

# Department of the Navy SBIR/STTR Transition Program

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ONR Approval #43-8746-21

Topic # N193-A03-2

Training-Assessment-Feedback Loop to Empower the Information Warfighter  
Intelligent Automation, Inc.

## WHO

**SYSCOM:** ONR

**Sponsoring Program:** Social Networks and Computational Social Science, Code 341

**Transition Target:** Identity Management (IdM)

**TPOC:**

Dr. Rebecca Goolsby  
[rebecca.goolsby@navy.mil](mailto:rebecca.goolsby@navy.mil)

**Other transition opportunities:** AFRC, CHINFO, Other DOD intel organizations

**Notes:** The publicly available information (PAI) environment has become a battlefield for adversaries of the United States and its allies.

Countering disinformation, propaganda, and social hysteria effects are top priorities across the Navy and Marine Corps, as these threats hinder mission effectiveness and jeopardize mission success.

Available information (PAI) is a rich source of data that can be mined for insights.

Analysts need powerful tools, analytic workflows, and realistic environments where they can practice with feedback to hone mission-critical skills.



U.S. Army photo,

[https://www.army.mil/article/169541/security\\_clearance\\_investigations\\_to](https://www.army.mil/article/169541/security_clearance_investigations_to)

## WHAT

**Operational Need and Improvement:** Analysts need to understand adversarial information operations in publicly available information (PAI); they need powerful tools to analyze the data; and they need to practice in a realistic environment to hone mission-critical skills.

**Specifications Required:** This project supports ONR's Project OMEN (Operational Mastery of the Information Environment) which aims to develop new workflows, concepts of operation, and technologies.

**Technology Developed:** This work embeds analytic and training capabilities in Scraawl® ([www.scraawl.com](http://www.scraawl.com)), a web-based COTS PAI tool that is currently in use by a number of DoN organizations (our initial transition targets). Advanced analytics and visualizations help analysts gain insights from the data. Web-based training modules and logging help train novices and document expert analytic workflows.

**Warfighter Value:** This technology will significantly improve analysts' ability to detect, track and ultimately counter adversarial information operations. This effort will help formalize information operations curriculum in a general way that can be applied to a wide range of strategies and support the training of a variety of analyst communities. In addition, the capabilities developed as part of effort will be integrated into tools already in use by the analyst community, enhancing their ability to combat adversarial information operations. The instructional modules, workflow trace features, and workflow templates will be packaged and sold as part of the Scraawl tool suite, which is currently in use by hundreds of analysts across the DOD.

## WHEN

**Contract Number:** N68335-20-F-0548 **Ending on:** October 25, 2021

Milestone	Risk Level	Measure of Success	Ending TRL	Date
New analytics & visualizations	Low	New features integrated into Scraawl and made available to active licensees	5	4th QTR FY21
Web-based lessons for Scraawl	Med	Lessons will enable analysts to use Scraawl tools effectively. Biggest source of risk is the dynamic nature of the information environment. Must keep lessons updated to reflect current IO strategies.	5	4th QTR FY21
Synthetic data for exercises	Med	Synthetic posts will be human-readable and mimic strategies of specific information actor types (e.g., news bots). Features of synthetic data must be detectable using Scraawl and other analytic tools.	4	4th QTR FY21
Logging of analyst workflows in Scraawl	Med	Analyst actions will be captured in sufficient detail as to document workflows and facilitate assessment of performance in exercises	4	1st QTR FY22

## HOW

**Projected Business Model:** IAI will continue its Scraawl license-subscription model with increased pricing for inclusion of new capabilities. IAI has successfully used this model over the past 5 years to transition new analytic tools to the operational community. IAI will also continue to deliver PAI training to government Scraawl customers.

**Company Objectives:** Our goal is to expand our presence in the PAI analysis market through new tool capabilities and analytic workflow training.

**Potential Commercial Applications:** Scraawl also has commercial customers, e.g., marketing professionals. This user community has very different workflows than the DoD PAI analysts, but they could also benefit from strategic workflow training.

**Contact:** Lisa Scott Holt, Ph.D., Director, Human Interaction and Performance  
[lholt@i-a-i.com](mailto:lholt@i-a-i.com) 301-294-5212