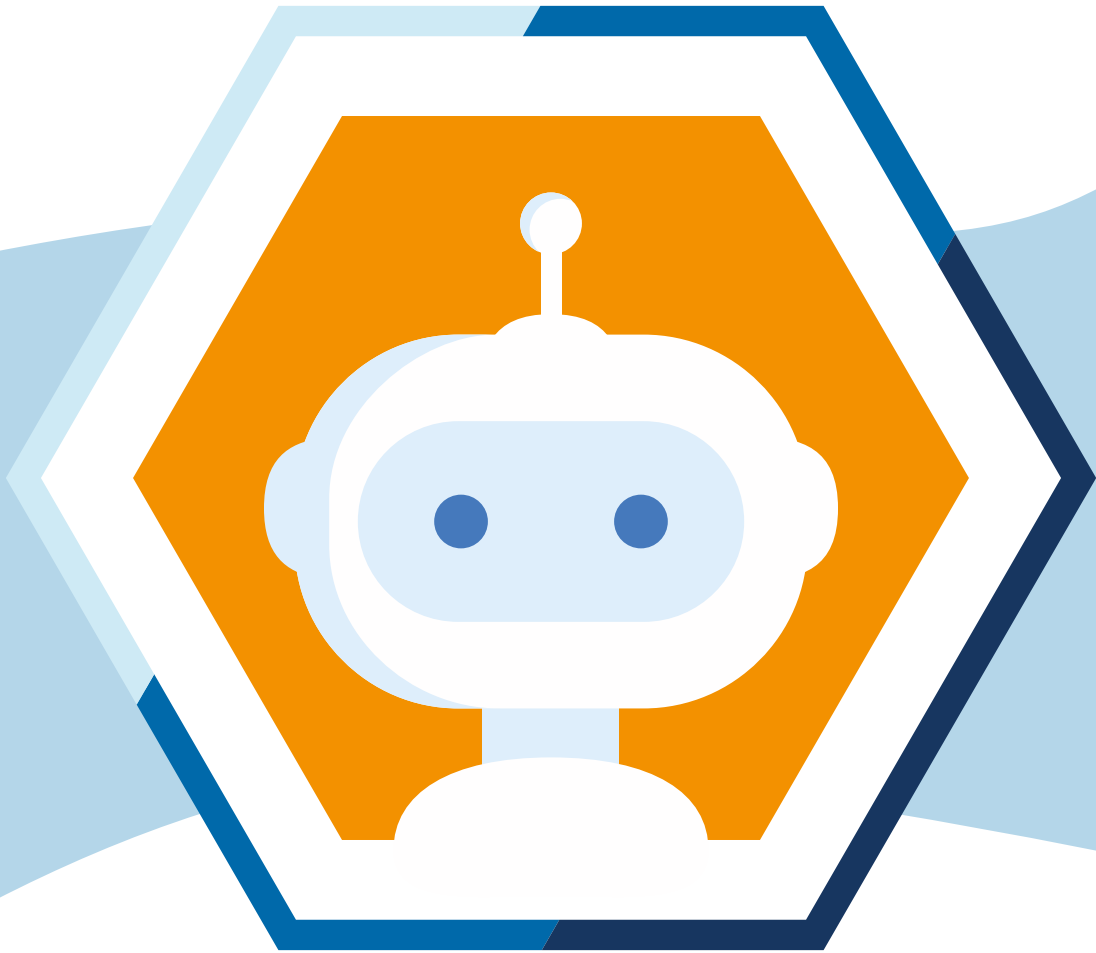




PERCEPTIONS



PERCEPTIONS Twitter Bot



Location

This will be based online on Twitter, but could be demonstrated in other physical spaces.



Purpose / Aim

The aim is to co-design a Twitter bot, as a cost-effective and fun way to raise awareness about some of the issues explored in the PERCEPTIONS project (e.g., migration stereotypes) while reaching out to a large audience and encouraging conversations.



Audience

'The audience will be Twitter users, and - if the account is demonstrated in a physical space - those visiting that space. The Twitter bot may be of particular interest to migrant-advocacy organisations and journalists, depending on the exact type of Twitter bot designed during the PERCEPTIONS Hackathon.

Description of Activity

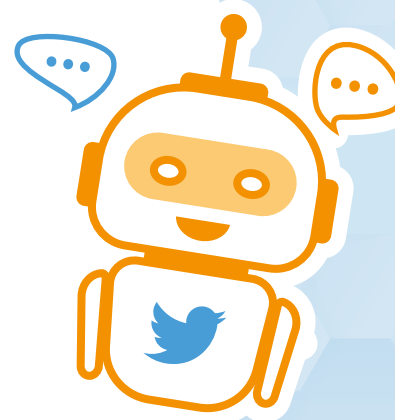
What is a Twitter bot?

Twitter bots are accounts that are controlled by software and rules that control how they operate, and what content they share online. They can provide an automated way to broadcast helpful information and generate interesting or creative content. For instance, a few years ago a Twitter bot called 'Drop the I' was used to raise awareness about the stigmatisation of undocumented migrants, by replying to individuals who had tweeted content containing the phrase 'illegal immigrant' and suggest alternative phrasing they could use (<https://www.bbc.co.uk/news/blogs-trending-33735177>).

While generating automated response to tweets based on particular keywords is currently against Twitter Terms & Conditions, it shows how Twitter bots can be used in a creative way to challenge stigmatisation.

What will our Twitter bot do?

The PERCEPTIONS Twitter bot will be co-designed with partners from within and outside the project. The purpose of the bot and the form it will take will therefore be decided collaboratively in a later stage. Here, we provide one potential example of how our Twitter bot could look like.



What?

A Twitter bot that monitors the use of various migration and migrant-related words and phrases, across a list of specific countries, sharing regular updates on the use of these terms in mainstream media.

Why?

Using a Twitter bot to report on narratives of migration portrayed in mainstream media can help raising awareness about patterns and trends in the media that stigmatise certain migrant populations.

How?

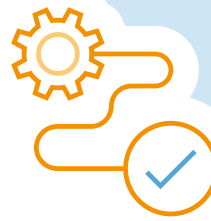
To feed the Twitter bot, a data source first needs to be identified. In this example, we use GDELT, a platform that provides access to data about a wide range of mainstream media articles. A set of migration-related keywords is used to identify media articles that talk about migration in selected European countries. Using this data, the bot then tweets at differing intervals, reporting how different countries are disseminating these narratives.

Depending on the purpose of the bot, the created tweets can just present facts, or question the use of specific narratives.



Techniques/Format of Activity

This activity will be implemented in 3 phases:



1. *PERCEPTIONS Hackathon*
2. *Twitter bot development*
3. *Twitter bot implementation*

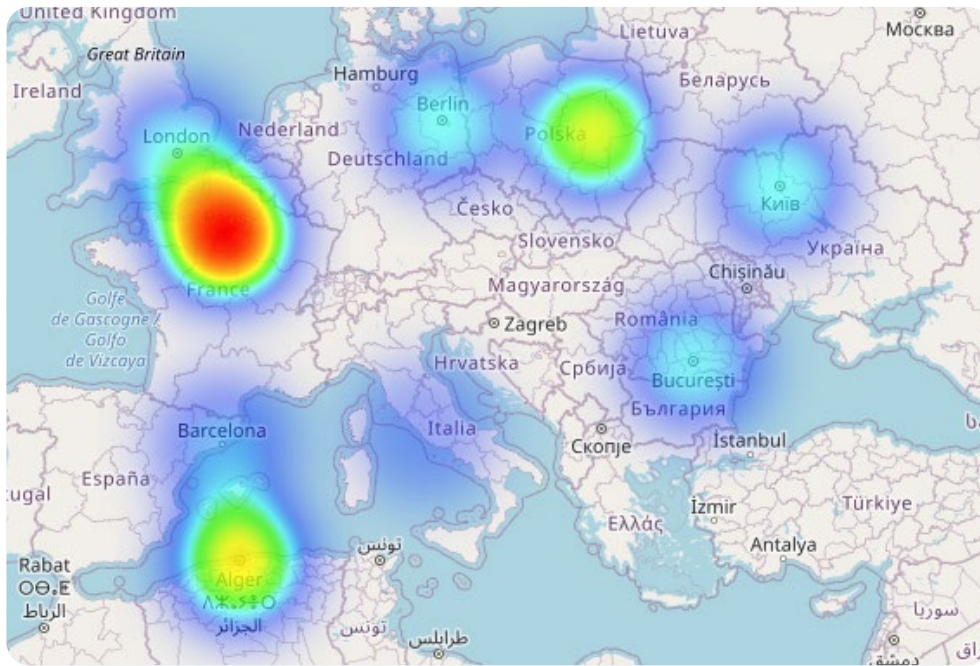
To ensure the PERCEPTIONS Twitter bot reflects the findings of the project and is relevant to different stakeholders, it will be created collaboratively during the 'PERCEPTIONS Hackathon'. During this event, we will invite project partners as well as academic colleagues and community partners to join small teams of people with diverse knowledge and expertise to draft the design of a potential Twitter bot. Using a Miro Board, the different groups will be invited to think about the name of their bot, its aim, the type of data it uses, how data is processed, and how the bot will present the outputs on Twitter. At the end of the session, participants will vote for the idea they want to see implemented.

GROUP 1	GROUP 2																
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Outcomes

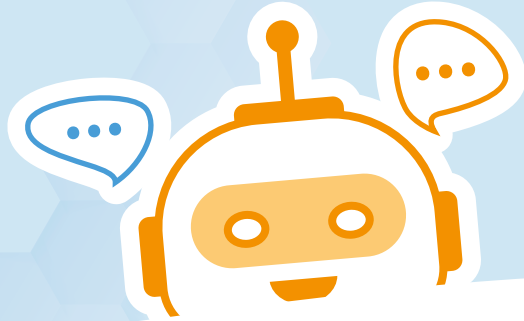
Outcomes of this activity will demonstrate how a particular narrative, phrase, or keyword is reported on in mainstream media, depending on a specific country or region. This data can be visually presented as a heat-map, showing the quantity of reporting of this narrative or expressed sentiment.



Key Concepts

- Challenge stereotypes about migration
- Encourage conversations
- Raise awareness about migration issues





Impact

Metrics for measuring engagement with social media, particularly Twitter, are well established and readily available through the Twitter platform. Retweets, for example, will show how the content is being engaged with, and shared with a wider audience. The number of followers of the account(s) will show how many accounts are being regularly shown the content being generated and shared from the account. An increase in the number of followers, over time, will show increased 'popularity' or interest in the account and the content being generated and shared. Direct replies to the content being shared may potentially show a deeper level of engagement with the content, which may perhaps include reflections on what content is being shared.

Further development of the bot could see a responsive mechanism built-in to the functionality, which would allow users to request information on media coverage and narratives in a specific country or region. This would show that the bot account is being utilised by individuals in order to explore data that may otherwise be unavailable to them, helping to explore how narratives of Europe and migration are being formulated and shared by media across various countries and regions.





PERCEPTIONS



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