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# 1 LIST OF ABBREVIATIONS AND DEFINITIONS

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<th>Abbreviation</th>
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<tr>
<td>DoA</td>
<td>Description of Action</td>
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<td>EC</td>
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<td>TTOT</td>
<td>Trend Tracking Online Tool</td>
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2 INTRODUCTION

This report takes stock of the operations of the Trend Tracking Online Tool (TTOT) from month 2 to month 14 of the execution of the EU-funded project ReSOMA. In particular, this report outlines the objectives of the TTOT and recounts how it was conceived and practically implemented so far, as well as the challenges which were encountered during the collection of the first results. Finally, this report will provide some options to refocus the TTOT in Y2 for the consideration of the ReSOMA Steering Group.

The TTOT is a confidential resource, intended to for use only for members of the consortium (including the Commission Services).
3 TREND TRACKING ONLINE TOOL (TTOT)

Goals and scope

The TTOT is an online monitoring software which was conceived to help the ReSOMA partners identify unmet policy needs and develop state-of-the-art policy analyses in the fields of asylum, migration and integration (the so-called “areas”), as foreseen in the project’s Work Package (WP) 1 - Setting and Responding to the Policy Agenda. In particular, the TTOT was meant to help partners identify 3 topics, one per project’s area, as part of the bottom-up research strategy. 6 more topics were to be identified through consultations with EU-level civil society stakeholders, as part of the top-down research strategy.

As for the scope of the TTOT monitoring activity, it was agreed that this tool would focus on policy developments rather than policy perceptions. In fact, partners felt that working on policy developments would help bring unmet policy needs to the fore and would help convince policy makers to address identified policy gaps.

Ultimately, it was hoped that the tool would help identify:

1. changing migration situations;
2. emerging needs and policy trends related to asylum, migration and integration in relevant EU countries;
3. emerging needs and policy trends related to asylum, migration and integration in selected third countries.

Identification and classification of topics

Partners then drew up a list of sources and keywords which the TTOT would monitor systematically, as a way to maximise the reach of the tracking and at the same time minimise the noise of irrelevant content. After a first test, the list of sources was further refined during the third Steering Group meeting on 8/05/2018. The partners further instructed the tool to classify trends according to 9 categories.
4 THE METHODOLOGY BEHIND THE TREND TRACKING ONLINE TOOL

EY supports the entire consortium in the setting up of a technological tool for the analysis of online information streams and conversations. The methodology is based on the five steps described in the image below. All details on these steps are featured in the D5.5 submitted @M4.

Phase 1 – Setup: defines (1) objective of analysis and (2) key questions of the research. This activity allows guiding the analysis responding to specific needs and defining the boundaries of the research area. The setup foresees the definition of a list of keywords to define objectives analysis and conduct the first assessment in terms of number of data and conversation to be analysed.

Phase 2 – Listen: along this phase (1) specific listening manners are defined, (2) training period of the tool is estimated, (3) queries of analysis are estimated and (4) research criteria are optimised on the basis of the results obtained in the setup phase (phase 1).

Phase 3 – Filter & Analyse: in this phase the outputs elaborated during the phases 2 and 3 are elaborated, among other things, by filtering results on relevance and other specific characteristics of the analysis. Results and conversations need to be analysed and categorised from policy analysts to be better organized in accordance with the scope of the tool.

Phase 4 – Interpret & Reporting: during this phase the set of intuitions emerging from each analysis cycle is collected, rationalised, synthesised and presented with different granularity levels.

Phase 5 – Inform: during this phase, the results of previous phases are organized by the consortium in an action plan with a series of recommendation and a plan for implementation actions.
Limits of the TTOT

Despite the refinements (phase 3 and 4), the first results of the TTOT – as presented in Annex 1 - triggered some perplexities among the partners, who felt that there was a risk that the tool was only capturing trends partially, ultimately based on the very instructions which were given to the tool. In addition, the first adjustments to the TTOT did not minimise the noise of irrelevant content as much as partners had envisioned. As figure 2 shows, along with relevant clusters of information such as “EU budget” and “labour market”, the TTOT had intercepted information on unrelated personalities in member states (e.g. “Ukraine singer Melovin” and “Sylvie Corbet”). Annex I features EY’s whole presentation of the results of the TTOT trial (Jan-Jun 2018).

Figure 2 – Infographics from the 1st training of the TTOT

In addition, there were questions as to the tool’s accuracy in classifying data into categories (phase 1 and 2). These issues were mainly due to the limited “training” which was provided to the software in the classification of data. It was felt that a longer training period would have been beneficial to the accuracy of the TTOT in classifying data.
In the light of this, partners decided to select 9 new topics for Y2 through a brainstorming session in January 2019, thereby pre-empting the TTOT’s function to identify 3 topics through its monitoring activity.

The software’s limitations and the consequent late selection of topics accounted for a general delay in the execution of the project activities. The delay was further aggravated by staff changes at PICUM, the partner which is responsible for the communications work of ReSOMA. This delay impacted in particular the operations of the TTOT and the related production of this report.

5 Conclusions

In an effort to effectively respond to and overcome the above-mentioned challenges, a number of adjustments were proposed. These were considered by the project’s Steering Group during their meeting in June 2019.

Firstly, sources and keywords will be revisited by the partners based on the results of the TTOT in Y1 in order to better capture relevant content and filter out irrelevant one. PICUM will coordinate the collection of feedback from partners between July and August 2019.

Secondly, it was suggested to provide a longer period of training to the TTOT to increase its accuracy in capturing relevant content.

Thirdly, it was suggested that the partners reconsider the goals of the TTOT, given its structural limitations in capturing relevant trends.

In particular, it was proposed to refocus the TTOT to capture relevant trends and only feed information into the 9 topics which were selected in the brainstorming session in January 2019, as opposed to informing the definition of the topics themselves from scratch.

In addition, it was proposed to use the data identified to compare emerging policy trends from different countries, as trends are not currently disaggregated by geographical categories.

Finally, it was suggested that the trend-tracking feature could be used to help the project’s target communities (academics, civil society actors and policy-makers) to communicate more effectively on relevant topics by mapping and matching their respective activities and turning them into opportunities for cross-group dialogue. In this perspective, the TTOT could for instance provide up-to-date lists of research publications and projects while identifying advocacy campaigns that are being conducted on the same topics but lack empirical evidence. Vice-versa, academics would be able to find and link with civil society stakeholders which could have access to grassroots data. Ultimately, civil society stakeholders and academics would have the opportunity to join up their work and integrate evidence into the policy-making process.
6 Annexes

Annex I – Presentations of the TTOT results by EY (January-June 2018)

Majority of the conversations about migration in the EU occurred on news sites, with press releases and news updates. Integration was the most discussed topic, with conversations mostly around social Inclusion of the undocumented.

102,114 conversations regarding migration in the European Union across topics Asylum, Migration and Integration were observed during the period of analysis – 1 January, 2018 to 30 June, 2018.

Share of Voice

The majority of the mentions occurred on news sites (40%) followed by forums (9%) and blogs (6%).

Comments contributed the least volume (~1%).

Discussion Trend

69% Integration
17% Migration
14% Asylum

Integration (69%) was the most discussed topic followed by Migration (17%) and Asylum (14%).
The highest peaks in conversation volume were observed during the month of June across all topics. The highest peak was observed for the topic Integration followed by Migration and Asylum.

**Function of ES refugees to EU unacceptable: How many?**

- **Number of EU refugees:**
  - **Refugees in EU:**
  - **Refugees in Canada:**
  - **Refugees in Australia:**
  - **Refugees in New Zealand:**
  - **Refugees in Japan:**

**Yahoo and Reuters were the most prominent news sources. Politics.ie and digitalspy were the top forums. Blogspot and Wordpress contributed the highest volume among the blog sources.**

News sites such as Yahoo and Reuters generated the highest number of significant discussions within the scope of analysis. Among the forums, politics.ie was the top contributor followed by digitalspy. Blogspot contributed the highest volume among the blog sources followed by Wunderful.

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High-level analysis revealed conversations mainly linked to asylum and migration policies as well as the role of the government and political leaders in changing the migration landscapes.

Social inclusion of the undocumented was a major topic of discussion followed by discussions around NGOs assisting human trafficking in Italy.
Conversations were mostly around emphasis on need for policies enforcing social inclusion and integration as well as regional constraints in achieving efficient integration.

Role of NGOs in increased human trafficking in Greece and Italy was majorly discussed followed by discussions on revisions in external funding and migrant returning policies.

Increase in number of girls at risk of FGM in Europe, France and UK due to the spread of radical islamist groups and resulting in thousands losing their innocence in just few years.

Need for incorporation of policies on long-term employment, social inclusion, and global economic competitiveness as a part of the Enlargement Strategy.

Enhancement in the levels of bilateral humanitarian aid due to long-lasting emigration sentiment across Europe.

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Discussions on need for revision in family reunion policies to foster integration as well as general welfare of minors and proposal of a new common European asylum system to enforce responsibility sharing

-键点、家庭融合、受益于国际保护
-责任共享在避难政策
-第三国

-联合国委员会儿童权利的《儿童公约》：可能忽视对难民的保护
-强调对家庭团聚的重要性和必要性
-第三国

-建立新的欧盟难民系统，促进责任共享
-建立国际责任共享框架，为被驱逐者在其他国家提供安全和保障
-停止将难民遣返
-废除遣返
-将难民安置在第三国

Methodology
Crimson Hexagon is a tool recognized as the market leader in Social Media research and sentiment analysis. Its operation is based on an algorithm developed by the University of Harvard which – thanks to a specific training carried out by our team of analysts – is able to perform different types of analysis with a high degree of accuracy (up to 97%).

Crimson Hexagon is known for its:
- Completeness in the way of collecting sources
- Excellent ability to analyze conversations and disambiguate terms
- User-friendly interface
- Ability to monitor both conversations within public channels (forums, blogs, Facebook pages belonging to other organizations, etc.) as well as the entity’s own channels (e.g., Facebook and Twitter pages).

The Topic Wheel is Crimson Hexagon’s proprietary image that allows us to examine the most discussed topics within the analysis by providing a semantic relationship by identifying patterns between the conversations.

Topic Wheel can analyse maximum of 10,000 posts.