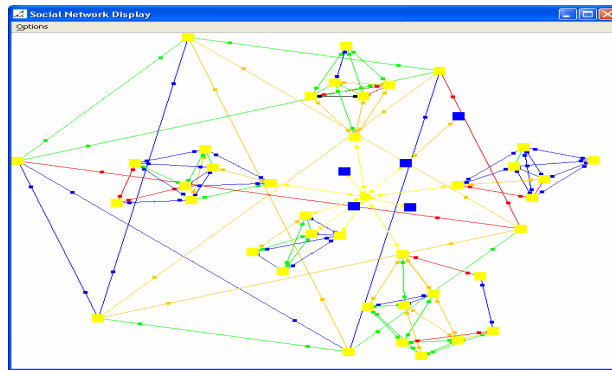


## CAMIO (Cultural And Media Influences on Opinion) - Model of Group Behavior

**Cultural And Media Influences on Opinion (CAMIO)** – Actionable intelligence analysis and threat assessments require incorporating estimates of the intentions, decision-making, and most likely behaviors of different groups and individuals. Models are central to intelligence analysis. Understanding the behavioral aspects of target individuals and groups, estimating future social dynamics for specific segments of the population, and incorporating different cultural traits into intelligence assessments is fundamental to determining appropriate courses of action. The ability to spot indicators of events; anticipate developments of strategic concerns; identify opportunities and vulnerabilities; and to create timely opportunities and vulnerabilities is an essential function of analysts. Since most intelligence problems are complex and involve many different aspects of social science (psychology, anthropology, political science, economics, sociology, social psychology, etc.) it is important to integrate relevant social science concepts into the modeling methods used by analysts.

A key variable in these types of analyses is an understanding of the population within which groups coexist and interact. Insight into the nature of a particular culture or the general population of a nation is necessary for a comprehensive evaluation of any situation. Furthermore, understanding how a population is affected by internal and external messages from the media or other organizations provides policy makers with an additional tool to determine or influence strategy.



The Cultural And Media Influences on Opinion (CAMIO) simulation of group behavior is an agent-based computational model that can be used to examine the opinions, issue stances, political allegiances or other judgments held by members of a particular group within a society and examine how these opinions change or can be influenced to change over time. Of particular interest is changes caused by an external organization such as the international or internal media. CAMIO is a model of how small groups of acquaintances form from larger populations and change over time; how opinions spread throughout the groups; how an outside entity, such as the media, can influence the spread of such opinion; and how this population of small groups may become polarized or unified around a particular issue.

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