

PERCEPTIONS



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 833870



UNDERSTAND THE IMPACT OF NOVEL TECHNOLOGIES AND SOCIAL MEDIA ON PERCEPTIONS OF EUROPE IN COUNTRIES ABROAD

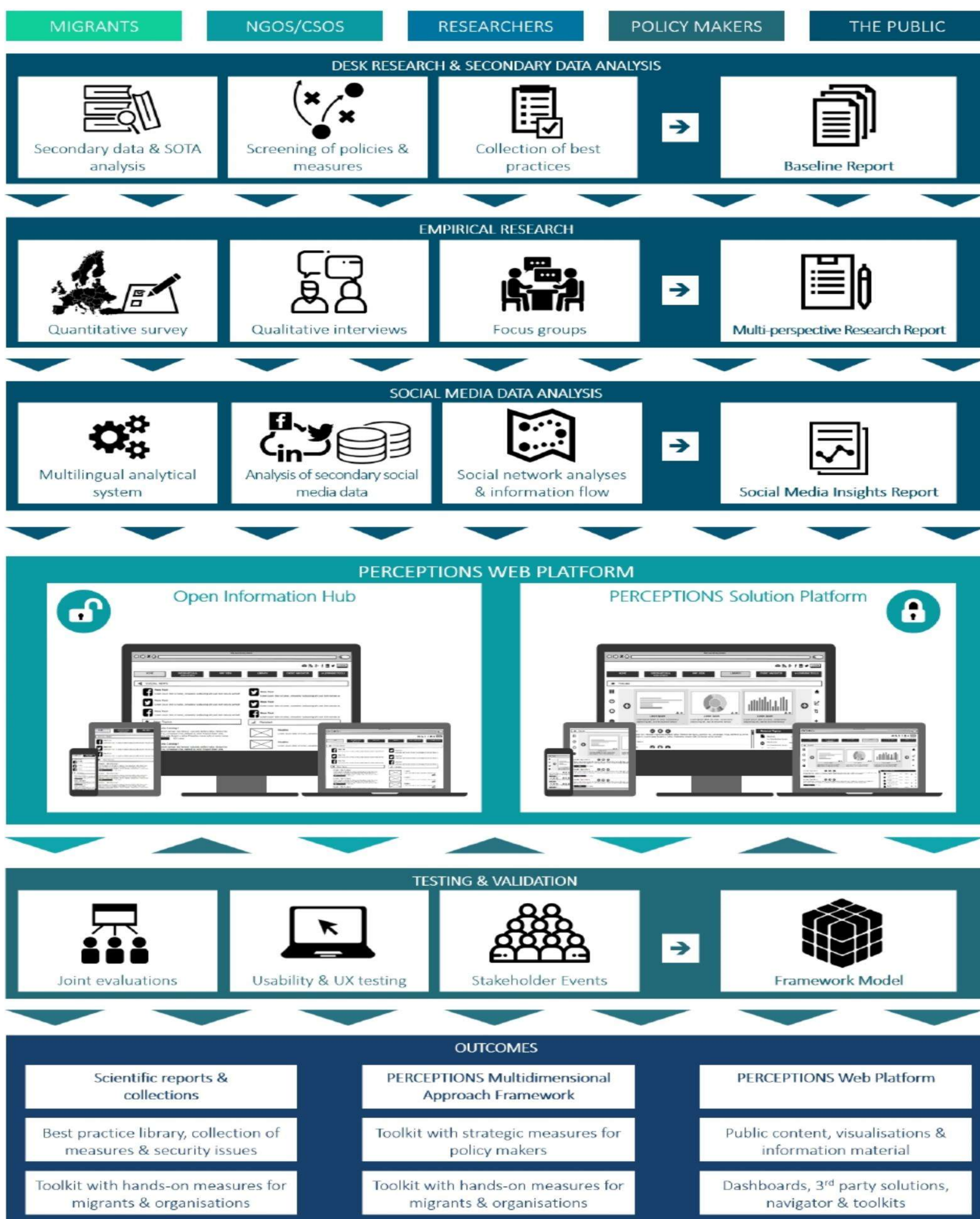
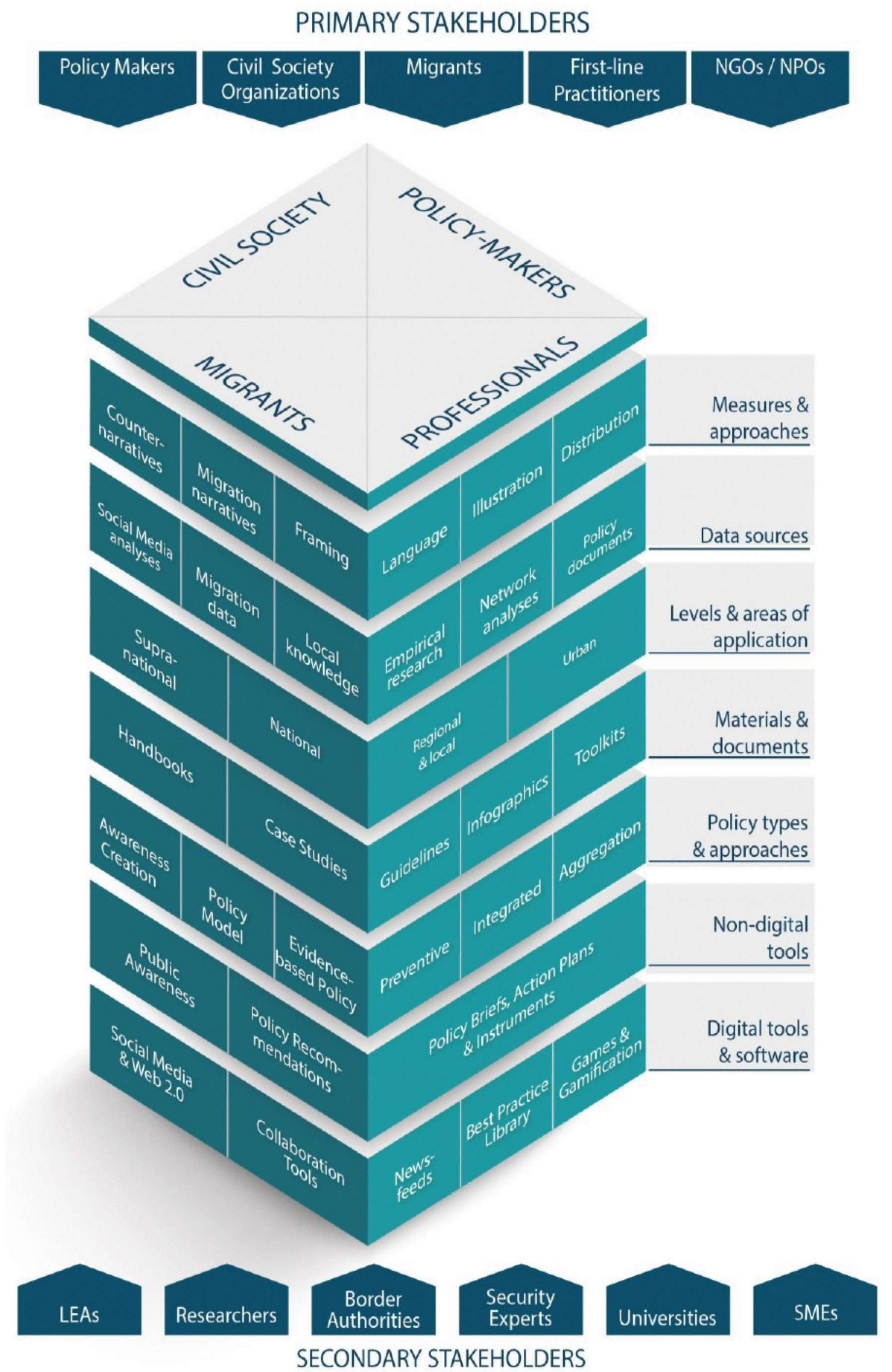
PROJECT OBJECTIVES

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 with the motivation for migration through conducting quantitative and qualitative empirical research, 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 activities.



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

VALIDATE the outlined materials and measures to ensure the sustainability of the PERCEPTIONS solutions, allowing the flexible and individual adaptation of the 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, trainings and resources.

 @Fundacion.Euroarabe
 @FundEuroArabe
 www.fundea.org

MAIN RESEARCHER: INMACULADA MARRERO
PROJECT TEAM IN SPAIN
EURO-ARAB FOUNDATION FOR HIGHER STUDIES
JAVIER RUIPÉREZ
JOSE MARÍA GONZÁLEZ
proyectos2@fundea.org

