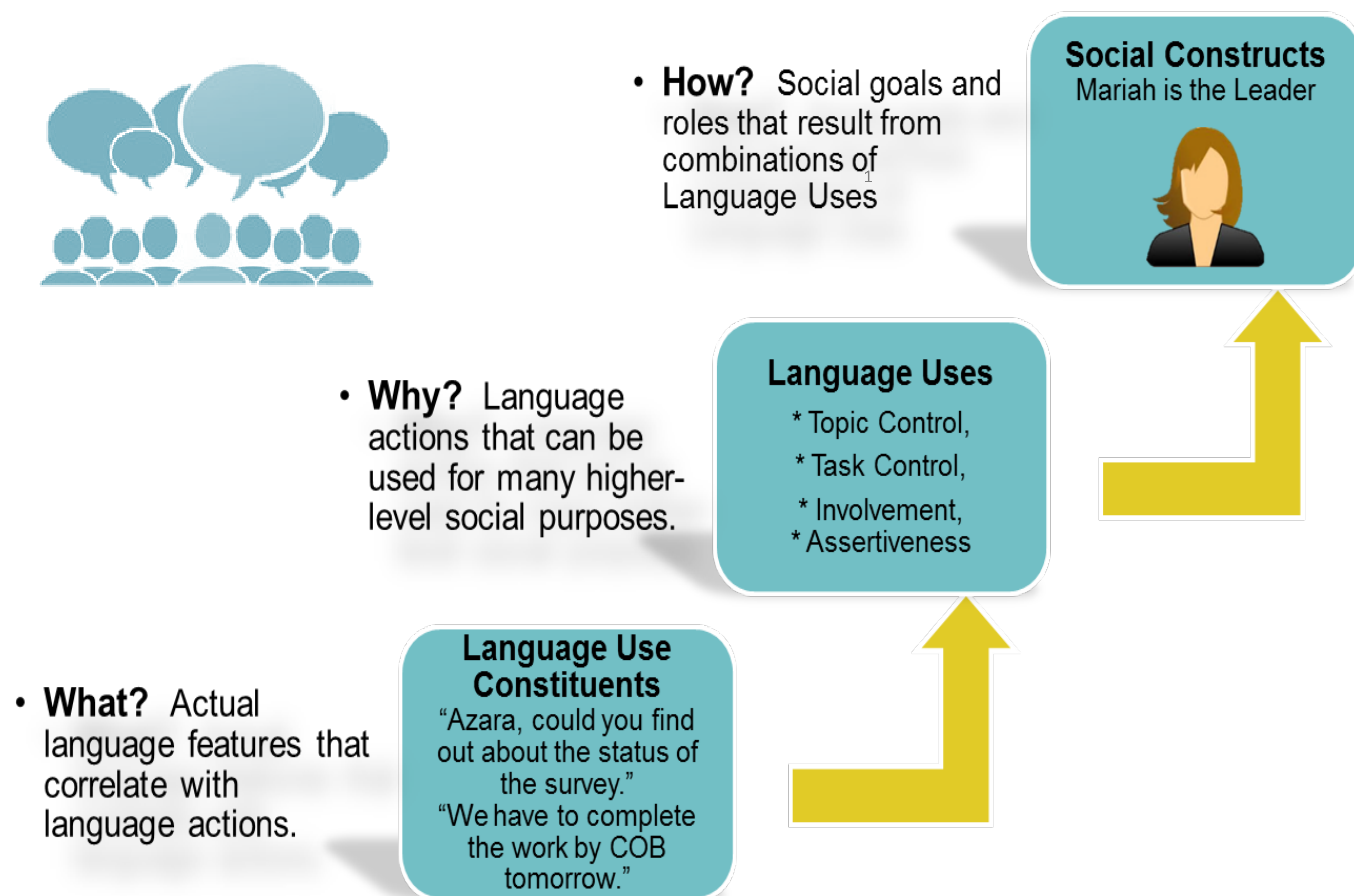# Socio-Cultural Content in Language (SCIL)

Discovering the social goals and behaviors of members of on-line groups by analyzing their use of language

Program Manager: Dr. Heather McCallum-Bayliss; E-mail: heather.mccallum-bayliss@iarpa.gov
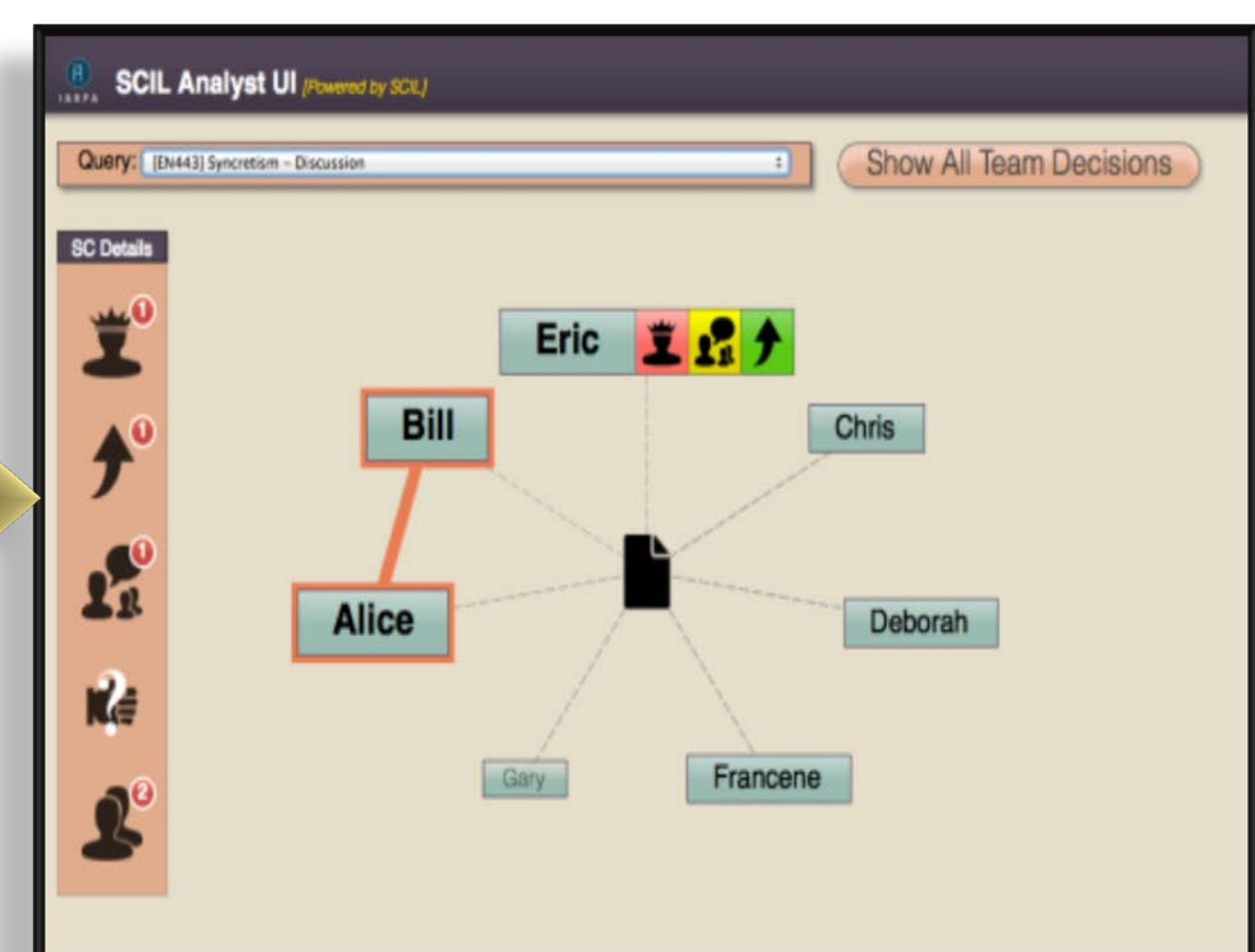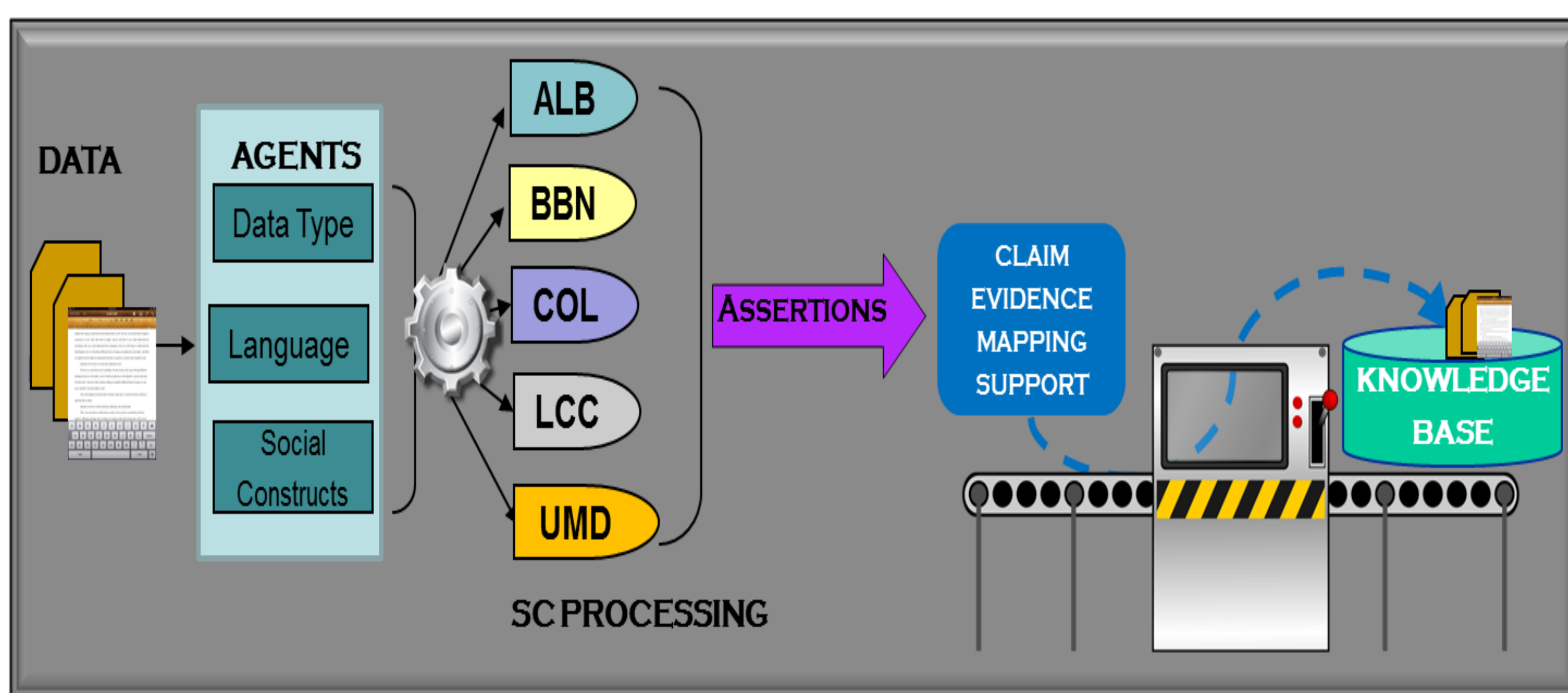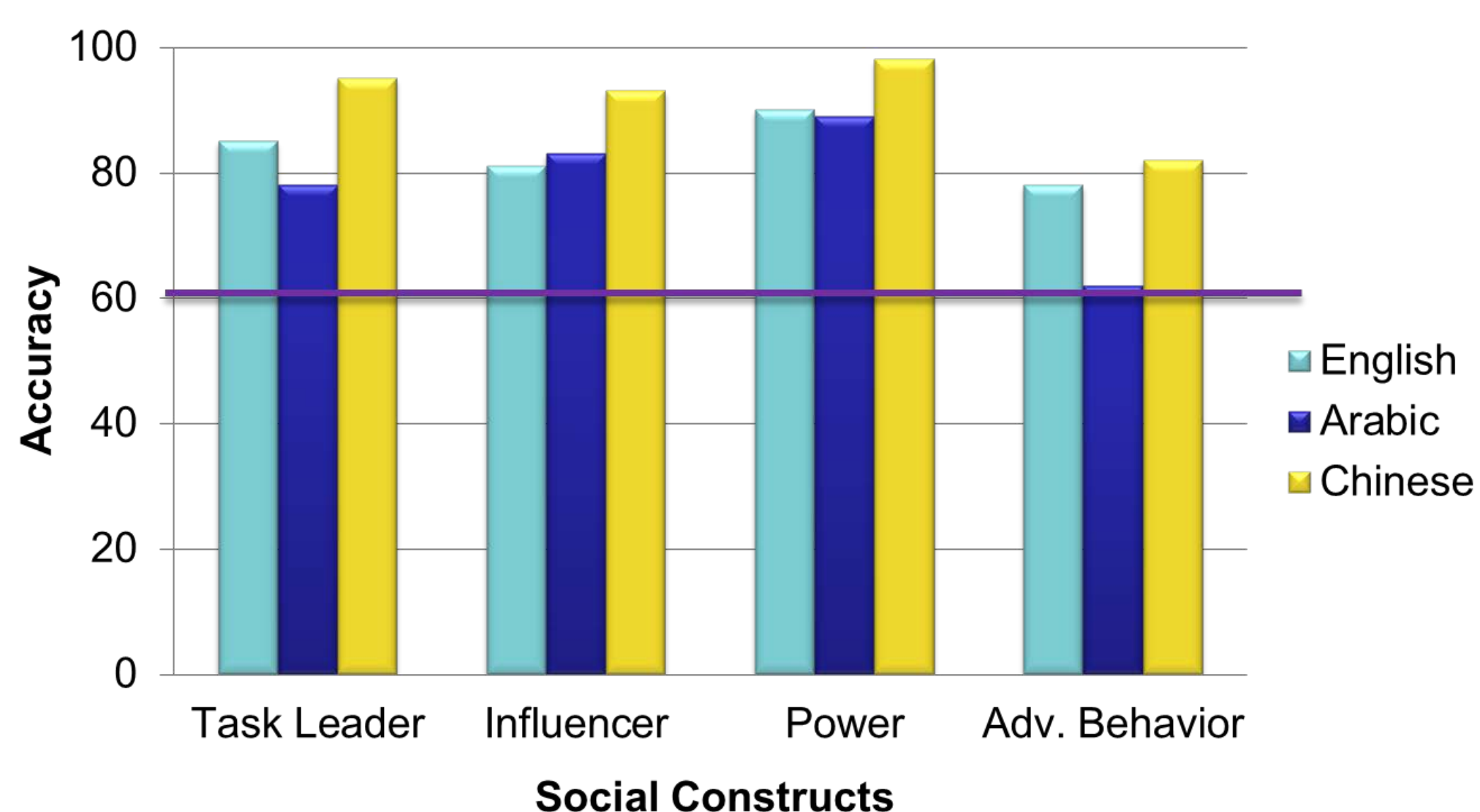
Language Use → Social Goals and Behaviors

- **How?** Social goals and roles that result from combinations of Language Uses

Social Constructs
Mariah is the Leader

- **Why?** Language actions that can be used for many higher-level social purposes.

Language Uses
* Topic Control,
* Task Control,
* Involvement,
* Assertiveness

- **What?** Actual language features that correlate with language actions.

Language Use Constituents
"Azara, could you find out about the status of the survey."
"We have to complete the work by COB tomorrow."

Online Data from Three Languages

English

العربية (Farsi)

中国 (Mandarin)

SCIL Technology Design and Demo

DATA

AGENTS
Data Type
Language
Social Constructs

ALB
BBN
COL
LCC
UMD

SC PROCESSING

ASSERTIONS

CLAIM EVIDENCE MAPPING SUPPORT

KNOWLEDGE BASE

SCIL Analyst UI [Powered by SCIL]
Query: [iN443] Syncretism - Discussion   Show All Team Decisions
SC Details
Eric
Bill   Chris
Alice   Deborah
Gary   Francene

Program Evaluation

Accuracy / Social Constructs
Task Leader, Influencer, Power, Adv. Behavior

■ English
■ Arabic
■ Chinese

Program Successes

- ❖ One team successfully applied their conversational model to a new language (Japanese) in three days. They then followed up with Spanish.
- ❖ Demo successfully created
- ❖ MOA held with NSA and CIA
- ❖ Program completed in 2013
- ❖ Numerous papers published and continued research in progress