

Next Chapter Meeting!!! Monday, 30 March 2015, 11:30 AM



Invited Speaker!!!
(Lunch-time Brown Bag)

Human Factors and Ergonomics Society/Southern Ohio Chapter

Laurie Fenstermacher

The Importance of the "emic" Perspective

Monday, March 30th 2015, 11:30 pm - 12:30 pm

Brown Bag Presentation

Affiliate Societies Council, 4801 Springfield St, Dayton, Ohio.

Today's Air Force operators face a "double whammy" – the need to process increasing amounts of information, including "Twitter-INT" (social information such as Facebook, You-Tube videos, blogs, Twitter), as well as the need to discern threat signatures in new security environments, including those in which the airspace is contested. This will require the Air Force to "fuse and leverage its vast capabilities in new ways", integrating quantitative and qualitative information in a way that preserves important contextual information needed to identify and mitigate violence before it occurs. To do so requires a more nuanced understanding of the environment being sensed, including the human environment, ideally from the "emic" perspective; that is, from the perspective of that individual or group. Laurie's talk will discuss why the emic perspective is vitally important to supplement the "etic" (scientist-oriented) perspective, and will provide a brief review of emic discourse analysis research and results.



Laurie Fenstermacher is the Influence and Socio-Cultural Modeling Subject Matter Expert in the Human Centered ISR Division of the Human Effectiveness Directorate of the Air Force Research Laboratory, leading research enabling anticipatory analysis and the contextualization of the human environment. She was the Program Manager for the Cascading Air Power Effects Program (seeking to identify indirect effects and unintended consequences) and the government team lead for the DARPA Integrated Conflict and Early Warning System program (forecasting nation instability and development of mitigation strategies). She is currently the Program Manager for the division's Discourse Analysis programs.

Directions: The Affiliate Societies Council (ASC) building is located at 4801 Springfield St., Dayton, OH 45431, about a mile west of the intersection of Harshman Ave. From the Air Force Museum, go west on Springfield St. about 1½ miles and look for 4801 on the right. Plenty of free parking is available.

Questions: Contact Tim Barry at 937-272-1183 (cell), or Timothy.Barry.ctr@us.af.mil