

# Predicting Human Behavior

The **BLUF** highlights what we at **The Threat Lab** are watching, listening to, reading, and thinking about. This month, we feature three artifacts that highlight why our stakeholders should be wary and ask questions of those who say they can predict human behavior.



## ARTICLE

From V. S. Subrahmanian and Srijan Kumar's article, **Predicting human behavior: The next frontiers**, "Machine learning has provided researchers with new tools for understanding human behavior. In this article, we briefly describe some successes in predicting behaviors and describe the challenges over the next few years."

### Read the article

<https://science.sciencemag.org/content/355/6324/489.full>



## VIDEO

From Tricia Wang's talk, **The human insights missing from big data**, "Investing in big data is easy, but using it is hard. ... I study and I advise companies on the patterns of how people use technology, and one of my interest areas is data. So why is having more data not helping us make better decisions, especially for companies who have all these resources to invest in these big data systems?"

### Watch the video

[https://www.ted.com/talks/tricia\\_wang\\_the\\_human\\_insights\\_missing\\_from\\_big\\_data](https://www.ted.com/talks/tricia_wang_the_human_insights_missing_from_big_data)



## BOOK

From Jill Lepore's book, **If Then: How the Simulmatics Corporation Invented the Future**, "Gravity is a law. Also,  $F=ma$ : the force that acts on a physical object is equal to its mass times its acceleration. But the computer simulation of human behavior or human cognition is much more difficult. Behavior is not a law, even if behavioral scientists wanted to make it one."

### Read the book

<https://wnorton.com/books/9781631496103>

The Defense Personnel and Security Research Center (PERSEREC) founded **The Threat Lab** in 2018 to realize the DoD Counter-Insider Threat Program Director's vision to incorporate the social and behavioral sciences into the mission space. Our team is headquartered in Seaside, California, and includes psychologists, sociologists, policy analysts, computer scientists, and other subject matter experts committed to workforce protection.

To be added to our distribution list, please email [dodhra.ThreatLab@mail.mil](mailto:dodhra.ThreatLab@mail.mil)

**DISCLAIMER:** The above content is for informational purposes only and should not be construed as constituting or implying endorsement by DoD, PERSEREC, or The Threat Lab of any entity, product, or organization mentioned, referenced, or linked.