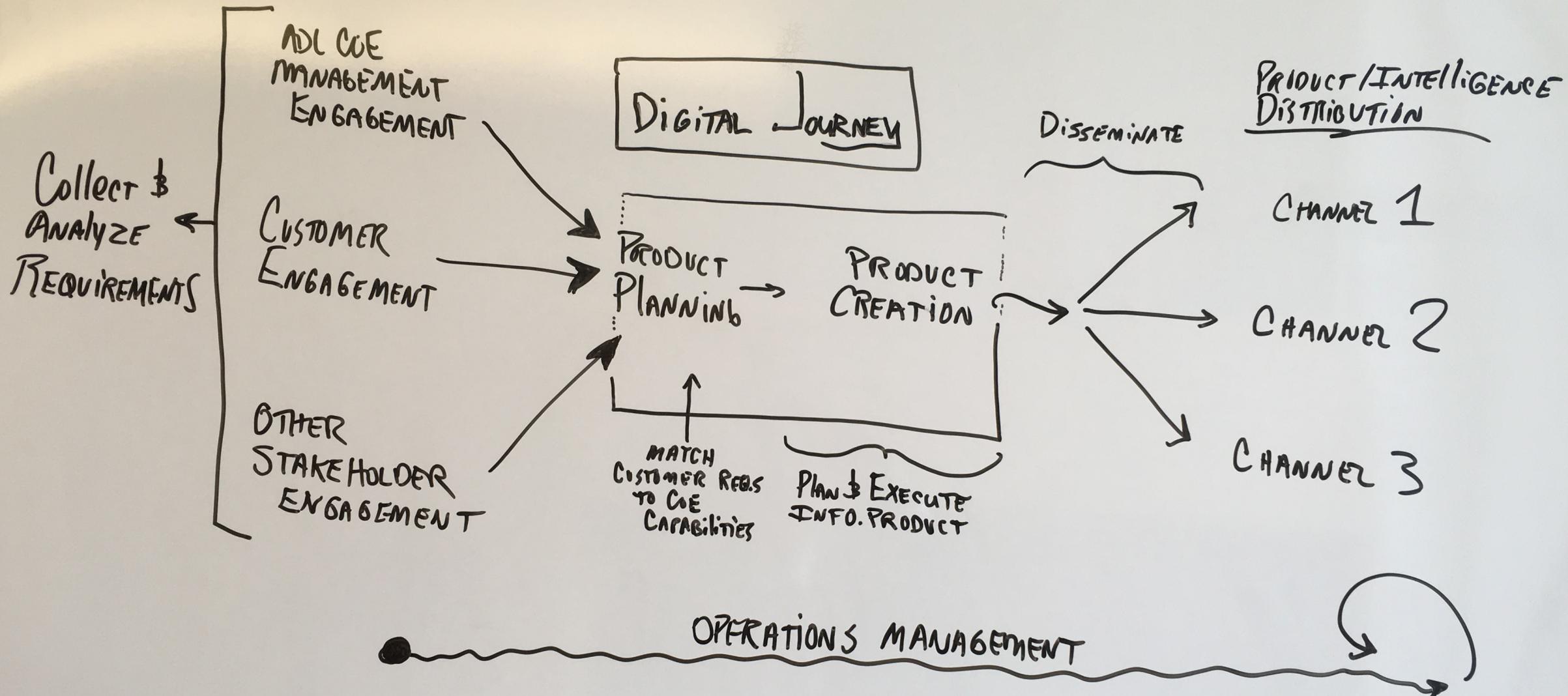
Agenda

Market & User Research

Software Solution Recommendation

Implementation Plan

Find + Analyze + Communicate



Product Suite Selection Principles



- 1. Usable by business analysts**
- 2. Minimize integration**
- 3. Reasonable cost**
- 4. Fits into the Find, Analyze,
Communicate pipeline**



Product choices

Collect

Crawls the lite & dark web hoovering up massive amounts of data



webhose.io

Organize

Data Repository & Middleware - Salesforce
Accessible



Discover

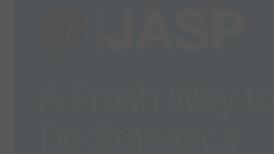
Brings data into the same context so relationships can be discovered



Analyze

Determine significance of relationships;
Use AI to find patterns

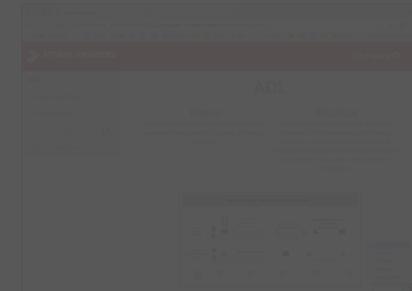
Find



+ AI Algos

Communicate

Share the findings with communities of interest



Mission



Sponsored Users



Inspiration



Research



Hills Concept Playback



Design Principles



Personas



Hills



Journey



Empathy Map



Hills User Playback



Wire Frames



Lofi



Hills Screens Playback



Hifi & Stories



Playback Zero



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webhose.io

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MALTEGO

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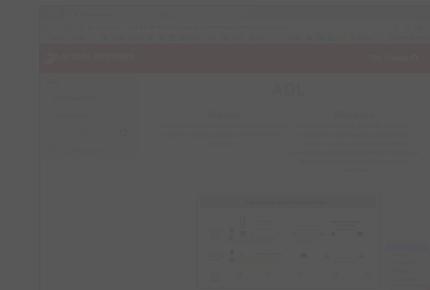


A Fresh Way to Do Statistics

+ AI Algos

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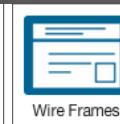
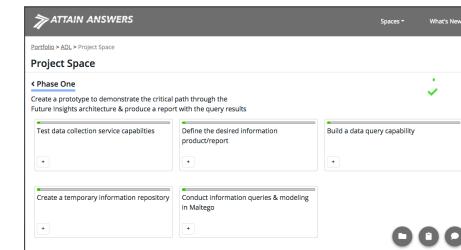
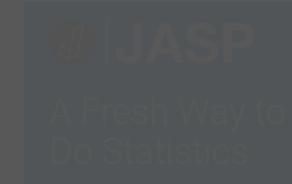
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Communicate



Product Suite



Collect

Crawls the lite & dark web hoovering up massive amounts of data



Organize

Data Repository & Middleware - Salesforce Accessible



Discover

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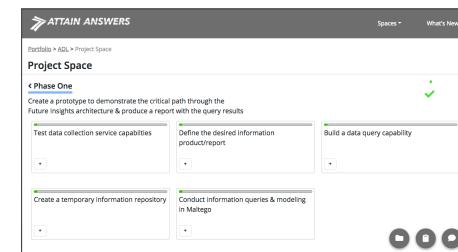
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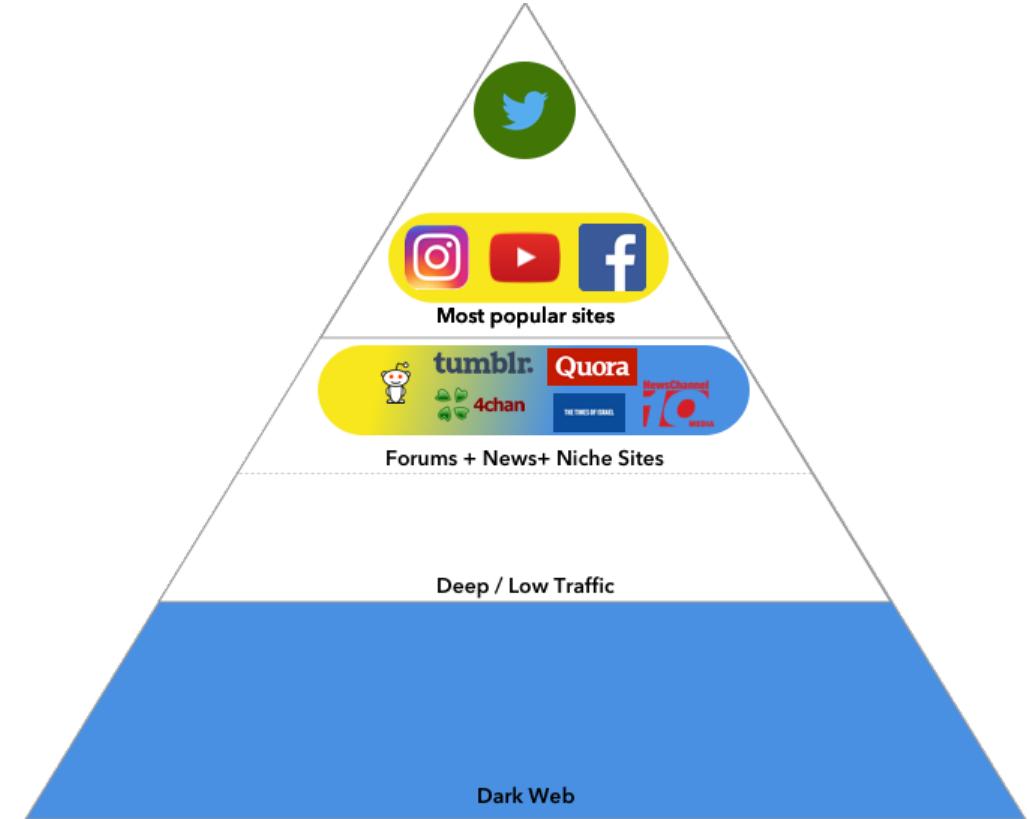
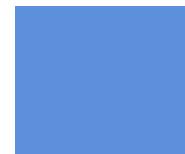


Communicate

Share the findings with communities of interest



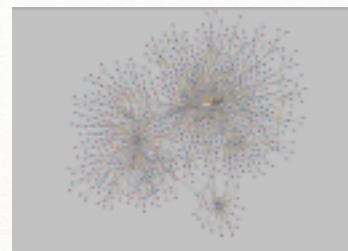
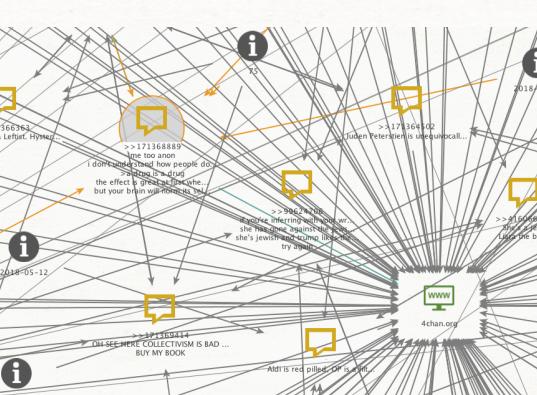
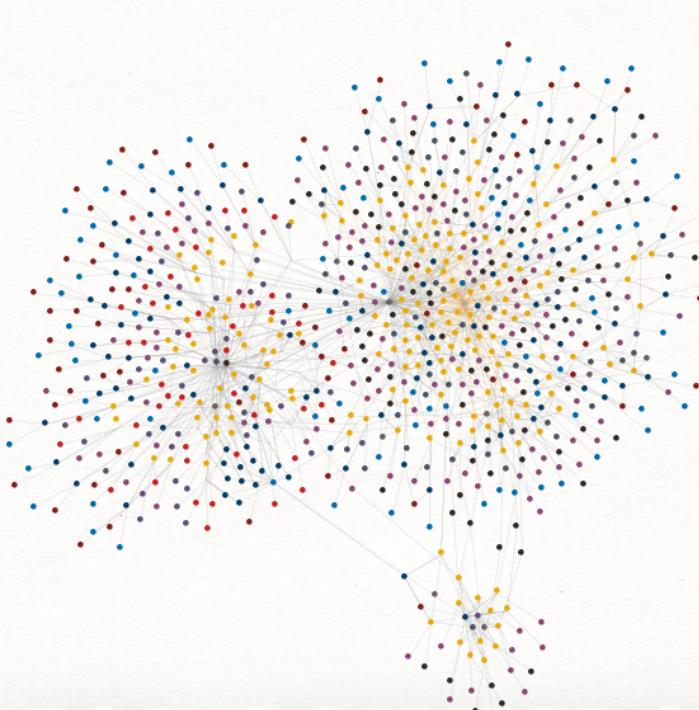
Find - Data Collection APIs



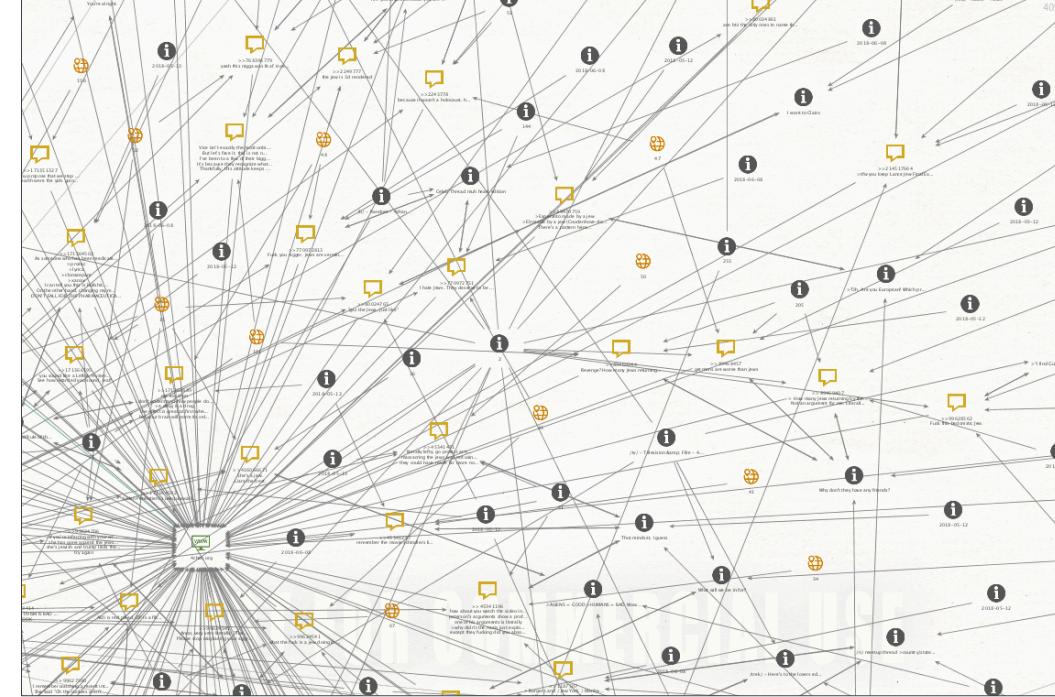


Find + Analyze

Webhose Query from 4Chan -to- Excel -to- Maltego



Phrase	Thread Publication Date	Post Title
Sentiment	Post Publication Date	Post Title
Website	Participants Count	Location
Post Order in Thread	Comments Count	Section Title
URL		File



Detail View

Phrase
maltego.Phrase
>>99624706 if you're inferring with your writing, she has gone against the jews... she's jewish and trump likes the jews try again

- Relationships

- Incoming

32
1
Fri Jun 08 00:00:00 EDT 2018

FUCK THIS WORLD

- Outgoing

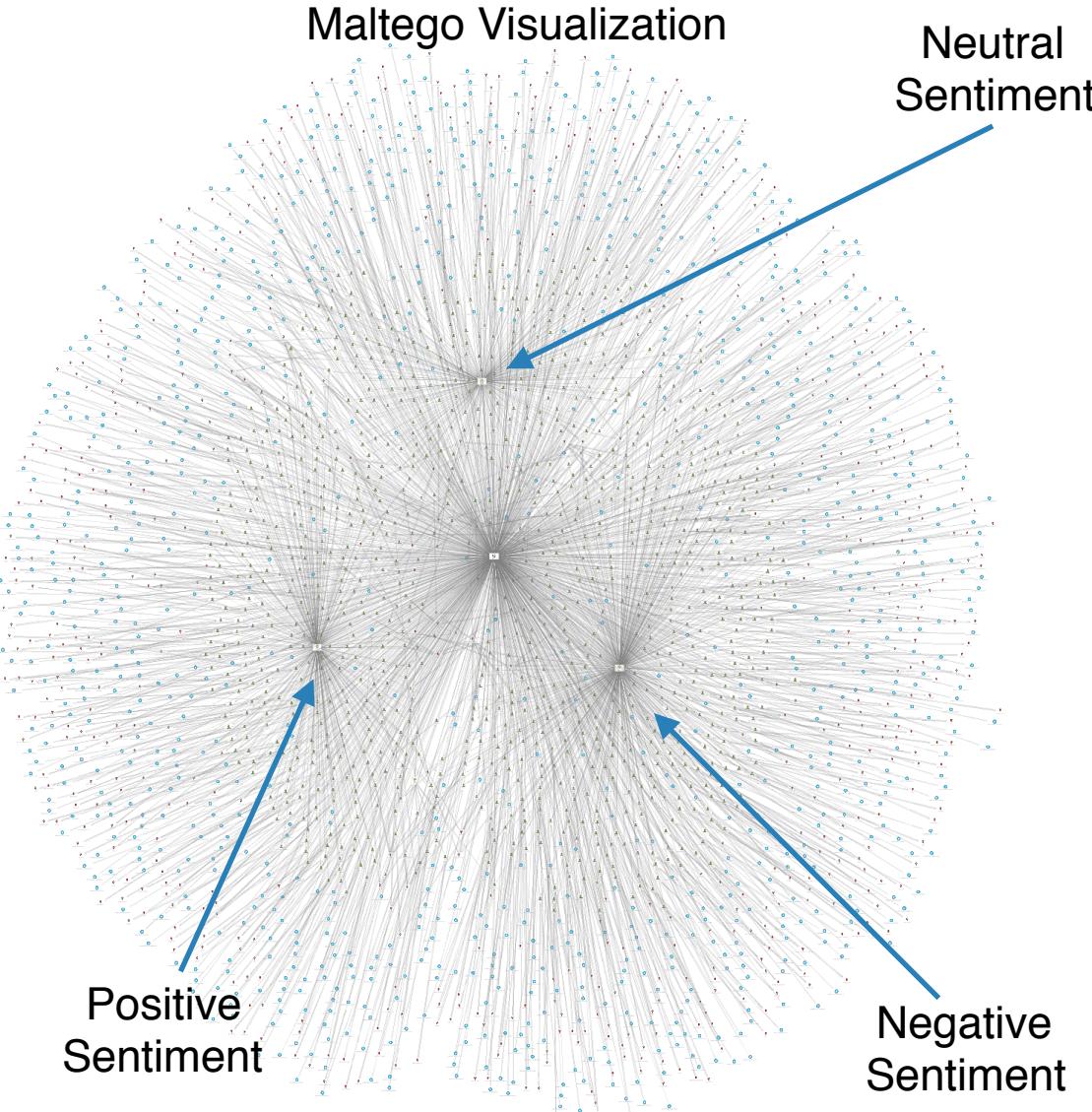
4chan.org

FUCK THIS WORLD

Analyze - Excel Visualized in Maltego

ADL COE Week 56 Data in Excel

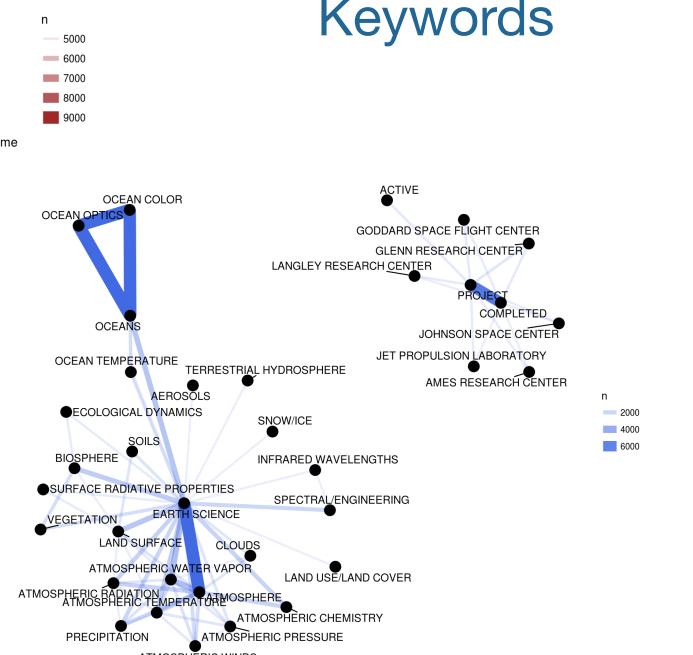
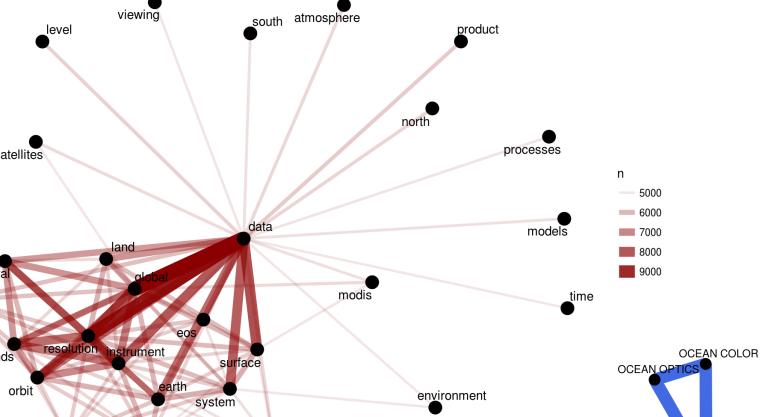
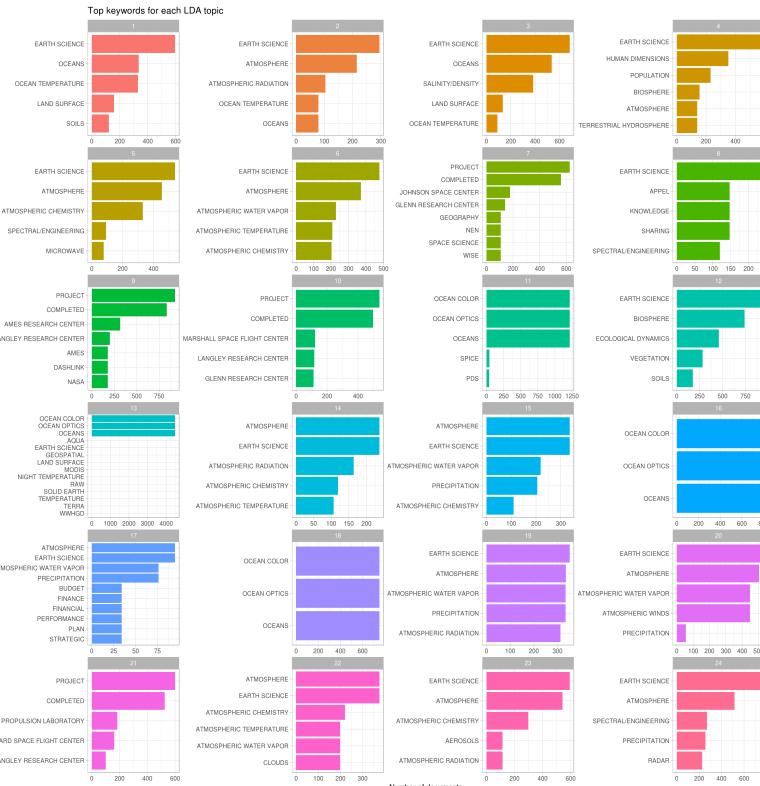
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0.1937155	26849	TWITTER	http://www.twimg.com/tw/2018-01-2/02:17:18	23 Jan 2018 02:17:18	SkippyMill Skippy_Mill	http://tw/	2	19	131	English	The OC	NEGATIVE			RT @stigil_?	RT @stigil_?	RT @stigil Husband_ 95570095											
0.2699473	24653	TWITTER	http://www.twimg.com/tw/2018-01-2/04:52:31	23 Jan 2018 04:52:31	Murqata_Murqata_	http://tw/	6	949	1458	MALE	English	EXILE	NEGATIVE		QT @Maha_?	QT @Maha_?	QT @PALESTIN_ 955740015											
0.4899931	16059	TWITTER	http://www.twimg.com/tw/2018-01-2/07:16:39	23 Jan 2018 07:16:39	edwardes Matt_Edward	http://tw/	6	593	776	MALE	English	USA	ok	Oklahoma	NEGATIVE	kneel aga_?	kneel aga_?	Jews enim we get cel Baseball_ 95577628										
0.2909995	19759	TWITTER	http://www.twimg.com/tw/2018-01-2/09:25:37	23 Jan 2018 09:25:37	dewg_norr Norman_E	http://tw/	4	100	466	MALE	English			NEGATIVE	@BREAKIN_?	@BREAKIN_?	wars for Is @BREAKIN_ The Devil_ 955808746											
0.7569339	14961	TWITTER	http://www.twimg.com/tw/2018-01-2/10:21:21	23 Jan 2018 11:08:21	Kanta_Kari_Kari	http://tw/	6	1424	2586	FEMALE	English	USA	ar	Arkansas	POSITIVE	Broche 4 r_?	Broche 4 r_?	Broche 4 r_military_ 955814596										
0.9308040	2172	TWITTER	http://www.twimg.com/tw/2018-01-2/11:40:28	23 Jan 2018 11:40:28	ghetyas Ghety_Zy	http://tw/	5	402	137	English	Germany	NONE			QT @sayu_?	QT @sayu_?	QT @sayu_blue_ 955826263											
0.7568194	19006	TWITTER	http://www.twimg.com/tw/2018-01-2/12:18:29	23 Jan 2018 12:18:29	subeator3 saboteor3 saboteor3	http://tw/	5	164	91	English		NEGATIVE			It's Time ti_?	It's Time ti_?	Russia Ins It's Time ti Alt-right_ 955832244											
0.940102	15769	TWITTER	http://www.twimg.com/tw/2018-01-2/17:20:45	23 Jan 2018 12:20:45	CAMERAon CAMERAon	http://tw/	8	1746	1188	English	Israel	USA & Ira	POSITIVE		QT @JUKA_?	QT @JUKA_?	http://tw/ 955832815											
0.4180467	13146	TWITTER	http://www.twimg.com/tw/2018-01-2/14:05:32	23 Jan 2018 14:05:32	Tek_Elite_Sohar	http://tw/	5	160	218	MALE	English			NEGATIVE	RT @ratca_?	RT @ratca_?	Love Man_ 955871988											
0.3078880	1962	TWITTER	http://www.twimg.com/tw/2018-01-2/19:39:03	23 Jan 2018 19:39:03	lebal133 R_Tumar	http://tw/	0	3	86	FEMALE	English	USA	oh	Ohio, USA	NEUTRAL	@truthand_?	@truthand_?	@truthand_ 955963118										
0.8294694	1642	TWITTER	http://www.twimg.com/tw/2018-01-2/19:44:09	23 Jan 2018 19:44:09	JuanVelpe #FreeAthee	http://tw/	5	417	1243	MALE	English	Peru		JERUSALEM	QT @freehee_?	QT @freehee_?	QT @freehee_ 955964401											
0.6088093	22075	TWITTER	http://www.twimg.com/tw/2018-01-2/06:26:15	24 Jan 2018 06:28:15	bermanmar_Amar_Barni	http://tw/	6	943	814	FEMALE	English	India		NEGATIVE	RT @Rebel_?	RT @Rebel_?	Hi, I'm N_ 955612649											
0.0681725	2043	TWITTER	http://www.twimg.com/tw/2018-01-2/07:03:11	24 Jan 2018 07:03:11	hunkyns_jame_hx_	http://tw/	4	63	50	English		everbullet	NEUTRAL		QT @rame_?	QT @rame_?	QT @rame_morbev_ 956115286											
0.1289528	21233	TWITTER	http://www.twimg.com/tw/2018-01-2/07:23:54	24 Jan 2018 07:23:54	Arkyne_ Steve_John	http://tw/	7	2013	4708	MALE	English	USA	ar	fort smith	Fort Smith NEUTRAL	RT @Julia_?	RT @Julia_?	RT @Julia_ 2nd_Amen_ 956140501										
0.2123903	18980	TWITTER	http://www.twimg.com/tw/2018-01-2/08:33:21	24 Jan 2018 08:33:21	dyfucty_dyfucty	http://tw/	5	344	310	MALE	English	UK	england	England	NEGATIVE	@Dawn_?	@Dawn_?	@Dawn_Probie_ by 95615798										
0.4361090	11528	TWITTER	http://www.twimg.com/tw/2018-01-2/11:07:52	24 Jan 2018 11:07:52	Spoonhead_Spooky_He	http://tw/	7	1836	2551	English		Humanity	POSITIVE		@jorotte_?	@jorotte_?	@jorotte Sorry if of 95616864											
0.9384397	10917	TWITTER	http://www.twimg.com/tw/2018-01-2/11:53:57	24 Jan 2018 11:53:57	kizh151 sek KIZHO	http://tw/	4	109	309	English	Zimbabwe	mashonakharare	HARARE	NEGATIVE	@matigas_?	@matigas_?	@matigas_Fascinate_ 956208461											
0.9126205	9683	TWITTER	http://www.twimg.com/tw/2018-01-2/13:16:59	24 Jan 2018 13:16:59	Brads_84	http://tw/	6	750	1046	FEMALE	English	USA	ny	New York	NEUTRAL	RT @WRW_?	RT @WRW_?	RT @WRW_ I'm not alv 956229353										
0.5469448	12080	TWITTER	http://www.twimg.com/tw/2018-01-2/13:11:21	24 Jan 2018 13:11:21	464694545A	http://tw/	4	53	45	English			POSITIVE		the Jew h_?	the Jew h_?	I do not have Jews_ 956229729											
0.1354189	9122	TWITTER	http://www.twimg.com/tw/2018-01-2/13:50:41	24 Jan 2018 13:50:41	Cantelon_Philip_W_Cantelon	http://tw/	4	70	230	MALE	English	USA	ma	Ayer, Mass	NEUTRAL	RT @Power_?	RT @Power_?	RT @Power_! Republi 956217837										
0.6496516	4938	TWITTER	http://www.twimg.com/tw/2018-01-2/19:48:56	24 Jan 2018 19:48:56	RobertPion_#TheRebel	http://tw/	7	4500	5001	English	USA	ny	New York	United States	NEGATIVE	@TonyGre_?	@TonyGre_?	@Palestine_ 956217991										
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0.2346073	11125	TWITTER	http://www.twimg.com/tw/2018-01-2/11:07:33	24 Jan 2018 11:07:33	AbzDigr Heavy_Dro	http://tw/	3	51	90	English			North Of I	NEGATIVE	@AHuluH_?	@AHuluH_?	@AHuluH I'm a Deplo 956347781											
0.5296063	994	TWITTER	http://www.twimg.com/tw/2018-01-2/12:22:41	24 Jan 2018 12:24:11	BigDru BigDru	http://tw/	6	831	1976	English	USA	co	colorado's Colorado	NEUTRAL	Bishop_Aug_?	Bishop_Aug_?	I'm A Rapp Bishop_Aug_BigDru 956346161											
0.7965233	21291	TWITTER	http://www.twimg.com/tw/2018-01-2/08:00:23	25 Jan 2018 08:00:23	loner616 loner616	http://tw/	6	791	1298	English			Country of	NEGATIVE	isowitz_?	isowitz_?	Jews are @isowitz @Vietnam V 956512076											
0.2783764	1492	TWITTER	http://www.twimg.com/tw/2018-01-2/11:54:43	25 Jan 2018 11:54:43	Unearblij AnUnearblij	http://tw/	5	221	245	FEMALE	English	Croatia		Flume, FAI NEGATIVE	@BBCBrea_?	@BBCBrea_?	@BBCBrea_ If you 956571041											
0.9178008	16489	TWITTER	http://www.twimg.com/tw/2018-01-2/12:29:55	25 Jan 2018 12:29:55	ProWhiteProvishing	http://tw/	5	307	207	English			Martha's	VI NEGATIVE	RT @Eric_?	RT @Eric_?	RT @Eric_! How nice_ 95657990											



Analyze - Use AI to Find Patterns



Find Topics in Free Text



Find Keywords linked to other Keywords



ADL Communication Channel



ATTAIN ANSWERS

Spaces ▾ What's New

Portfolio > ADL > Project Space

Project Space

Explorer

Phase One
Define & initiate innovative processes, technology & methods from ADL COE Future Insights Plan

Stories

Business Model\Organizational Changes	Functional Process Changes
Technical Innovation Changes	Methodology Changes - Define them
SalesForce Interoperability Definition	Change Management Planning

Click me to add story

Phase Two
Begin to pilot new processes, procedure collected

Stories

Business Model\Organizational Pilots
Technical Innovation Pilots
SalesForce Interoperability Pilot

Click me to add story

Activities

- My Room Activities
- Define product flows (How it is created)
- Define new information products and/or services
- Explore Data Collection & Analysis tools
- Define the types of questions COE expects to be asked (by customers)

Project Space

- @rgreer Ryan do you have the contact information for the LAPD Chief of Police? This was one of the people George wanted me to interview
5/16/2018
- Tim Pavlick @atuchman Very imparnt message
5/17/2018
- Tim Pavlick @atuchman I can catch up at 11:30 if you by chance have an opening?
5/17/2018
- Tim Pavlick @osegal Let's chat also about the Drat Report Journey Map I just uploaded
5/21/2018
- Tim Pavlick Ice abandons using AI for "Extreme Vetting"
https://www.washingtonpost.com/news/the-switch/wp/2018/05/17/ice-just-abandoned-its-dream-of-extreme-vetting-software-that-could-predict-whether-a-foreignVisitor-would-become-a-terrorist/?utm_term=.2b2bc7789f80
5/24/2018
- Tim Pavlick @xzhai @abrown @cpifer @saaltsman This is an ADL req, to cull video for content https://blog.ted.com/ted_jbm_watson/
5/24/2018
- Tim Pavlick @atuchman Aryeh ~ check this out, scrape web content <https://www.octoparse.com/Product>
5/24/2018
- Tim Pavlick *[Message content redacted]*
5/25/2018

Send

AA

Agenda

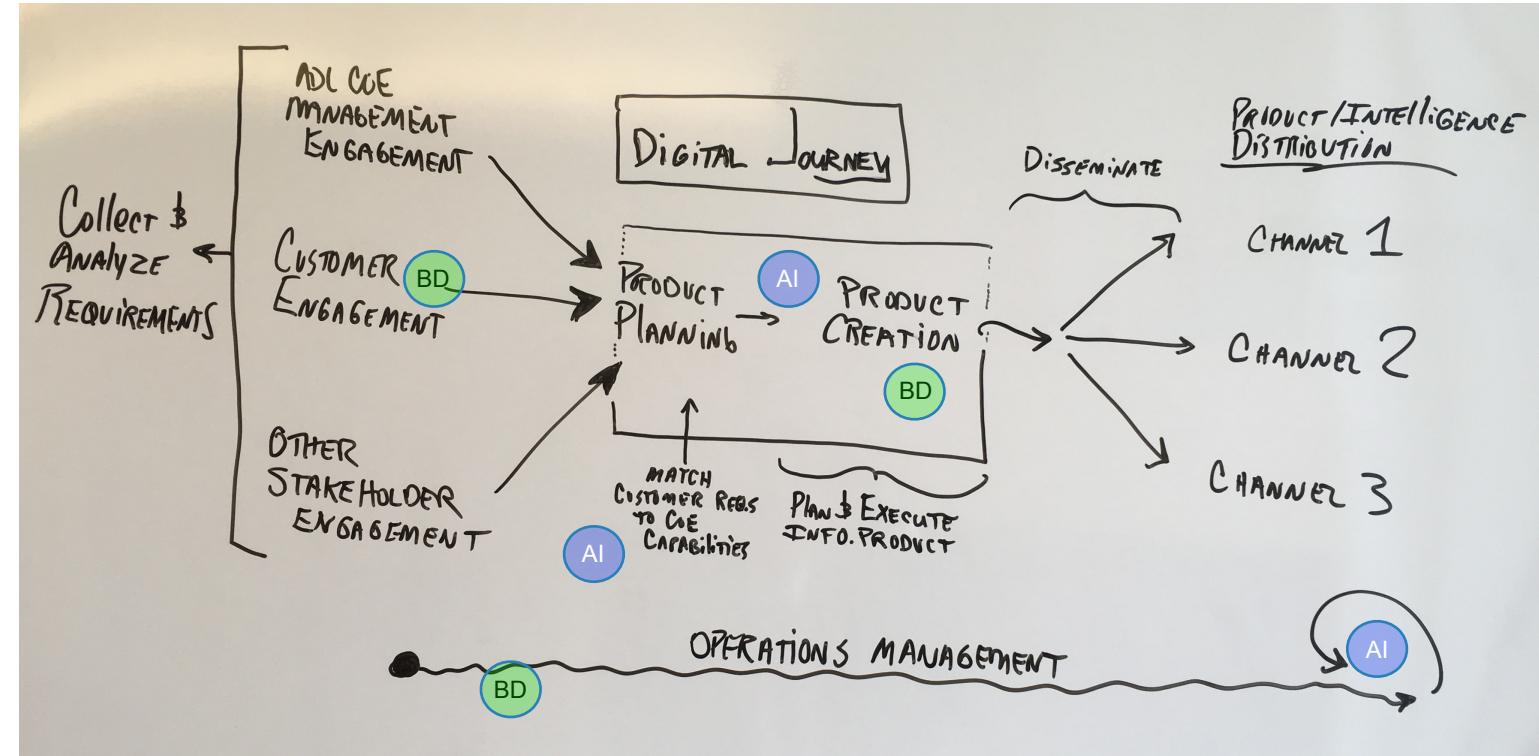
Market & User Research

Software Solution Recommendation

Implementation Plan



Digital Intelligence



= Artificial Intelligence

= Big Data Analytics



Future Insights - Implementation Plan

Transform COE to an Information Insights Enterprise

First 6 months

Establish New COE Process, Pilot ADL Workflows

Months 6-12

Lock in Initial Changes - Pilot ADL Integration

Months 12-18

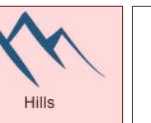
Roll Out Extra-Enterprise Channel Approach



Mission



Sponsored Users



Hills



Inspiration



Design Principles



Hills Concept Playback



Research



Personas



Journey



Empathy Map



Hills User Playback



Wire Frames



Lofi



Hills Screens Playback



Hifi & Stories



Playback Zero

Year One - Implementation Costs

Total Cost Including Attain Engagement, New COE Positions & Technology Costs

- 1 First 6 months
Establish New COE Process, Pilot ADL Workflows
 - 2 Months 6-12
Lock in Initial Changes - Pilot ADL Integration
 - 3 Months 12-18
Roll Out Extra-Enterprise Channel Approach
- Total Year One Cost = 1.5M - 2.0M

Future Insights - Implementation Plan

1

Initial Phase - Establish New COE Processes & Products

1

First 2 months

Establish new COE process & pilot automation

2

Months 2-4

Pilot data collection & analysis use cases

3

Months 4-6

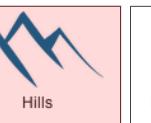
Explore information exchanges between COE & ADL



Mission



Sponsored Users



Hills



Inspiration



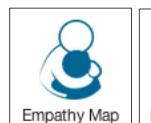
Design Principles



Hills Concept Playback



Research



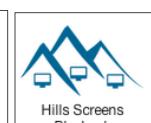
Personas



Journey



Empathy Map



Lofi



Hifi & Stories



Playback Zero

Future Insights - Implementation Plan

2

Phase 2 - Lock in Initial Changes - Pilot ADL Integration

1

Months 6-8

Finalize Information Repository Structure

2

Months 8-10

Align Information Pipeline & New Procedures

3

Months 10-12

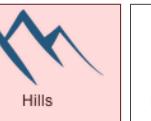
Roll out request & fulfillment pipeline



Mission



Sponsored Users



Hills



Inspiration



Design Principles



Hills Concept Playback



Research



Personas



Journey



Empathy Map



Hills User Playback



Wire Frames



Lofi



Hills Screens Playback



Hifi & Stories



Playback Zero

Future Insights - Implementation Plan

3

Roll Out Extra-Enterprise Channel Approach

1

Months 12-14

Establish Collaboration with Key Customers

2

Months 14-16

Examine AI & Transition Knowledge to COE

3

Months 16-18

Roll out dissemination of continuous customer updates



Mission



Sponsored Users



Hills



Inspiration



Design Principles



Hills Concept Playback



Research



Personas



Journey



Empathy Map



Hills User Playback



Wire Frames



Lofi



Hills Screens Playback



Hifi & Stories



Playback Zero

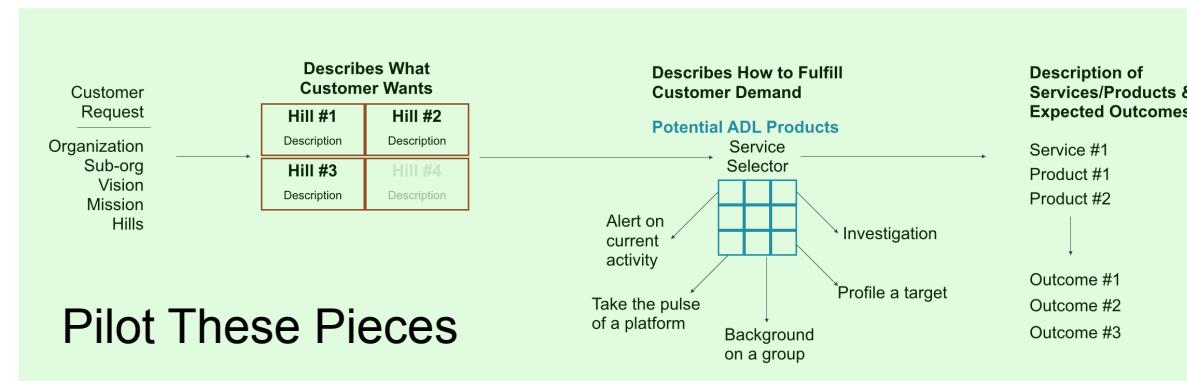
Get Started

Initial Outcomes from a 'Get Started' Task

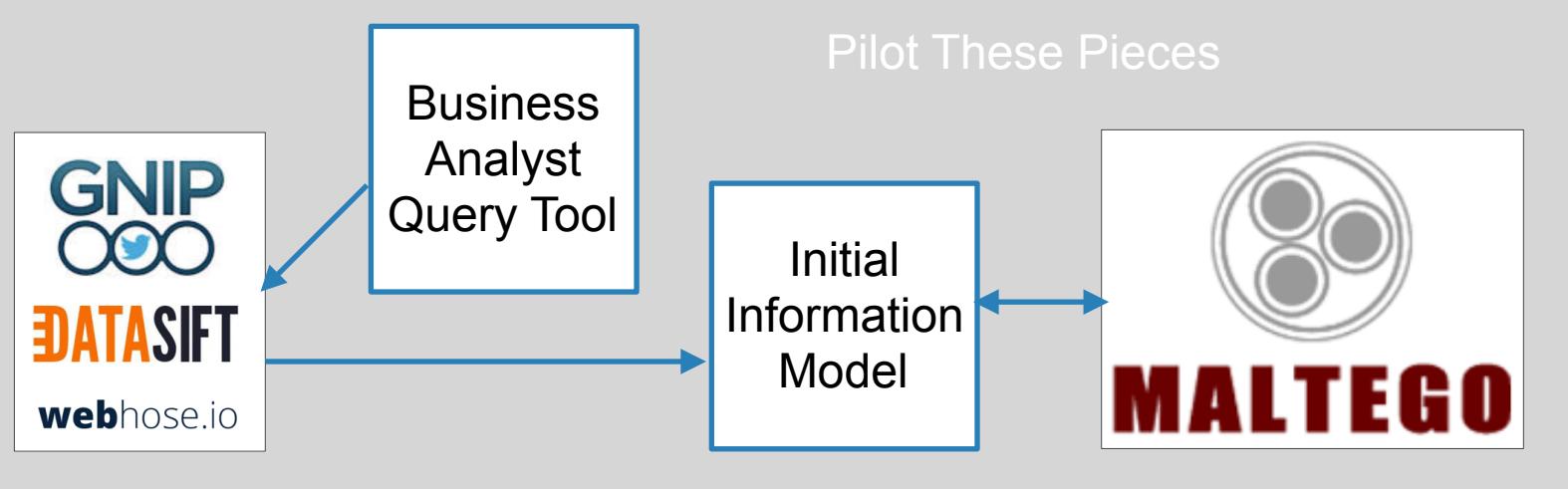
1

First 2 months

Establish new COE process & pilot automation



Pilot These Pieces



Report
Recommending
Architectural &
Process Choices

Process Design Collaboration



Find Analyze Communicate

Find	Analyze	Communicate
An actor	An Actor's background	COE Internal - Set up an ad hoc collaboration room
An named actor's friends	An Actor's intent	COE Internal - Set up a project collaboration room
Actors in common between 2 friend groups	A Group's activity level	ADL Internal - Set up a cross-departmental collaboration room
An actor's initiative/plan	A Group's planned activity	ADL Internal - Set up an ADL Region collaboration channel/room
A group	Media - respond to search request	ADL External - Set up a new customer partnership
A named group's event	Media - respond to analysis request	Produce - Multi-media product
An ad hoc group/team	Law Enforcement - respond to search	Produce - Traditional research report
Content - Specific Image	Law Enforcement - respond to analysis request	Produce - Ongoing intelligence on specific groups
Content - Specific term	ADL HQ - Analyze & respond to request	Produce - Ongoing intelligence on specific individuals
Content - Words related to a specific term	ADL Regions - Analyze & respond to request types	Produce - Ongoing intelligence regarding specific event types
Content - Background	Gauge Platform - Resident ideology	Publish - Actor finding to a channel
Content - Ideology	Gauge Platform - Extremist participation	Publish - Group finding to a channel
Pattern - Content theme	Gauge Platform - theme propagation	Publish - Media alert
Pattern - Influence	Gauge Platform - Activity volume	Publish - Media background information
Pattern - Trend	Gauge Platform - Threat level/pattern	Publish - Law Enforcement Alert
Pattern - Platform activity	Cross Platform - Theme propagation	Collaborate - Conduct project with partner
Research - New Platform	Cross Platform - Group movement	
Research - New Theme/Trend	Report - Extremist incident	
	Report - Extremist group ideology	
	Report - Extremist group evolution	
	Report - Extremist trend on a given platform	
	Statistics - Test statistical significance of a finding	
	AI - Mine a corpus for an extremist topic	
	AI - Train AI on an image	
	AI - Find relationships amongst actors	
	AI - Find relationships amongst terms	

ATTAIN ANSWERS	
<p>Click to go forward. Hold to see history.</p> <p>Not Secure ec2-18-207-208-47.compute-1.amazonaws.com/4/workshop</p> <p>Ad Blocker</p> <p>Pattern - Influence</p> <p>Content - Ideology</p> <p>Content - Words related to a specific theme</p> <p>Content - Specific term</p> <p>Research - New Theme/Trend</p> <p>Content - Specific Image</p> <p>A named actor's friends</p> <p>An Actor</p> <p>Actors in common between two friend groups</p>	<p>Your Selection</p> <p>Pattern - Influence</p>
<p>< Find</p>	
<p>An Actor's initiative/plan</p>	
<p>Pattern - Influence</p>	
<p>Content - Ideology</p>	
<p>Content - Words related to a specific theme</p>	
<p>Content - Specific term</p>	
<p>Research - New Theme/Trend</p>	
<p>Content - Specific Image</p>	
<p>A named actor's friends</p>	
<p>An Actor</p>	
<p>Actors in common between two friend groups</p>	

ADL Future Insights BOM

An Actor's initiative/pla

undefined

An Actor

undefined

A named actor's friend

Actors

undefined

An Act

undefined

AI - FIN

An Actor's background

undefined

Produce - Ongoing intelligence on specific individuals

1

Portfolio > Attain > AttainAnswers

AttainAnswers Project Plan Services

Timeline

6/12/18 7/18/18 1/01/19

Explorer

Service selector

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In pretium dui malesuada.

Project tracker

Vestibulum rutrum quam vitae fringilla tincidunt. Suspendisse nec tortor urna.

AI services

Vestibulum rutrum quam vitae fringilla tincidunt. Suspendisse nec tortor urna.

Stories

>Lorem ipsum dolor sit amet, consectetur adipiscing	>Lorem ipsum dolor sit amet, consectetur
(⌚ June 30)	(⌚ July 9)
>Lorem ipsum dolor sit amet, consectetur	>Lorem ipsum dolor sit amet, consectetur
(⌚ July 10)	(⌚ July 23)
>Lorem ipsum dolor sit amet, consectetur	Lorem ipsum dolor sit amet, consectetur
(⌚ July 26)	(⌚ Aug 15)
>Lorem ipsum dolor sit amet, consectetur	>Lorem ipsum dolor sit amet, consectetur
(⌚ Sept 3)	(⌚ Sept 5)

Stories

>Lorem ipsum dolor sit amet, consectetur	>Lorem ipsum dolor sit amet, consectetur
(⌚ July 26)	(⌚ June 30)
Click to add story	

Stories

>Lorem ipsum dolor sit amet, consectetur	>Lorem ipsum dolor sit amet, consectetur
(⌚ Oct 9)	(⌚ Oct 9)
>Lorem ipsum dolor sit amet, consectetur	>Lorem ipsum dolor sit amet, consectetur
(⌚ Dec 10)	(⌚ Dec 13)
>Lorem ipsum dolor sit amet, consectetur	>Lorem ipsum dolor sit amet, consectetur
(⌚ Dec 14)	

x

Let's Begin

Tim Pavlick, PhD
301-523-6694
tpavlick@attain.com
@timpavlick

Product Suite



Collect

Crawls the lite & dark web hoovering up massive amounts of data



webhose.io

Organize

Data Repository & Middleware - Salesforce Accessible



Discover

Brings data into the same context so relationships can be discovered



MALTEGO

Analyze

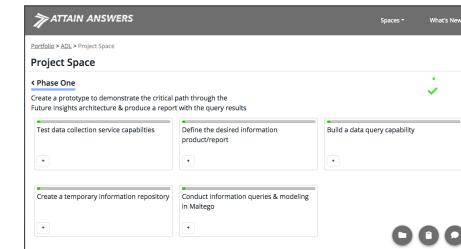
Determine significance of relationships; Use AI to find patterns



+ AI Algos

Communicate

Share the findings with communities of interest



Software Pricing Details



Product	Upfront	Annual	Notes (numbers are approximates)
Webhose	0	\$ 48,000.00	This allows for 100,000,000 results monthly
Webhose - Dark Web	0	\$ 10,000.00	This allows for 20,000,000 results monthly
GNIP	0	\$ 22,788.00	Returns 1,250,000 tweets monthly
Datasift	0	\$ 60,000.00	Minimum to access platform details TBD
Maltego XL	\$32,300.00	\$7,600.00	10 Licenses + Training
PSPP/JASP	0	\$ -	Choice based on ease of use req.s
Attain Answers		TBD	TBD
Open Source AI		TBD	Need to estimate dev costs
Jitterbit	0	\$ 30,000.00	Pro version
Heroku	0	\$ 9,000.00	750 GB storage
Total First Year Cost		\$219,688.00	



Mission



Sponsored Users



Hills



Inspiration



Design Principles



Hills Concept Playback



Research



Personas



Journey



Empathy Map



Hills User Playback



Wire Frames



Lofi



Hills Screens Playback



Hifi & Stories



Playback Zero



Product Rankings

COLLECTION - WEB SCRAPING	PROs & CONS	Rank 1 = Best
Webhose.io	Hits dark web + very comprehensive	1
Scrapinghub	Very tools based, not as much flexibility	2
80legs	Crawler requires config, costs unclear (by number of URLs etc)	3
build your own	Does exactly what you need it to, more expensive, more time	3
grepstr	Custom built scrapers, charges by site plus by record, unknown \$\$	4
datastreamer.io	Less robust & questionable business model	5
Import.io	Point and click	6
Agenty	can crawl password protected sites	6
Apify	Connect w/ broader solutions + open platform solutions	6
Mozenda	Point and click	5
Datahut	Open source	8
Octoparse	Point and click	6
Parsehub	Save files to s3 + point and click	5
Content Grabber	Point and click	7
Dexi.io	Data transformation, add on features	4
Webharvy	Point and click	8
Visual scraper	Spam	10

COLLECTION - PRIVATE INVESTIGATION	PROs & CONS	Rank 1 = Best
ExifTool	read, write, edit meta info	5
MediaInfo	Similar to Exiftool	4
Onionscan	investigate dark web, must build a tool around it	4
Metagoofil	Penetration testing tool	4
OSRFramework	OSS intel tool, no support	2
theharvester	Target internet footprint, less than Onion, no custom entities	3
Onion Correlation Lab	connected with onionscan, good but less than Maltego CE	2
Maltego	OSSINT Custom entities	1
Recon-Ng	like the harvester but harder to use	4

EXPLOITATION - DATA MINING & VISUALIZATION	PROs & CONS	Rank 1 = Best
Visallo	Geared for law enforcement	3
IBM i2 Analyze	Decent visualization and search, inflexible entity model, \$\$\$	6
Tableau Software	Platform for analytics	5
Palantir - Gotham	Platform to Integrate and analyze, Very expensive	5
Mu Sigma	Spotty site availability & expensive	10
Centrifuge Systems	Platform to integrate and analyze	5
Maltego	See above	1
Lumify.io (Altamira)	Real time collab	5
Ayasi	AI platform	6
Rapid miner	Platform: data prep, ML, Model dev - a lot of tool integration	2
Weka	OSS tool to ML data minig	3
Orange	OSS + Less coding than other OSS, still a dev effort, no support	3
Knime	OSS platform	3
NLTK	Work with human language data	5

COLLECTION - SOCIAL MEDIA	PROs & CONS	Rank 1 = Best
Rosoka	Not really for collecting social data	10
Sintelix	Has topic discovery, very expensive	3
Crowdalyzer	Too Narrow	8
G2 Web Services	Not relevant at all	10
Hootsuite	Not really for collecting social data	10
Falcon.io	Does analytics	7
Agency Analytics	Analytics not collection	7
Cision	Too Narrow	8
Sysomos	Maybe could hack it to work	6
Social Studio - Raidan 6	Sales force	4
Social-feed	jquery plug in, must develop from scratch	3
Gnip	Twitter apis	1
Datasift	Almost all social data anywhere	1

ANALYTICS (IMAGE, TXT, STATS)	PROs & CONS	Rank 1 = Best
Google Crowd Vision	explicit image detection	3
Clarifai	Search by concept	3
Amazon Rekognition	Unsafe image + so-so video, best but will require experimentation	2
GumGum	Could maybe hack to do what we need	6
IBM Watson Visual Recognition	build from the ground up	6
Microsoft Computer Vision API	near real time video analysis	7
Cloudsight	No	10
LogoGrab	Specific symbol detection	6
Brandwatch Image Insights	Specific symbol detection	6
Crimson Hexagon	actions	5
Open Source AI (LDA, Tensorflow, etc.)	Can infer topics & perform text analysis	1
PSPP (Open source alt to SPSS)	Can do hyp test, regression, anova, consume spss files, complex	2
JASP (Open source but new)	Can do basic stats, better UX, some limitations	1
SAS	\$8,700, can do all stats, need to do some coding	3
SPSS	\$100 per user, per month, per feature set	3





CoE Vision Mission

Vision: COE stakeholders are informed on, and capable of taking action to counter all forms of extremism.

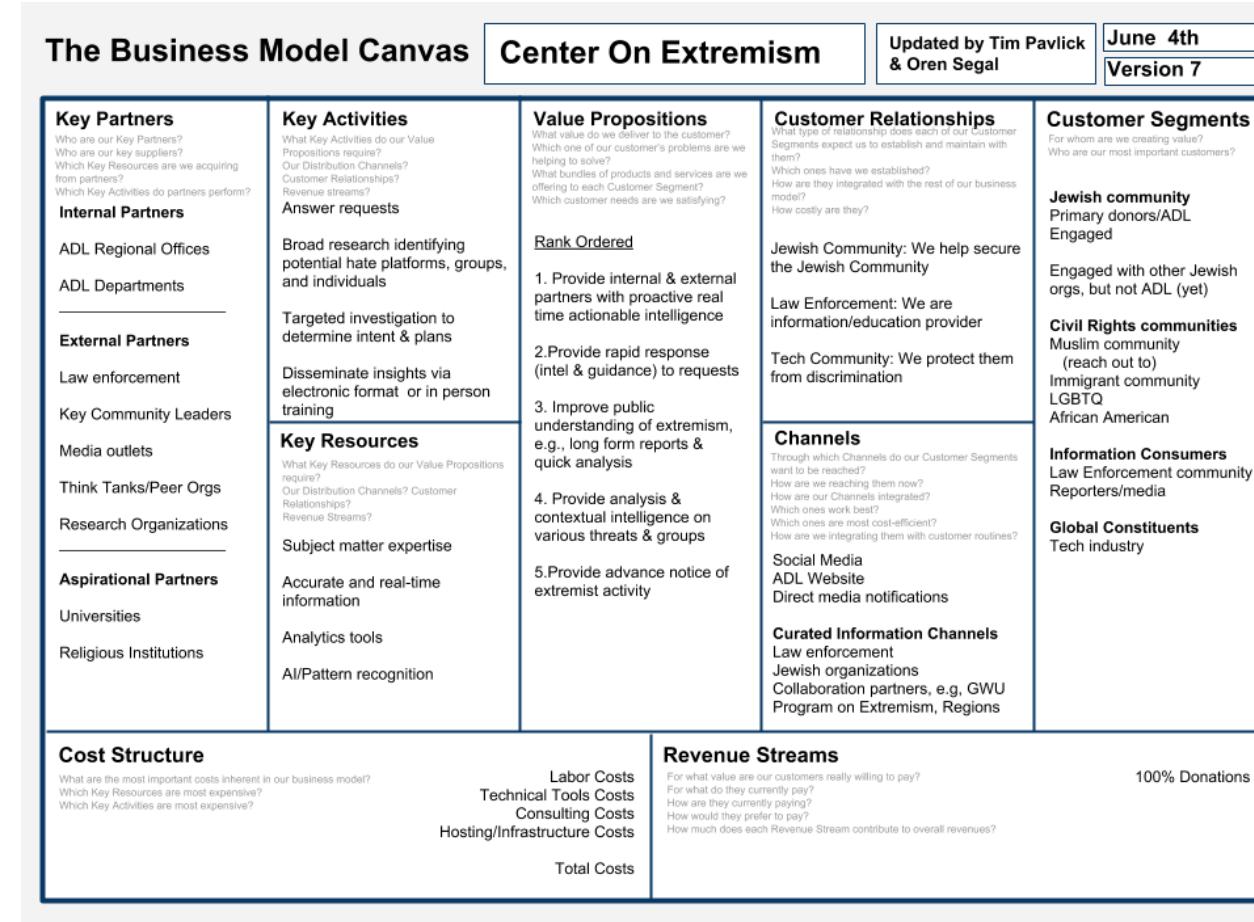
Mission: To provide actionable, accurate, timely information to the American public, through collection, analysis, and dissemination of investigative information and research, to improve stakeholders' and the public's understanding of extremism



COE Mission - Business Model Canvas



The COE Business Model Canvas proved useful to updating the value & nature of COE's products. Additionally, it provided a methodology to refine the linkages between individual sources of value & mechanism to produce and deliver that value.





Three New Hills

Collect

An Analyst can collect information from multiple platforms at scale

Sub Hills:

- Set up information delivery service
- Regularly receive automated collects
- Use tooling to do special collects

Understand

An Analyst can analyze data to find extremist's & groups' behavior

Sub Hills:

- Use analytics to find common factors
- Confirm/refute as extremist
- Work together on products
- Create products

Track

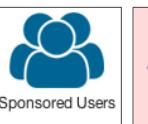
An Analyst can track extremist behavior as it changes

Sub Hills:

- See an idea/theme spreading
- See a group entering or existing a platform
- See 'action oriented' language which may be indicative of increasing threat



Mission



Sponsored Users



Hills



Inspiration



Design Principles



Hills Concept Playback



Research



Personas



Journey



Empathy Map



Hills User Playback



Wire Frames



Lofi



Hills Screens Playback



Hifi & Stories



Playback Zero