Tuesday, August 20, 2024

10:00 AM - 10:20 AM

Mastering the Information Environment to Deliver Information Advantage

Terry Villines

Senior Advisor

Peraton

Jason Chiang

Senior Manager, Research Science

Peraton

Abstract:

The USG is largely outspent by competitors / adversaries in content creation and message dissemination in the information environment (IE) and existing approaches have proven insufficient due to resource and time constraints. The USG is outspent on information operations in the order of billions of dollars and the deluge of adversary misinformation and disinformation (including full-time broadcast media with locally tailored content, online news, syndicated content, and BotNets) is challenging to track and assess.

Solution - Peraton's Operationally Dynamic Information Network (ODIN) provides comprehensive analysis and assessment of the IE. ODIN leverages an array of AI-enabled data capabilities, combined with social scientific research, integrated into a single, Cloud-based platform. ODIN leverages a full suite of AI-enabled tools including machine learning (text and pixel-based), natural language processing (NLP), Large Language Models (LLMs), and geospatial data visualization. These capabilities are integrated into a single platform to drive analysis and assessment using secure, IL5 cloud-based platform (AWS / Azure). ODIN also includes cross-domain (IL6 / IL7), cloud-based capability to integrate intelligence and operational data.

Further, ODIN is designed to integrate world class, social scientific research derived from on-the-ground networks across the globe to inform LLMs, assess shifts in target audience attitudes / behaviors, including surveys, focus groups, and elite samples.

Flexible human-machine teaming options include a range of SMEs like social scientists, data scientists, CULADs, statisticians, MISO professionals, and market communication experts. Reach-back analytic support to answer quick-turn RFIs and customized reporting requirements is available as well as embedded assessment SME support to coordinate requirements and complete classified assessments.

ODIN key outcomes include:

• Full spectrum OIE analysis and assessment, integrated on a single platform

• Cross-domain data streams in a secure Cloud environment, feeding AI-enabled solutions

• Examination of millions of friendly and adversary messages / OIE activities

• Rapid, interactive RFI response mechanisms to address dynamic shifts in the IE

ODIN has provided operational insights across multiple Combatant Commands including INDOPACOM, CENTCOM, EUCOM, and Combined Joint Task Force Operation Inherent Resolve (CJTF-OIR). Outputs include hundreds of reports and a multitude of customized dashboards for analysis of the IE and access to the AskODIN LLM for rapid responses to information requests.

Keywords: Information Dominance, Information Operations, Information Environment, Generative AI, Large Language Model, LLM, Artificial Intelligence, Machine Learning, Data Science, ChaptGPT, AI/ML, NL