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CICERO

Counternarrative Campaign for Preventing Radicalization

Deliverable D5.3 Campaign Effectiveness Evaluation Report 2

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0.1	15/02/2021	ESI	Outline
0.2	18/03/2021	ESI, Z&P, EFD	First full draft
0.3	29/03/2021	ESI, NR, Z&P	Internal Reviews
0.4	31/03/2021	ESI, UNITO	Final version

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1. EXECUTIVE SUMMARY

This document presents initial data gathered about the performance of the SharedCode campaign within the CICERO project.

We first present an updated evaluation plan based on the updated campaign strategy and on the recent developments in the project (since the initial plan was presented more than a year ago). This plan hinges on collecting evaluation data based on three data types: qualitative questionnaires, text analysis and social media platform analytics. At the time of writing, only the collection of the second and third data types have started, which are presented.

The text analytics are mainly used to analyse the textual contents that have been produced until now. Due to limited engagement from social media users till now, we cannot yet take full advantage of this type of data to answer questions about what our audience thinks of our content (or how it affects them).

Our main finding here is that our own content is in line with the SharedCode objectives, values and concerns in both emotional tone and topics covered. Our main recommendation is to increase efforts to make our channels a conversation, rather than a preach. This means asking our audience specific questions and encouraging them to contribute their experiences and to comment on what our portraits have shared in their videos. This is primarily a task for the community manager, to be supported by the content producers in WP3.

For now, the most valuable evaluation data comes from social media analytics platforms. Here we see that our Facebook (and to a lesser extent our Instagram) channel is growing steadily, but the growth rate has diminished greatly. We have also seen that the audience is largely global and follows geographic and age trends typical for the social media channel. This suggests that our content is not yet being picked up by our primary target groups. Our main recommendation is therefore to spend some of our budget in paid promotion of our content, but only when a specific target audience can be specified. We understand that both Facebook and Instagram allow this type of targeting and look forward to see improvements in this regard. This recommendation has been applied since the last week of March and we will monitor its impact on campaign results from the month April on.

Finally, future steps in evaluation and some hints of possible improvements to the methodology until the end of the campaign are shortly discussed.

2. INTRODUCTION

The main output of the Cicero Project is the SharedCode counter-radicalisation campaign. This document is the second of three deliverables for T5.2 to document the effectiveness monitoring and evaluation of the campaign. At the time of writing, February and March 2021, the campaign is about halfway, on its fourth month or week 18 of 39.

2.1. Relation to Other WPs and Tasks

This document builds on two main preceding deliverables, both of them were delivered in July 2019, hence prior to the formal definition of the original campaign strategy in December 2019 D3.1; and prior to the revision of the campaign strategy due to the coronavirus pandemic, presented in D3.12 in October 2020. D5.1 "Qualitative and quantitative evaluation methodology" defined the general evaluation methodology in terms of generic aspects to take into account (such as awareness, impact and engagement), steps, types of methods and tools and risks (and mitigation actions) to take into account. Next, D5.2 "Campaign Effectiveness Evaluation Report 1" presented two specific tools that could be used to implement the methodology presented in D5.1. The first main tool was the analytic platforms provided by the various social media platforms like Facebook, Instagram and YouTube; platforms which we were already considering as main dissemination channels. The second tool was the content collector and text analysis tool provided by Expert System Iberia, which provides a comprehensive automated analysis of large collections of text and can be used to infer overall tone in terms of emotions, topics as well as some socio-demographic characteristics of the people contributing to the collection of text.

In general terms of main inputs for this deliverable: T5.2 is an implementation of the methodology defined in T5.1, but WP3 also provides important input for T5.2 as it defines the campaign strategy and is responsible for producing the content of the campaign. It is important to notice that we usually do not automatically analyse or evaluate all of the content produced in WP3 since there are procedures in place to avoid producing and publishing content that may be problematic (although some of these procedures are informed by prior findings from T5.2). Here we focus primarily on analysing content that was published as part of the campaign.

Although WP2 does not provide direct input to this task, the analysis of the various types of extremism described in D2.1 heavily influences the counter-narrative strategy and thus also affects how we will evaluate the effectiveness of the campaign. In particular, the prevalent narratives and topics identified in D2.1. Also, the network of experts identified and documented in D2.2 will play a crucial role in advising and shaping the campaign's objectives and hence we will take that advice into account when deciding which metrics should be monitored and which methodology should best be used.

2.2. Objectives

The main objectives of this document are to:

- present a revised plan for monitoring and evaluating the campaign. Such a plan was not yet presented in D5.2 because it was produced before the campaign strategy was finalized, thus the evaluation plan was not yet finalized when writing D5.2. Once the campaign strategy was defined in D3.1 we finalized a plan which was then slightly modified after the campaign strategy was revised in D3.12. For brevity, in Section 3 we only present this final plan.
- present the main data collected in the first 4 months of the campaign, more specifically the text analysis (section 4) and social media analytics (section 5)
- summarize the main recommendations that have been made and provided to WP3 and WP4 to improve the campaign effectiveness as well as looking at what is left to do in the second half of the campaign (section 5)

3. EVALUATION PLAN

Once the original campaign strategy was defined, the T5.2 team came together to agree on a concrete plan to collect sufficient quantitative and qualitative data to be able to monitor the campaign effectiveness. The strategy as defined in D5.1 was considered as well as the tools prepared for D5.2 and the baseline evaluations also presented in D5.2. Finally, we also considered the skills and effort available for the various T5.2 participants as well as the schedule for the campaign, channels of dissemination and contacts at schools in Brussels.

The main plan was to subdivide the data collection and analysis into three main areas:

1. First, we would perform **offline evaluations**, these would be based on focus groups and questionnaires as part of live workshops at schools. This data would capture mainly qualitative aspects (e.g., what our audience found of the campaign contents and how it affected them), would be relatively low-volume (between dozens and a few hundreds of data points), but would have a high degree of accuracy since the data would come straight from members of our target audience: young people in areas with a relatively high risk of radicalisation.

2. Our second area would be based on **social media platform analytics**; in this case we use the various analytics tools that social media platforms such as Facebook, Instagram and YouTube provide to (some of) their users and identified in D5.2. These analytics provide quantitative data and are commonly used by influencers and marketers to understand how many people are seeing and interacting with posts. However, these analytics do not provide a fine-grained understanding about what the audience *thinks* about the content, what types of comments they are posting in return and/or how it is affecting their behaviours.

3. The final area is the **online text analysis**, which complements the other two aspects by collecting both the texts published online by the campaign, as well as replies from users to our published content. As presented in D5.2, this analysis can be used to identify emotions that our audience displays on their comments as well as topics they introduce (if any) and even radical narratives. Since this analysis is largely automated, it can be applied to large numbers of replies. The main drawbacks of this area is that it requires technical integration with the social media platforms and it can only be applied to textual data, therefore it cannot be easily applied to audio-visual content produced by the campaign. Fortunately, most social media platforms only provide textual reply mechanisms.

Due to the Covid-19 pandemic, we had to modify our original plan. In particular, all offline events were discarded, which means the first area of our data collection had to be revised since focus groups and questionnaires collected in person were no longer possible. Since we had already developed initial questionnaires, our plan is to still collect this type of responses, but via on-line forms instead of in-person workshops. This will be done in the second half of the campaign.

In the next table we summarise the three areas of evaluation data and how they can provide complementary insights into the effectiveness of the campaign.

Data to collect	Type of data	Scale	Aspects	Focused on target audience?
Questionnaires	Qualitative	10-100	Campaign Awareness, **Personal Impact** of campaign content, Opinion on campaign values and concerns Social engagement, Open feedback	Yes, questionnaires targeted to students in areas with high risk of radicalisation
Social media platform analytics	Quantitative	100-millions	Awareness, Engagement	Unclear, although some platform may provide socio-demographic data
Online text analysis	Both quantitative and qualitative	100-millions	Emotions, Topics, Radical narratives	Unclear, although experimental analysis can provide socio-demographic estimates about users who commented

In the next sections, we present further details about how we have implemented our three areas of data collection. Sections 3 and 4 then present concrete data collected for the online text analysis and social media analytics.

3.1. Qualitative Questionnaires

Initial questionnaires for offline evaluation were prepared at the beginning of 2020, which we include in Annex A. Due to the COVID-19 pandemic, the first section about the workshop is no longer viable, but questions 4) to 15) are still applicable. Following the revised campaign strategy (D3.12), our current plan is to create an online version of this questionnaire (e.g., using Google Forms or a similar service) and distribute this via contacts at schools.

Taking advantage of the online nature of our campaign, another option for collecting responses is to send direct messages or generic posts on our social media platforms to ask subscribers/followers to fill out the questionnaire. In this case, we will have to add some basic socio-demographic questions to be able to infer how well the respondents fit our target audience.

Since offline workshops were no longer part of the revised campaign strategy, it was no longer possible to collect such questionnaires throughout the lifecycle of the campaign. Instead, we considered that such questionnaires would only make sense after sufficient material was posted online; therefore, we aim to start collecting this type of data after the halfway point of the campaign. This means, we will report on this type of answers in D5.5 due towards the end of the project.

3.2. Text Analysis

The capabilities and technical features of Expert System's text collection and analysis tool were described in detail in Section 2.2. of D5.2. A baseline evaluation based on counter-radicalisation campaigns prior to Cicero was also demonstrated in Section 3 of the same deliverable. Using the text analysis for the SharedCode campaign is complicated by two decisions.

Firstly, the textual content in the campaign has been cut back (see D3.6) to give more prominence to audio-visual content, which was deemed to be more appealing to our target audience in the (revised) campaign strategy. Note that this only affects the analysis of the content produced by the campaign. The reactions from our audience are still expected to be predominantly textual in nature, hence text analysis can still be used to analyse comments and replies on social media.

The second decision affecting text analysis is to focus on Instagram (and to a lesser extent YouTube) as the primary social media platform because it's the platform most likely to be used by our target audience. Facebook is a secondary platform since young people (under 25) seem to be using it much less. Twitter will not be used at all to disseminate SharedCode content as our target audience is not expected to use this platform. Unfortunately, as explained in D5.2, Expert System's platform had a facility to collect content from Twitter, but not for any of the other platforms. Historically we had a bridge to collect content from Facebook, but Facebook has closed their network to such content collectors (due to past privacy breaches like the Cambridge Analytics debacle).

In order to be able to apply this type of content collection and analysis, we had to develop a new collector for Instagram. Instagram provides an API to do this, although it limits the number of posts that can be collected. We implemented a first version of this extension in February 2020 and have been using and improving this functionality first to track and assess the suitability of candidate ambassadors and since the start of the campaign to monitor the posts in SharedCode account, any comments and replies to those posts and any messages by other users that use the #sharedcode hashtag.

We have also implemented a YouTube collector, again based on the API provided by this platform. It allows us to collect video descriptions as well as comments to our videos. However, since there have not been comments to our videos on this platform, we have not enabled this feature yet.

3.3. Social Media Platform Analytics

In Section 2 of D5.1 (July 2019) we had identified awareness and engagement metrics as relevant for evaluating the campaign. We also had presented types of metrics that Facebook, YouTube and Twitter provide, according to the literature.

Once the initial campaign strategy was finalized and concrete social media platforms had been identified, the T5.2 team started looking at analytics provided by each platform (or available as separate services). This resulted in a document which we include in Annex B. The main objectives at the time were to identify concrete tools that could be used to monitor the different platforms as well as to document differences in metrics provided by each analytics tool. Since at the time we were contemplating also using TikTok, that platform was also been taken into account.

With the revised campaign strategy, the focus was decided on three main social media platforms: Instagram, YouTube and Facebook. The analytics data collected since the start of the campaign is presented in Section 4, below.

3.4. Timeline

The SharedCode campaign officially was launched on Friday 30th of October 2020. As of March 11, the campaign has been going on for 19 weeks. Since that time, the campaign has published:

- 10 videos on YouTube
- 25 posts on Instagram
- 30 posts on Facebook
- A website

Moreover, some promotional materials have been broadcasted on local radios.

The text contents have been collected since the start of the campaign and weekly updates have been gathered and communicated to the WP3 team starting from the 2nd half of November.

The social media analytics have been collected since the end of November and bi-weekly updates have been gathered and communicated to the WP3 team.

4. TEXT ANALYSIS

As explained in Section 3.2 our text analysis method can be applied to extract information from large numbers of textual content such as the textual content produced by our campaign, but principally replies and comments produced by people reacting to our content. Unfortunately, in the first four months of the campaign, most of the comments have been posted on Facebook (which is not supported by our text analytics platform since it is not a high priority as a channel due to the expected age group of users). In Instagram there have only been a handful of replies (and none on YouTube) and these have been laconic (one or two words or emoticons "liking" the post). Therefore, in this first phase of the campaign we will not be able to apply our text analysis to try to understand what our audience is saying about our content. Our main recommendation therefore is to try to engage our audience more by asking for specific contributions, rather than just showing content. If we manage to do this, we hope to be able to analyse such content in our final campaign evaluation.

For now, we can analyse the text contents produced until now. By using the unspent effort analysing non-existent audience comments, we have set up sources to find and analyse content online which may be related to the SharedCode content. Although this is not directly useful for evaluating the effectiveness of the campaign, this analysis can be very useful for driving traffic and engagement.
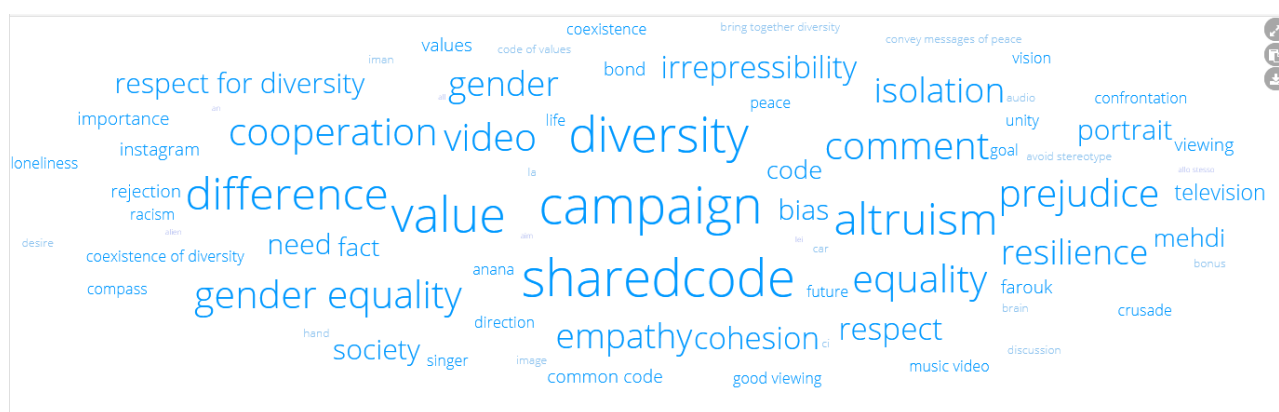
4.1. Content Produced

As part of this effort, we have developed a crawler of Instagram content which we have been using to monitor content produced by the campaign. This is done by adding a "source" for our account on Instagram https://www.instagram.com/sharedcode_/

Over the last 4 months our crawler has collected 30 posts from this account. We can see that the emotional tone of our content is in line with our goals:
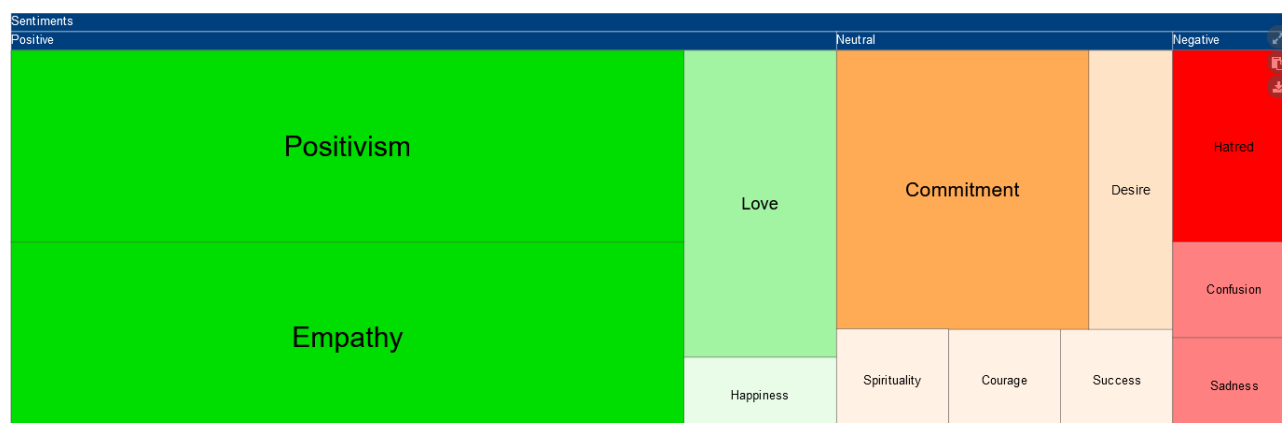
Our contents focus on positive emotions and values like empathy and love as well as neutral emotions like spirituality, commitment, courage and success. Naturally, some of our content also

touches negative emotions, which tends to be on in the context of describing how our portrait participants have dealt with such negative emotions in the past. In terms of topics, we see the following:

Also here, we see that positive emotions are dominant in our discourse, but mixed with topics about arts and culture (e.g. Anana's references to music), politics (in particular human rights and international relations) and society (e.g. issues like discrimination, communities, social networking and values). Overall, we can say that the emotional and topical tone of the textual content produced until now (see D3.6 for more on that content) is well aligned with the campaign's goals, values and concerns. This can also be visualized using a tag cloud of dominant words:

Our focus on values and concerns is also reflected in the use of social tags. Until now we have detected the use of over 50 different social tags (hashtags and mentions) in our text contents. The main ones being:

#Sharedcode	14
#unity	14
#cooperation	13
#diversity	12
#altruism	11
#resilience	11
#equality	10
#social	7
#sharedcode	6
#fightloneliness	5
#SharedCode	4
#controlsolitude	4
#no	4
#nobias	4
#paritadigender	4
#solidarity	4

4.2. Replies and Comments

Over the last 4 months our crawler has collected 13 comments to our 30 posts (see 4.1 above). As we've said above this is insufficient to be able to perform a useful text analysis, especially since most comments only contain one or two words (or emoticons). We were hoping at this stage of the project to have at least a few comments per post (which would give us at least 60 comments to analyse).

Besides direct comments to our posts, our crawler also monitors any posts of other users who also mention our hashtag #SharedCode in their captions. We have detected 3 such posts (promoting our content) by "Radio 6023", an Italian radio with 1,220 followers on Instagram. These have been posted at about 1-month intervals.

4.3. Related Content Online

Since we had some effort available because we had insufficient replies to analyse, we decided to put our text analysis software to good use and analyse related content online. To do this, we extracted impactful phrases from the various videos published in these first few months of the campaign:

VIDEO	PHRASE
FAROUK[1]	It all starts with respect
	If you respect a person, things will automatically get better between you two
MOSTAPHA[2]	Passionate to give back to society what it has given me
MEHDI[3]	Nowadays it seems difficult to know how to live together, although we are all the same
ANANA[4]	Music is the only way to meet all our expectations without using violence
	Music saved my life
	One can never flourish in violence
IMAN[5]	Be at peace with yourself to transmit positive energy to others
	If someone hurts you, you tell them nicely, with a smile, but firmly
	The most important thing is to feel good in your heart
FABIO[6]	Solidarity enables people to stay united, even with limited means
	Everybody should try to integrate into their neighborhoods
GLORIA[7]	In troubled times, solidarity is an essential value
	A close-knit society starts by building links between generations and cultures
CONFERENCE MUHAMMAD[8]	Rejecting violence is more contagious than any virus
	Only through the values of tolerance, brotherhood and respect for each other can we make the world a better place

Then we configured the Analysts' Workspace to regularly find webpages with similar phrases. In total we have found close to 4 thousand such webpages and many of them are prime candidates where we can promote our videos and build links since we are already talking about similar issues, values and concerns.

The emotional tone of those 4K webpages is not in line with our aims, so work is needed to find suitable sites where we can add comments pointing to our content while adding value to whatever discussion was already started in those pages. The emotional tone graph looks as follows:
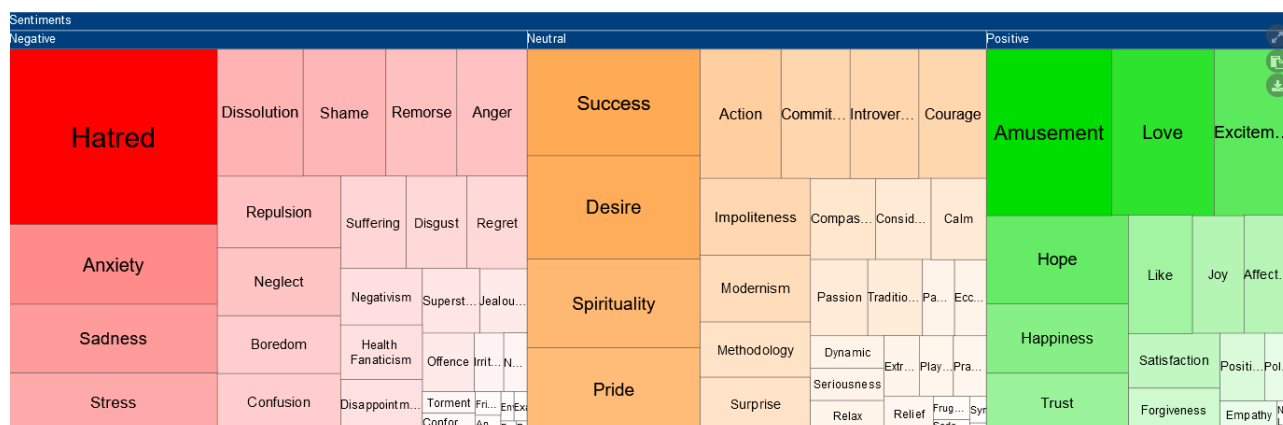
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[1] https://www.youtube.com/watch?v=mc71UDQUrRI
[2] https://www.youtube.com/watch?v=4LEPSQdffLk
[3] https://www.youtube.com/watch?v=jRwK8XPBYy8
[4] https://www.youtube.com/watch?v=BDw4F8rOYxQ
[5] https://www.youtube.com/watch?v=Gzg6gG6ElNY
[6] https://www.youtube.com/watch?v=MwZ2MkaFxoU
[7] https://www.youtube.com/watch?v=tCFeIeinwoo
[8]https://www.youtube.com/watch?v=FkUnfbOy_iM

Unfortunately, we are current only looking for the English variants of the phrases, so English speaking sites (and thus countries) are overrepresented in our results:
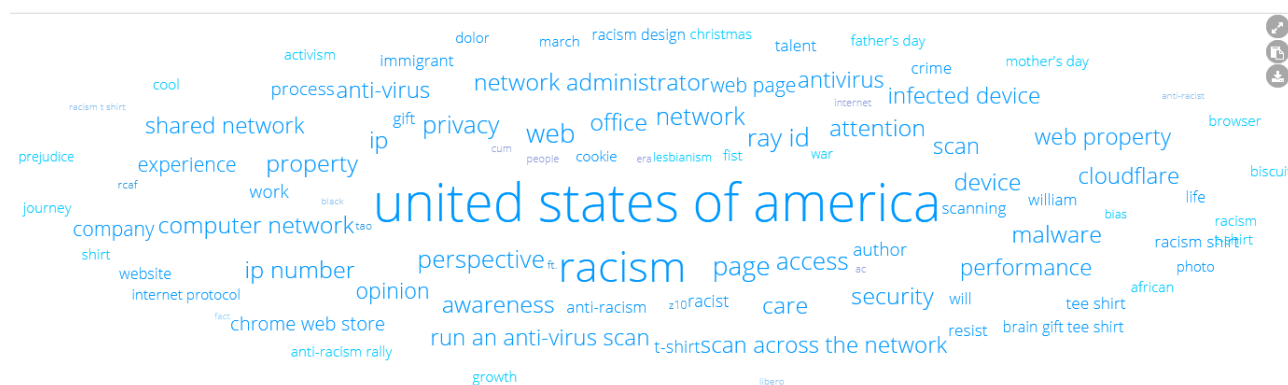
In particular the US. We also see a lot of internet related terminology which could be useful to filter out irrelevant pages (e.g., anti-virus, network administrator). Similarly, we can also focus on webpages which coincide with themes in our portraits (see section 4.1).

Crime, Law and Justice | Politics | Investigatio… inquiries and legal | science and technology | education | Critical events and threats | Hope | Dissolution | Commitm… | Trust | Terr… | health | Pola… | Posi… results from inve… | Like | Japan | Mod… | Cou…

economy, business and finance | Hatred | arts, culture and entertainment | Cyber and new technolog… related | Desire | Pride | China | Shame | Anger | Israel | War Cri… | Cze… Rep… | Reli… and Belief | Sci… and Tec… | Affe… | Afg… | Net… | Dis… | Re…

| | Arts, Culture and Entertainment | Amusement | Weather | Sadness | Stress | Offences against public | Germany | Boredom | Comp… | life and leis… | Re… of Co… | Pa… | Uz… | Dis… | Ba… off… and | Tra…

society | politics | Unrest, Conflicts and War | Terrorist attack by targets | Love | Public Companies | conflicts, war and peace | Action | Introversi… | Confusion | Belgium | Brazil | Bo… He… | Bu… Fa… | Je… | Off… | Po… | E… cri… | Di… nr… | Di… and

| crime, law and justice | Cyber Security | Critical Infrastruct… | Anxiety | United Kingdom | France | Fraud, forgery and counterfe… | Repulsion | Russia | Satisf… | Terror. organ… | Italy | Social Issue | Canada

United States of America | Economy, Business and Finance | Group identity | Success | Spirituality | Terrorist activities and tactics | Excitement | human interest | Cyber Attack | Happiness | Courage | Terrorism by matrix | Hungary | Forgiv… | sport | Joy | Negati… | Suffering | Consi… | Methodo… | Calm | Mexico | Health Fanati… | Labour | Surprise | Neglect | Remorse | Impoliten… | Offences against the person | religion and belief | Health | Property crime

In D3.6 we already have a subtask to generate comments on such websites to try to attract traffic to our channels.

4.4. Improvements to Text Analysis

The text analytics are working as expected, but the lack of textual content means we cannot use their capabilities to analyse the effect our contents have on the target audience. In the Grant Agreement Amendment, section 3.2.1 we give as the target KPI for text analysis: 10K comment/tweets/blogposts analysed. Above, we have shown analysis for a total of 46 posts related to the campaign: 30 IG post by the campaign, 13 comments/replies on IG and 3 additional posts mentioning the #SharedCode hashtag. This is orders of magnitude under our target numbers. This is not a technical issue —we are capable of analysing thousands of posts as shown in Section 4.3— but a lack of engagement from our viewers. We aim to resolve this issue through a combination of producing more content calling viewers to action, promoting our content better and taking advantage of our growing pool of content.

In this document we have presented the analysis of data we can produce based on textual content gathered from Instagram. At the time of writing, we have also developed a crawler for YouTube, but we have not started collecting data from there since the captions for the videos are largely the same as those we post on IG. We have seen no comments on YouTube but are ready to collect them if users start commenting there. Adding a crawler for Facebook is still not in our plans.

5. SOCIAL MEDIA and WEBSITE ANALYTICS

As explained in Section 3.3 (and Annex B), we have been following social media analytics on Facebook and Instagram to monitor how many people we are reaching and whether they are engaging with our content. The analytics platforms also provide some basic insights into sociodemographic aspects of the users.

In practice, since these metrics need to be collected and analysed by a human operator, we have decided to do this every other week. This is frequent enough to spot trends and give feedback to the content production team in WP3, while keeping effort spent in T5.2 in line with our budget. In Section 4.1 we provide a written version of these bi-weekly reports. In Section 4.2 we provide a summary and overview of the first 4 months of the campaign based on this data.

5.1. Intermediate Reports

In this section we present the bi-weekly reports that are being collected and shared with the WP3 team. These reports are provided to the WP3 team both in written form as well as a verbally during the WP3 teleconference calls.
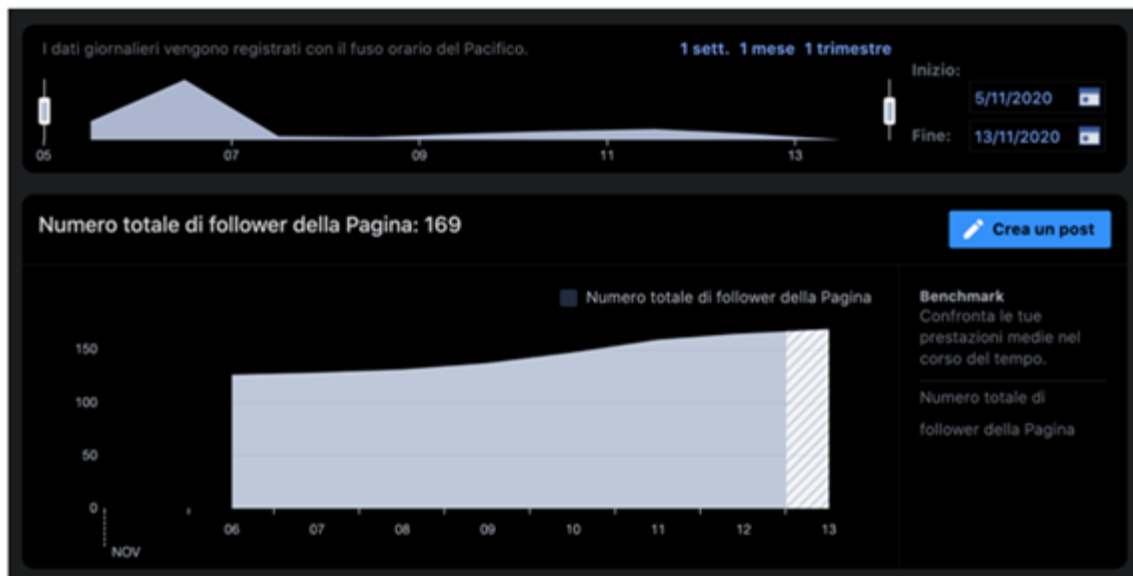
5.1.1. December 2, 2020
Facebook:

165 likes to the page; 169 followers.

As indicated in the graph below, we can see a moderate but constant increase of likes to the pages as well as the followers.
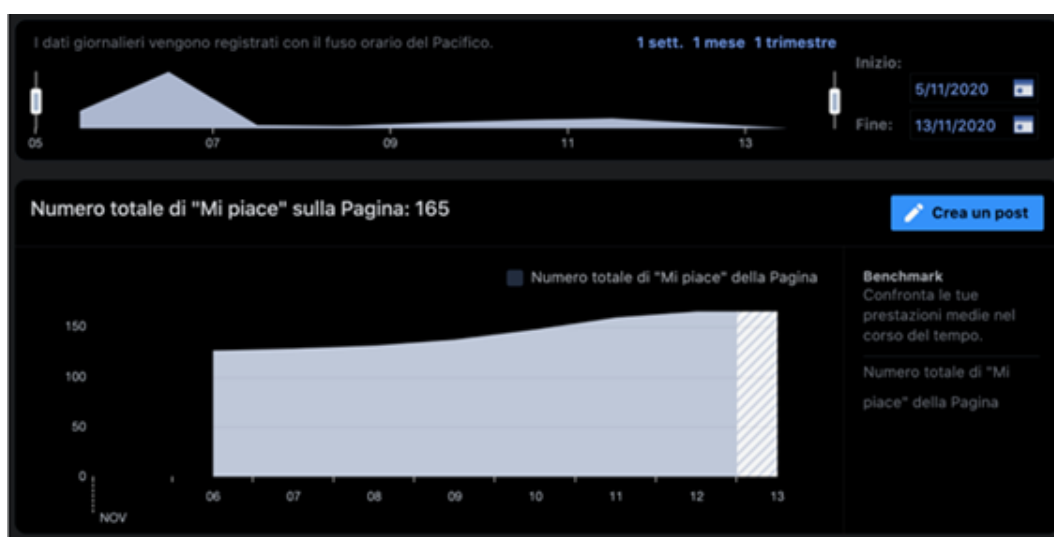
SharedCode YouTube channel:

8 subscribers

144 views for the teaser video

31 views for Farouk's video

**Instagram SharedCode page:**

41 followers

An average number of 10 likes for each post

We should finally remind that these collected data are actually increasing daily and we'll have soon more consistent data about the SharedCode campaign.

5.1.2. December 18, 2020

Facebook: concerning Facebook, we can see how the total number of likes and followers is constantly growing: more than 750. Compared to the previous week, where the total number was no more than 150; it's a very good sign that indicates the possibility of a constant growth. We can also observe that there are some peaks of likes and followers corresponding to the dates of posted contents. This confirms that the posting activity and the content production and dissemination is an important activity.
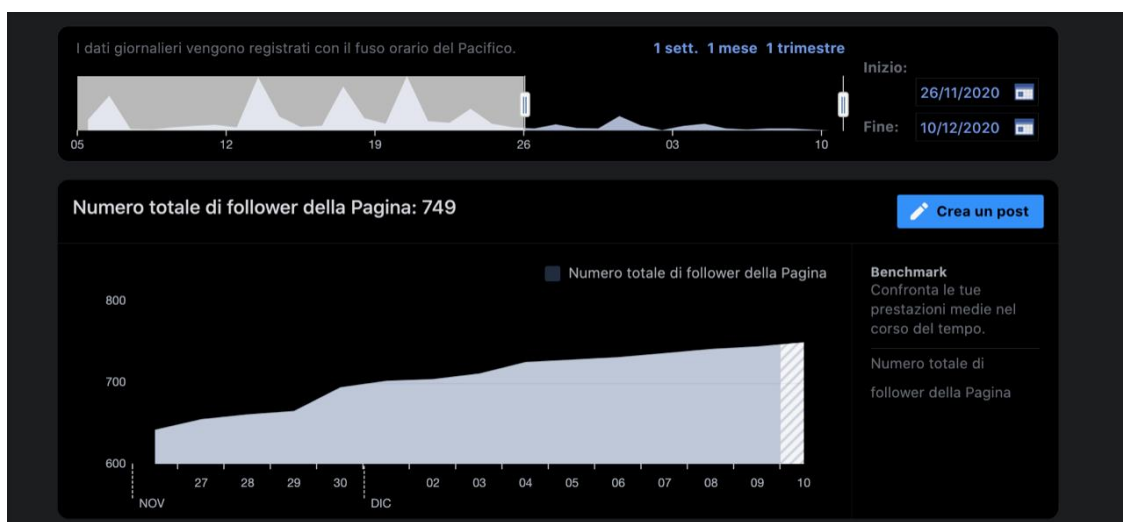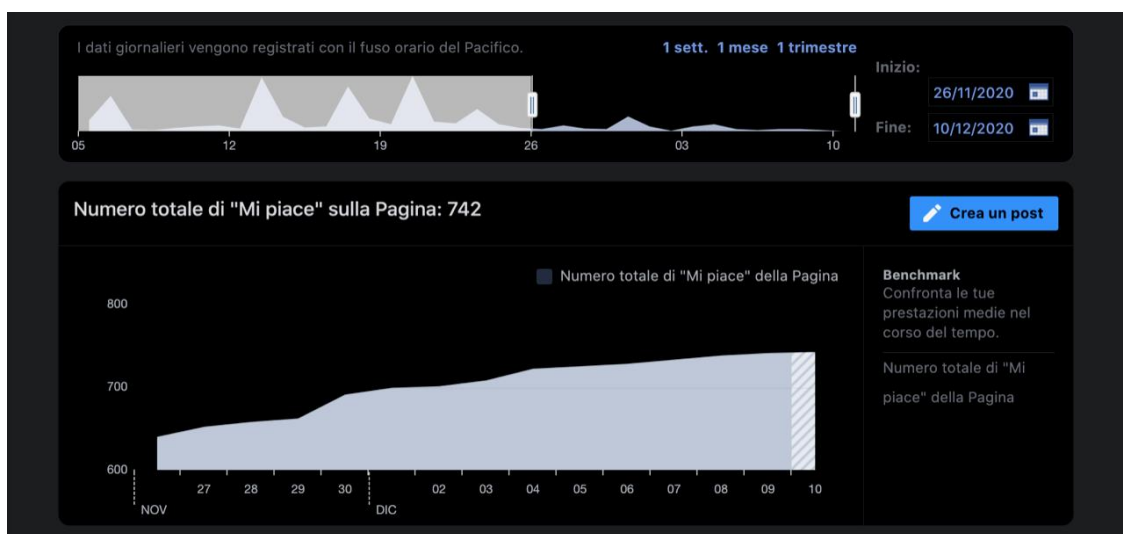

Instagram (IG): despite of the success of the Facebook page, the success of the IG page is lagging. We reached more than 70 new users. Reached users means that the content has been seen by people, without manifested reactions as likes or dislikes, positive or negative comments.

Follower and interactions, as well as the reached users are growing, but slower compared to Facebook.

Website: We also have data about our website visitors and users, 30% of the users are those that were already following the page, so we had more than 70% of new users, this means that we have strong possibilities to reach new target and that the people who had a look to our website is not always the same.

The website analytics platform provides data also about the geographical distribution of languages, we can notice that it is not equally distributed, in fact almost half of the users are from/or the interaction is in Italian (47%), followed by English (31%). Lastly, we have the French one (21%). This is, on one hand positive, and on the other hand, a little bit negative. It is curious and positive to see that a consistent part of the content (especially videos, that are in French) reached and international target (thanks also to subtitles), but on the other hand right now the percentage of French-speaking users is a little bit underrepresented.
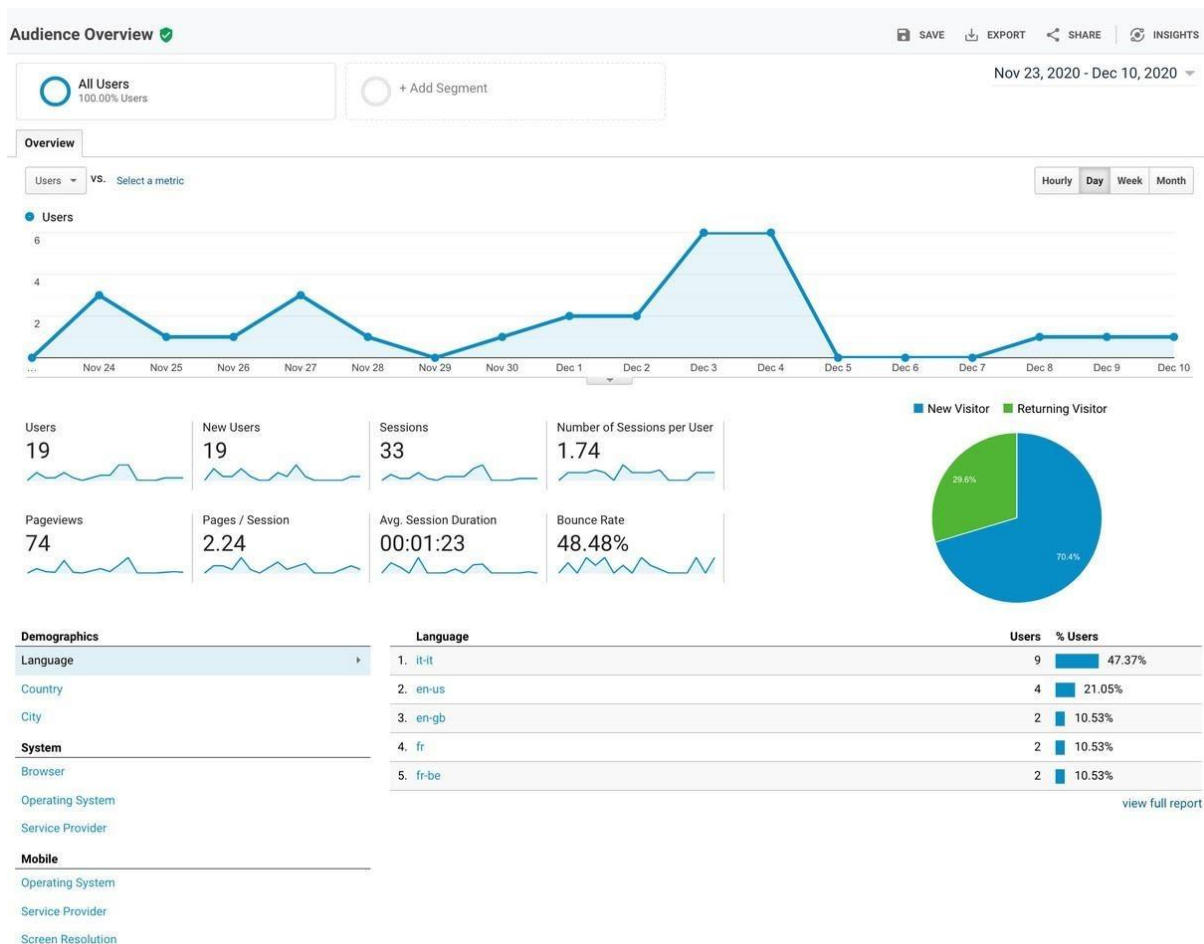
5.1.3. December 23rd 2020

Facebook: on the one hand, we can see how during the previous weeks the total number of likes and followers was constantly growing: more than 750. This week we can see a small growth, but it seems more like a stagnation then a real increasing trend. On the other hand, the total number of followers of the FB page has reached 785, with an interesting and consistent growth. Therefore, it seems we are in phase of "stagnation risk", considering the comparison to the previous weeks.
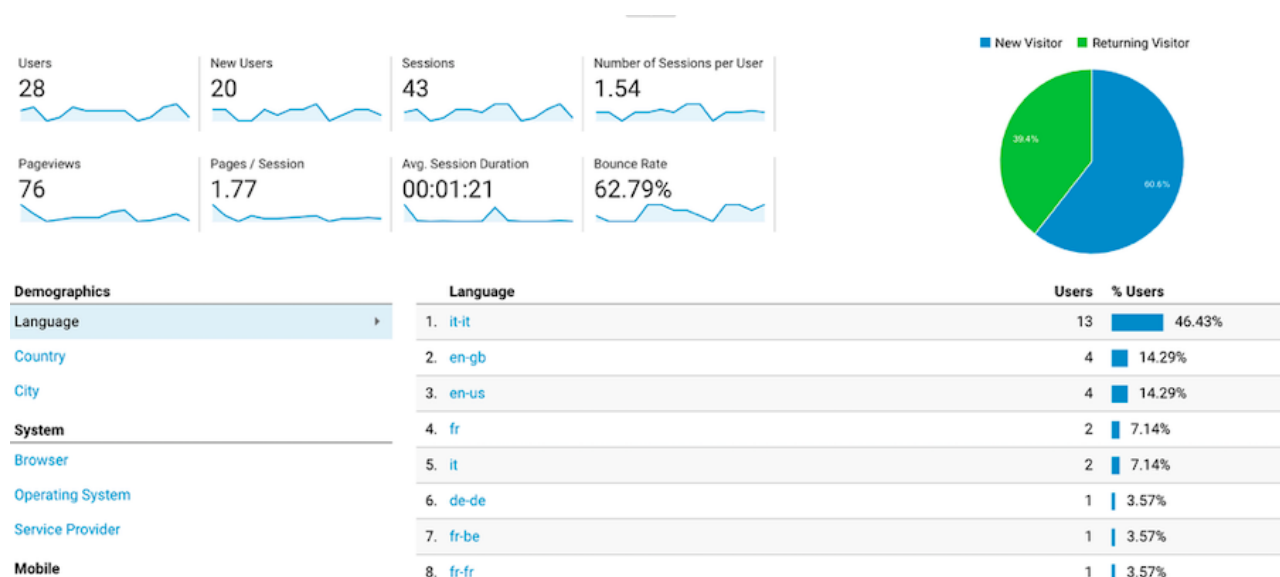
Instagram (IG): despite the success of the Facebook page, the reach of the IG page continues to lag behind. We reached more than 70 new users but, when compared to the previous analysis, it has to be noted that there is no increasing trend. On the contrary, compared to the rate of growth in the beginning of December, we grew with 9% fewer users and we also had 9% fewer interactions. It is interesting to compare these data to the fact that the "followers" has also increased of a +9%. Therefore, concerning Instagram, we are unfortunately far away from having reached our target, not in term of people, but only in term of number of people reached.

In summary, follower and interactions, as well as the reached users are still growing, but less than Facebook. We recommend to increase our efforts on IG, because it is known that the public on IG is younger than on FB and that we have high potential to reach our target.

Website: As the previous week, we also have data about our users. The last week 30% of the users were those that were already following the page and this week they are closer to 40%. Conversely, previous week we had more than 70% of new users, and this week only 60%. This means on the one hand that our contents are of interest to those who were already following us, but on the other hand it means that we are reaching fewer new users, thus hampering our growth.

We have some new data also about the languages used. We see that it is not equally distributed, in fact almost half of the users are from/or the interaction is in Italian (more than 50%, compared to 47 in the previous week), followed by English (28%, compared to 31%). Lastly, we have the French whose proportion is decreasing slightly (16% compared to 21%). Lastly, we have 3% of new German-speaking viewers.

It is therefore interesting that even though most of our content is in primarily in French (audio) and then in English (via subtitles), there is, as the previous weeks, a mismatch between the languages of viewers. We will need further analysis to understand the exact reasons behind this mismatch.

Users	New Users	Sessions	Number of Sessions per User	
28	20	43	1.54	
Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate	
76	1.77	00:01:21	62.79%	

New Visitor Returning Visitor

39.4% 60.6%

Demographics	Language	Users	% Users
Language	1. it-it	13	46.43%
Country	2. en-gb	4	14.29%
City	3. en-us	4	14.29%
System	4. fr	2	7.14%
Browser	5. it	2	7.14%
Operating System	6. de-de	1	3.57%
Service Provider	7. fr-be	1	3.57%
Mobile	8. fr-fr	1	3.57%

5.1.4. January 7, 2021

Facebook: The total number of likes and followers is constantly growing: more than 815, compared to the 750 of the last report. This seems like a continuous positive trend, however closer inspection shows that there is a constant but diminishing growth in the past 3 weeks, which suggest a possible stagnation in the near future.

The total number of followers of the FB page has reached, 802, compared to the 785 of the last report. This also shows a consistent but diminishing growth. It is to be shown that it seems we are in phase of "stagnation risk", as the previous week. Here, "stagnation" is to be considered as a trend. The Facebook page is still growing, but the slowdown trend should be addressed.

Instagram: this week the trends are similar to those in our previous report. Even though we have 10% more followers, the number of users reached decreased by 18%. Also, we have a negative trend

of a -50% of interactions with content, but this is because there are barely any interactions on this platform so a couple of changes translate to large percentages.

We should monitor this negative trend to see if it continues and take appropriate corrective actions if needed.

Website: As the previous week, we also have data about our viewers. The last week 40% of the viewers were returning users (those that were already following our page) and this week they are 20%. The previous week we had more than 60% of new users, and this week more than 80%. An analysis which is exactly opposite compared to the previous report.

Regarding the languages of our viewers, we see that it is not equally distributed, in fact almost half of the users are from/or the interaction is in Italian (more than 55%, compared to 50% of the previous week), followed by English (21%, compared to 28%). Lastly, the proportion of French viewers continues to decrease slightly again (14% compared to 16%). Lastly, we have a new language, Portuguese-speaking 3%.

5.1.5. February 16 2021

Facebook: the previous report showed that likes and followers were slowly but constantly growing. This trend continues for followers: we now have 836 followers compared to the 824 of the last campaign data report.

Considering the last campaign data report, we can admit that the "stagnation risk" is becoming a real issue. Concerning the total number of likes, the trend is the same: 822 of this week compared to the 824 of the last campaign data report. In the previous data report the stagnation has been analysed as a threat or a risk and this time we should consider it as a fact.
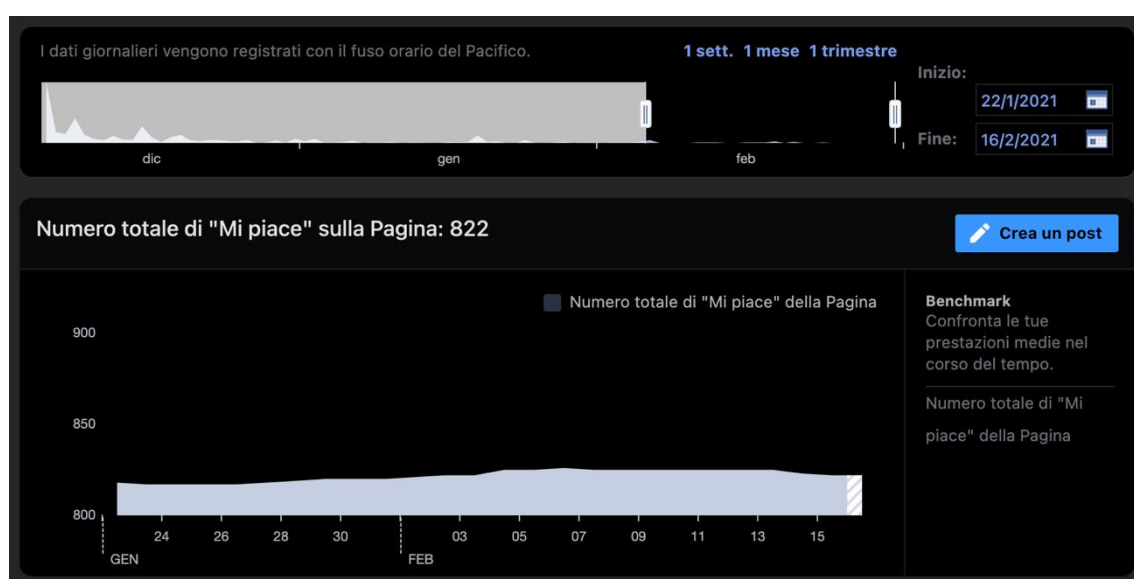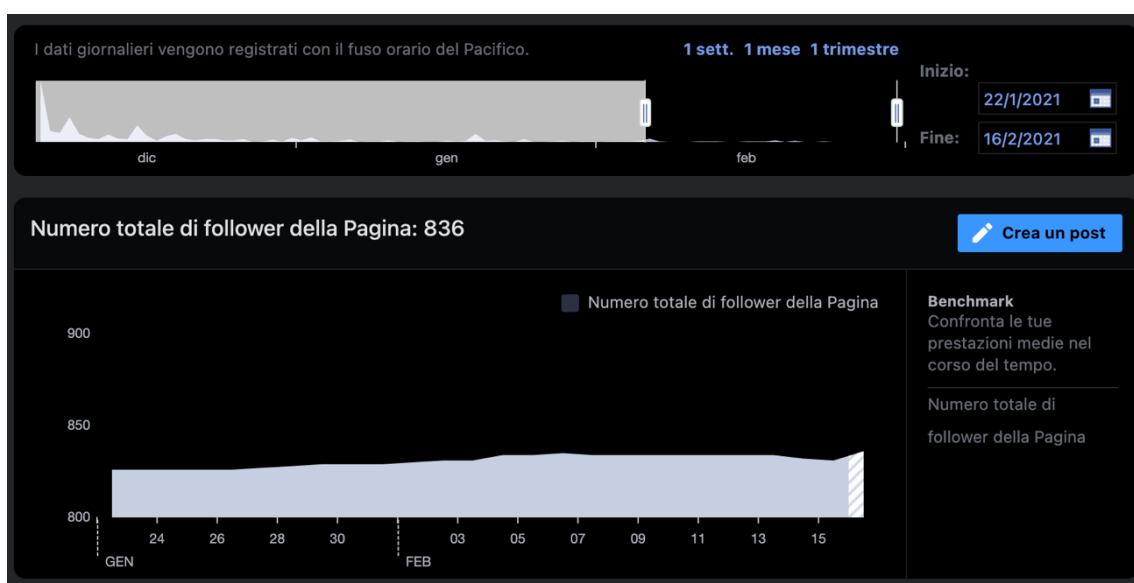
Instagram: this week we have a bump of the number of accounts reached, +46% (compared to a +10% of the last campaign data report) but we still lacked on producing a lot of interactions with contents (-27% compared with a -50% of the last report). Also, we have a growth concerning followers with +14%. Finally, we recommend monitoring this trend on IG and, if metrics worsen, taking appropriate corrective actions.

Website: we have a 17,5% of returning visitors (on the last data report they were about 25%) and 82% are new visitors (compared to the 75% of the last report). So we can see that data are quite similar despite the fact the almost 3 weeks have passed. This tells us that although we have many new visitors, there is a lack of interactions with our content, suggesting only passive consumption of the SharedCode content.

Concerning the languages, during the previous weeks we noticed a dominating Italian-speaking audience (more than 55%). This time things have changed: Italian is about 22%. French-speaking users are now up to 31% (compared to 16% of the last data report). English is still the first community with more than 32%. But as we can see now there is a best distribution of languages, in line with which we were expecting for. It is not easy to explain this change. On the one hand, this distribution is more aligned with what we would expect the audience to be, since the videos are in French. We should note that the change may be due to a change in our posting schedule in the last couple of weeks. Instead of publishing the same video three times with different captions, we now only publish each video once with three shorter descriptions (in our main languages) in the caption.

5.1.6. March 3rd 2021

Facebook: concerning Facebook, the previous report showed likes and followers growing constantly but slowly (with a risk of stagnation): 836 followers compared to the 824 of the previous campaign data report. Fortunately, this time things have changed as there is a good progression on growth: 851 likes and 865 followers. The "stagnation risk" seems to have been averted, although growth is still relatively slow. We should analyze the trend again during the next weeks, especially since the paid content sponsorship has just started (at the beginning of March, so too early to see results in this progress report), which should boost both numbers.

Instagram: the campaign data report concerning Instagram this time are quite positive. In fact, we can see a +29% of reached account (slower related to the +46% of the last report but still growing) and for the first time since a while we have a positive trend, +30%, concerning the interactions with contents. Also, there is a small increase of the total number of followers. Although these numbers

are positive, we should keep in mind that ideally they should be growing exponentially, especially with the beginning of the contents sponsorship, in order to reach our targets.

Website: we have a 16% of returning visitors (on the last data report they were about 17%) and 85% are new visitors (compared to the 82% of the last report). Hence, we can see that data are quite similar despite the fact the almost 3 weeks have passed.

Concerning the languages, the trend with almost an equal distribution between our main languages (Italian, French and English) has been maintained: 35% of the users and English-speakers, 33% are Italian-speakers and the rest French-speakers. This is in line with which we were expecting.

Concerning the **geographical distribution**, is has to be underlined that there is something unusual in the data Facebook is providing: most of the public is composed by men (80%) and unequally distributed around the world. Our target is mainly European, with a particular attention to Belgium, France, Spain, Italy, Germany, among other. However, the social media analytics platform tells us that most of the public is composed by people located in the Philippines, the US and Brazil. Only after these countries we can see the expected European target countries.

It is difficult to explain this distribution. Perhaps some hashtags we are using are being used in unexpected ways in those countries. Another explanation could be a sort of an algorithmic vicious circle: when a post is seen mostly in a specific place, then the social network algorithm will show it to people in the same regions again and so on. It is clear that some corrective actions should be taken in order to reorient the geographic distribution; although this is difficult to do effectively if we do not understand the underlying reason for the current distribution. In any case, the planned paid sponsorship action should already correct this since this will be targeted to European audiences.

5.2. Overall Analysis and Recommendations

In this section we try to summarise the main conclusions already provided in our bi-weekly analysis. We also try to provide a broader overview of the overall trends over a longer period to see if we missed some important trends by only looking at two-week periods.

First, we look at overall numbers of "like"s as this gives us a good idea of the reach (and some light engagement) of our content. The following chart shows overall growth of "like"s on Facebook between November 2020 and February 2021:

Cumulative 'Like's- Trend 06/11/2020 - 22/02/2021
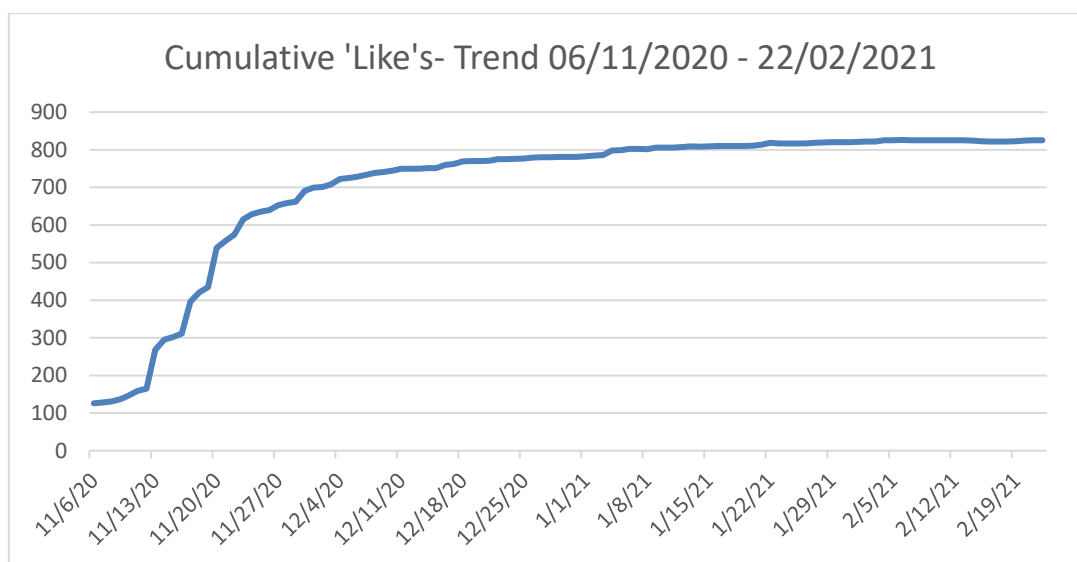
This echoes the warnings of the last few bi-weekly reports that we are reaching a stagnation point. Most of the growth of our page was achieved in November, but our growth, while still happening, has greatly decreased. WP3 has agreed to invest in paid promotion of our content to boost our reach and numbers of likes.
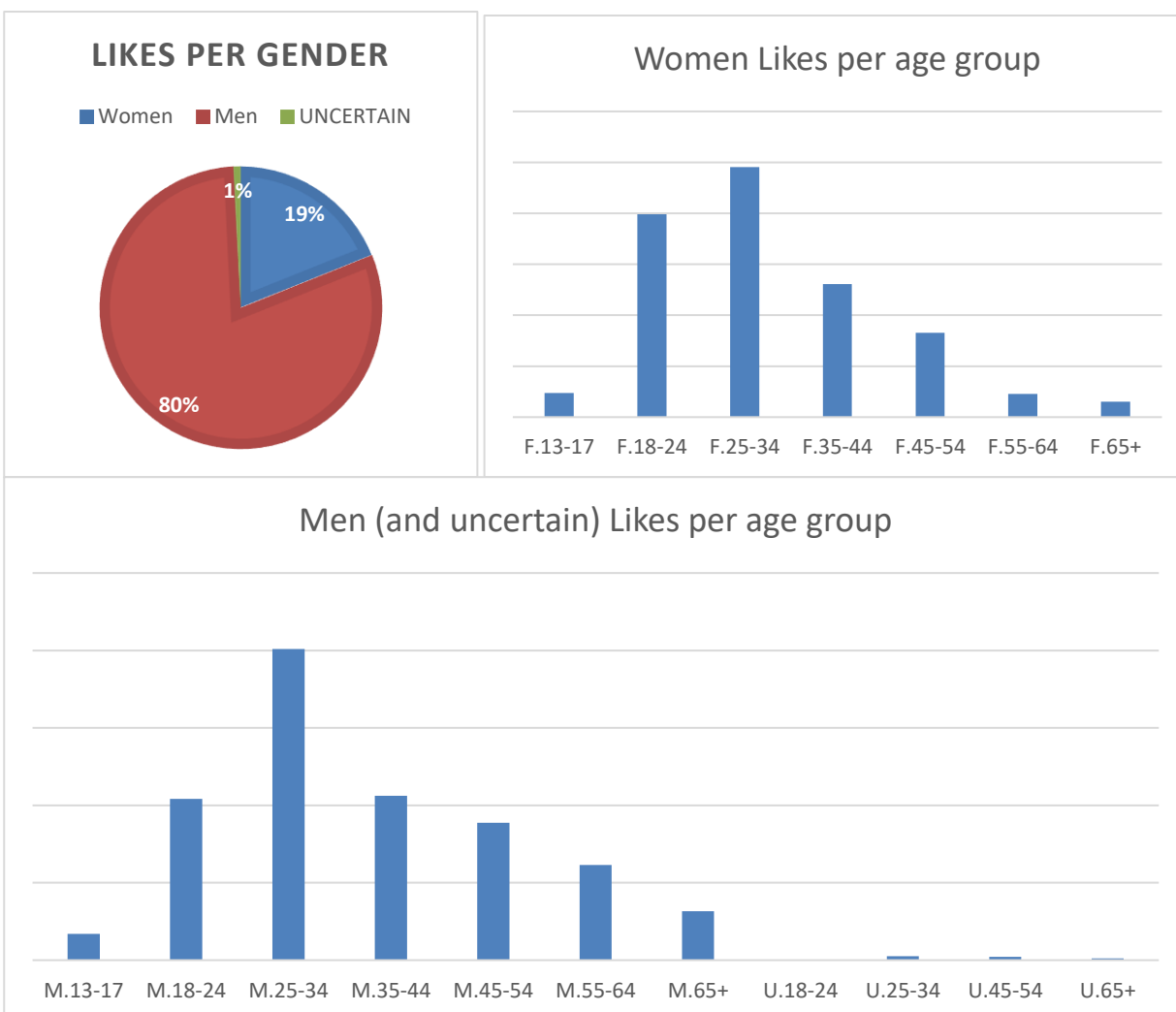
The geographical issue recently uncovered can also be seen here in the following bar chart. We see that 80 (roughly 10%) of our followers come from the Philippines; 58 followers come from Brazil and another 58 from the US (7% each). Then we have our primary target countries: France (52), Belgium (44), Italy (41) and Spain (38), which sum up to 175 or 22%. Other European countries include: UK (10), Germany(9), Portugal (5) and The Netherlands (4) for a total of 203 European followers or 25%.

Followers per country
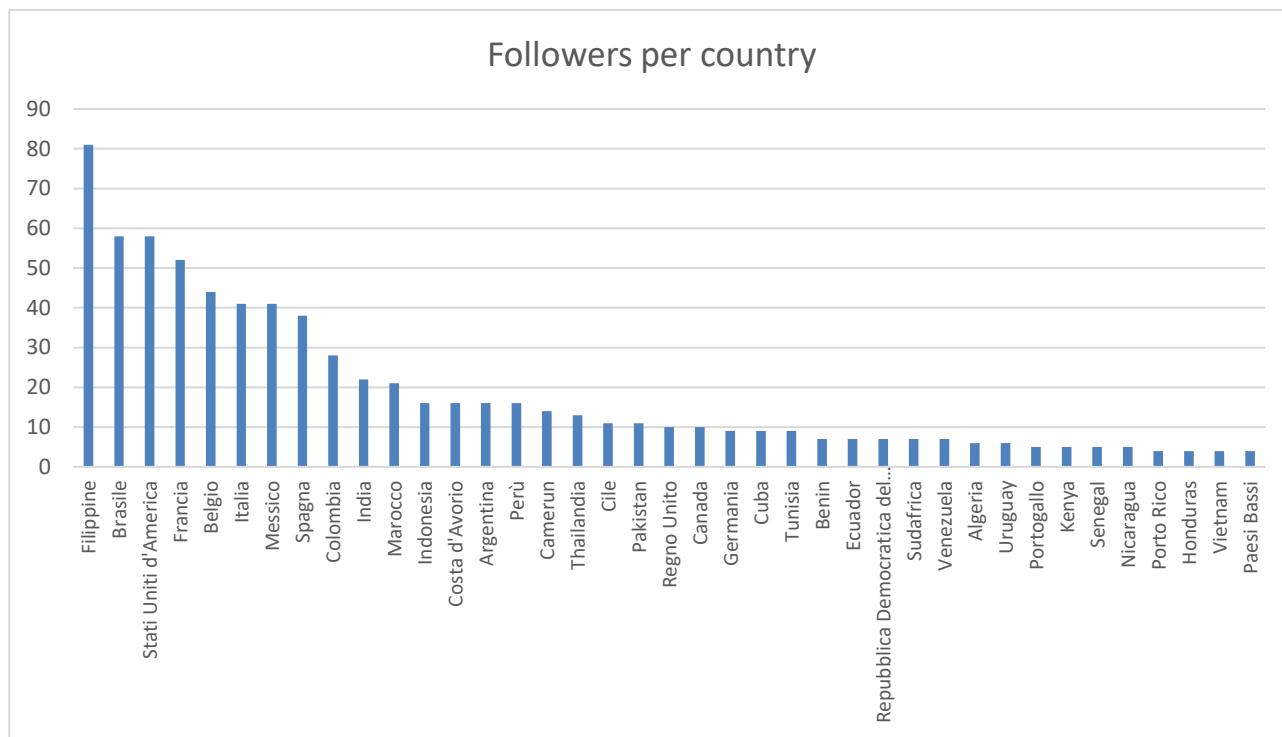
Clearly, our content is seeing a global audience, despite the use of French, Italian and English as the main languages. The large number of followers from high population countries should therefore not be such a surprise, given the populations of the Philippines (108M people), Brazil (211M) and the US (328M), compared to EU (447). Therefore, although this looks bad at first glance, when taking into account the global audience of our content, this is to be expected. However, we should still prioritise our initial target of EU citizens and the paid promotion of content, targeted to EU citizens of the right age groups should help us to do that. As future work we could combine the absolute numbers that the social media platforms give us with population numbers to provide a better indication about whether we are reaching our primary target audience more effectively than "by chance".

Another indicator of whether we are reaching our target audience can be gathered by looking at the demographics such analytic tools give us. The following charts show the distribution of gender and ages of people who have "like"d our content on Facebook:

LIKES PER GENDER

Women   Men   UNCERTAIN

Women Likes per age group

F.13-17   F.18-24   F.25-34   F.35-44   F.45-54   F.55-64   F.65+

Men (and uncertain) Likes per age group

M.13-17   M.18-24   M.25-34   M.35-44   M.45-54   M.55-64   M.65+   U.18-24   U.25-34   U.45-54   U.65+

We see that 80% of "like"rs are men and most of them are in age group 25-34. Here again, we see that our primary target groups aged 13-24 are only a small part of the people we are reaching. Like the geographic distribution, this seems to follow the distribution of ages of Facebook users in general. Targeted promotion should help us to focus more on our target group, as well as a renewed focus on Instagram, which has a higher percentage of users in our primary target group.

In the project Grant Agreement, section 3.2.1 we defined several target KPIs for social media analytics to be met by the end of the campaign.

For *awareness*, we had defined 5K to 10K impressions per content, 1K to 2K unique users reached and 1K to 5K views per video. For *engagement*, we had defined targets of 100-300 clicks per ad, 100-500+ likes per post and 30+ comments per post. Clearly the current numbers of around 850 followers and likes for our Facebook page *overall* are well below the pace needed to meet these

targets. Also, we have to adjust our analysis methodology to make sure we interpret the data we are collecting correctly and in line with the promised KPIs of awareness and engagement. At the moment, we are collecting the data and using the major indicators like numbers of followers and likes to give us an idea of our (bi)weekly performance. This has proven useful for doing small corrections, but we should keep the overall targets in mind: for example, the renewed increase in numbers in March was indeed positive compared to our slump in February, but we should have been aiming at achieving growth rates similar to those we had in November. Anything less than that means we will not meet our targets. By better aligning our metrics with the KPIs, we should be able to predict medium and long-term impact of the campaign and detect the need for improvements much earlier.

6. CONCLUSIONS AND FUTURE WORK

This document presented initial data gathered about the performance of the SharedCode campaign. Since the first half of the campaign has been devoted to kick-start content production, we have used this time to make sure we are collecting relevant data to be able to analyse it and answer questions about the efficacy of the campaign.

We presented our current plan for collecting data based on three sets of data: qualitative questionnaires, text analysis and social media platform analytics. Of these three data types, only the second and third have started and preliminary results have been presented. The text analytics seems to be valuable, although lack of engagement from social media users means we cannot yet use this type of analytics to answer questions about what our audience thinks of our content (or how it affects them). Our main finding here is that our own content is in line with the SharedCode objectives, values and concerns in both emotional tone and topics covered. Our main recommendation is to increase efforts to make our channels a conversation, rather than a preach; this means asking our audience specific questions and encouraging them to contribute their experiences and to comment on what our portraitees have shared in their videos. This is primarily a task for the community manager, to be supported by the content producers in WP3.

For now, the most valuable data comes from social media analytics platforms. Here we see that our Facebook (and to a lesser extent our Instagram) channel is growing steadily, but the growth rate has diminished greatly. We have also seen that the audience is largely global and follows geographic and age trends typical for the social media channel. This means that our content is not yet being picked up by our primary target groups as much as it should. Our main recommendation is therefore to spend some of our budget in paid promotion of our content, but only do this when a specific target audience can be specified. We understand that both Facebook and Instagram allow this type of targeting.

In the next months, we will continue with our data gathering and analyses to aid in guiding the content production and community management efforts. As discussed in Section 5.2, we will improve our analysis of social media analytics to align them better with our target KPIs and methodology to be able to detect slumps faster and be able to react more nimbly. We will also start gathering the qualitative questionnaires, which should further help us to measure the impact of our content on individual members of our target audience.

ANNEX A: Draft questionnaire offline analysis (February 2020)

To be delivered at the end of each "school workshop".

About the workshop

1) Have you participated to such workshops before?

2) How would you rate this workshop?
   - ○ Excellent
   - ○ Very good
   - ○ Good
   - ○ Fair
   - ○ Poor

3) What did you like/dislike about the workshop?

About the SHAREDCODE campaign

4) Were you aware of the campaign before this workshop?

5) How would you rate the SHAREDCODE content in terms of impact?
   - ○ Excellent
   - ○ Very good
   - ○ Good
   - ○ Fair
   - ○ Poor

6) How did the videos make you feel?

7) How did the audios make you feel?

8) How did reading the texts of the campaign make you feel?

9) About the values of the campaign, how would you rate their importance (1-10) and the impact they have on your life (strong, medium, none)?

NOT STIGMA BUT FACT	COOPERATION
Score: Impact:	Score: Impact:
FIGHT LONELINESS	**RESILIENCE**
Score: Impact:	Score: Impact:
ALTRUISM	**GENDER EQUALITY**
Score: Impact:	Score: Impact:
EQUALITY	**RESPECT FOR DIVERSITY**
Score: Impact:	Score: Impact:

EMPATHY		UNITY	
Score:	Impact:	Score:	Impact:

10) Do you share the campaigns' concerns? If so, which?

☐ Hate speech   ☐ Social division   ☐ Environmental sustainability   ☐ Media literacy & critical thinking

11) Did you find the SHAREDCODE campaign helpful to reflect on both these values and concerns?

12) Do you consider yourself as being an involved and active member in society?

13) Do you think that the SHAREDCODE campaign and the workshop you have just participated in have led to an increase in your desire in reaching civil society organisations and being involved in future campaigns to spread alternative messages to polarisation and violence?

14) Have you volunteered for any cause? If not yet, would you like to be involved on a voluntary basis in the diffusion of the SHAREDCODE values?

15) Any suggestions for SHAREDCODE or similar campaigns in the future?

ANNEX B: Elaboration Social Media Analytics (January 2020)

In deliverable D5.1, the awareness and engagement metrics were elaborated in details. In the former, the following metrics were identified: impression, reach, impression frequency and views. In general, they reveal the number of people that noticed or interacted with the campaign's content in any way, i.e., the scale of the audience. The latter, on the other hand, provide a narrower understanding of the "form" as well as "content" of engagement by the users with a certain online campaign (whether it is a text, image, video, etc.)

Awareness Metrics	Engagement Metrics
Impression	Audience Retention
Reach	Shares
Impression Frequency	Likes
Views	Comments

Source: Awareness and engagement metrics elaborated in D5.1

Below you can find a further detailed description of the metrics relative to each social media portal and the way it could be measured:

FACEBOOK PAGE

Page Likes and Follows: Page likes are the number of people that follow your page on Facebook. They liked your page or opted-in to be able to have your posts show up in their feed.

Engagement: It measures the number of times someone took action on your posts: It could mean a click, sharing your post, making a reaction or leaving a comment. Engagement is actually a sign that people actually like the content you are sharing. Also, it is so valuable since it may give your posts more exposure to your audience.

Reach: It is the number of people your content is seen by on Facebook. This can be through either paid or organic efforts. Facebook switched to an algorithm-based feed years ago. As a result, many businesses saw drastic drops in the amount of people their content reaches organically. So even if you have built up a large audience, it doesn't mean they will all see your posts. That's where reach comes into play. You can see an overview of your reach by going to your page insights.

Keep in mind that the rates you read online like 2.6% are averages. But not every single post receives the same level of success, this illustrates the importance of tracking reach. It helps you learn and understand what your audience likes, and why certain posts outperform others.

Impressions: While reach tells you how many people saw your posts, impressions measure the number of times your posts were seen. That includes if one post was seen multiple times by a single user. One person may get exposed to one of your posts multiple times. For instance, if they saw it once in their feed and then again when a friend shared it, that's two impressions.

Where to find it? Through Facebook Insights / Analytics of Facebook, for the latter you have to install **Pixel of Facebook** (possibility to create Facebook Dashboard as well to focus on aspects which are of more interest).

Facebook Insights (Free Tool): click on the Page (CICERO), and then on Insights:

Page Summary:

- Actions on Page (the number of clicks on your Page's contact info and Call to Action button)
- Page Views (the number of times that a Page's profile has been viewed by logged-in and logged-off people)
- Page Previews
- Page Likes
- Post Reach
- Story Reach
- Recommendations (the number of times that people have recommended your page)
- Post Engagement (the number of times that people have engaged with your post through reactions, comments, shares and clicks)
- Responsiveness (the number of messages you have responded to on messenger)

- Videos (the number of times your videos were played for at least 3 seconds or for nearly their total length if they are shorter than 3 seconds, broken down by total, paid and non-paid impressions)

Facebook Analytics (Free Tool)

ACTIVITY

Unique Users (last 28 days) increase or decrease; new users (last 28 days) increase or decrease. User activity: The default view of this chart shows the number of unique users, also known as active users, who are using your page/product.

Age and Gender: See the demographics of your active users. You'll see "Unknown" when the information can't be verified or when there aren't enough people in a demographic breakdown.

Retention: Shows the percentage of people who return to your website, app, page or other channel after initial interaction. An initial interaction can be the first web view for a website, an app install for an app or the first Page view for a Page. Retention can be viewed in daily, weekly or monthly intervals.

PEOPLE

Demographics: Age and Gender (Female, Male, Unknown); Country; City; Language; Household details: relationship status (from what is reported on Facebook); education level; Job title…etc.

INTERESTS

Technology: Channel (Instagram, Facebook Page, Web, Android, Offline events, iOS)

TIKTOK ACCOUNT

INSIGHTS (Free Tool)

Pro Accounts offer avid creators greater visibility into how their videos are performing and resonating with fans. It is divided into: Overview, Content and Followers.

How to use it? From the profile page, open the privacy and settings tab, choose "manage my account", tab "switch to pro account" and follow the steps from there. Once you activate your Pro Account, you will find a new analytics button under your account options.

INSTAGRAM ACCOUNT

INSIGHTS OF A BUSINESS ACCOUNT (Free Tool)

- It is done through the selection of the specific post, story or promotion you would like to check the data statistics.
- Tabs: Activity (interactions, and weekly impressions), Contents, and Public.

TWITTER ACCOUNT

INSIGHTS (Free Tool)

- 28 days summary: Tweet impressions (increasing or decreasing percentage); profile visits (increasing or decreasing percentage), followers (increasing or decreasing percentage), mentions.
- Audience Insights: Overview, Interests, Country, Region.
- Tweet Activity: Number of impressions: Number of times users saw the tweet on twitter over a 28-days' time period (modifiable).
- Engagement: Number of times a user has interacted with a tweet, this includes all clicks anywhere on the tweet (including hashtags, links, avatar, username and tweet expansion), retweets, replies, follows and likes.
- Engagement Rate: The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions.

YOUTUBE CHANNEL

INSIGHT (Free Tool)

YouTube Insight is a tool of video analytics which provides valuable information about your channel's uploaded videos in addition to their viewers. It provides you with several information which include: views, popularity (charts how popular your video is compared to the other videos for that time frame), discovery (how people find your videos), and hotspots. Insight hotspots enable you to check which parts of your video result with higher engagement and which parts rather result in a lesser interest and engagement statistics.

Logic Model to be followed upon CICERO's online campaign launch: generally, what needs to be analytically assessed in reports no. 2 and no. 3 is if our target audience (TA) actually follow and engage with the online content (text, images, videos, etc.) In other words, this will allow us to say that CICERO campaign did influence our TA, in the intended/targeted manner.

1. Input: Production of Campaign Content

Output, i.e., Exposure to Campaign Content: Assessment if CICERO online campaign has <u>reached</u> the "right people", i.e., our target audience.

What needs to be specifically assessed at this phase are the following metrics in each social media portal: reach, reach impressions, views, page likes/follow.

- ☐ **Facebook**: Page Likes and Follows, Page Summary (page previews, post reach, story reach, and actions on page)

- ☐ **Tiktok**: Overview and Followers.
- ☐ **Instagram**: Record reach data related statistics of each post/story.
- ☐ **Twitter**: Record the 28-day summary by focusing particularly at this stage on the profile visits, account followers and mentions.
- ☐ **YouTube**: Record the "views" and "popularity" charts.

2. Immediate/Intermediate Outcomes: Check reach-engagement rate, video views if below or over 25%; and a preliminary content analysis of comments.

- ☐ **Facebook Insights**: Focus on recommendations, post engagement, responsiveness, videos.
- ☐ **Facebook Analytics**: Analysis of "activity", "people" (demographics, interests, etc.)
- ☐ **Tiktok**: Analysis of "Content" and "Followers".
- ☐ **Instagram**: Analysis of "activity "(interactions, and weekly impressions), "contents" of each post/story.
- ☐ **Twitter**: Analysis of "audience insights", engagement and engagement rate.
- ☐ **YouTube**: Analysis of the "discovery" chart as well as "hotspots".

CICERO - Counternarrative Campaign for Preventing Radicalization