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SOMA: Social Observatory for Disinformation and Social Media Analysis



D6.4 Dissemination Report v2

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Executive Summary

SOMA, “Social Observatory for Disinformation and Social Media Analysis”, is an H2020 funded project aiming to provide support to a European community of stakeholders that will jointly fight disinformation. The establishment of the European Observatory against Disinformation has since the beginning of the SOMA project been considered as a multifaceted mission. Various objectives were set that would help towards this aim and finally converge to the establishment of a structure that can be sustainable in the years to follow. These objectives range from: setting up the necessary technological infrastructure; attracting the relevant community; training the corresponding stakeholder groups; coordinating the operation of the observatory; setting up national centres that can act as satellite nodes with a multiplying effect; and finally assessing the impact both of disinformation, as well as of our intervention.

Apart from the critical work conducted at the level of SOMA’s research WPs, another key WP of the project is WP6 concerning the dissemination and communication of the project objectives, results and expected impact. Dissemination and communication is a critical part of SOMA, both in terms of reaching out to raising the awareness of and informing the general public, fact-checkers, media organizations, social media innovators about the work being done to tackle online disinformation.

The present deliverable aims to report and offer a summary of all the communication and dissemination tools and activities that were deployed from Month 19 until the end of the project. It focuses on the communication effort in the different online channels the project has been using, as well as the communication material created and any other communication activity deployed for promoting SOMA’s work and getting people on board. The tools mostly used during this period were SOMA’s website (news section) and SOMA’s Twitter account and the topics covered included information about the project results, news and events, as well as relevant news and developments in the field of disinformation. SOMA’s LinkedIn group was also employed as a communication tool to promote project news and results. At the same time, dissemination activities were undertaken, with project partners delivering project presentations in relevant events and organizing workshops to share best practices in the misinformation/disinformation field. SOMA’s final public event was also organized online while the collaboration with other projects was undertaken. It also takes a closer look at the KPIs set for the dissemination and communication activities, matching them with actual figures from the actions for the overall project duration.

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1 Introduction

As set out in the Dissemination report v1 (D6.2), SOMA's dissemination and communication strategy consists of three phases that run from Year 1 to Year 3 of the project as depicted in the Table below.

Table 1: The three phases of SOMA's dissemination and communication strategy

| Phase | Objectives | Type of Information | Dissemination Channels |
|------------------|---|---|---|
| Phase I | Inform & Connect: Create awareness about the SOMA project | Approach-oriented content; project presentation; objectives; expected results | Use traditional & online communication tactics (project website, press releases, social media, postings); Use existing conferences to gain insights from and better links to the fact-checking and business media communities; |
| Phase II | Demonstrate & Contribute: Promote the SOMA novel services & show cases; Engage target users & early adopters in the project activities | Result-oriented content; project intermediate results | Project Website & SM, Workshops, Focused Publications, Conferences, Promotional videos; |
| Phase III | Share & Convince: Leverage the exploitation of the SOMA outcomes | Result-oriented content; project final results and lessons learnt | Project Website & SM, Events, Focused publication, Leaflets, Press releases, Conferences, Promotional videos; |

D6.4 constitutes the second report on the project's dissemination and communication activities and its submission is placed at the end of SOMA's lifecycle. This report covers the activities undertaken during the last 12 months of the project duration.

During this period, the communication and dissemination activities have been mainly focused on two main goals. One was to demonstrate the progress of the project and get people such as fact-checkers, media organizations, researchers, social media innovators and policy makers, who are active in the fact-checking field, to contribute to the work by becoming members of the European Observatory against Disinformation and hence exploiting existing verification platforms along with new tools, algorithms and processes. The other one was to share achieved results and best practices in the misinformation/disinformation field.

This was best done through participation at various events and by organizing a set of activities to share best practices in the misinformation/disinformation field. But also through channels such as the project website and social networks as well as newsletters and other communication material, which enabled us to spread information about SOMA and to connect to fact-checkers and interested individuals and groups.

1.1 Purpose and Scope

The present report describes the dissemination and communication activities that took place during the last 12 months of the project and presents the tools and channels that were undertaken to accomplish the set objectives for the dissemination and communication of the project.

1.2 Structure of the Deliverable

The document is structured as follows:

- Section 1 serves as an introduction and presents an overview of the project's dissemination and communication phases, as well as the purpose and scope of the present report.
- Section 2 presents the project materials that have been created and used for communication purposes.
- Section 3 presents the project website and reports on its impact.
- Section 4 describes social media activities, while Section 5 reports on dissemination & communication activities performed during the last 12 months of the project.
- Section 6 provides updated information on the defined dissemination and communication and KPIs, to allow for a reflection of the results achieved and the effectiveness of the dissemination and communication efforts undertaken within the project duration.
- Finally, Section 7 presents the conclusions of this deliverable.

2 SOMA Materials

This section provides an overview of the materials created for the promotion of the project during the last period.

2.1 SOMA Infographic

The objective of the SOMA Infographic is to give a step-to-step guide on how members and partners of the SOMA network conduct a collaborative investigation. The Infographic is included in Annex A of this report.

2.2 SOMA Video

We have produced a promotional video for SOMA project with a basic “call to action” aiming to attract members to join the European Observatory against Disinformation and its effort to reduce the risks and threats of disinformation. The video is available on [YouTube](#).

3 SOMA Website

In this section, we describe and report on the impact of the project website which is available under the domain <https://www.disinfoobservatory.org/>.

3.1 Website Overview

As the central node for dissemination purposes and the main dissemination and communication channel, the SOMA official website was built since the early stage of the project (30th of November, 2018). The website serves as a collaboration tool for knowledge, experience and best practice sharing, as well as for results consolidation and dissemination support. The project website is continuously maintained to provide up-to-date information and material of the project deliveries and news. Figure 1 below presents the website’s homepage.



Figure 1: SOMA Website homepage

Moreover, SOMA maintains an active News section, where we upload interesting posts about the project, its results and events, and relevant news and investigations from SOMA related fields. Having a News section is one of the most effective ways to attract visitors, it helps spreading effectively project news, and updates regularly the site, increasing the website’s Search Engine Optimization resulting in higher rankings. Up to now there are around 120 posts available (60 posts in the period M19-M30).

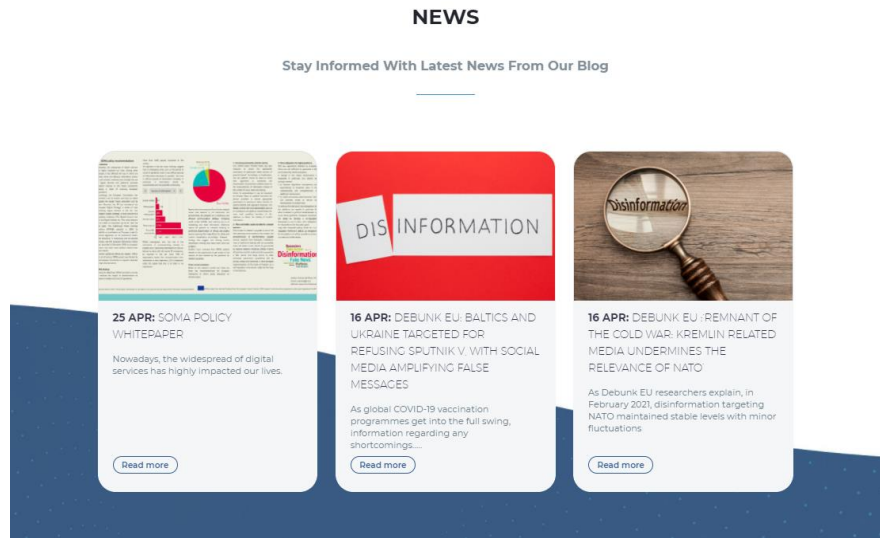


Figure 2: SOMA Posts

In addition, SOMA has a dedicated page for all members who have agreed for their names to be publicly listed as shown below (50 independent organizations and 5 governmental organizations are listed [here](#)). By the time of drafting this report, the Observatory has 100 members featuring 38 think-tanks/research centers/NGOs; 13 fact-checking organizations; 12 companies (9 of which are tech); 11 freelancers; 8 associations/networks of orgs; 7 media literacy organisations; 6 media companies; 5 governmental or state-connected entities.



Figure 3: SOMA Members

Furthermore, SOMA maintains a Resources section where we upload SOMA material (communication material i.e. poster, banner, etc. and public deliverables), publications (i.e. newsletters, press release), training material (i.e. recordings from webinars), policy documents related to SOMA’s field and reports (i.e. links to articles related to disinformation and fact-checking).

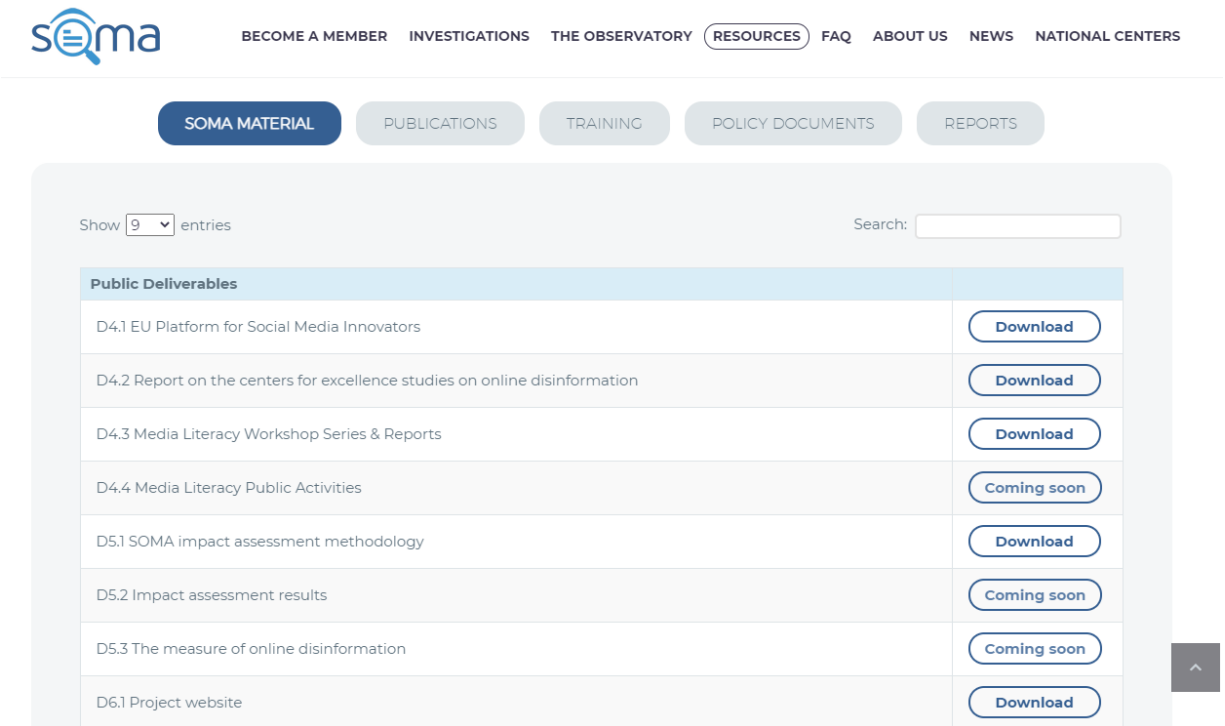


Figure 4: SOMA Resources section

Last but not least, SOMA website has direct links to the websites of the three national centers for excellence studies on online disinformation that have been created by SOMA partners, namely [ALETHEIA](#) (Italy), [EU REMID](#) (Denmark) and [Ellpap](#) (Greece). These centers act as a point of reference for research and discussion around the topics related to disinformation phenomena in contemporary societies within the national/regional stakeholder communities.

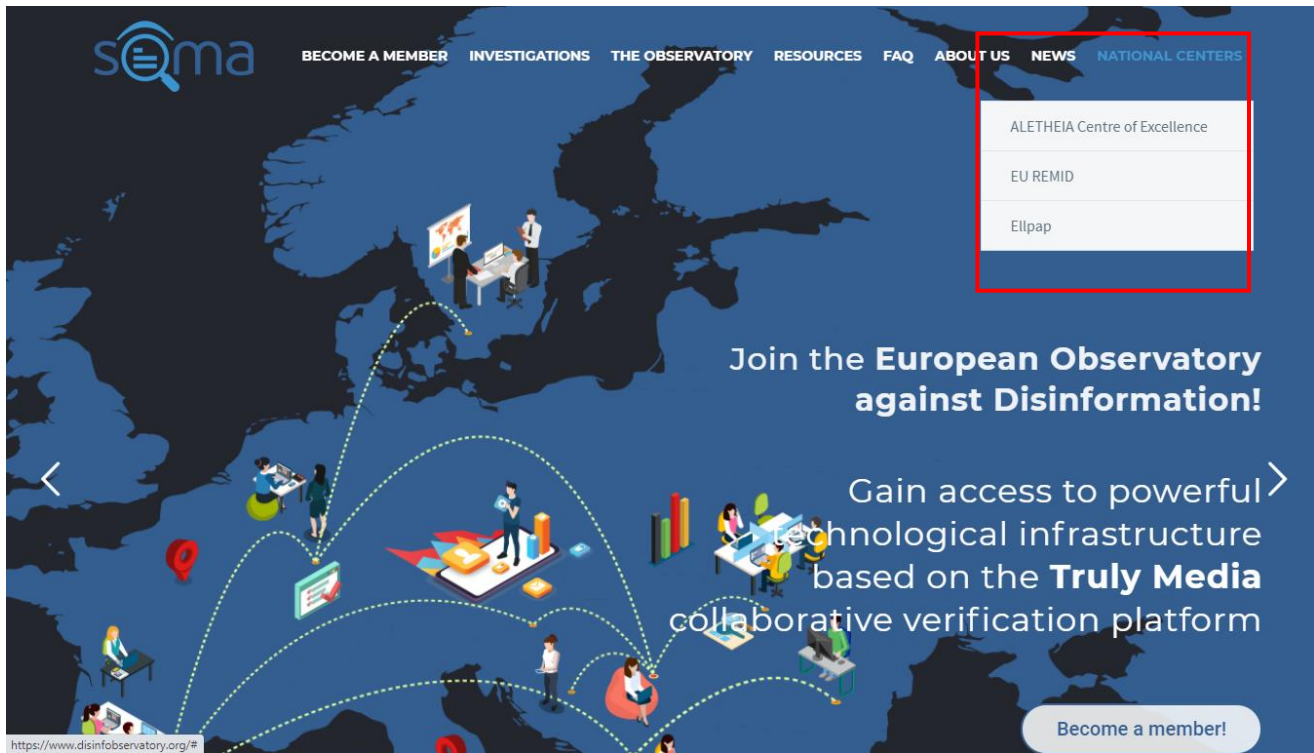


Figure 5: SOMA website- National Centers

3.2 Website Analytics

This section presents figures from the Google Analytics page of the SOMA website for the last 12 months of the project. By the time of editing this report SOMA, a total of 30.782 users visited the website, while the website has a total of 60.502 page views during the last period.

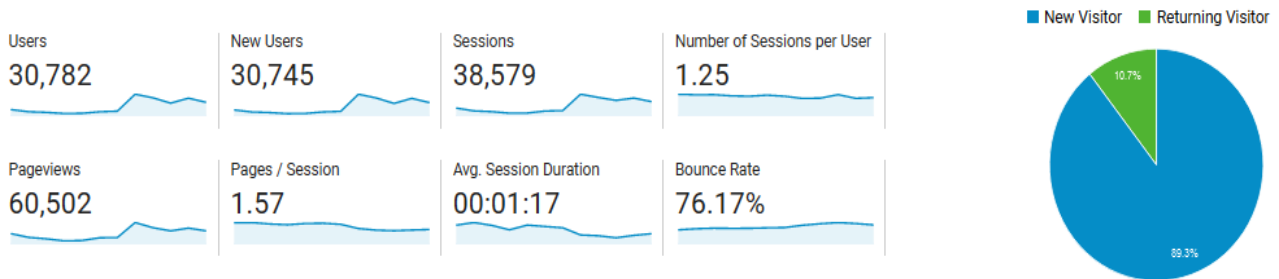


Figure 6: Overview of Google Analytics for the SOMA website (May 2020 - April 2021)

Regarding the geographical distribution of SOMA’s audience, it is interesting to note that SOMA has achieved a wide reach, with website visitors coming from almost all over the world. The top three countries with the most visitors during the last period are Germany, the United States and Italy, as depicted in the Figures below.

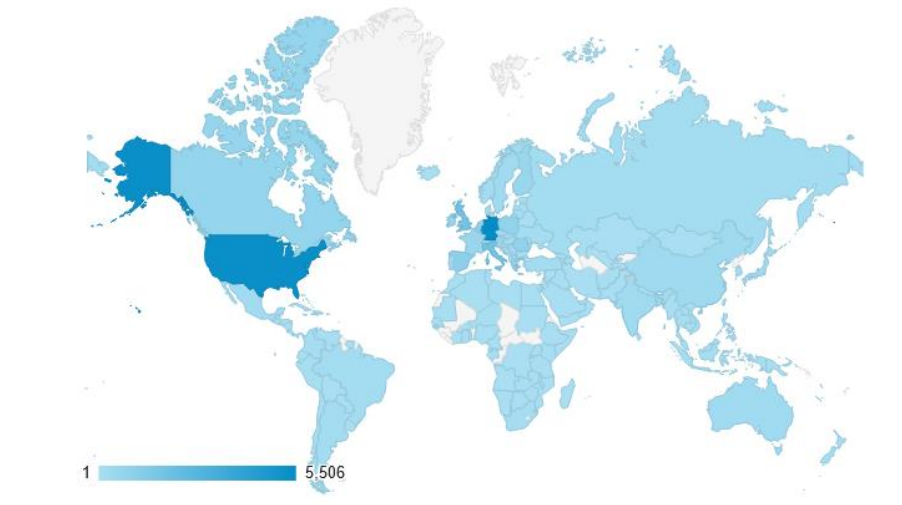


Figure 7: Overview of geographic distribution of SOMA website users (May 2020 - April 2021)

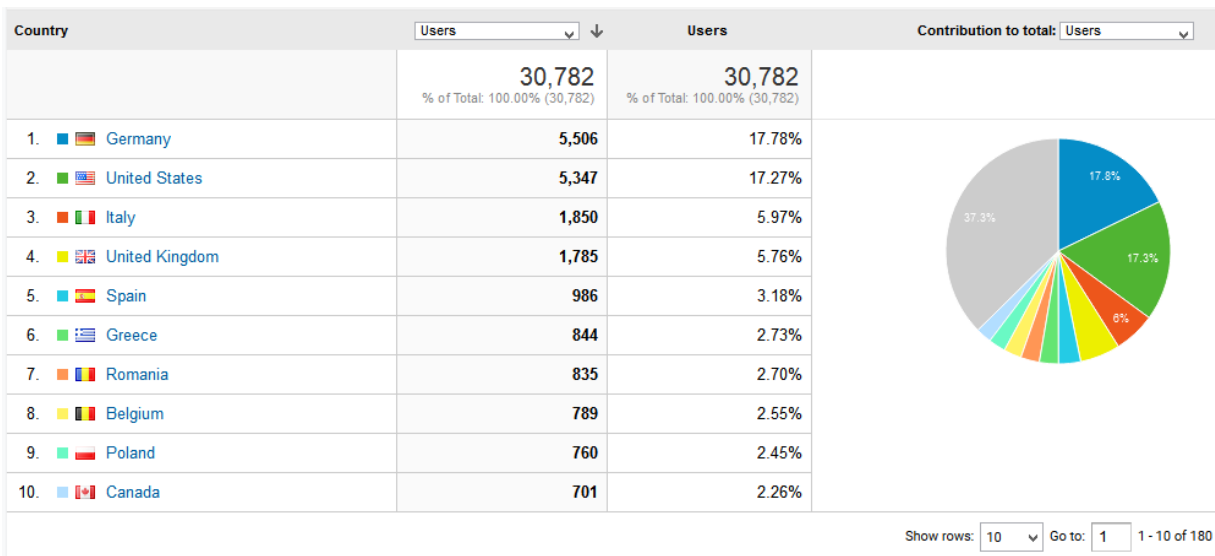


Figure 8: Top 10 countries visiting SOMA website (May 2020 - April 2021)

Through the whole period that the website has been operating, we have a stable number of daily users with increments appearing whenever there is an important project activity. From the beginning until now, a total of 45.342 users visited the website, while the website has a total of 99.980 page views as can be seen in the table below. These numbers show that the website’s performance was splendid and that our website as the main communication channel of the project has managed to fulfil its goal.

Table 2: Overview of reached numbers in SOMA website for M19-M30 and in total

| Website | M19-M30 | Total (M1-M30) |
|-------------------------------|----------|----------------|
| Total Traffic to Website | 30.782 | 45.342 |
| Average time spent on website | 00:01:17 | 00:01:48 |
| Total Sessions | 38.579 | 57.547 |
| Total Pageviews | 60.502 | 99.980 |
| New Visitors | 30.663 | 41.246 |
| Returning Visitors | 3.681 | 6.629 |

4 Social Media Channels

4.1 Twitter

SOMA's Twitter account (<https://twitter.com/SOMAObservatory>) was used as the main digital distribution channel besides the project's website. With its open structure and the cross-linking feature via hashtags, the network offers a very efficient way to reach out to different audiences and connect to people directly.



Figure 9: SOMA's Twitter channel

During the last 12 months of the project, we continued to use this channel both to promote blog posts, new events and other content published on the website as well as to share interesting articles and links around the main topics of SOMA.

Partners used their respective Twitter channels to directly promote events and news concerning SOMA. The SOMA Twitter then functioned as a central hub, retweeting mentions from partners, and ensured a centralized distribution of all news relating to the project.

By the time of editing this report SOMA has posted 223 tweets, has 2.994 new followers and total Twitter reach 488.800 during the last period.

Table 3: Overview of reached numbers in Twitter for M19-M30 and in total

| Twitter | M19-M30 | Total (M1-M30) |
|---------------------------------------|---------|----------------|
| Total Followers | 2.994 | 4.712 |
| Total Tweets | 223 | 542 |
| Total Reach | 488.800 | 1.029.700 |
| Total Traffic to website from Twitter | 1.034 | 2.358 |

By taking a closer look at the SOMA Twitter channel, the overall number of tweets sent during the three years of the project is 542, the total number of followers is 4.712 and the total Twitter reach is 1.029.700 as can be seen in Table 3. These numbers show that Twitter's performance was exceptional and our Twitter account was a very successful communication channel.

4.2 LinkedIn

SOMA' LinkedIn page (<https://www.linkedin.com/company/european-disinformation-observatory-soma>) was used to keep connected with people interested in SOMA's project activities.

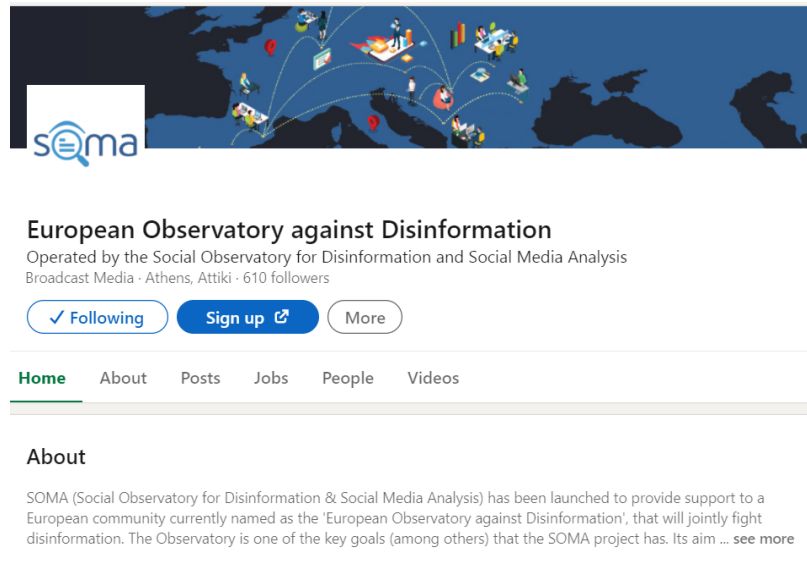


Figure 10: SOMA's LinkedIn page

The page was regularly updated with posts on SOMA's news and events as well as with interesting articles and links around the project's topics. This resulted in people staying informed about the activities of the project and bringing some referral traffic from LinkedIn to the project's website.

During the last 12 months of the project, we were able to reach a number of 324 followers and have shared 167 posts gaining 19.853 impressions. As reflected in Table 4 below, the amount of followers reached throughout the project's duration is 653, which is a very satisfactory number for a network on LinkedIn, while also getting over 32.121 impressions.

Table 4: Overview of reached numbers total in LinkedIn for M19-M30 and in total

| LinkedIn | M19-M30 | Total (M1-M30) |
|--|---------|----------------|
| Total Followers | 324 | 653 |
| Total Post | 167 | 292 |
| Total Reach | 19.853 | 32.121 |
| Total Traffic to website from LinkedIn | 652 | 1.045 |

4.3 YouTube

The project created a channel on YouTube in July 2020. The goal of this channel was to publish and promote the videos that have been created in the framework of the project.

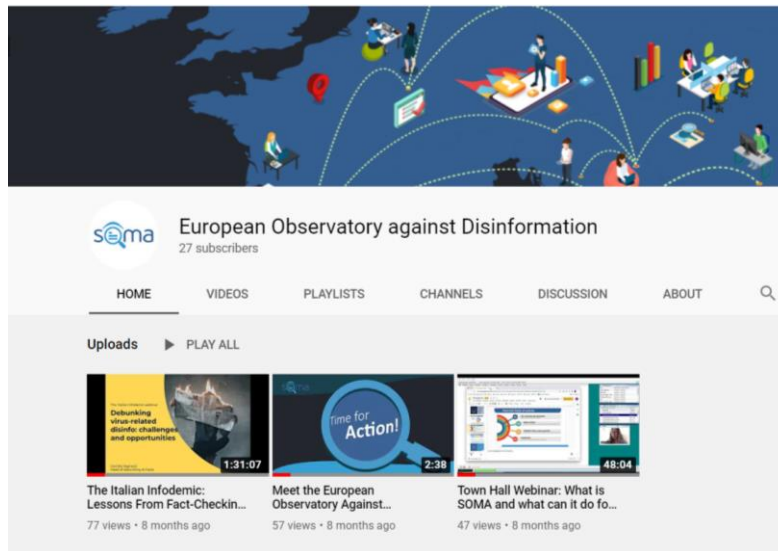


Figure 11: SOMA's YouTube channel

The following videos have been uploaded in the SOMA's YouTube channel:

- Promotional video: Meet the European Observatory Against Disinformation (<https://youtu.be/-Gp6hHODJQ>)
- Workshop recording: The Italian Infodemic: Lessons From Fact-Checking on COVID-19 (<https://youtu.be/VBqoodBUBU4>)
- Webinar recording: Town Hall Webinar: What is SOMA and what can it do for you? (<https://youtu.be/uSONE7588N4>)

Up to date we have 199 views and 28 subscribers.

5 Dissemination & Communication activities

This section summarizes the communication and dissemination activities performed by SOMA partners throughout the last 12 months of the project. These activities are split into the following categories:

- Participation in events
- Organization of workshops and seminars
- Organisation of SOMA’s Final event
- Liaison activities with other related EU funded projects
- Scientific publications
- Newsletters
- Webinars
- Interviews
- Studies

5.1 Participation in Events

It was initially planned that the SOMA project would participate in several events, but due to COVID-19 most events were canceled or organized in a digital format. Even with these limitations, the consortium adapted and attended the events listed in Table 5 below.

The events partners attended had an international reach and audience, the presentations of project results that took place were attended by a significant number of researchers, academics, policy makers, journalists resulting in a widespread and effective dissemination of SOMA and its results.

The activities carried out in these events ranged from presenting SOMA and its strategies on establishing a network supporting the EU’s long-term efforts to build defenses against disinformation, to discussing the collaborative effort of the European Observatory against Disinformation operated by the SOMA project and its successor the European Digital Media Observatory as well as presenting the technological tools made available to the observatory members. In addition, we have managed to host/moderate a session on disinformation in the biggest cybersecurity event in Central and Eastern Europe.

Table 5: List of participation to Events

| Date and Place | Type of participation | Event | Type of the audience | Countries addressed | Partner(s) responsible |
|---------------------|--|--|--|---------------------|------------------------|
| 29/9/2020 Online | Presentation | “Human and societal aspects of the pandemic and beyond: domestic violence, child sexual abuse, infodemic” conference | | Worldwide | ATC |
| 29/9/2020 Online | Moderating Panel “Together against disinformation – Where public sector | CYBERSEC Global 2020 | Researchers, NGOs, private and public sector | Worldwide | ATC |

| Date and Place | Type of participation | Event | Type of the audience | Countries addressed | Partner(s) responsible |
|---------------------|--|--|---|---------------------|------------------------|
| | meets private | | | | |
| 2/12/2020 Online | Talk at the session 'Fake News – The new role of media' | International Digital Security Forum | EC, Academic, Researchers, Journalists, Policy Makers | Worldwide | ATC |
| | Talk at the session 'Fake News – Undermining Democracy' | | | | PP |
| 26/2/2021 Online | Talk at the panel 'Cooperation with fact-checkers and researchers' | Fact-checking and research: Access to data, cooperation with fact-checkers and researchers | EC, Academic, Researchers, Journalists, Policy Makers | EU | PP |

5.2 Organization of workshops and seminars

The following Table lists the events that have been organized by SOMA partners as part of "Stakeholder engagement and Media Literacy" Work Package (4). A detailed analysis of these events is presented in Deliverables "D4.3 Media Literacy Workshops" and "D4.4 Media Literacy Public Activities".

Table 6: Overview of organized events

| Date and Place | Type of event | Event | Type of the audience | Countries addressed | Partner(s) responsible |
|-------------------------|-------------------------------------|--|--|---------------------|------------------------|
| 21/5/2020 Online | Seminar | 'Truth is the first vaccination! Workshop of e-literacy against disinformation about Covid-19 in Europe' | EC, Academic, Researchers, Journalists, Policy Makers | Worldwide | LUISS, T6ECO |
| 4/6/2020 Online | High-level workshop | The Italian infodemic: Lessons from fact-checking on COVID-19 | Researchers, Journalists, Media outlets, fact checkers | Worldwide | PP, ATC |
| 8 & 10/7/2020 Online | High-level workshop | Town Hall webinar: What is SOMA and what can it do for you? | Researchers, Journalists, fact checkers | Worldwide | PP, ATC |
| 8/10/2020 Online | Seminar | SOMA platform for collaborative verification | SOMA members (Academics, Fact-checkers, Researchers, Journalists, Policy Makers) | Worldwide | ATC |
| 11/2/2021 Online | Seminar | SOMA workshop on online disinformation | Academic, Researchers, Policy Makers | Worldwide | AU |

5.3 Organisation of SOMA's Final event

SOMA's closing event '**Countering disinformation: strategies, policies, research**', was organized online, on Wednesday April 21st 2021, at 14.00-18.30 CET, representing an occasion to gather international experts to discuss the latest developments in the field of disinformation and present activities that are geared against it. The sessions of the event were the following:

- Democratic creative destruction & how we can build back better together
- Research on disinformation: recent achievements and future challenges
- Disinformation Investigations: Trends and Techniques
- Policy, regulation and business models: disinformation as a multidimensional challenge for our societies
- Four reasons why Social Media make us vulnerable to manipulation
- The role of the online platforms

More information about the event can be found [here](#).

A detailed analysis of the event is presented in Deliverable "D4.4 Media Literacy Public Activities".

5.4 Liaison activities with other related EU funded projects

In order to ensure complementarities and in the interest of maximizing benefits, synergies have been established between existing projects and initiatives. This ensures that information is exchanged among the projects on workshops and networking events. SOMA has established linkages with the following projects that have similar topics to SOMA:

Table 7: Liaison activities

| Project Name | Project website | Type of collaboration |
|--------------|--|---|
| MEDIAROAD | https://www.mediaroad.eu/ | Shared dissemination calendar |
| PROVENANCE | https://www.disinfobservatory.org/about-us/ | |
| SOCIAL TRUTH | | |
| EUNOMIA | | |
| WEVERIFY | | |
| REINFORCE | https://www.reinforceeu.eu/ | Exchange of news regarding the project's activities |
| EDMO | https://edmo.eu/ | Exchange of news regarding the project's activities |
| EUNOMIA | https://www.disinfobservatory.org/misinformation-hunting-eunomias-first-pilot-is-a-competition-participate-to-test-your-skills-in-spotting-misinformation/ https://eunomia.social/ | Exchange of news regarding the project's activities |
| Co-inform | https://coinform.eu/ | Integration of tools, run a co-collaborative workshop where we test our tools with journalists. |
| Fandango | https://fandango-project.eu/ | Exchange of news regarding the project's activities |

5.5 Scientific publications

During the last 12 months of the project, project partners submitted 8 publications in relevant journals and books as presented in the following Table.

Table 8: List of SOMA Publications

| Partner | Type of Publication | Link | Title | More info |
|---------|---------------------------------------|---|--|--|
| AU | Book | https://unipress.dk/udgivelser/d/data | DATA | Tænkepause (available June 7, 2021), Aarhus University Press; ISBN 978 87 7219 296 3; author: Anja Bechmann |
| AU | Journal article | https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3776140 | Different types of COVID-10 misinformation have different emotional valence on Twitter | under review; authors: Charquero Ballester, Marina; Walter, Jessica G., Nissen, Ida A.; & Bechmann, Anja |
| AU | Journal article | | Enhancing transparency in fact-checking databases: A methodology applied to COVID-19 misinformation | under review; authors: Nissen, Ida A.; Walter, Jessica G., Charquero Ballester, Marina & Bechmann, Anja |
| AU | Journal article | https://psyarxiv.com/v45bk/download | Partisan Polarization is the primary psychological motivation behind “fake news” sharing on Twitter | accepted in <i>American Political Science Review</i> (2021); authors: Osmundsen, M., Bor, A., Vahlstrup, P.B., Bechmann, A. & Petersen, M.B. |
| AU | Journal article | https://doi.org/10.1080/21670811.2020.1773887 | Tackling Disinformation and Infodemics Demands Media Policy Changes | published in <i>Digital journalism</i> , 1-13; author: Anja Bechmann |
| AU | Book section | | Performance analysis of fact-checking organization and initiatives in Europe: a critical overview of online platforms fighting fake news | in: <i>Disinformation and Digital Media as a Challenge for Democracy</i> . ed. / Georgios Terzis; Dariusz Kloza; Elzbieta Kuzelewska; Daniel Trottier. Cambridge: Intersentia. (European Integration and Democracy Series, Vol. 6), 217-246 authors: Pavleska, T., Školkay, A, Zankova, B, Ribeiro, N & Bechmann, A. |
| AU | Book section | https://link.springer.com/content/pdf/10.1007/978-3-030-16759-2_18.pdf | Big Data: A Focus on Social Media Research Dilemmas | in: <i>Handbook of Research Ethics and Scientific Integrity</i> , 427-444; authors: Bechmann, A. & Kim, J.Y. |
| LUISS | Submitted to Applied Network Science. | - | Characterizing Networks of Propaganda on Twitter: a Case Study. | Guarino, S., Trino, N., Celestini, N., Chessa, A., & Riotta, G. (submitted 2020, February). |

| Partner | Type of Publication | Link | Title | More info |
|---------|---------------------|------|-------|-----------|
| | Springer, Cham. | | | |

5.6 Newsletters

Every three months SOMA produces a Newsletter displaying the news of the project. Newsletters are distributed to contacts provided by each partner as well as to the Observatory members. During the last period of the project, we have published three newsletters. The Newsletters are available here <https://www.disinobservatory.org/resources/#publications>. Up to now 325 people have been subscribed to the SOMA Newsletter.

5.7 Interviews

In order to spread the information about the project activities, SOMA conducted the following interviews:

- 26th November 2020: SOMA'S Project Coordinator, Dr. Nikos Sarris was invited to present SOMA and its tools for detecting disinformation, at the podcast '[The misinformation researchers](#)', hosted by Asimina Michailidou at ARENA Center for European Studies in the University of Oslo.
- 30th June 2020: Prof. Dr. Anja Bechmann was invited to speak on the event "Infodemiology" organized by the WHO about "Social Media & Collective behavior: a media science perspective".
- 18th January 2021: Prof. Dr. Anja Bechmann gave an interview about the freedom of opinion and the Twitter policy to lock down users for MEDIWATCH represented by Louise Wendt Jensen; <https://finans.dk/erhverv/ECE12696352/twitterforbud-det-handler-ikke-om-ytringsfrihed/?ctxref=ext>; Twitterforbud: "Det handler ikke om ytringsfrihed" (policywatch.dk); This interview was also brought in Finans, Policywatch.dk and ITwatch.dk.

5.8 Study

T6 Ecosystems, partner of the SOMA Observatory and funding member of the Aletheia Centre of Excellence, set up a study aimed at analysing the role of the information sources in the emergency for COVID 19. The study aimed at evaluating the impacts and consequences on people's behaviours caused by information sources influence. The analysis followed the work implemented in SOMA by T6 Ecosystems work on impact assessment of disinformation. The survey has been conducted with the support of the Luiss Data Lab through the collaboration established within SOMA and Aletheia. The full report with final results (*The role of information in the emergency COVID 19 impacts and consequences on people's behaviours. An Italian survey, April 2020*) is available [here](#).

6 Dissemination & Communication Impact assessment

This section deals with assessing the impact of the performed dissemination and communication activities by comparing their quantitative indicators against the Key Performance Indicators (KPIs). Based on the KPIs and considering the dissemination and communication efforts undertaken by the project these three years, the following table presents the effectiveness of these activities throughout the project duration. The “orange” status indicates that the target KPI has been partially achieved, while the “green” status indicates that the target KPI has been achieved.

Table 9: KPI’s tracking for M1-M30

| Key Performance Indicator | KPI target Y1-Y3 | KPIs M1-M30 | Status |
|---|-----------------------------|--|--------|
| Create communication materials based on a standardized house style | | | |
| No. of produced brochures | 1 | 1 | |
| No. of produced posters | 1 | 1 | |
| No. of produced banners | 1 | 1 | |
| Online presence: Develop and maintain the official focal point/Present project-related information, incl. progress & results | 35K | 45.342 visitors | |
| Owned Media: Exploit social media to drive traffic to the web site and reach out to a wide range of communities | 3K | Twitter: 4.712 followers LinkedIn: 653 followers YouTube: 28 subscribers | |
| Newsletter: Development of quarterly newsletters describing the evolution of the project | 3K | 325 subscribers | |
| Publications: Papers and articles at conferences and journals | 3 | 10 | |
| Community: Communication with Newspapers, platforms, broadcasters,... | 300 | 4000 | |
| Press Releases: Announcements on a regular basis alongside the project results/Press Releases | 12 | 60 | |
| Event Exposure: Presentation of project results in key events at national, regional and EU level | 20 | 28 | |
| Conferences: Join the discourse on the role of Social Media / Promote the findings of the Observatory | 2 | 2 | |
| Workshops: Bring together media organizations, fact checkers, experts & academics | 10 | 11 | |
| Design specific branding elements to formulate a unique identity for the project | Logo, presentation template | | |

While for one key performance indicator the relevant actual value is below the threshold set at the beginning of the project – namely for the number of subscribers to SOMA’s newsletters – the overall outreach of the dissemination and communication was very successful. The project has achieved all its key dissemination and communication goals and in some cases (online presence: website and social media) has exceeded the expectations.

7 Conclusions

This deliverable, D6.4 Dissemination Report v2, is part of the WP6 “Dissemination and Sustainability Planning” and has provided information regarding the project’s dissemination and communication activities during the last 12 months of the project (May 2020 - April 2021). An overview of the related communication tools and communication/dissemination activities that have been used in order to disseminate the project’s results were presented.

In general words, and after two and a half years of the project, we can conclude that the overall performance of SOMA with regard to the initial targets set by the consortium is successful. The dissemination and communication activities focused to reach stakeholders from all the different target audiences (fact-checkers, media organizations, researchers, social media innovators and policy makers, who are active in the fact-checking field). These target audiences were approached through participation at various events and by organizing a set of activities to share best practices in the misinformation/disinformation field. But also through channels such as the project website and social networks as well as newsletters and other communication material, which enabled us to spread information about SOMA and to connect to fact-checkers and interested individuals and groups.

8 Annexes

Annex A - SOMA Infographic

The infographic is titled "SOMA HOW TO CONDUCT A COLLABORATIVE INVESTIGATION". It is divided into four main horizontal sections: 1. IDENTIFY YOUR INVESTIGATION'S TOPIC, 2. AGGREGATE, ORGANIZE & ARCHIVE CONTENT, 3. COLLABORATE IN REAL-TIME, and 4. VERIFY!. Each section contains icons and text describing the capabilities of the SOMA platform.

IDENTIFY YOUR INVESTIGATION'S TOPIC

- Discover SOMA's current & past investigations** (Icon: Magnifying glass over a document)
- Monitor social media content from a variety of sources** (Icon: Smartphone with speech bubbles)
- Perform advanced searches through several filters: time, source, language, and keywords** (Icon: Search bar with magnifying glass)

AGGREGATE, ORGANIZE & ARCHIVE CONTENT

- Create thematic collections of content for your investigations** (Icon: Checkmark)
- Annotate existing content with notes and tags** (Icon: Checkmark)
- Add new content (social media posts, webpages, files) either by URL or by uploading media files** (Icon: Checkmark)

COLLABORATE IN REAL-TIME

- Create common workspaces & assign 'working teams'** (Icon: Group of people)
- Chat with your team through direct messaging & group chats** (Icon: Speech bubbles)
- See what your team members are doing in real-time** (Icon: Clock)
- Coordinate your team, assign tasks, monitor an investigation's progress & all actions taken by each team member** (Icon: Network diagram)

VERIFY!

- Use advanced features for image analysis that allow flipping, magnifying, cropping, or annotating parts of the image** (Icon: Image with crop and zoom symbols)
- Annotate videos, extract & save keyframes** (Icon: Video player with play button)