Understand the Impact of Novel Technologies and Social Media on Perceptions of Europe in Countries Abroad

PERCEPTIONS

PROJECT **BACKGROUND**

The PERCEPTIONS project aims to **identify and understand narratives, imaginations and perceptions of the EU** – held outside of Europe – and the way they are distributed via various channels. Furthermore, we investigate how the information flow might be distorted and how false narratives might lead to security threats. Based on this knowledge, the project will create **toolkits of creative and innovative measures** to react to or even counteract on them, considering social, societal and structural aspects.

PROJECT **OBJECTIVES**

RESEARCH the body of scientific literature on the creation and the distribution of place-related narratives with a particular emphasis on their creation and the distribution through social networks and media, as well as relevant project outcomes, models and measures.

UNDERSTAND the relevance of positive and negative narratives in relation to the motivation for migration through conducting quantitative and qualitative empirical research in European and non-European countries, allowing transverse and transnational comparisons.

ANALYSE social media data and mass media to understand how narratives, rumours and false images of Europe are spread, investigate novel technologies, as well as secondary data and scenarios, and conduct a network analysis to identify the impact of novel technologies.

DESIGN dynamic new approaches and (counter-)measures in the form of intuitive toolkits for civil society organisations and development aid organisations in order to support their local activities to deconstruct false narratives and enhance the dissemination of right narratives.

LEVERAGE a modular Web Platform including an Open Information Hub to spread knowledge and public material, and a restricted Solution Platform, as well as public and professional service modules hosting digital solutions and materials with a centralised dashboard.

VALIDATE the outlined materials and measures to ensure the sustainability of the PERCEPTIONS solutions, approaches and tools, allowing the flexible and individual adaptation of the target group-specific toolkits to the specific local, regional or country-specific needs.

DISSEMINATE the PERCEPTIONS solutions by raising awareness, dissemination results in the scientific community, and creating international networks of practitioners working in the field for supporting them with knowledge exchange, training approaches and resources.

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PROJECT **FACTS**

Duration
09/2019 to 08/2022

Programme
Horizon 2020
SU-BES01-2018
Research & Innovation Action

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