



INFORMING CONFLICT PREVENTION,
RESPONSE AND RESOLUTION:
THE ROLE OF MEDIA
IN VIOLENT CONFLICT



Presentation of WP5

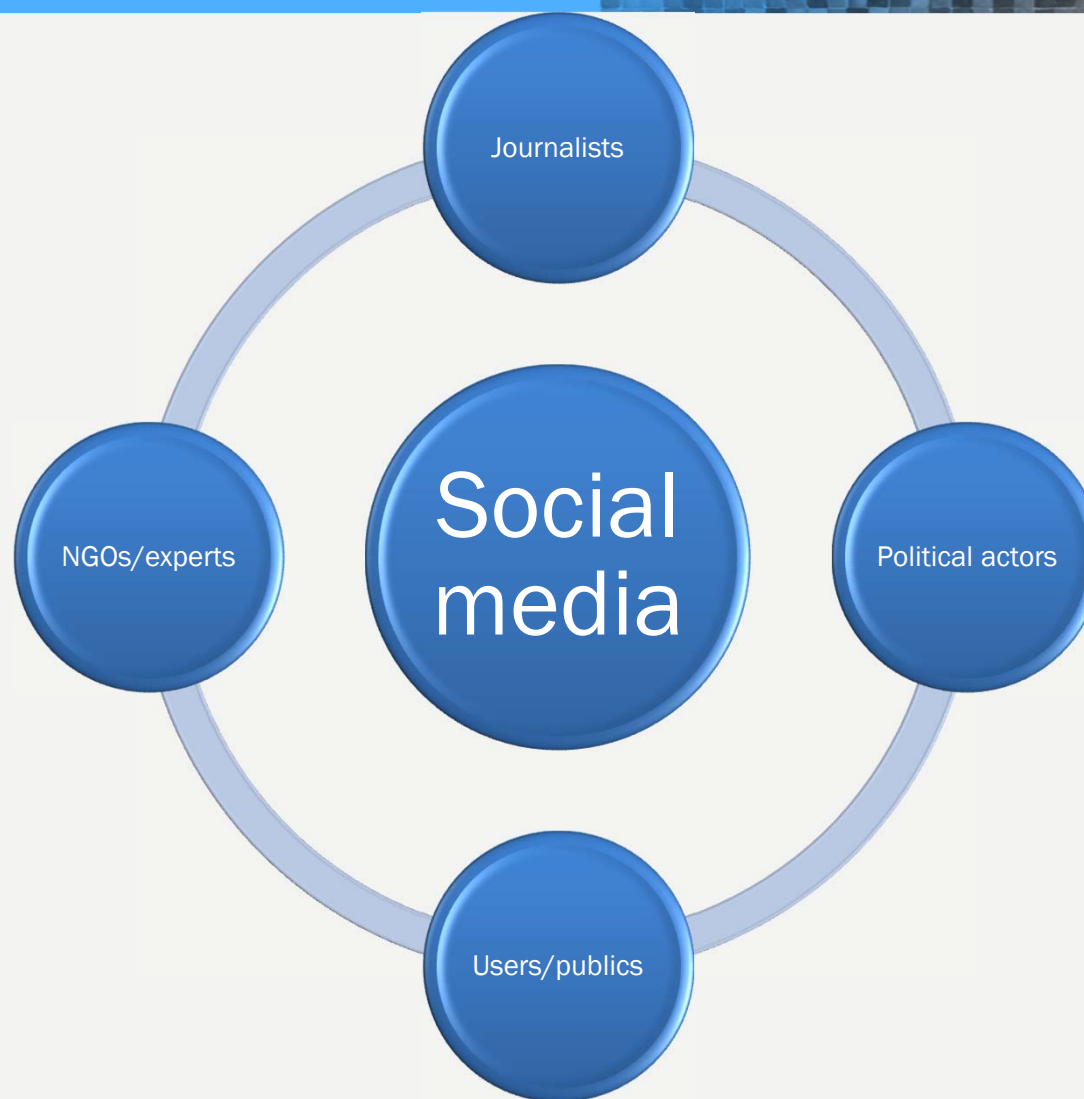
Social Media

External Experts Advisory Board Meeting

- Lisbon, 15 November 2014



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Public/Institutional actors

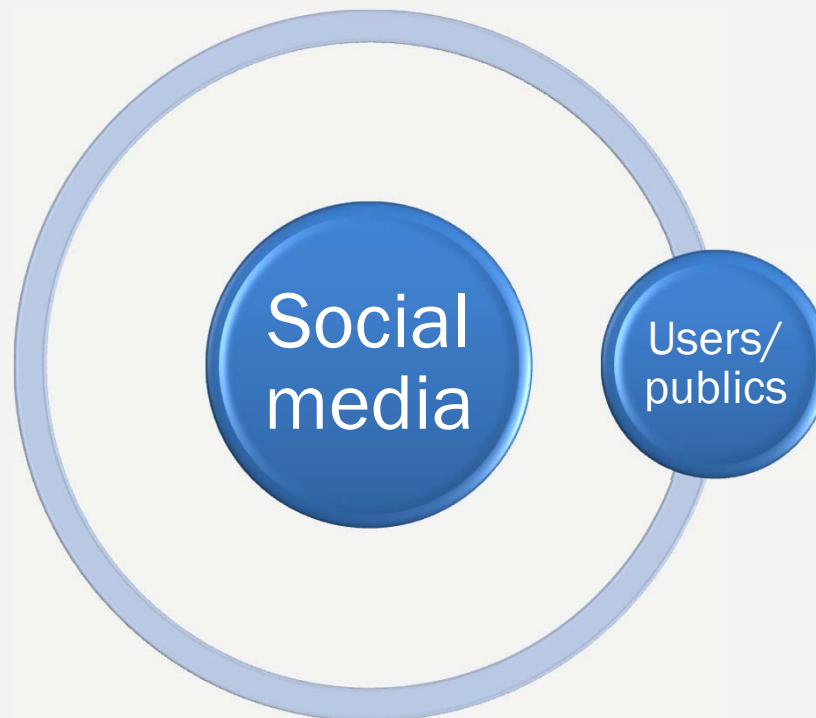




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Private actors





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Professional
journalists

Political
actors

NGOs/experts

Users/
publics



Objective

Contextual factors

- Production of conflict-related content in social media

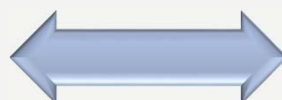
Dynamic interactions

- Actions, reactions and interactions of different actors
- During intensive conflict/attempts of conflict resolution and reconciliation

Quantitative &
qualitative
approach



Actor-related
research areas



Conflict-related
research areas



Conflict-related research areas

Information flow

- Monitor the flow of information on social media.
- Identify patterns in debate.
- Relate the rhetoric on web 2.0 platforms to the involved actors.

Evolution of information

- Track the propagation of information through social media.
- Draw relations to the different conflict phases especially before/after particular events.

Emotional variance

- Monitor the use of social media as tools for propaganda or hate speech
- Analyze the content that generates heated debate and impacts on the de-/escalation of conflict-related debate.

Actor-related research areas

Identity

- Identify the typology of active social media actors.
- Evaluate their role in the different phases of conflicts.
- Monitor the actors that appear to lead the debate.

Group/Network activity

- Identify the groups/networks that are constructed, organized and mobilized online.
- Identify the ones that dominate around a specific conflict-related debate.

Media content

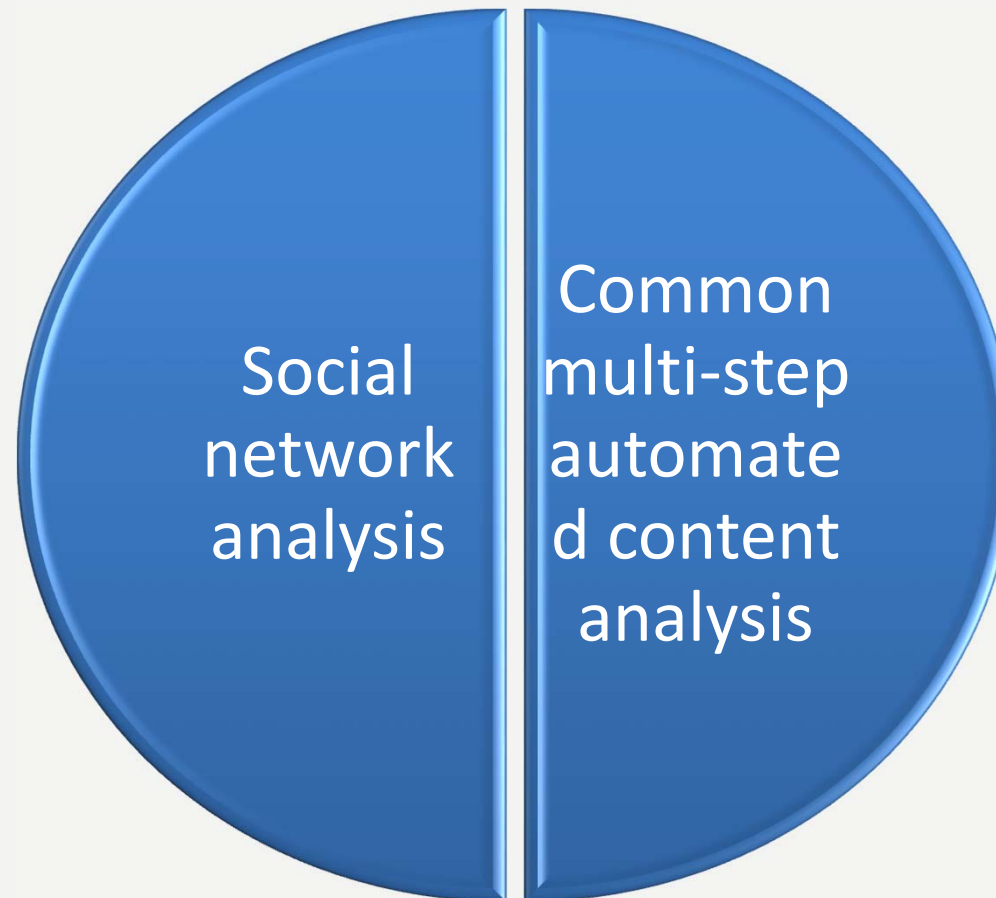
- Study the social/alternative in relation to the traditional/mainstream media.
- Identify the social media content that influences the conflict coverage.



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Research design





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Social media communication



Social networking dynamics



Role of web 2.0 platforms in conflicts



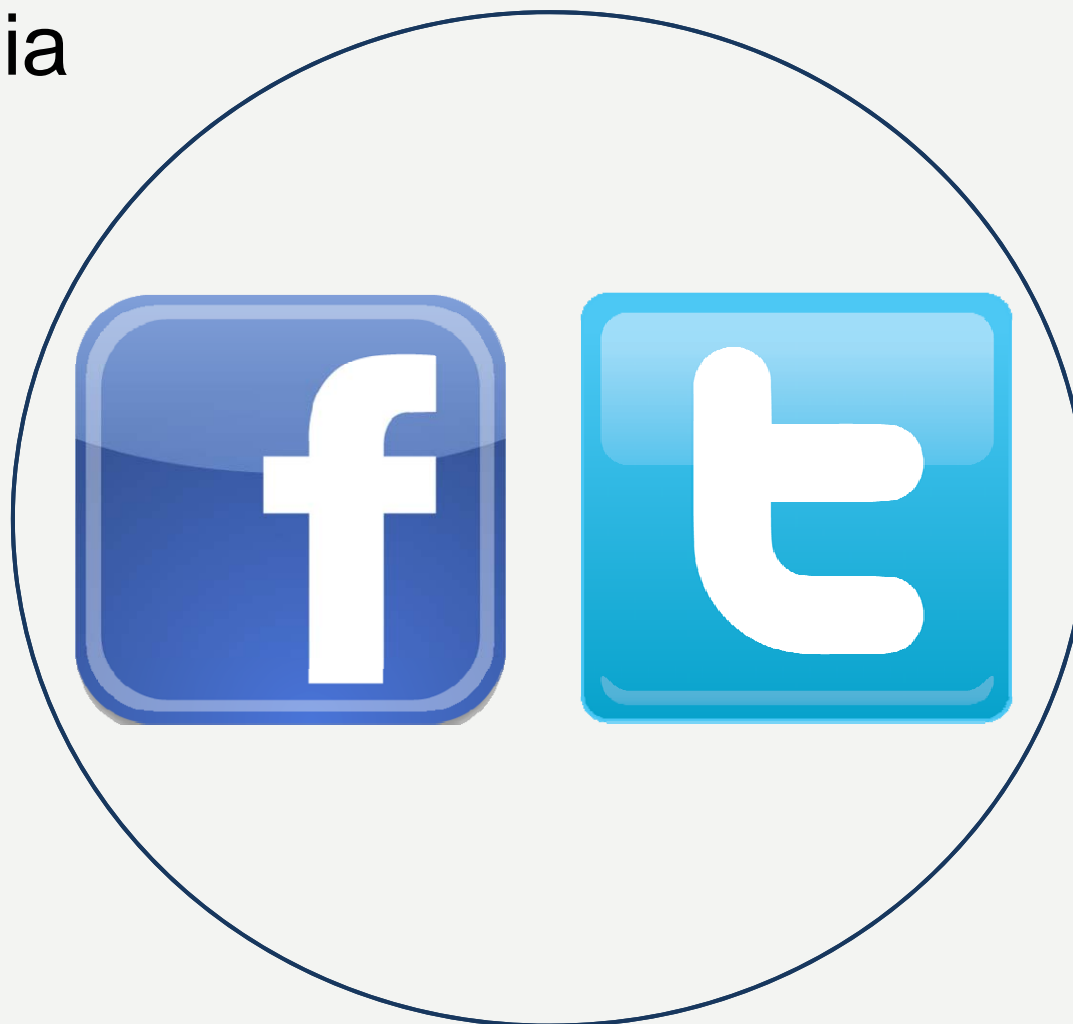
Information, communication,
networking and mobilization of
involved actors



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Social media sphere





Stages of methodological approach

1. Preliminary qualitative study

2a. Quantitative automated content analysis

2b. Quantitative social networks analysis

3. Qualitative in-depth analysis of selected case studies



Links with other WPs

Content-analysis methodology group

- Link with findings from WPs 6-8
- Cross-check data and findings

Interview group

- Contribution to focus groups and interviews carried out by WPs 1-4
- Triangulate data



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WP-specific issues

Data scraping from social media platforms

External links need to be checked for consistency when scraped

Availability of older content

Massive dataset: need to identify specific timeframes

Social media's use is trivial in specific conflicts

Access to data (limitations due to privacy restrictions of the users)

Identity issue: decide at which stage users should be anonymised



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Thank you for your attention!

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