



2 October 1980

U.S. Army
HQ INSCOM
Ft. Meade, Maryland 20755
Attn: Lt. Col. Murray B. Watt

Dear Scotty:

Thinking further on a discussion we had at your place with regard to unevaluated data, I would like to put forward the following idea for your consideration.

SG1J

Last summer, at [REDACTED] behest, we looked into the feasibility of putting together a computerized data management system for our own results on special tasks. In response we came up with the following design. Each data packet we sent out was to have with it an analyst evaluation sheet (something like what I understand you are putting together). The sheet only requires checking off items on a 3 or 4 point no-correspondence to perfect-correspondence scale with regard to general geographic locale description; major stationary elements (e.g., buildings), activity; timing elements if any; utility with regard to task at hand; etc. (You may have noticed we used one version of this in evaluating Hunter-Liggett data.) The idea behind the design of this list is that it would take less than 3 minutes of an analyst's time, and he only had to check boxes--no real decision making or essays to write. This provides a first cut at evaluation to be returned to us. To this is added our own coded instructions which indicate method of targeting, length of session, identity of interviewer, whether first or later scan, etc., for data manipulation. One would then, at the touch of a finger, call out eval numbers as a function of who was the interviewer, how long was the session, what was the method of targeting, etc. Over scores of trials in each category, meaningful graphs, computer-graphics displayed, would be made instantly to check out any hypothesis that came to mind (afternoons are better for Smith, multiple short sessions versus few long sessions are better for Jones, etc.). This approach could still be applied to a large portion of your past data, since eval sheets could still be sent out to your sources.

SRI International

333 Ravenswood Ave. • Menlo Park, CA 94025 • (415) 326-6200 • Cable: SRI INTL MNP • TWX: 910-373-1246

Lt. Col. Murray B. Watt

Page 2

2 October 1980

SG1J

We are not able to follow up on this on [REDACTED] portion of the Joint Services program, since his marching orders are directed toward other items. Given that you need results directly applicable to your next-year decision, it seems to me that this could provide an invaluable aid. Therefore, before the ink is dry on the S.O.W., you might consider whether, e.g., some of the audio analysis funding might be diverted to have us provide to you an optimum eval sheet form (we could work on it together) and the data base management computer program. You could then have a local computer programmer put it on your local computer, and away you go. No!

If you're interested, please let me know ASAP. I am very excited about it myself, as I would like to see this level of organization overlaid on the kind of data we are all generating, and it would seem to me to be especially relevant for your upcoming program review.

With best regards,



H. E. Puthoff, Ph.D.
Radio Physics Laboratory

HEP:1a1