

About AboutThem.info

The purpose of the AboutThem.info domain is to index information published on the Web in open, standard, machine-readable StratML format. Ideally, individuals and organizations should publish their own "about us" statements in StratML format on their own websites. However, to the degree they may fail to do so or that such information may be incomplete, misleading, or otherwise subject to improvement, data journalists and other interested parties can publish "about them" statements for organizations of interest to them and their stakeholders.

Those who dispute any information indexed on the site are free to publish other evidence on their own websites. If they do so in StratML Part 2, Performance Plan/Report, format, they can use the Relationship elements to link their own performance indicators to those they believe to be false. Value-added intermediaries can activate such linkages. The owners of the AboutUs.net and AboutUs.info domains are encouraged to do so.

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AboutThem.info (ATI)

Stakeholder(s):

Owen Ambur

Role: Domain Owner

Vision

Truthful information is readily available about the intentions and impacts of organizations and individuals whose actions significantly affect others

Mission

To enable sharing of information about us and about others on the Web in open, standard, machine-readable StratML format

Values

Honesty: Trust is essential for productive exchange, and with very limited exceptions, we should strive to tell the truth, the whole truth, and nothing but the truth.

Truthfulness: If we aim to intelligently impact reality, we must have an accurate understanding not only of reality as it exists but also how our actions may alter it.

Evidence: Unsupported by verifiable evidence, anyone's opinion is as good as anyone else's.

Perspective: It is often much easier for us to see problems associated with others than to see those we are creating ourselves.

Constructive Criticism: We have the opportunity to help each other improve our performance.

Continuous Improvement: While perfection is unattainable, improvement is always possible and should be continuously pursued.

Machine-Readability: See https://en.wikipedia.org/wiki/Machine-Readable_Documents

Standardization: Reinvention of the wheel imposes vast, needless costs on organizations and their stakeholders, particularly those forced to pay for the failure to use good practices that have already been specified by others.

Validity: The AboutThem.info domain will index valid StratML files, i.e., those conforming to the StratML schemas.

1. First-Party Information

Encourage individuals and organizations to more efficiently and effectively share truthful and useful information about themselves.

Stakeholder(s)

Organizations

Role: Information Sharing

If we prefer not to be defined by others, it is in our interest to openly share truthful information about ourselves.

1.1. About Us Domains

Encourage owners of About Us domains to index about us statements published on the Web in StratML format.

Stakeholder(s):

About Us Domain Owners

Role: Information Sharing

About Us domain owners enable individuals and organizations to share information about themselves.

Performance Indicators

Description	Type	Start Date	End Date
[To be described]	Target		
	Actual		

2. Second-Party Information

Enable second-party individuals and organizations to document and share useful information about others that is supported by verifiable evidence.

Stakeholder(s)

U.S. Federal Agencies

Role: Publisher

For example, U.S. federal agencies are required by law to publish their strategic and performance plans and reports in machine-readable format. Yet they have repeatedly failed to do so.

Authoritarian Governments

Role: Information Sharing

Authoritarian governments have little incentive to share information openly because they maintain control by coercion and may be threatened by verifiable evidence.

Data Journalists

Role: Performance Reporting

To the degree that organizations and important individuals may be unwilling or unable to clearly and honestly document their goals, objectives, and performance indicators in open, standard, machine-readable StratML format, data journalists can do it for them.

Intention Reporters

Role: Intentions Reporting

Ideally, individuals and organizations should openly share relevant and useful information about themselves. However, to the extent we may be unwilling or unable to do so, we can do it for each other.

To the degree that organizations and important individuals may be unwilling or unable to clearly and honestly document their goals and objectives in open, standard, machine-readable StratML format, a new class of Intention Reporters can attempt to discern their goals and objectives and report them as clearly as possible to stakeholders.

Stakeholder Alerters

Role: Stakeholder Alerting

This class of StratML-enabled service providers can notify stakeholders of goals, objectives, and performance indicators of interest to them, including impending actions and deadlines.

Performance Reporters

Role: Performance Reporting

This class of StratML-enabled service providers can compile, analyze, and report performance indicators in ways that are clear, comprehensible, meaningful, and useful to interested and affected stakeholders.

2.1. Query/Discovery

Index and provide highly useful query/discovery services for plans and reports published elsewhere on the Web in valid StratML format.

Stakeholder(s):

Query/Discovery Service Vendors

Role: Query/Discovery Services

Performance Indicators

Description	Type	Start Date	End Date
[To be described]	Target		
	Actual		

3. Third-Party Services

Encourage value-added intermediaries to provide services leveraging About Me, About Us, and About Them information published on the Web in StratML format.

Stakeholder(s)

Intermediary Service Providers

Role: Value-Added Services

Intermediary Service Providers add value to information published on the Web in StratML format.

3.1. Comparison & Analysis

Enable comparison and analysis of About Me and About Us versus About Them information.

Stakeholder(s):

Analytic Service Providers

Role: Information Analysis

Analytic Service Providers enable users to compare, analyze, and evaluate information published on the Web in StratML format.

Performance Indicators

Description	Type	Start Date	End Date
[To be described]	Target		
	Actual		

3.1. Improvement

Enable usage of constructive criticism in support of continuous improvement in organizational performance.

Stakeholder(s):

Organizations

Role: Performance Improvement

Organizations benefit by acting upon evidence and constructive criticism provided by others to continuously improve their performance.

Performance Indicators

Description	Type	Start Date	End Date
[To be described]	Target		
	Actual		

Administrative Information

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Submitter:

Given Name: Owen

Surname: Ambur

Email: [AboutThemInfoPlan@googlegroups.com](mailto>AboutThemInfoPlan@googlegroups.com)

Phone:

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