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**

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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  
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.

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.
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

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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.

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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.

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Administrative Information

Start Date: 2018-09-17
End Date:
Publication Date: 2020-06-07
Source: http://aboutthem.info/ATI.xml

Submitter:
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