



## ASSESSMENT AND INFORMATION OPERATIONS

Last Updated: 28 April 2016

[Assessment](#) is the determination of the overall effectiveness of operations and should be an iterative process. Because of the [information operations](#) (IO) planner's integrating nature and focus on affecting the cognitive domain, it is challenging to assess the success of IO. [Information-related capability](#) (IRC) effects, especially second- and third-order effects, may not manifest themselves until later in time. Consequently, measurements of effectiveness may be absent or incomplete. Additionally, identifying a cause and effect relationship can often be difficult. IO planners should generate valid measures for all desired effects and coordinate with the intelligence community to ensure that measures chosen are observable by the available collection capability. The employment of IRCs should be assessed to determine if they have been effective in achieving the commander's objectives. Assessment should include observable changes in the specific audience, methods of detection, and the relationship between cause and effect. The ambiguities and limitations resident within the information environment require frequent adjustment of operational planning considerations to ensure desired effects are generated while avoiding specifically designated or unintended negative consequences.

The [commander, Air Force forces](#) is normally responsible for evaluating results of IO. There are two primary types of assessments accomplished, operational and tactical. The operational-level assessment is usually executed within the strategy division of the [air operations center](#) (AOC). The tactical assessment is generally performed by the [intelligence, surveillance, and reconnaissance division](#) (ISR/D) of the AOC.

Assessment at the operational level focuses on both performance and effects via [measures of performance](#) (MOPs) and [measures of effectiveness](#) (MOEs), respectively. MOPs and MOEs can both be measured either quantitatively or qualitatively. MOPs are criteria used to assess friendly accomplishment of IRC tasks and mission execution (e.g., if the desired effect is to decrease the number of violent crimes, then the MOP is to increase security or police forces within the target population). They help determine if delivery methods are actually reaching the intended specific audience. In contrast, MOEs are criteria used to assess changes in system behavior, capability, or operational environment to determine whether IO actions being executed are creating desired effects, thereby accomplishing the commander's objectives (e.g., the number of

weapons caches voluntarily turned over, increase in the number of cooperative projects between the military and the civil population, or decreased number of violent crimes).

Operational-level planners and analysts should develop an intimate understanding of the linkage between IRCs and the intended effect. This requires direct feedback from those closest to observing the intended effects, such as the IRC specialists executing IO missions or the supported warfighters. IO assessment may also require coordination of collection requirements with the AOC ISRD.

A more detailed explanation of assessing operations can be found in JP 5-0, [\*Joint Operation Planning\*](#) or Annex 3-0, [\*Operations and Planning\*](#).

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