



Network Science Center
at West Point 

Negotiation-Motivated Social Network Analysis and Influence to Reduce and Deter Corruption

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Agenda

- Introduction
 - Corruption
 - Systematic Negotiation and 7-Elements
- Definitions
 - Success
 - Process Concept
- Discussion
 - Measuring Corruption and Influence
 - Displaying Corruption and Influence
 - Methods of Solution



Problem Background: **World Issues**

- Corruption:
 - “The abuse of entrusted power for personal gain.”
(Transparency International)
 - Corruption detracts from efforts to establish fundamental, physical and governmental infrastructure, which affects the state’s stability, as well as local and international credibility.
 - Domestic Examples:
 - State Education
 - Post-Disaster Recovery (New Orleans – Post Katrina)
 - International Examples
 - Developing “Emerging” Country Stability/Governance



Problem Background: **US Foreign Affairs**

- Afghanistan
 - Current State:
 - Corruption Perception Index: Rank 180 of 182 (Transparency International)
 - Success: A Secure and Stable Afghanistan
 - Stable Government
 - Dependable Security Forces
 - Sustainable Infrastructure
 - Educated and Informed Population



Base Concepts: Systematic Negotiation

- Define
 - Interests
 - Options
 - Alternatives
 - Legitimacy
 - Relationship
 - Communication
 - Commitment
- Understand
 - Based on Seven Elements
 - Thousands of ways to apply 7E
 - Systematic Negotiation helps find best way
- Tools – How does it apply?
 - The “What” and “How” of our model

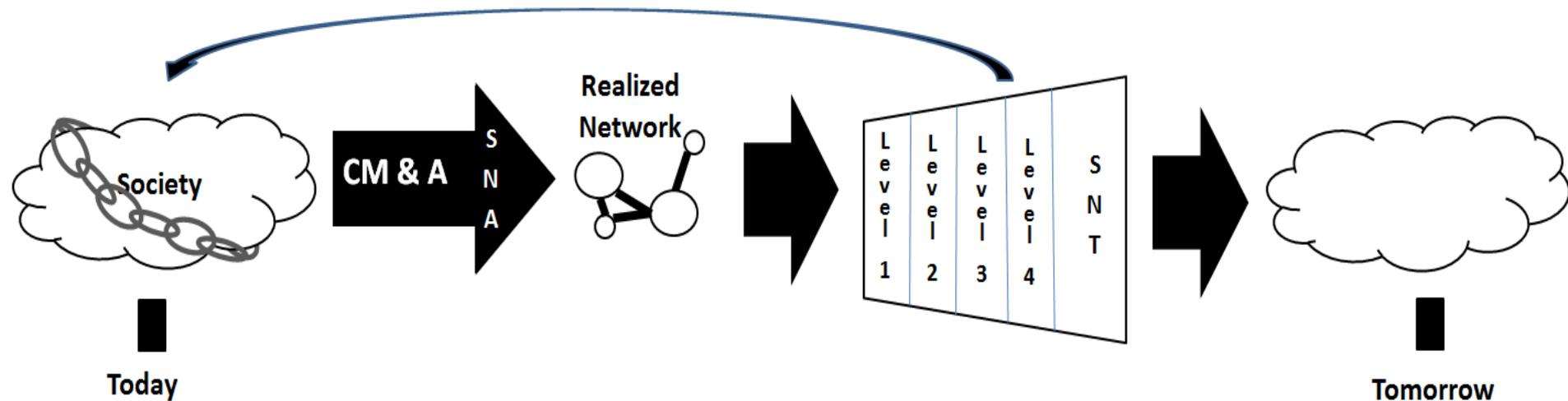


Defining Success

- What does reducing corruption look like?
 - Local level – a stable network
 - Marked reduction in corrupt agents, nodes, networks
 - Sustainable, resilient
- How can we tell?
 - Overall corruption in the network
 - State points – network over time



Combining Disciplines: **General Process Concept**



CM & A – Corruption Measurement and Analysis
SNA – Social Network Analysis
SNT – Systematic Negotiation Techniques

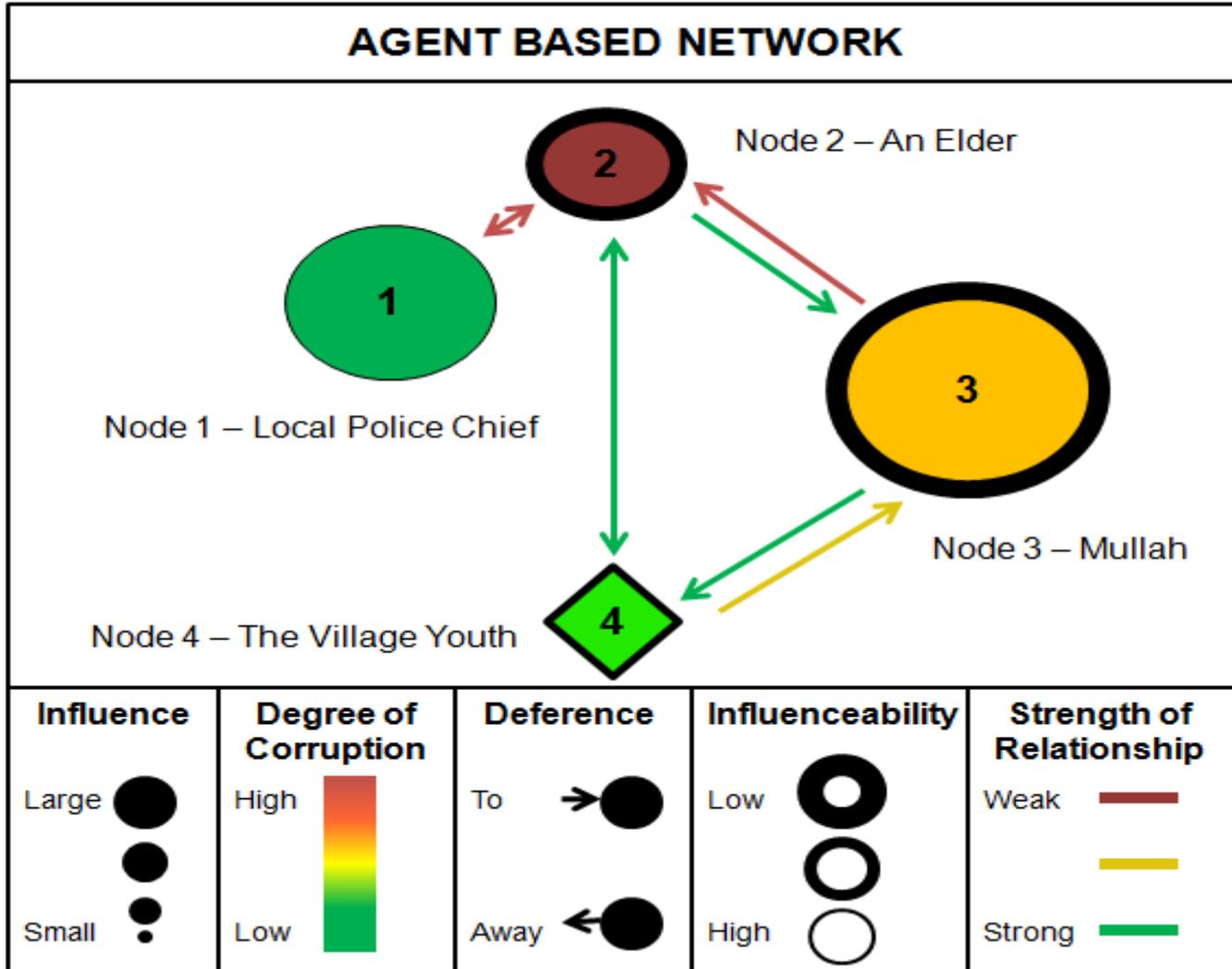


Measuring Corruption and Influence(ability)

- Transparency International
 - Uses questions “relating to the abuse of public power.”
 - Relies on perceptions of those in positions of expertise in order to rate Countries.
 - Data drawn from different sources producing significant relative error between a country’s year to year ratings.
- Replicable Measurement
 - Surveys from Analysts
 - Array of Questions
 - Composite Index generated from Survey Data



Local Realized Network

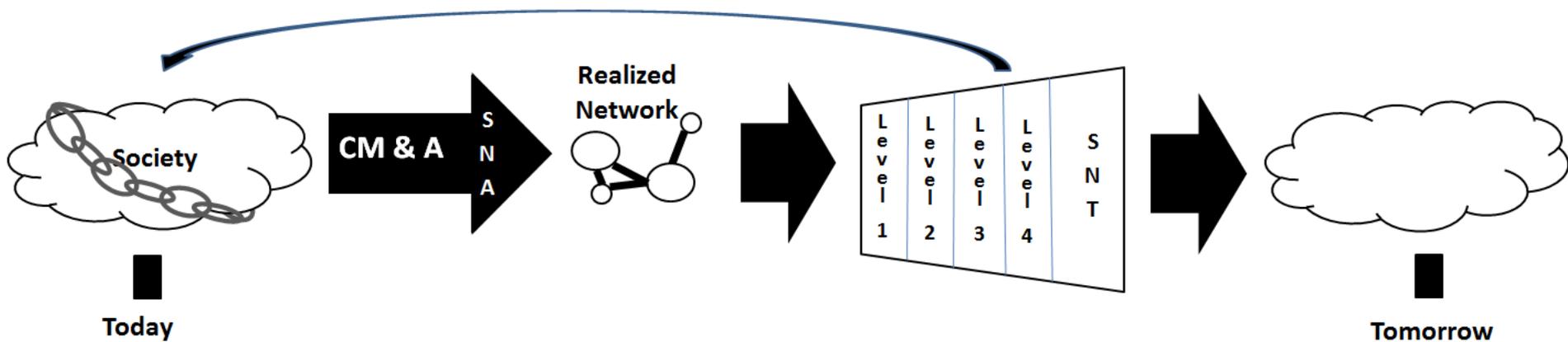


Solutions: Influence and Corruption Reduction

- Target Individual Nodes
 - Currently Perceived Choice/Target Future Choice Tool
 - 7 Element-Based Negotiation
 - Appeal to Religious and Cultural Ideals
 - Establish more robust understanding of Corruption
 - Other Systematic Negotiation Techniques
- Target Nodes and Subsets
 - Education Programs
 - Expose Corrupt Actions / Add Transparency
 - Establish Cultural Norms
 - Media: Magazines, DVDs, Websites, Political Commentary



General Process Concept



Conclusion and Future Work

- A systematic process for precisely targeting corrupt actors, nodes, and networks in order to reduce corruption within a society
 - Corruption measurements and analysis
 - Social network analysis
 - Systematic negotiation
- Success in a developing society:
 - Stable Government
 - Dependable Security Forces
 - Sustainable Infrastructure
 - Educated and Informed Population



Questions?

- Go Army, Beat Navy!

