

<b>SBIR 06.2 PHASE I - AWARD DETAILS</b>	
<b>ORGANIZATION</b>	ARL
<b>TOPIC NUMBER</b>	A06-079
<b>CONTRACT NUMBER</b>	
<b>YEAR OF AWARD</b>	
<b>AWARD START DATE</b>	
<b>AWARD COMPLETION DATE</b>	
<b>PROPOSAL NUMBER</b>	A062-079-2360
<b>TITLE</b>	Cultural Assessment and Simulation of Military Information/Operations in Reaction and Response (CASMIRR)
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<b>KEYWORDS</b>	Cultural Assessment, Cultural Dynamics, Cultural Identities, Cultural Landscape Analysis, Agent-based modeling, Field Command Center, Simulation, Effects-Based Operations
<b>ABSTRACT</b>	In the battle to “win the hearts and minds” of civilians close to conflict, the U.S. armed services have had difficulty operating and interacting with cultures different from our own. This seems largely due to the difficulty of understanding how culture applies to a given situation, and how the Soldiers’ actions will be construed within that cultural context. To improve the quality of Soldiers’ interactions in foreign environments, we propose to create the Cultural Assessment and Simulation of Military Information/Operations in Reaction and Response (CASMIRR) system. CASMIRR is designed as a computer-based planning program comprised of a theoretical framework for cultural landscape analysis and visualization software. These will combine to enable users to create simulated population representations that can be updated with new culturally relevant information. In Phase II, CASMIRR will be integrated with a simulation modeling tool that will analyze different courses of actions, identify key players within the simulated social network, identify intelligence deficiencies, and recommend plans for future data collections to augment the cultural landscape analysis and visualization capabilities developed in Phase I.
<b>BENEFITS</b>	CASMIRR will benefit the Soldiers in the field by providing them with an easy to use, easy to interpret information source that will serve as a guide or a reference to structure their interactions with the local people they may encounter. The full functionality of this tool would also benefit Soldiers by allowing them to forecast the potential outcomes of their decisions, giving them a greater understanding of the importance of making good choices. CASMIRR

	<p>would benefit the Army by helping to improve the cultural understanding and future orientation of the Soldiers using it. The Army would also gain the added benefit of improving the timing and quality of their missions, as they would be able to plan operations taking the potential impacts associated with a given set of cultural identities, as well as the geographic location of these stakeholders, into account.</p>
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