DRAFT

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MDM FRAMEWORK: DETECT, ASSESS, IMPACT, RESPONSE, LEARN

Commented [1]: Do we want to change MDM Framework to info resilience/ integrity?

Commented [2]: Could we make this parallel structure, so everything is a verb? I.e. detect, assess, respond, learn

DETECT

Detection Method

TIER 1

USAID-affiliated

- Implementing Partner
- USAID Mission staff
- Washington Bureau

Other US Government Agencies

TIER 2

Host Governments

Development Partners

Civil Society/Media/Professional Associations

Private Sector

International Multi-Lateral Organizations

Consumer Advocates

*****Reporting interface and work flow need to be developed*

ASSESS

SPOT- CRITIC^2 Assessment Framework

SOURCE: Identifiable individuals associated with a state or non-state actor, cutouts, “bots”, or a third party such as a moderator. Can also be anonymous/unknown.

PLATFORM: TV, Radio, website, social media, print media, advertising platform, etc.

OBJECTIVE: The stated or implied goal of the language or image content used in an influence operation.

TARGET: Intended audience of a campaign over a specific platform(s).

COMPOSITION: The specific language or image content used in an influence operation.

REACH:

- Category 1: Circulation on fringe websites, media outlets, or social media networks
- Category 2: Circulation on mainstream websites, media outlets, social media networks.
- Category 3: Break out across multiple media platforms, engagement by key audiences or key opinion/decision makers
- Category 4: Widespread circulation on reputable media platforms, quoted by key opinion/decision makers and eliciting a policy response

INFORMATION RESILIENCE:

- Category 1: Target has access to a limited number of independent media resources and will have difficulty in developing an informed position.
- Category 2: Target has access to a variety of interdependent media sources from which to inform their opinion.

THEME

- Category 1: Targets a single policy issue or activity, or capability, but does not credibly undermine the mission of core functions of USAID
- Category 2: Targets multiple policy issues, activities, or capabilities, but does not credibly undermine the mission of core functions of USAID

Commented [3]: I think we could have several other categories here, but perhaps that's not the point?

- Category 3: Targets one critical policy issues, activity, or capability and has a risk of credibly undermininge the mission orf core functions of USAID
- Category 4: Targets multiple critical issues, activities, or capabilities with a high risk of credibility undermining the mission or core functions of USAID

INTERNAL RISK APPETITE:

- Low: Areas in which USAID avoids threats or acts to minimize or eliminate the likelihood and/or impact that threats may occur.
- Medium: Areas in which USAID must continually strike a balance between opportunities and threats.
- High: Areas in which USAID prefers evidence-based and disciplined risk taking.

CAMPAIGN:

A concerted effort (more than XX instances) by an adversary to spread MDM about a policy issue or activity, or capability or attempts to credibility undermine the mission of core functions of USAID

- Category 1: Yes
- Category 2: No

COMPETITOR

Presence of a strategic competitor in the country or region that seeks to undermine the mission or core functions of USAID as a national policy objective (outside assessment).

- Category 1: Yes
- Category 2: No

IMPACT

Impact Determination

Level 1: Minor Impact

- Issue has little to no to affect on personnel security or efficacy of programs

Commented [4]: Does this take into account personnel security?

Commented [5]: I don't quite understand this. Does this mean threats aren't present? That USAID has taken action to mitigate them? That USAID ignores the threats or skirts around them?

Commented [6]: false narratives? or to manipulate information?

Level 2: Moderate Impact

- Issue has the potential to affect personnel security or efficacy of programs

Level 3: Significant Impact

- Issue has moderately affected personnel security or efficacy of programs and has the potential to affect USAID reputation.

Level 4 – Severe Impact

- Issue has significantly affected personnel security or efficacy of programs and USAID reputation.

Data input sources

1. Self reported
2. Social media scraping
3. 3rd party monitoring

Data input format

1. Structured fields with classifications
2. Unstructured fields
    a. Classification added after th

Data quality requirements

1. complete/trustworthy
2. Incomplete/partially trustworthy
3.