
Social Computing and Crisis in the New Information Age

Phase 0 Panel

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Phase 0 Panel

- Phase 0 and Soft Power
- Unifying Principles
- Implementation and Ground Truth
- Burma (Myanmar) Overview
- Discussion

Phase 0: U.S. Military Operations that resides in the geopolitical realm of Soft Power

- Strategy Implementation
 - Construct for decision makers
 - Research Platform and leverage technology
- Shaping: Part of US military strategy
 - Focus on relief, resilience, & common interests
 - Support for whole of government and nation approach
 - Sustainability: Must be community focused

Soft Power/U.S. Phase 0 Challenges

- Today, soft power and hard power are largely separated, and separated by action and department

- Diplomacy
- Humanitarian assistance disaster response
- Partnership Opportunities
- Charitable giving
- Business opportunities



Soft Power

Who is the lead in between, and who is coordinating the uniform view?



Hard Power

- Warfighting
 - Coercion
 - Payments
 - Withholding support
 - Threats
-

Smart Power Illustration

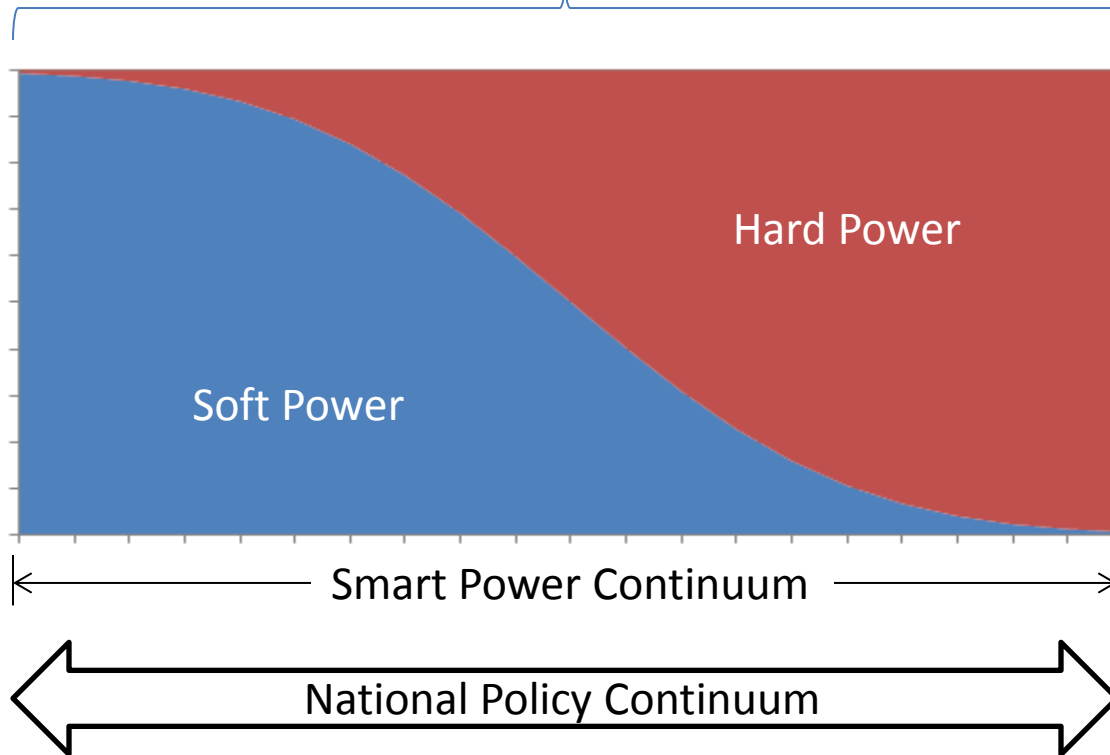
Capacity Building

Soft Power:
Not a developed
practice

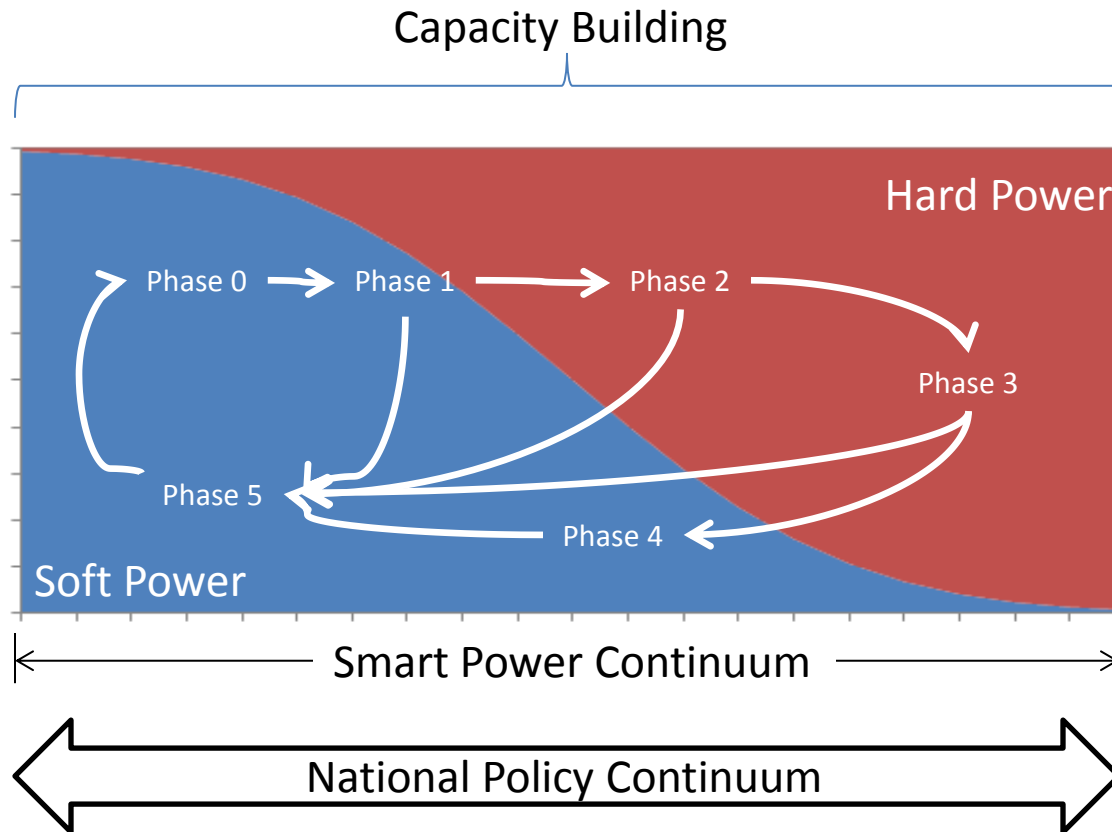
Diplomatic
Experience
Soft Power
Engineering®
Yankee Ingenuity

Hard Power:
A developed
practice

Policy
Doctrine
Education
Plans
Exercises
Models
Simulation
Programs
Equipment
Experience
Force Structure



Fitting Phase 0 into the Smart Power Continuum



Unifying Principles

- Co-creation
- Community Resilience
- Building Capacity

Unifying Principles

- Co-creation
 - Start with stakeholder experiences
 - Creation of value over navigating processes
 - Requires greater effort, results in greater benefits:
 - Higher trust
 - Accommodates culture & tradition
 - Overcomes false perceptions
 - Open exchange of valued resources and information

**To quickly determine issues at the point of
need**

Unifying Principles

- Community Resilience is the ability of a community to face turbulent events or change to:
 - Anticipate risk & limit impact
 - Recover through survival, adaptability, evolution, and growth
 - Plan to build capacity

**To quickly prioritize issues at the point of
need**

Unifying Principles

- Building Capacity helps bridge the gap between assessment and desired end state
 - Improve capabilities, resources, or processes
 - Develop plans around desired technology or resources
 - Co-creative approaches to achieve **outcomes** (not just outputs)
 - Measures progress and promotes transparency

To measure progress of efforts regarding issues at the point of need

Implementation and Ground Truth

- **Enduring Freedom** – Personal experience
- **Philippines** – Successful Military Support
- **Pakistan** – Order from Confusion
- **Holy Qu’ran burning** – Defeating Violence
- **Burma (Myanmar)** - From Closed to Opening society

Discussion

“A small group of thoughtful people could change the world. Indeed, it is the only thing that ever has.” –
Margaret Mead