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Title: Designing Behavioural-Based Measures of Effect at the Community Level for COIN Operations: Challenges of Design and Framework Integration

Abstract: Assessing the effectiveness of counter-insurgency operations and campaigns within a comprehensive context is exceptionally difficult. Confounding variables such as insurgent presence, limited governance, and competing power groups or factions compete with moderators such as trust between groups, risk to people who support the government, and cultural differences to cloud the reliability, validity, and utility of measures of effect. Despite these difficulties, the Canadian Task Force that deployed in early 2009 attempted to build an assessment framework that provided an integrated approach to understanding and measuring the impact of the operation; integrated in that it attempted to combine traditional quantitative metrics of output with qualitative metrics that described the effects in concrete definable aspects of local community behaviour, attitudes, and perceptions. Though successful in terms of methodology development and local community assessment, this approach failed to incorporate other metrics and assessment frameworks.