

# Syria in Global Media 1

Representation of Syria in international digital media and social media  
10.3.2015 – 10.9.2015



# Key findings

## Digital & Social media

### Digital media

- Terrorism had the biggest share of the media coverage getting 4176 hits during the period of analysis, 30% of the total coverage on Syria. Terrorism and conflict categories comprised 46% of all coverage.
- Biggest spikes came from terrorism actions made by ISIS or military actions made by the Syrian Regime army.
- Among the least covered topics were women (1% of total), humanitarian aid (2%) and peace (3%).
- Articles were often short and covered only one aspect of the ongoing situation lacking deeper presentation of events.
- Media was in many cases reporting according to its home country's geopolitical position and policy on Syria.
- Syrian media (both opposition and loyalist) has little reach outside Syrian audiences. As such there is a "disconnect" between the Syrians and the international media discourses.
- ISIS received a lot of media coverage and there are examples of ISIS receiving media attention at the expense of other themes such as humanitarian aid and refugees, and the suffering of civilians.
- Coverage on refugee topic increased from 7% to 23% after the refugee crisis started reaching Europe in August 2015. Proximity of the impact of refugee issue to Europe seems to increase media's interest in the issue.

### Social media

- Total amount of posts in all search agents was 1 495 470. Out of these posts, 1 000 340 were unique. This means that almost 500 000 posts appeared in more than one search agent.
- Terrorism had the biggest share of social media coverage getting over 300 000 mentions during the period of analysis.
- Opinions in publications were often extremely one-sided.
- Conversation on humanitarian aid and refugees was broader in social media than it was in digital media but still was not so visible due to large amount of bot-posts and overall amount of conversation.
- In many cases there were small groups with clear political agendas posting content on Twitter or Facebook.
- Attention of the social media posts on refugees increased from 12% to 31% after the refugee crisis started reaching Europe in August 2015.
- Social media posts on Syria are challenging to track reliably due to a large amount of bots and ideological posting by different groups.

# Content of analysis

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## Background of the study

### The big picture

- Heatmap
- Syria & Ukraine in US media
- Search agents combined
- Top sources
- Search agents share of voice
- Counterparts

### Content of some of the search agents

- Women
- Peace
- Children
- Refugees
- Politics
- Conflict
- Terrorism

### Comparing the search agents

- Conflict, Terrorism, Peace & Politics
- Conflict, Terrorism & Humanitarian Aid
- Conflict, Terrorism & Refugee

## Examining top sources

- Daily Sabah
- Sputnik International
- Xinhua News
- The Washington Post
- BBC
- The Times of India
- France24
- VICE News

## Social media

- Heatmap
- Syria & Ukraine in social media
- Comparing social media
- Search agents combined
- Highlights
- Top Twitters & Channel spread
- ISIS on Twitter
- Counterparts
- Refugee August 10th – September 10th
- Highlights
- Comparing counterparts in digital and social media
- Refugees in digital and social media

## Conclusions

# Background information

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## PURPOSE OF THE STUDY

Analysis serves as a prototype for the next media studies in terms of tools, outcomes, method and visual technique. It will explore the priority areas covered in international media relating to the Syrian crisis and investigate the ways in which the international media including social media shapes the current conflict and peace possibilities in Syria.

Analysis will shed a light on following questions:

- What is the media discourse of the international media and social media like on Syria during the time chosen for the study?
- How many articles weekly/monthly per media are produced?
- Who writes about Syria and what according to a country or media outlet?
- What are the main themes on Syria circulated in the international media?
- Which types of content concerning Syria circulate in the international social media?
  - Does the international social media reflect the Syria related content of the mainstream media outlets?

## EXPLAINING THE SEARCH AGENTS

Boolean algorithm was used to search out relevant articles.

The number of Syria related articles is extremely high so in order to narrow them down to the most relevant ones only the article titles were taken into account.

For example in "Terrorism" search agent term Syria was combined with terms like "Islamic State", ISIS, IS, ISIL, terrorist, terrorism, Al-Nusra, Al-Qaeda, suicide bomb and ISIS recruitment (words like Syria, IS and recruit\* had to appear in the same title).

Also all the inflected forms are present, for instance Syria's and Syrian.

Same search algorithms were used in both digital and social media.

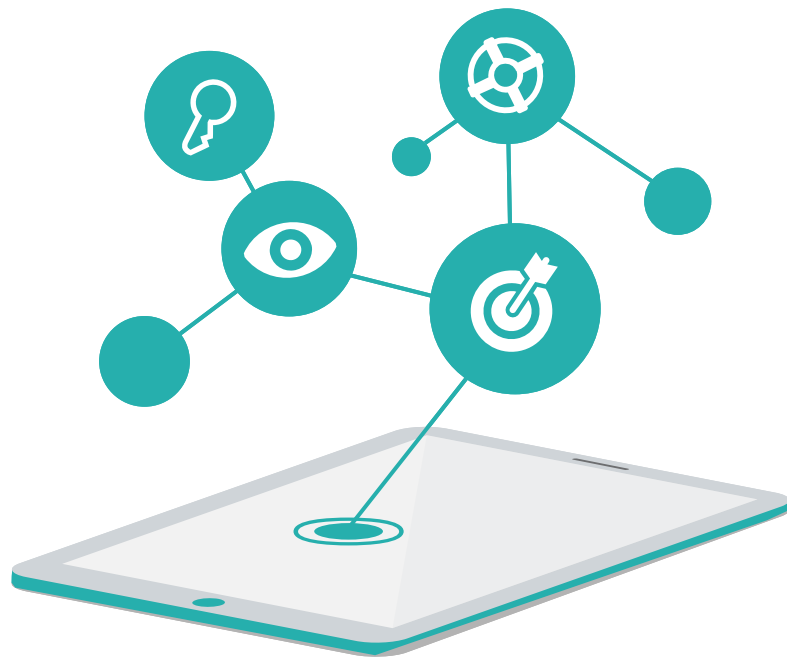
# Digital media



Explaining the search agents

# Metodology behind the Study

- Time period of the analysis is 10.3.2015 – 10.8.2015.
- Digital and social medias were first analyzed separately and then compared between each other.
- The amount of Syria related articles is extremely high so in order to narrow down search results, only the article titles were taken into account.
- Eleven “search agents” were made to cover different aspects of conflict, they were: Terrorism, Conflict Regime, Opposition, Politics, Refugees, Kurds, Children, Peace, Humanitarian aid and Women. Those were comprised from search word groups.
- Same search agents and algorithms were used in both digital and social media.
- Search agents were created on our Fairhair media monitoring platform using Boolean search algorithms.



# Digital media

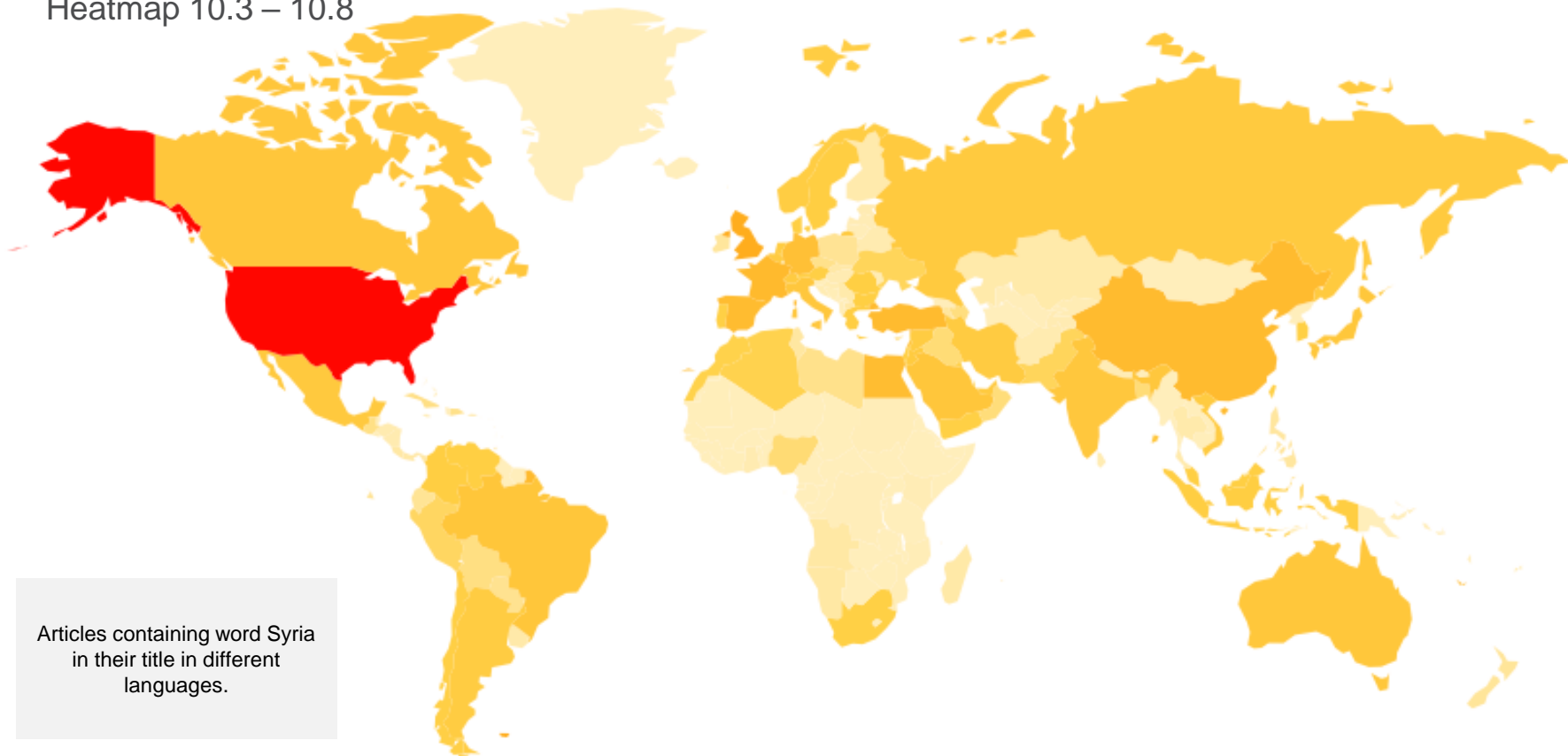


The big picture

# Digital media

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Heatmap 10.3 – 10.8

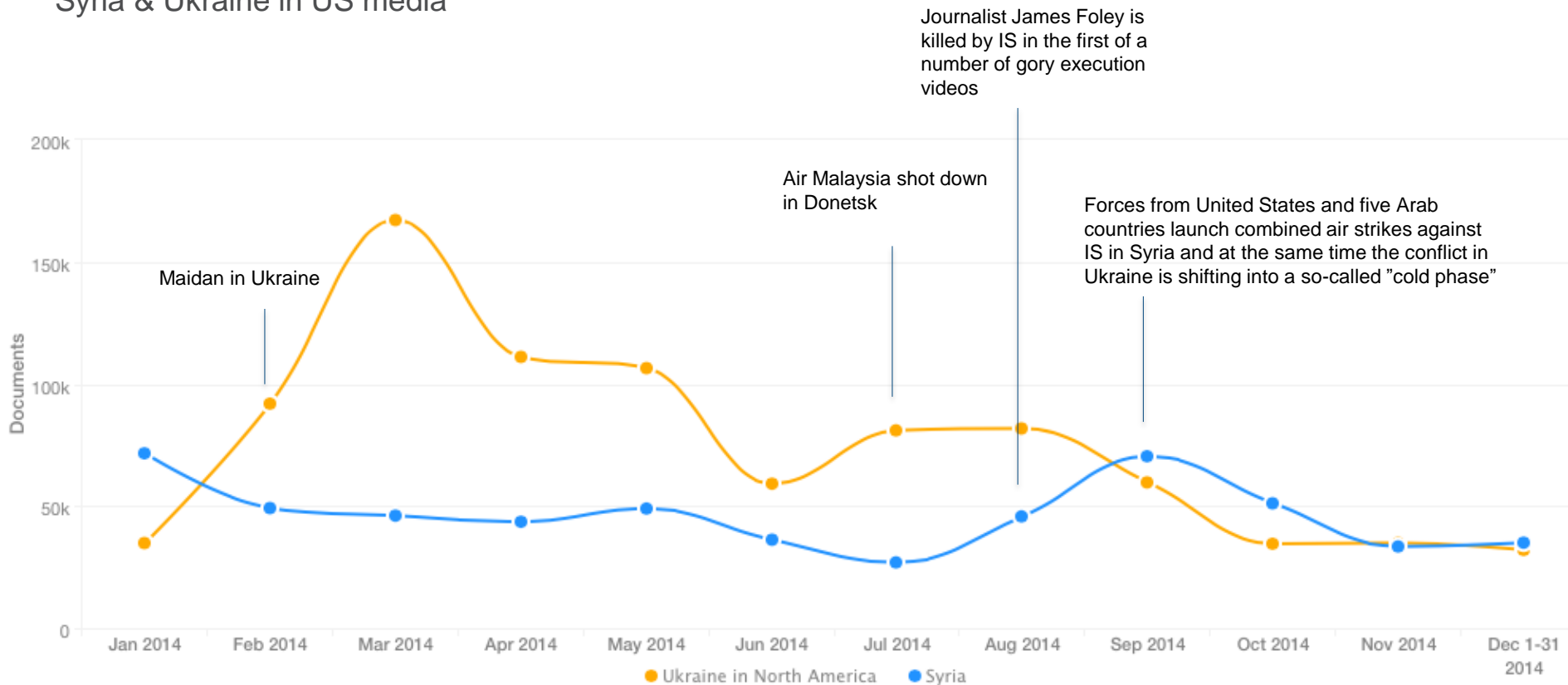


Articles containing word Syria  
in their title in different  
languages.



# Digital media

## Syria & Ukraine in US media

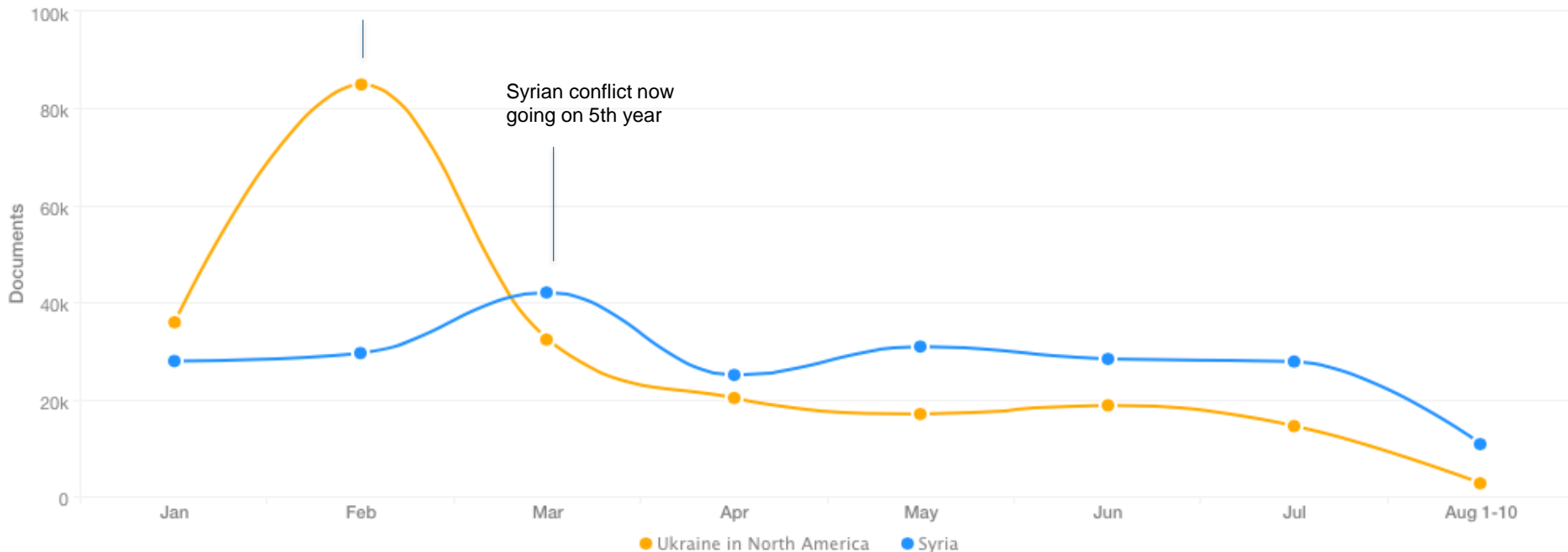


# Digital media

## Syria & Ukraine in US media

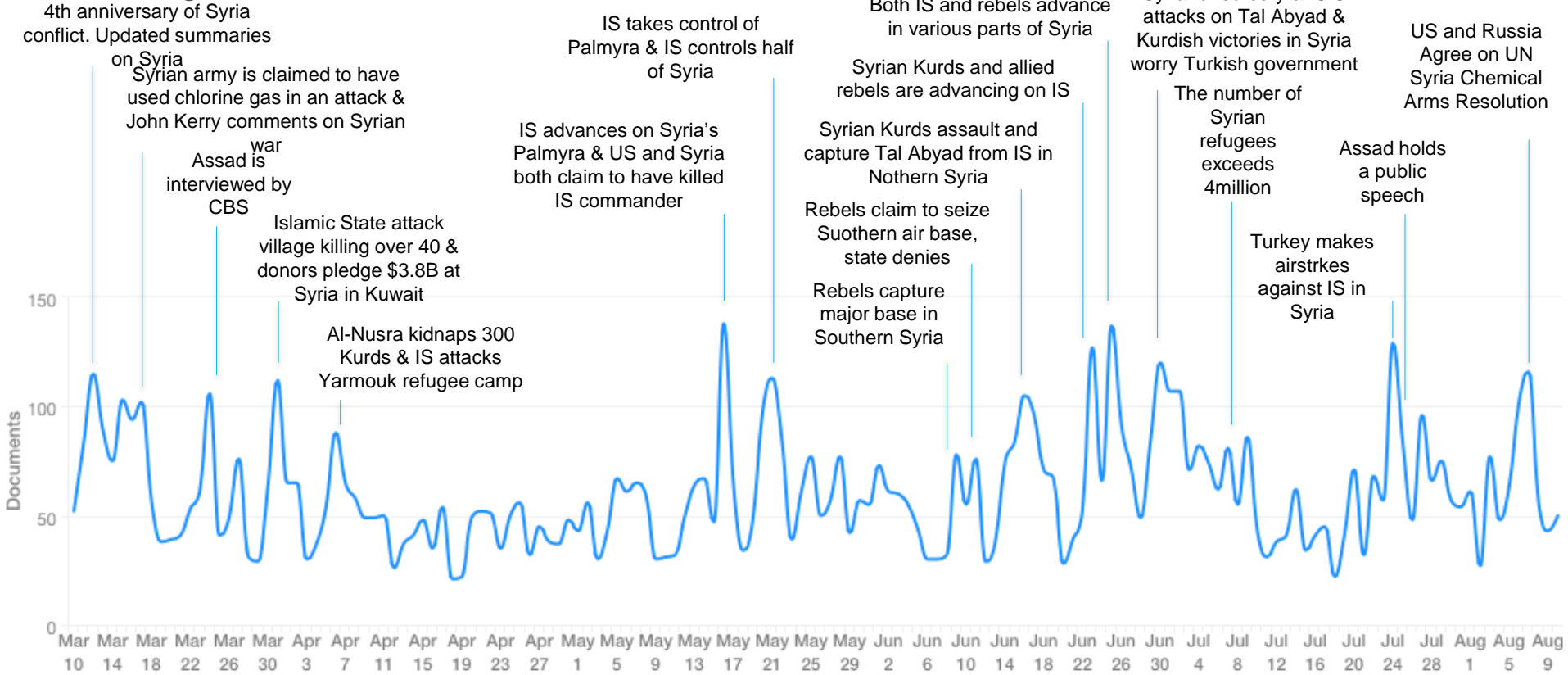
1st anniversary of  
Maidan & IMF reveals  
its 40 billion bailout  
package for Ukraine

Syrian conflict now  
going on 5th year



# Digital media

## Search agents combined on the same timeline



# Digital media

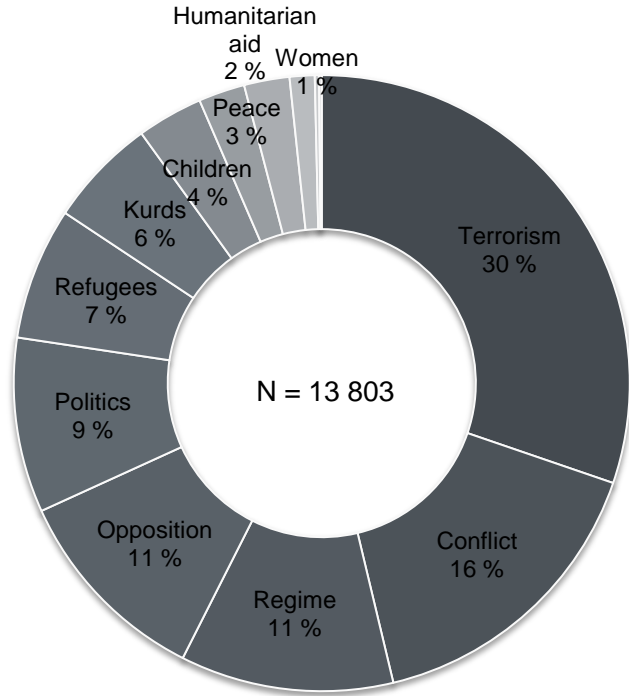
## Top sources

	MEDIA	HITS
1	The Daily Star Lebanon	726
2	Thomson Reuters Foundation	719
3	Fars News Agency	632
4	Daily Sabah	333
5	The Peninsula Qatar	317
6	Ynetnews	311
7	Syrian Arab News Agency	303
8	Today's Zaman	295
9	The Daily News	278
10	Sputnik International	258
11	The Guardian	244
12	Assyrian International News Agency	221
13	The Independent	216
14	Xinhua News	214
15	Arutz Sheva	213
16	The Washington Post	199
17	Stars and Stripes	198
18	The Denver Post	191
19	The Jordan Times	184
20	BBC News	176

	MEDIA	HITS
21	Gulf Times	153
22	The Telegraph	150
23	CNN International	147
24	The Times of Israel	140
25	Saudi Gazette	137
26	Daily News & Analysis	136
27	Ammon News	129
28	Al Jazeera English	127
29	Israel News - Haaretz	120
30	The Times Of India	103
31	Independent.ie	97
32	Hindustan Times	94
33	Bloomberg	80
34	Al Jazeera America	77
35	The Hindu	77
36	France24	72
37	Arab News	65
38	Russia Today	58
39	VICE News	58
40	The Daily Star	53

# Digital media

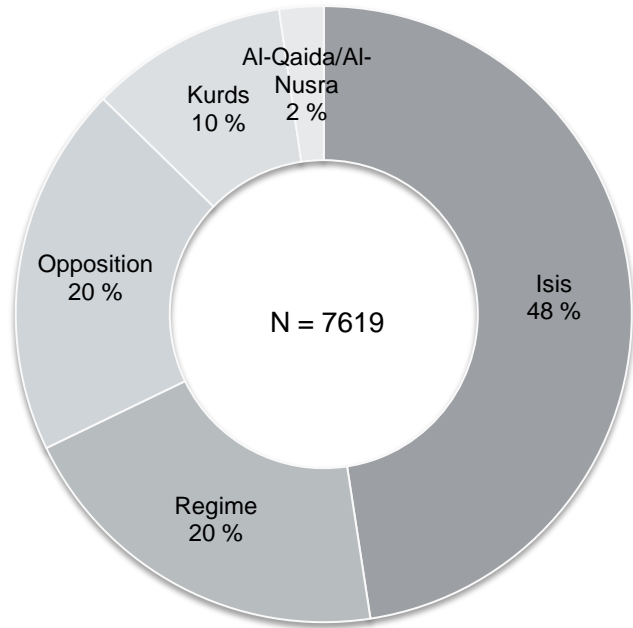
## Search agents share of voice



- Total amount of articles was 13803. Out of these articles, 9368 were unique. This means that 4435 articles appeared in more than one search agent.
- Terrorism had the biggest share of media coverage getting 4176 hits during the period of analysis.
- Regime and opposition had almost the same amount of hits opposition getting 1483 hits and regime 1544 hits.
- Terrorism and conflict had almost half of all the media coverage, 46 percent and 6386 hits.
- Media coverage of foreign fighters and economy was 0 percent as foreign fighters had 19 hits and economy had 39 hits.

# Digital media

## Counterparts



### ISIS (n=3 625)

Top sources: 1. Reuters (286 hits), 2. Daily Star Lebanon (249 hits), 3. Fars News Agency (199 hits), 4. Assyrian International News Agency (147 hits), Ynetnews (135 hits).

### REGIME (n=1 544)

Top sources: 1. Fars News Agency (349 hits), 2. Daily Star Lebanon (164 Hits), 3. Reuters (139 hits), 4 The Peninsula Qatar (85 hits), 5. Daily Sabah (54 hits).

### OPPOSITION (n=1 483)

Top sources: 1. Daily Star Lebanon (174 hits), 2. Reuters (123 hits), 3. Fars News Agency (100 hits), 4. Sputnik international (65 hits), 5 Stars and Stripes (61 hits).

### KURDS (n=790)

Top sources: 1. Daily Star Lebanon (92 hits), 2. Today's Zaman (68 Hits), 3. Reuters (51 hits), 4. Assyrian International News Agency (45 hits), 5. Daily Sabah (38 hits).

### AL-NUSRA / AL-QAEDA (n=177)

Top sources: 1. Fars News Agency (44 hits), 2. The Telegraph (13 hits), 3. Daily Sabah (13 hits), 4 Sputnik International (12 hits), 5. Independent (9 hits).

# Digital media



Content of the search agents

# Digital media

## Women

British woman detained in Turkey on suspicion of travelling to Syria conflict zones

Turkey deports Syria-bound British woman

Syrian Islamists exchange 25 women and children prisoners for commander

In Iraqi malls, Syrian women work jobs spurned by locals

ISIS frees 2 Christian women held in Syria

Isis beheads two women in Syria for sorcery

More than 40 women and girls believed to have fled UK for Syria in 12 months

Police arrest woman at Birmingham airport on suspicion of 'travelling to Syria to engage in terrorism'





# Digital media

## Women

### The INDEPENDENT

Syria conflict: With the men away fighting, women take the mantle of community leaders in Lebanon's refugee camps



Forced to leave their homes in war-torn Syria, and with men away, women are taking on the mantle of community leaders

EMMA GATTEN | BEKAA VALLEY, LEBANON | Saturday 09 May 2015

SHARE TWEET SHARE REDDIT IN SHARE Shares: 392

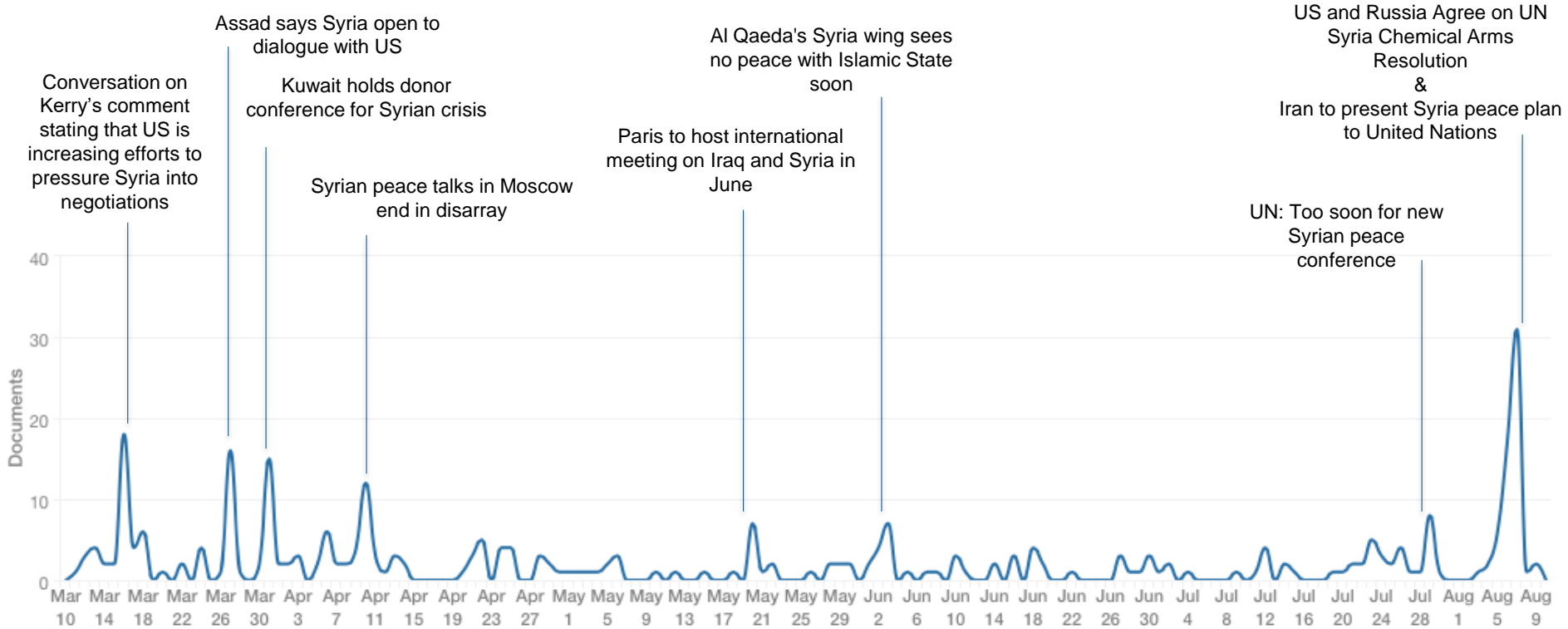
- As seen in the previous slide, the major news spikes came from articles about women trying to get to Syria and join IS.
- Total of 181 articles was published during the period of analysis. 1% of the total coverage on Syria.
- There were also news spikes regarding the violence towards Syrian women.
- There were also single articles describing how Syrian women are getting by. For example several medias wrote on Syrian women working in malls and Independent wrote article on how "women take the mantle of community leaders" in refugee camps.
- British media appears to be interested in the situation of Syrian women as The Independent, The Guardian and BBC are all in the top ten list.
- Organisations like The Syrian Observatory for Human Rights and The UN Refugee Agency had a lot of influence on media since many of the articles were referring to

15	The Independent
13	The Daily Star Lebanon
10	The Guardian
9	Syrian Arab News Age
7	Xinhua News (Eng.)
7	Saudi Gazette
7	The Peninsula Qatar
6	BBC News - England
6	The Washington Post
6	Daily Sabah

- Many of the topics covered by Syrian Arab News Agency were not found in other medias.

# Digital media

## Peace



# Digital media

Peace



## Al-Jaafari says Syrian government's assessment of Moscow meeting "positive"

10 April, 2015

**The Washington Post**

## *Syrian Peace Talks in Moscow End in Disarray*

By THE ASSOCIATED PRESS APRIL 10, 2015, 10:04 A.M. E.D.T.

- 56 Syrian Arab News Agency
- 27 Thomson Reuters Foundation
- 23 The Daily Star Lebanon
- 21 Fars News Agency (Iran)
- 15 Sputnik International
- 15 Xinhua News (English)
- 15 Ynetnews
- 14 Daily Sabah
- 11 The Peninsula Qatar
- 11 The Daily News

Above: Syrian Arab News Agency and The Washington Post write an article on the same topic.

To the right: US Secretary John Kerry's comment ignited articles about possibilities for peace treaty in Syria.

To the left: Top medias writing on peace in Syria. More details on the next slide.



## Syria civil war: Is it too late for a peace deal?

By Kim Ghattas  
BBC News, Washington

© 17 March 2015 | US & Canada



On the fourth anniversary of the Syrian civil war, controversial comments by US Secretary of State John Kerry have put the focus back on Washington's lack of a clear strategy.

### Syria's war

Syria: The story of the conflict



# Digital media

## Peace



### **Kerry says agreed with Russia over UN resolution on Syria chemical weapons**

Source: Reuters - Thu, 6 Aug 2015 14:42 GMT

Author: Reuters

[MORE ON WAR & CONFLICT](#)

[MORE ON AID AND DEVELOPMENT](#)

(Adds no objections raised at UN, eighth paragraph)

KUALA LUMPUR, Aug 6 (Reuters) - U.S. Secretary of State John Kerry said on Thursday he had reached an agreement with his Russian counterpart on a draft U.N. resolution aimed at identifying the perpetrators of chemical weapons attacks in Syria.

"We also talked about the UN Resolution and indeed I believe reached an agreement that should try to see that resolution voted on shortly, which will create a process of accountability which has been missing," Kerry told reporters after meeting Russian Foreign Minister Sergei Lavrov on the sidelines of a regional forum in Malaysia.

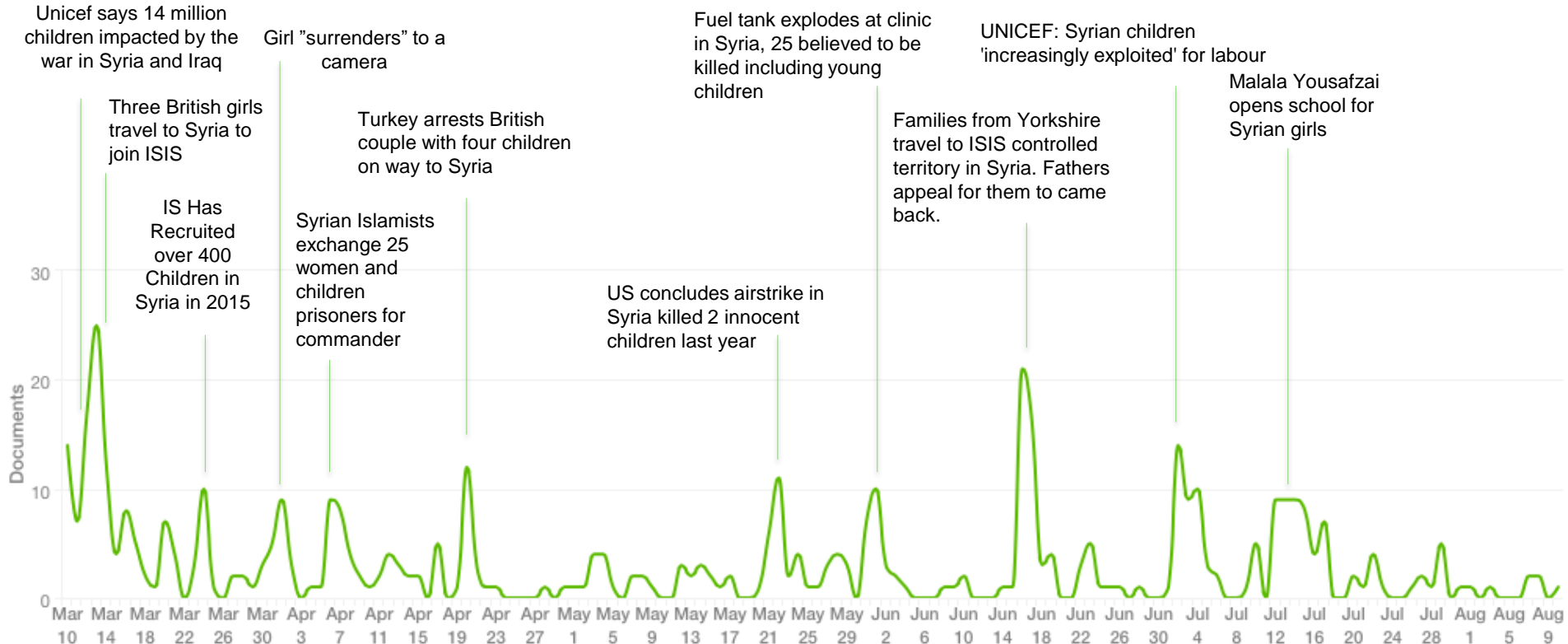
Diplomats say the United Nations Security Council is likely to vote on Friday on a U.S. proposal to ask U.N. chief Ban Ki-moon and the global chemical weapons watchdog to assemble a team of investigators to lay blame for toxic gas attacks in Syria.

Attributing responsibility for chemical weapons attacks would pave the way for action by the 15-member Security Council. The body has already threatened consequences for such attacks, which could include sanctions.

- Total of 336 articles was published during the period of analysis. 3% of the total coverage on Syria.
- As seen in the previous slide, major news spikes came from Secretary John Kerry's comments (expalined in more detail on "politics" search agent) and US & Russia agreeing on UN Syria Chemical Arms Resolution.
- UN Special Envoy for Syria Staffan de Mistura had a lot of media coverage in peace related articles throughout the time span of analysis.
- Syria, Iran & Russia all made the top ten media list, partly because of peace conference in Moscow. In addition, Russian media published several articles underlining Russia's own importance in achieving a resolution on Syria, for example: <http://sputniknews.com/politics/20150619/1023571032.html>
- Search agent displays clearly how differently Syrian, Iran and Russian medias are writing on the same topics compared to other countries. (differences are also seen in other search agents such as Politics and Conflict). This can be seen on several different occasions:
  - John Kerry's interview in March was interpreted in many different ways (see "Politics" for more details).
  - On April 6th Al Jazeera wrote that "Russia Hosts Boycotted Syria Peace Talks", while Fars News Agency wrote "Moscow to Become Site for Intra-Syrian Dialogue for Second Time" on the same topic. There was no mention in Fars News Agency article about Nation Coalition not attending peace conference.

# Digital media

## Children



# Digital media

## Children



### Does video show British girls leaving Turkey for Syria?

13 March 2015 Last updated at 18:47 GMT

New footage has emerged of the three British schoolgirls who went missing last month - apparently to join the so-called Islamic State in Syria.

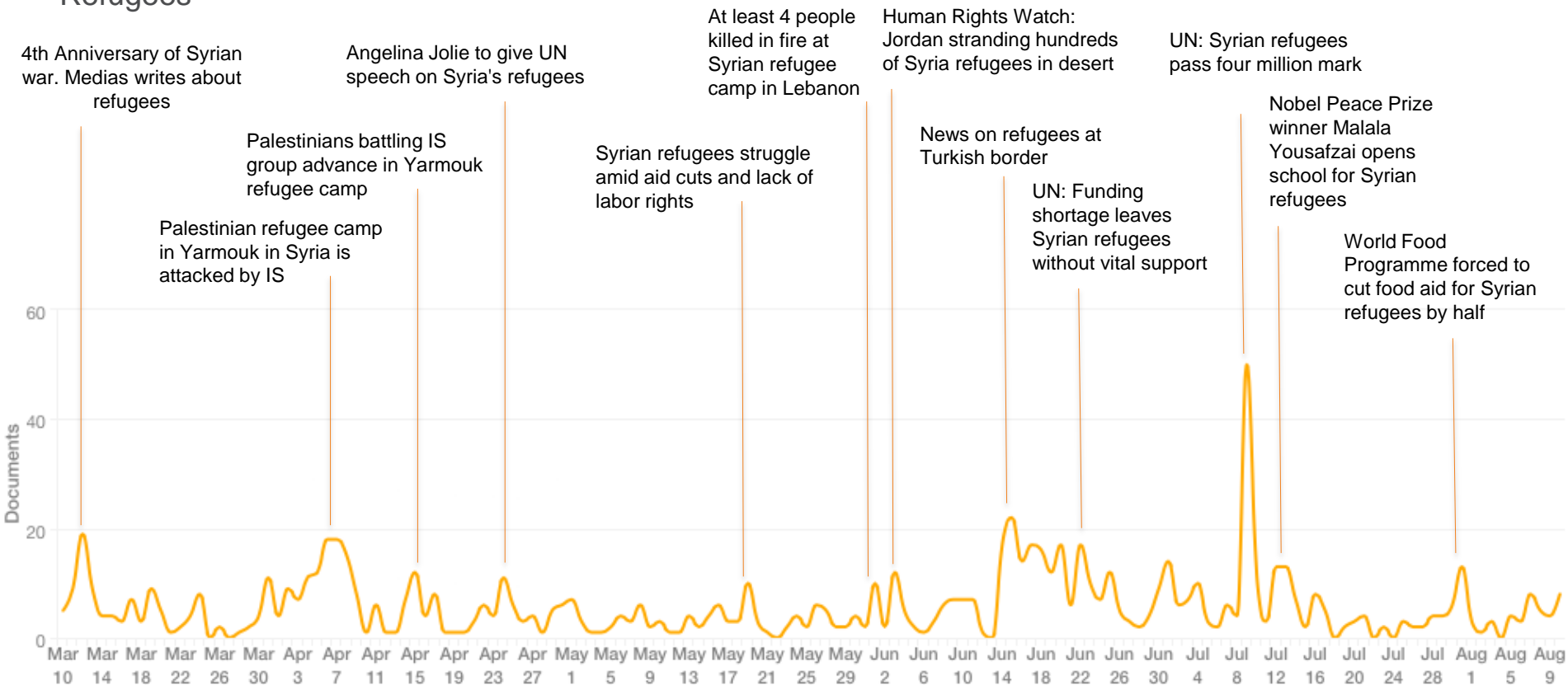
- Total of 478 articles was published during the period of analysis. 4% of the total coverage.
- Major media spikes came from single events like three girls travelling to Syria or Fathers appealing for their families to come back to Syria.
- However, there were also a several articles about the catastrophic environment of children in Syria. Some examples:
  - Unicef released reports stating that "14 million children impacted by the war in Syria and Iraq" (March) and "Syrian children 'increasingly exploited' for labour" (July).
  - Malala Yousafzai commented in July that "the world leaders are failing Syrian children" when she opened a school for Syrian children in Beirut.
  - Turkish medias, for instance Daily Sabah and Today's Zaman were releasing articles on children inside refugee camps as well as children in no-go zones in Syria.
- The Biggest concern seemed to be that Syrian children aren't getting any education.
- Most reports came from Unicef but also aid group Save The Children was quoted in articles



- Also some articles about Syrian Kurds having child soldiers in their ranks.
- Roughly put, Western medias were concentrated on children travelling to Syria and joining ISIS ranks as the Middle-Eastern medias had more insights about children in refugee camps as well as no-go zones in Syria.

# Digital media

## Refugees



# Digital media

## Refugees

### DAILY SABAH

**UNHCR: Number of Syrian refugees tops 4-mln mark, almost half hosted in Turkey**



**M**ore than 4 million Syrians have fled the civil war ravaging their country to become refugees in the surrounding region – a million of them in the past 10 months alone, the United Nations said Thursday.

- Total of 959 articles was published during the period of analysis. 7% of the total coverage on Syria.
- The biggest spike came from UN report stating that "Syrian refugees pass four million mark"
- Conversation on Refugees can be divided in 4 different themes:
  - Number of refugees either fleeing or having already fled Syria (Daily Star Lebanon published many of these)
  - Articles covering everyday lives of refugees. In many cases these articles were very touching and emotional. (The Guardian & Daily Sabah published a lot on these kinds of articles)
  - Articles on aid shortage and fund raising for refugees. (articles were published globally)
  - UN Ambassador Angelina Jolie commented on the situation of Syrian refugees on a number of occasions.
- The top media reporting on refugees was Turkish, Jordanian and Lebanese.

75	The Daily Star Lebanon
68	The Jordan Times
67	Ammon News
56	Thomson Reuters Four
56	Daily Sabah
41	Today's Zaman
32	The Guardian
31	Xinhua News (Eng.)
31	The Denver Post (AP)
29	The Washington Post

- Syrian Arab News Agency had only 1 article during the time span of the analysis.
- Fars News Agency published 8 articles during the time span of the analysis.
- Sputnik International published 14 articles during the time span of analysis.



# Digital media

## Politics

State secretary John Kerry's comment on Syria negotiations sparks a wide worldwide conversation

Putin underlines Russian support for Assad regime

Assad holds a speech on 26th of July

Assad interviewed by CBS and Rossijskaya Gazeta

Assad: IS is expanding despite airstrikes

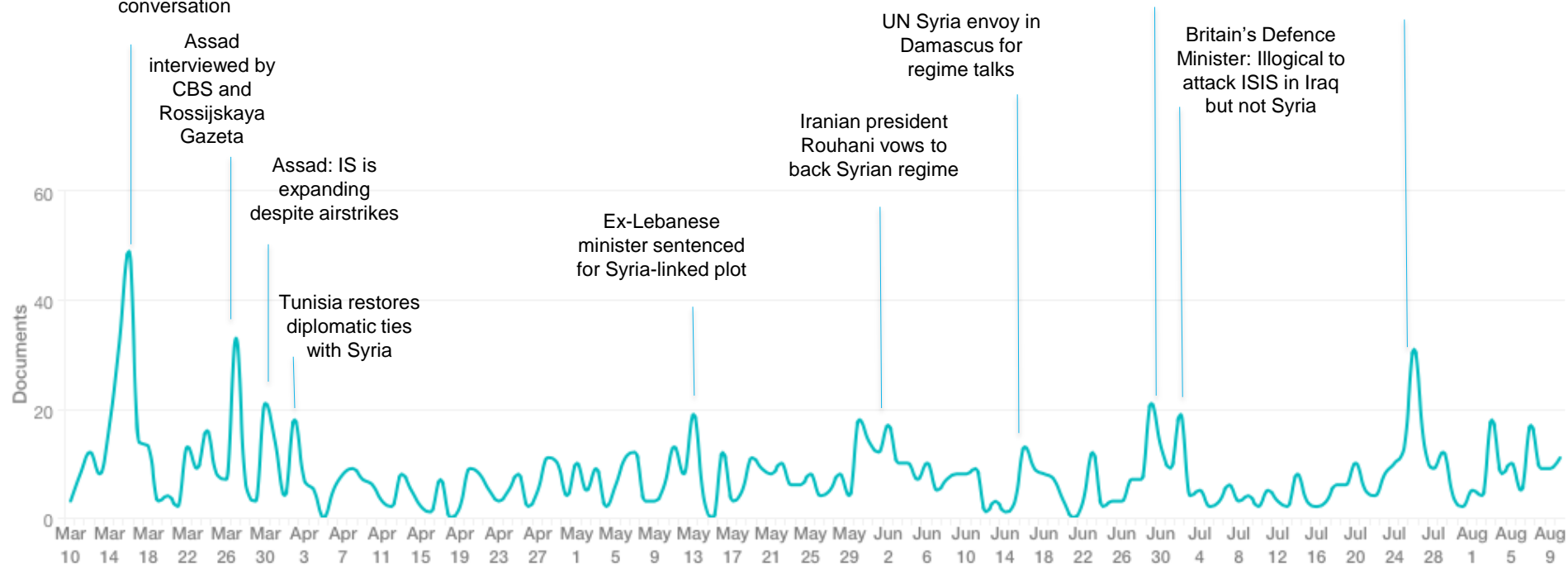
Tunisia restores diplomatic ties with Syria

Ex-Lebanese minister sentenced for Syria-linked plot

Iranian president Rouhani vows to back Syrian regime

UN Syria envoy in Damascus for regime talks

Britain's Defence Minister: Illogical to attack ISIS in Iraq but not Syria



# Digital media

## Politics

DAILY SABAH

### MIDEAST

#### Syria: Assad slams Kerry's remarks on negotiations

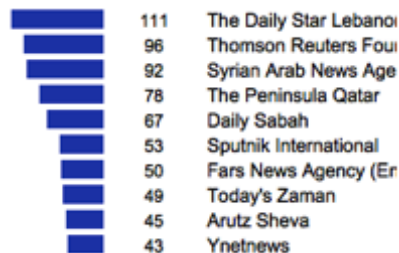
Syrian President Bashar Assad said Monday that only Syrians can decide his future a statement that appeared to dismiss U.S. Secretary of State John Kerry's remark that the U.S. would be willing to talk with Assad to help broker a political resolution to the country's civil war.

Asked about Kerry's statement regarding potential talks with the Syrian government, Assad said, "We are still hearing statements and have to wait for actions. Then we will decide." Assad added that any "talk about the future of the Syrian president is for Syrian people alone."

Assad said Damascus is not concerned about comments made from abroad, describing them as "bubbles that disappear after some time."

The Syrian leader spoke to Iranian TV after a meeting with visiting Iranian Economy Minister Ali Tayebnia. Tehran is one of Assad's closest allies and strongest backers in his battle against rebels trying to remove him from power.

- Total of 1267 articles were published during the time span of analysis, 9% of the total coverage on Syria.
- The biggest news spike came from CBS interview given by US Secretary John Kerry. In the interview Kerry said that US will "have to negotiate in the end". This comment was interpreted in many ways and several articles were published claiming US has now shifted its views on Assad and is recognising his legitimacy. Several countries including Britain, France and Turkey urged to comment, that "Assad has no role in Syrian future". Syria's Assad also commented on the issue stating that "Only Syrians can decide their future" and that he is "awaiting 'actions' after Kerry's comments".
- There was almost no variation among medias. For example, the same headlines circulated in Reuters and Fars News Agency.
- The complete opposite occurred on March 27th when Assad gave an interview to CBS, the Russian state owned newspaper Российская газета and Sputniknews channel. Afterwards, headlines in Western media stated that Assad is "open to dialogue with US" based on the CBS interview. Meanwhile, Middle Eastern medias (for example Daily star Lebanon & Ynetnews) and Syrian allies wrote based on Российская газета and Sputniknews interviews that "West wants to weaken Russia" and "Peace is possible if the Western and certain Middle Eastern countries stop meddling".



- Assad held a speech on 26th of July sparking a wide range of headlines.
- Apart from Reuters and Sputnik International, all the top medias were "regional".

# Digital media

Assad speech on 26th of July



Sun Jul 26, 2015 2:57

## Syrian President Deplores Western Hypocrisy over Terrorism



World | Sun Jul 26, 2015 2:59pm EDT

Related: WORLD, SYRIA

**Syria's Assad: Army focusing on holding most important areas**



## Syrian president says he supports dialogue to end civil war

Associated Press

Published: 07.26.15, 11:40 / [Israel News](#)



## Assad Vows to Win Bloody Syria Civil War, Despite Shortfall in Manpower

Embattled Syrian president says that only by hitting against terror will political dialogue in Syria be real.

Jack Khoury, Reuters and The Associated Press | Jul 26, 2015 1:15 PM



## Syria's Assad hails Iran, Hezbollah roles in fight against rebels

English.news.cn 2015-07-26 17:14:44

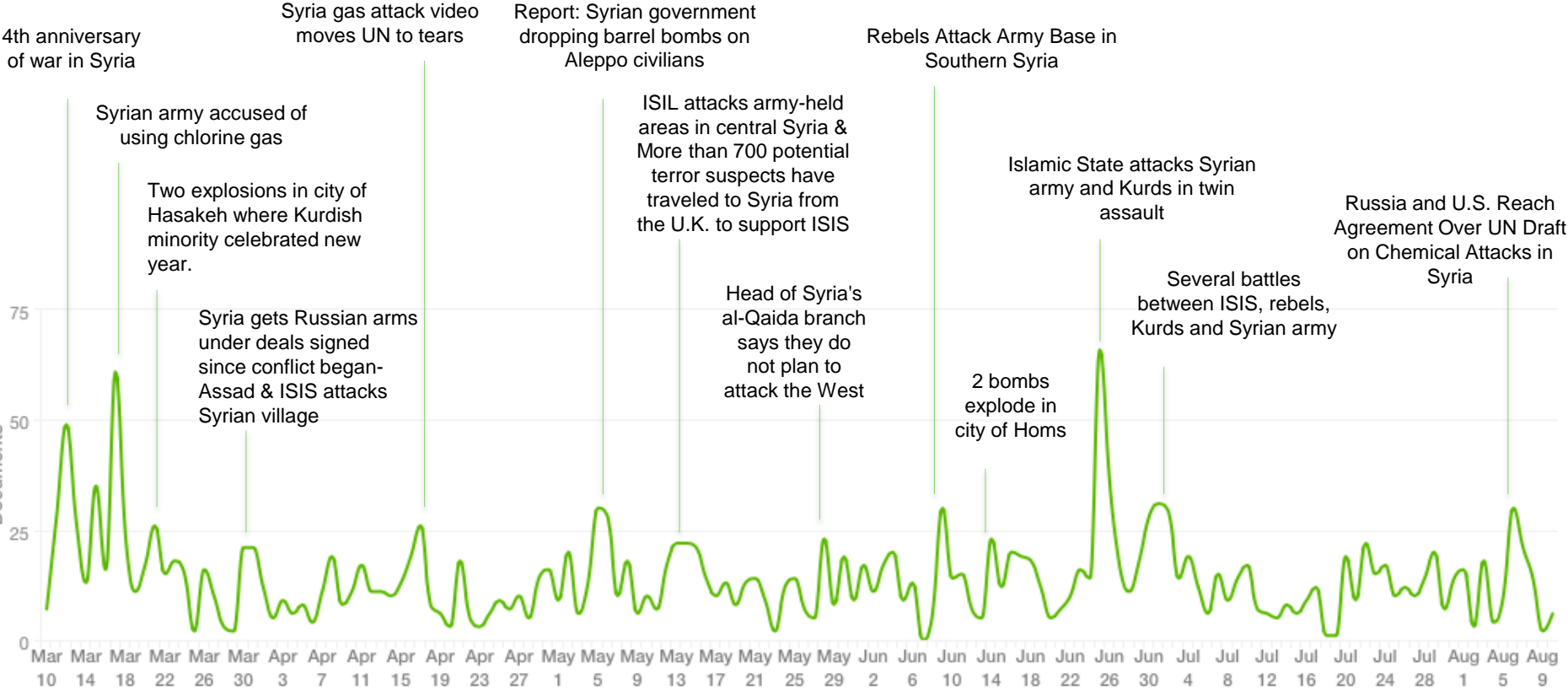


## Syria's Assad admits army struggling for manpower

July 26, 2015 - 7:45:00 pm

# Digital media

## Conflict



# Digital media

## Conflict

### VICE NEWS

MIDDLE EAST

## Syrian Activists Say Family of Six Dead In Alleged Chlorine Attack

By John Beck

March 17, 2015 | 8:45 pm

A family of six was killed and dozens were injured in an alleged chlorine gas attack on a Syrian village late Monday, according to eyewitnesses and local medical workers.

Warf Mohammad Taleb died along with his mother Ayoush Hassan Qaq, wife Ala al-Jati, and three children after being exposed to the gas in opposition-held Sarmin, Idlib province. Dozens more were injured from gas inhalation in the attack, which a local activist and monitoring groups claim was carried out by President Bashar al-Assad's forces. Syrian officials denied responsibility, however.

Both the UK-based Syrian Observatory for Human Rights (SOHR) and the local Sarmin coordinating committee allege that crude "barrel bombs" containing the gas had been dropped on the village by government aircraft.

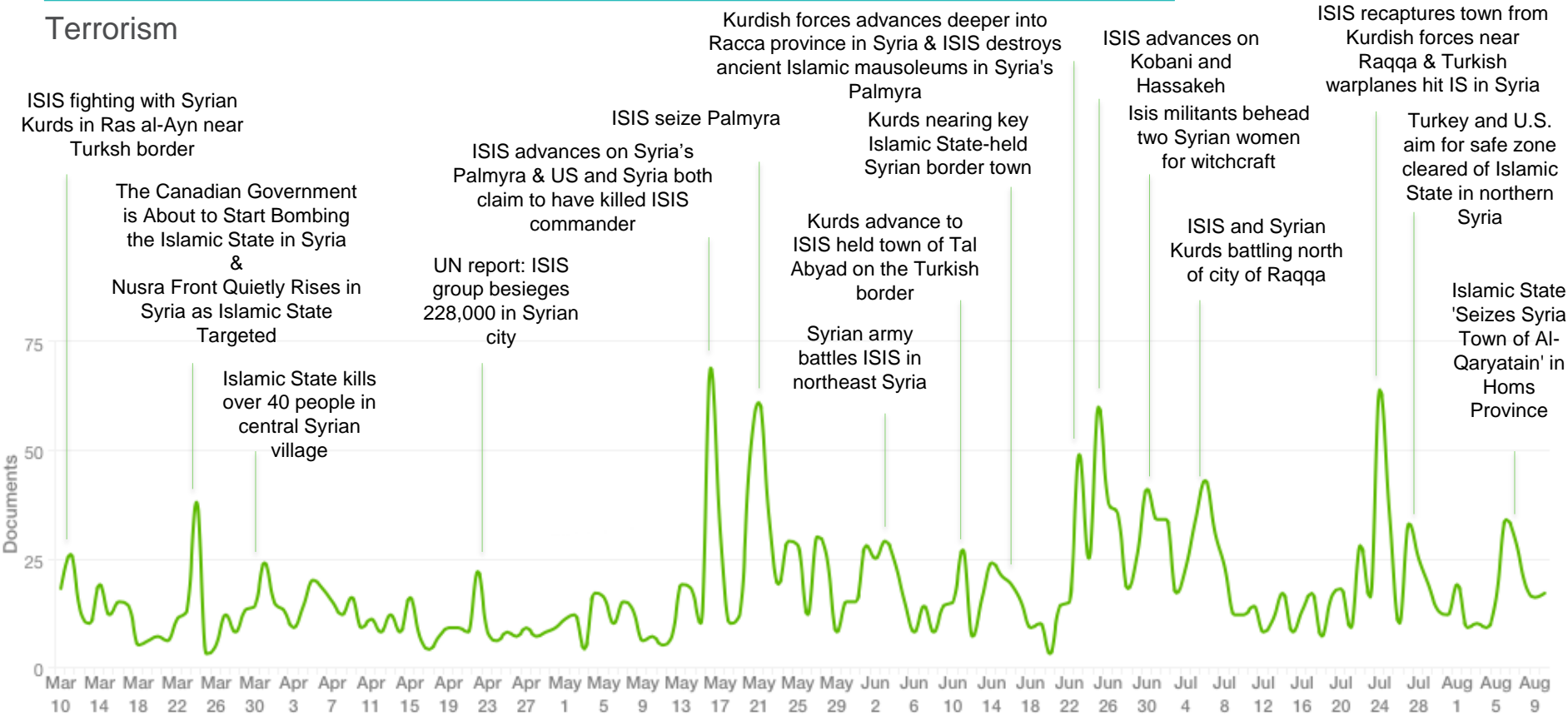
- Major spikes came from the following events:
  - 4th anniversary of Syrian war (Media writing on the developments of the war)
  - Syrian Army was accused of using chlorine gas
  - Islamic state launched attacks on Kurds and Syrian army
- 2110 articles during the time span of analysis, 16% of the total coverage on Syria.
- Although most of the articles were concentrated on reporting about war, conflict, battles, bombings and attacks, there were also a lot of articles trying to figure out how the war and conflict could be resolved. This tendency was particularly evident in March, when the conflict was entering its fifth year.
- Fars News Agency was mainly reporting on the progress made by Syrian army on the battlefield.
- Russian medias like Sputnik and Russia Today were underlining the importance of Russia in a possible peace treaty.



- Russian medias were also discrediting the West, claiming not enough is done to put an end to the conflict.

# Digital media

## Terrorism



# Digital media

## Terrorism

### The INDEPENDENT

Senior Isis commander Abu Sayyaf killed by US special forces during overnight raid on house in Syria



The Pentagon said commandos freed a Yazidi woman kept as a sex slave

LIZZIE DEARDEN | Saturday 16 May 2015

### theguardian

Now the truth emerges: how the US fuelled the rise of Isis in Syria and Iraq  
Seumas Milne

Contact author

 @seumasmilne

Wednesday 3 June 2015 20:56 BST



< Shares 184,367  
Comments 1,880

 Save for later



Illustration by Eva Bee

The war on terror, that campaign without end launched 14 years ago by George Bush, is tying itself up in ever more grotesque contortions. On Monday the trial in London of a Swedish man, Bherlin Gildo, accused of terrorism in Syria, collapsed after it became clear British intelligence had been arming the same rebel groups the defendant was charged with supporting.

# Digital media

## Terrorism

- The biggest news spike came from US killing senior ISIS commander (oil minister) Abu Sayyaf.
- Media flow is constant as there were 4176 articles during the timespan of analysis, representing 30% of the total coverage on Syria. For example, there were many occasions on which medias were publishing articles about ISIS retreating or attacking and gaining or losing grounds on the same day. It may therefore prove quite difficult to relate the situation to the average reader due to the many sides involved.
- Words such as "terrorism" and "terrorist" were interpreted in many different ways depending on the media outlet. For example, Syrian and Iran medias used the term "terrorists" when referring also to "moderate rebels" (term used by western medias). However, Russia, being allied with Syria, was still using the term "rebels" when referring to Free Syrian Army.
- Most of the articles were reporting on the situation on the battlefronts, who is attacking whom and daily casualties.
- There were also news articles about foreign fighters. Medias rarely used terms like "foreign fighter", "mercenary" etc. but instead referred to them by their nationalities, for example "British man travels to Syria to join ISIS" or "Father from Bronx quits his job to fight ISIS in Syria".
- In addition, there were articles about the U.S. Military training "moderate rebels". Both Western and Middle-Eastern medias were interested in this subject as the military training operation didn't go as planned and the message delivered by the media was that the training program was unsuccessful.
- Top sources in "Terrorism" search agent were Fars News Agency, Reuters and The Daily Star Lebanon as all three reported intensely on battlefront events publishing several articles each day.
- Top sources by reach were however Reuters, The Guardian, The Independent and BBC due to their wide circulation.





# Digital media



Comparing search agents

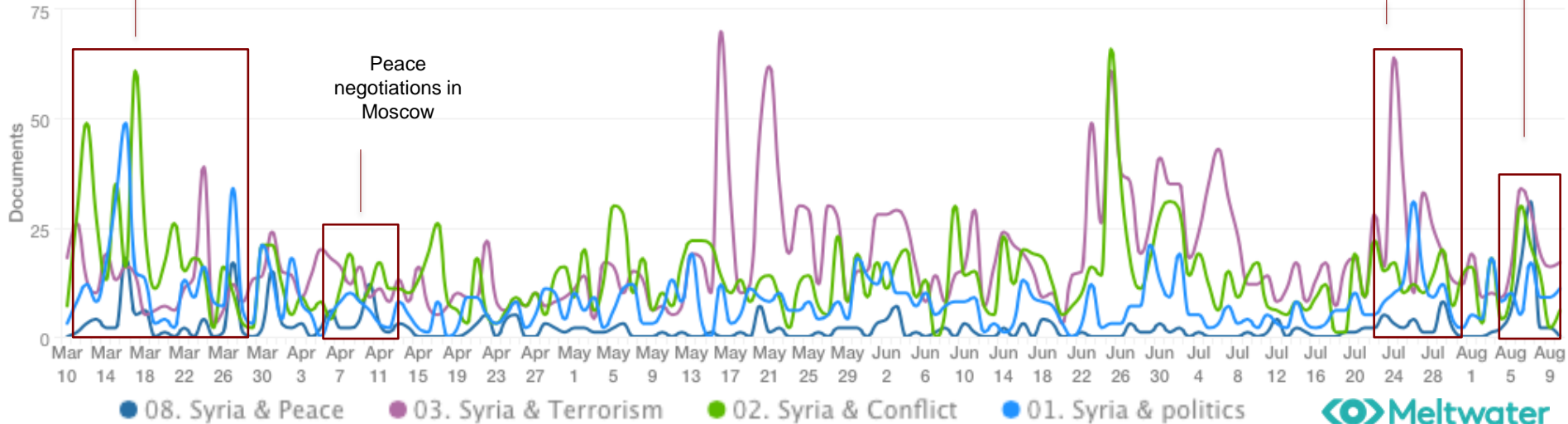
# Digital media

## Comparing search agents Peace, Terrorism, Conflict & Politics

There is correlation between different agents as seen in the areas highlighted in red. In March, Secretary John Kerry was reported saying that U.S. is willing to negotiate with Assad. Politics and Peace agents surged up, but Terrorism agent had relatively little hits during this period.

There were no connection between Politics and Peace. For example, there were no conversation in Politics theme about the peace negotiations in Moscow (April 10th). The only case where the themes of politics and peace crossed was in August when U.S. And Russia agreed on Syrian Chemical Arms Resolution. After that several medias wrote that a "diplomatic push for Syria is seen"

President Assad held a public speech on 26th of July and, as seen below, it clearly grasped the media's attention as the politics and, later on, peace articles spiked at the same time as the number of articles on terrorism declined.



# Digital media

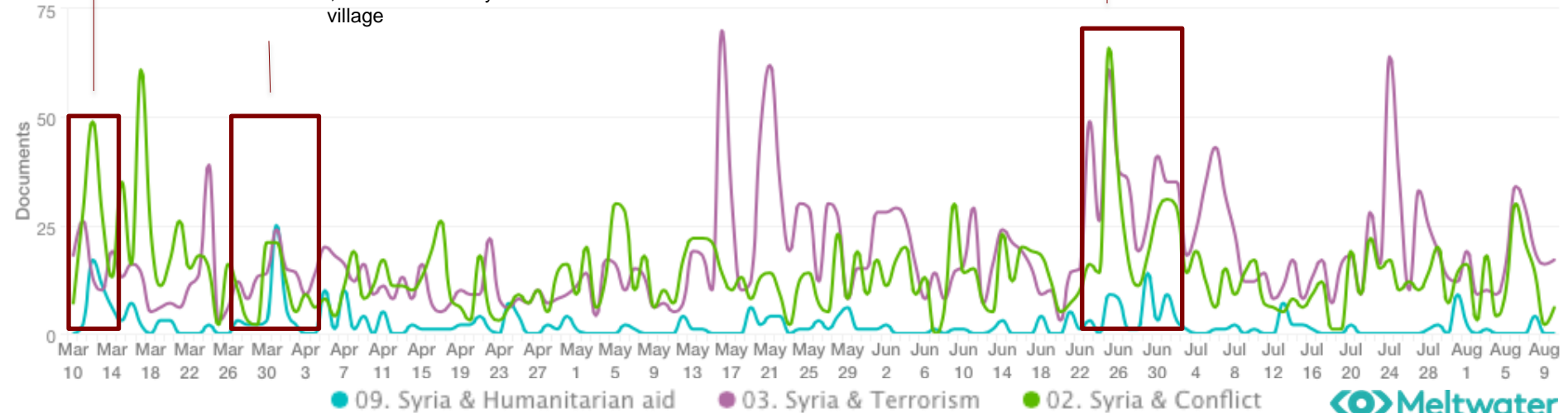
## Comparing Humanitarian aid, Terrorism & Conflict

Syria conflict enters its fifth year. UN reports says that "the world is utterly failing Syria after 4 years of conflict". At the same time, medias write that humanitarian aid groups are saying that UN security council has failed Syria.

On the 25th of June Aid agencies say funding gap endangers Syrian refugees but at the same time ISIS attacks Syrian army and Kurds in twin assault

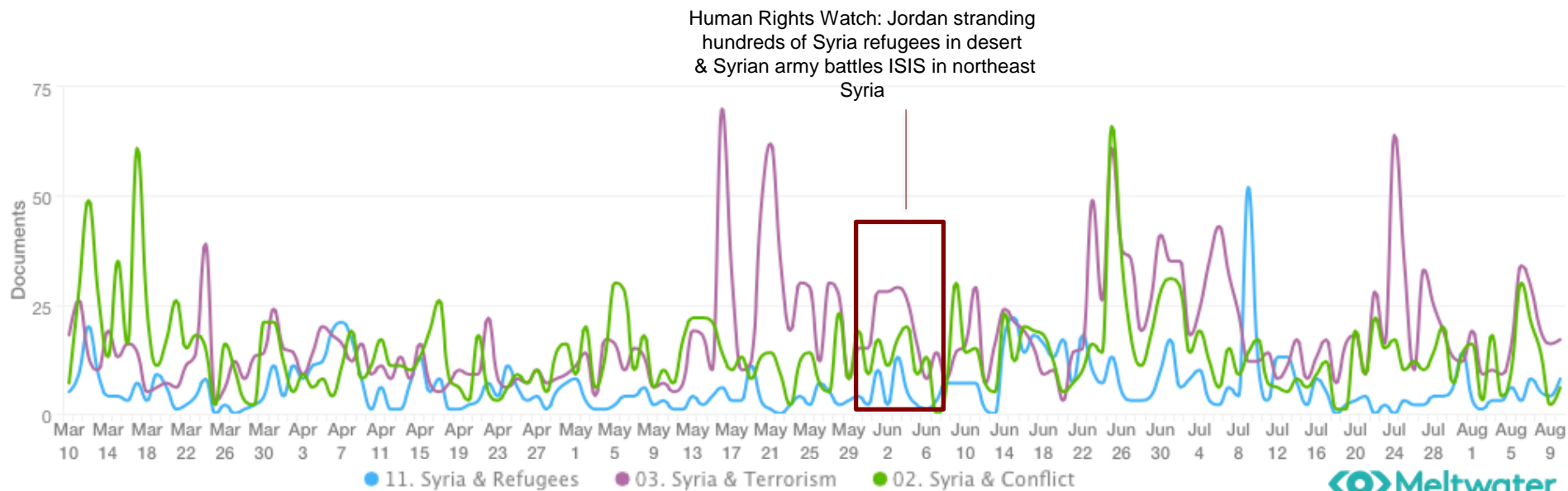
On the 1st of July , several reports on "Food Aid to Syrian Refugees Cut in Half Due to Funding Crisis" but on the same day ISIS launches attack on Kurdish border town & video of beheading 2 women

International Humanitarian Pledging Conference raises \$3.8 billion for Syria but at the same time, ISIS kills 40 in Syrian village



# Digital media

## Comparing Conflict, Terrorism & Refugee



# Digital media



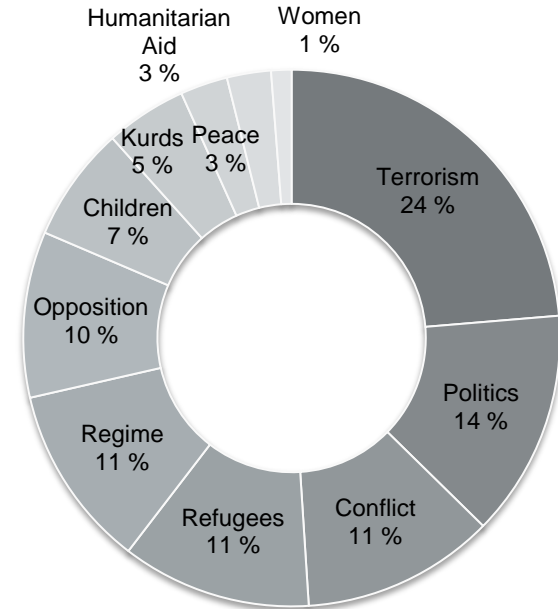
Examining top sources

# Digital media

## Daily Sabah

### DAILY SABAH

- Daily Sabah published 490 articles during the period of analysis.
- It was reporting continuously on foreigners trying to cross the Turkish border and join IS.
- Sabah published a lot of articles about refugees. Some of them were describing the help provided to refugees while others addressed problems demanding intervention. Many of these articles were very touching and emotionally appealing.
- Most of the articles were written by Daily Sabah and weren't just copies of Reuters, AP etc.



# Digital media

Daily Sabah

## Students giving hope to young Syrian refugees



*Established by university students in Turkey, including foreign students from Albania, Kosovo, Yemen, Jordan, Syria and Egypt, the members of the charity group called IstBigBroBigSis devote their free time to young Syrian refugees and provide them with donations, leisure activities, support and mentoring*

## Turkey and Qatar to establish joint international university for Syrian refugees

Turkey and Qatar plan to establish an international university together, the Turkish Education Minister, Nabi Avcı announced on Tuesday. The university will give priority to placements to Syrian refugees in Turkey, said Avcı. The Minister made the comments in the Turkish capital during his meeting with Ankara representatives of various newspapers and television stations.

Turkey is home to over 1.7 million displaced Syrians, and about 300,000 of them reside in camps located in border cities. The children are estimated to make up half of the Syrian population in Turkey. To ensure a better future for Syrian children, Turkey offers education in refugee camps through the initiatives of municipalities and non-governmental organizations. Teachers at the camps teach the children the Syrian curriculum, but each child still also receives five hours of Turkish language classes per week, Avcı said in Tuesday's meeting.

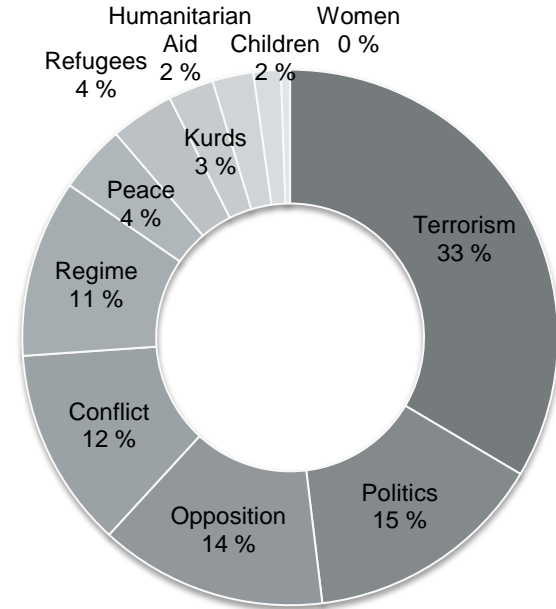
Previously, if Syrian refugee children wished to continue their education in Turkish universities, they could only do so via a quotes system reserved just for them. "After Turkish students are placed at universities, then we draft the Syrians through additional placements," said the Education Minister.

# Digital media

Sputnik International



- Sputnik International published 364 articles during the period of analysis.
- It was underlined in many articles that Russia is the key player if peace is to be made in Syria.
- Articles were reflecting geopolitical position of Russia.
- US was often criticized in articles and was mentioned in title of 64 articles.
- No articles on rebel shells hitting civilians.





# Digital media

Sputnik International



OPINION 21:41 12.05.2015 (updated 21:46 12.05.2015) [Get short URL](#) 0 3605 36 2

**The Syrian conflict is just a battle in a much broader third World War unleashed by Washington and its allies through the use of fourth generation warfare, proxies, mercenaries, economics, and information, Tony Cartalucci pointed out.**

The US influential think tank Brookings Institution has confirmed that Washington and its Middle Eastern allies are behind the ongoing turmoil in Syria and Iraq, backing both "moderate" rebels and extremists in order to change the balance of power in the region, Tony Cartalucci, a Bangkok-based geopolitical researcher, noted.

*"The operations [against Bashar al-Assad in Syria] also displayed a far improved level of coordination between rival factions, spanning from US-backed Free Syrian Army (FSA) brigades, to moderate and conservative Syrian Islamists, to al-Qaeda affiliate Jabhat al-Nusra and several independent jihadist factions," Charles Lister, a visiting fellow at the Brookings Doha Center, narrated.*



US 19:41 08.07.2015 (updated 20:23 08.07.2015) [Get short URL](#) 0 230 1 0

**According to US presidential candidate Lindsey Graham, the number of Syrian soldiers, who had been trained by the US so far, in order to combat the Islamic State is "pathetic."**

WASHINGTON (Sputnik) — The US inability to train no more than 60 moderate Syrian fighters to combat the Islamic State is deplorable, Senator and presidential candidate Lindsey Graham told Sputnik on Wednesday.

"Under these rules of engagement, I can't believe they got one person," Graham said, calling the small number of recruits "pathetic."

On Tuesday, Secretary of Defense Ashton Carter revealed that the US program to train-and-equip moderate Syrian rebels to combat the Islamic State had produced only 60 opposition fighters.



© AP PHOTO/ MUHAMMED MUHESEN

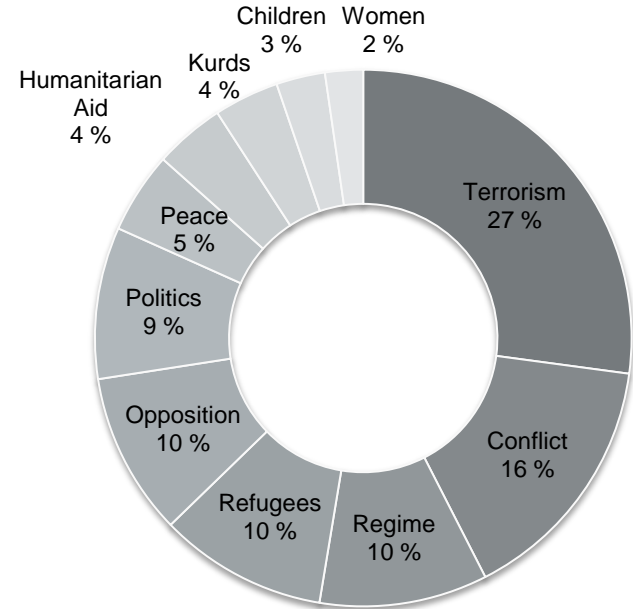
**Pentagon: We Found Only 60 'Moderate' Syrian Rebels to Train**

# Digital media

## Xinhua news



- Xinhua News is the official press agency of China. It is also the country's biggest media organization.
- Xinhua published 306 articles during the analysis period.
- Referred to Syrian Arab News Agency (SANA) on many occasions unlike the Western medias.
- Had several articles about rebel shells killing civilians.
- In August, when UN Security Council adopted resolution on Syria chemical weapons probe, Xinhua didn't mention U.S. or Russia in its articles.



# Digital media

Xinhua news

## Rebel shelling kills 12 in Syria's Aleppo

English.news.cn 2015-05-02 19:42:46



DAMASCUS, May 2 (Xinhua) -- At least 12 people were killed Saturday by a fresh rebel shelling on government-controlled areas in the country's northern city of Aleppo, the official SANA news agency reported.

The shelling by the Badr Martyrs Brigade comes a day after opposition activists said the Syrian army killed the militant groups' leader. The Badr group is known of being responsible for the bulk of the shelling against the government-controlled areas in the western part of Aleppo city.

SANA said the "terrorists" who fired the rockets were entrenched in the Bani Zaid neighborhood in eastern Aleppo. It added that three children were among the killed civilians.

The state news agency said Saturday the shelling came after seven people were killed by similar attack on Thursday.

Separately, SANA said the Syrian Special Forces carried out night raids against the extremist groups' positions in the Jisr al-Shughour city, which fell to the al-Qaida-linked Nusra Front last month.

Many militants were killed during the overnight raids, said SANA.

## UN Security Council adopts resolution on Syria chemical weapons probe

English.news.cn 2015-08-07 23:16:58



UNITED NATIONS, Aug. 7 (Xinhua) -- UN Security Council on Friday adopted a resolution to set up a panel to identify the perpetrators of the deadly chlorine gas attacks in Syria.

In a unanimously adopted resolution, the 15-body council "reiterates that no party in Syria should use, develop, produce, acquire, stockpile, retain, or transfer chemical weapons."

According to the resolution, the council also "expresses its determination to identify those responsible for these acts and reiterates that those individuals, entities, groups, or governments responsible for any use of chemicals as weapons, including chlorine or any other toxic chemical, must be held accountable."

Within 20 days of adoption, the UN Secretary-General and the Director-General of the Organization For the Prohibition of Chemical Weapons (OPCW) will submit to the Security Council recommendations for the establishment and operation of a UN-OPCW Joint Investigative Mechanism to identify the perpetrators.

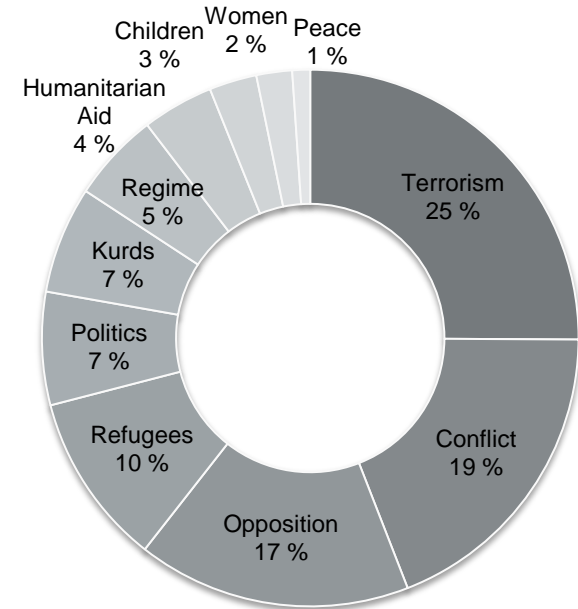
The resolution is the most significant action by the council on the issue of the chemical weapons in Syria since President Bashar al-Assad's government joined the Chemical Weapons Convention in 2013.

# Digital media

## The Washington Post

### The Washington Post

- The Washington Post published 279 articles during the period of analysis.
- Apart from the articles on the conflict and terrorism, The Washington Post released a lot of articles on opposition and rebels.
- The majority of these articles were reporting on rebels advancing on Syrian army.
- There were also many articles regarding the U.S. training the rebels.
- In addition, The Washington Post was constantly criticizing the Syrian army air strikes and the use of "barrel bombs".



# Digital media

## The Washington Post

Middle East

### Assad's hold on power looks shakier than ever as rebels advance in Syria

A   317



Syrian President Bashar al-Assad speaks during an interview with France 2 television in Damascus, the Syrian capital, on April 19, 2015. (Syrian Arab News Agency via EPA)

By Liz Sly April 26   Follow @LizSly

BEIRUT — A surge of rebel gains in Syria is overturning long-held assumptions about the durability of President Bashar al-Assad's regime, which now appears in greater peril than at any time in the past three years.

Checkpoint

### House witnesses describe use of chlorine gas in barrel bombs by Assad regime in Syria

By Thomas Gibbons-Neff June 17   Follow @Tgnneff



Syrians help an injured man following a reported barrel bomb attack by Syrian government forces that hit an open market in the northern city of Aleppo on June 3, 2015. (Karam Al-Masri/AFP/Getty Images)

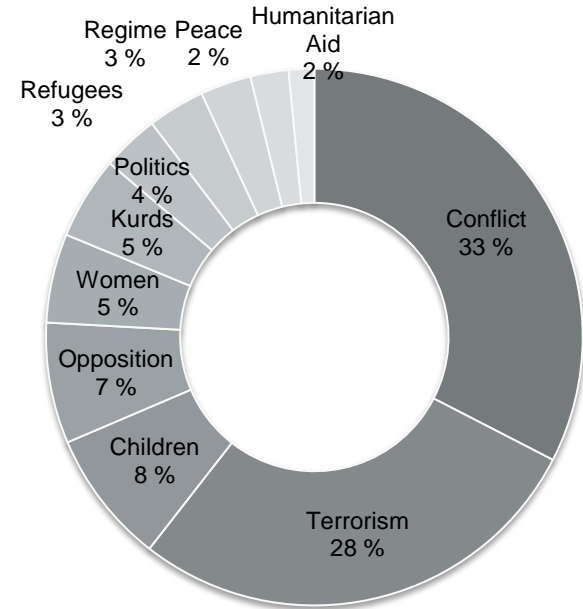
A panel of witnesses recounted Wednesday for a House committee how Syrian President Bashar al-Assad's regime has used chemical weapons, one day after Secretary of State John Kerry said he was certain that Assad had used chlorine gas against his own people.

# Digital media

BBC



- BBC published 261 articles during the analysis period.
- 61 percent of all articles were published in Conflict and Terrorism agents. This can be explained by the large number of articles about the three British girls travelling to Syria to join IS.
- This can also be seen in Children search agent, which got 8 percent of the whole media coverage.
- The incident also sparked a wider conversation about children travelling to Syria.



# Digital media

BBC

## Newspaper headlines: 'Syria trio' and Blair peace role rethink

By Alex Kleiderman  
BBC News

🕒 16 March 2015



The arrests of three British teenagers suspected of trying to reach the Islamic State group in Syria attract front page headlines.

The two 17-year-old boys and a 19-year-old man, who were detained by the Turkish authorities as they arrived in the country before being returned to the UK, have since been bailed by police pending further inquiries.

The **Times** reports that a tip-off to Scotland Yard from the desperate parents led officers in Istanbul to swoop.

Sources quoted by the paper say quick action by the parents of the younger boys, when the pair did not return to their homes in London after Friday prayers, thwarted the latest alleged attempt by young Britons to join IS.

The **Guardian** says the Turkish authorities have been under increased pressure to intercept British nationals after three British schoolgirls left their families in east London to join the group and were pictured apparently crossing the border into Syria.

According to the Sun, the three men had attempted to follow the practice of entering Turkey via Spain to avoid suspicion.

## Syria girls: Families urge three UK teens to come home

🕒 16 March 2015 | UK



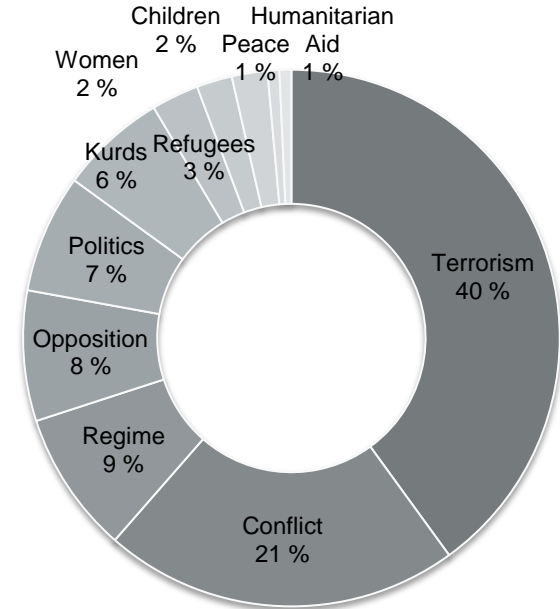
The families of three UK schoolgirls missing in Syria have appealed for them to immediately come home.

# Digital media

## The Times of India

### THE TIMES OF INDIA

- The Time of India published 140 articles during the period of analysis.
- The contents of the articles was neutral and there weren't any opinions or deeper analysis of the conflicts. Articles were short and informative, usually 100-200 words, covering the main aspects of current events.
- The Times of India was mostly just publishing articles from Reuters, SANA, Independent, AP and BBC.





# Digital media

The Times of India

## US-Russia agree to act on Syria chemical attacks

AP | Aug 6, 2015, 10:44 AM IST

[READ MORE](#) » [United States](#) | [United Nations Resolution](#) | [Syria](#) | [Russia](#) | [General Ban Ki-Moon](#)



*A man dives into a swimming pool where residents are swimming in a rebel-controlled area of Aleppo, Syria. (Reuters photo)*

**UNITED NATIONS:** The United States and Russia have reached agreement on a draft United Nations resolution aimed at identifying the perpetrators of chemical weapons attacks in Syria so they can be brought to justice, two Security Council diplomats said Wednesday.

The diplomats, speaking on condition of anonymity because discussions were private, said the final draft has been circulated to all 15 Security Council members. They have until 10 a.m. EDT (1400 GMT) on Thursday to raise objections, the diplomat said.

If there are no objections to the text, one diplomat said the resolution could be put to a vote as early as Friday.

While Russia and the United States have failed to agree on a way to end the Syrian conflict, now in its fifth year, they did agree on eliminating its chemical weapons stockpile.

The U.S. has been pressing for the council to take action to ensure accountability for an increasing number of alleged chlorine attacks that have caused deaths and injuries. Russia's UN Ambassador Vitaly Churkin said in June the council should look for the best way to ensure that people allegedly responsible for chlorine attacks are brought before a court.

## US reports 21 air strikes against Islamic State in Iraq and Syria

Reuters | Jun 9, 2015, 05:13 AM IST

[READ MORE](#) » [United States](#) | [Syria](#) | [Iraq](#)



*(Representative image)*

**WASHINGTON:** The United States and its allies conducted 21 air strikes against Islamic State targets in Iraq and Syria during a 24-hour period ending on Monday, a US military statement said.

Fourteen strikes in Iraq hit targets near seven different cities, the statement said.

In Syria, five of the seven air raids hit militant targets near the northern town of Kobani.

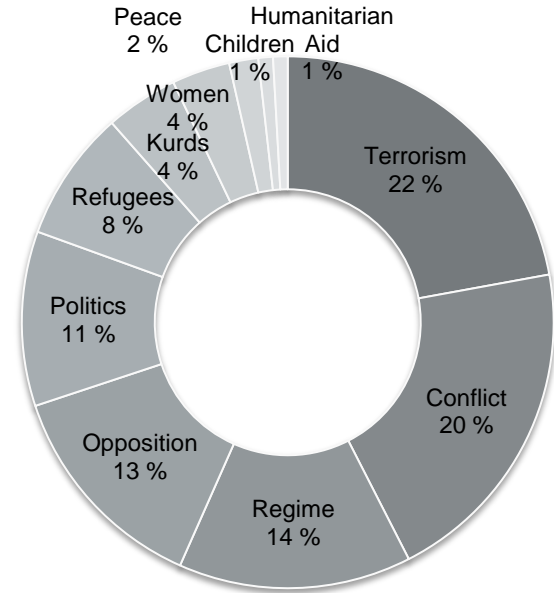
The attacks were carried out during the 24-hour period ended at 8am local time (1.00am EDT) on Monday, it said.

# Digital media

## France 24



- France 24 published 113 articles during the period of analysis.
- It had a lot of video reportages and was producing most of the published content itself, sometimes also referring to AFP.
- Articles selected the position of France in the conflict.



# Digital media

France 24

## How does IS group finance itself?

Facebook Share 0 | Twitter Tweet 0 | Google+ Share 0 | YouTube submit | LinkedIn Share



This week, we look at how the Islamic State group finances its operations, one year after it declared a caliphate in the areas under its control in Iraq and Syria. Contraband oil is top of the list, but extortion and cotton sales are on it too.

Also, we head to Egypt, where the holy month of Ramadan gives many people the chance of an odd job for a few weeks. We tell you why.

## Is Assad's Syrian army in trouble?

Facebook Share 211 | Twitter Tweet 88 | Google+ Share 16 | YouTube submit | LinkedIn Share 1



© Sami AJL, AFP | Militants from the al-Nusra Front destroy a statue of Bashar al-Assad's father Hafez on 28 March 2015 in Idlib.

Text by Amara MAKHOUL

Latest update : 2015-04-09

**The Yarmouk district of Damascus fell to the Islamic State group on April 3, just a few days after militants from the al-Nusra Front took the city of Idlib. Is the Syrian army running out of steam?**

Just a few months ago, the balance of power was tipped in Syrian President Bashar al-Assad's favour, but his army has recently experienced a string of significant setbacks.

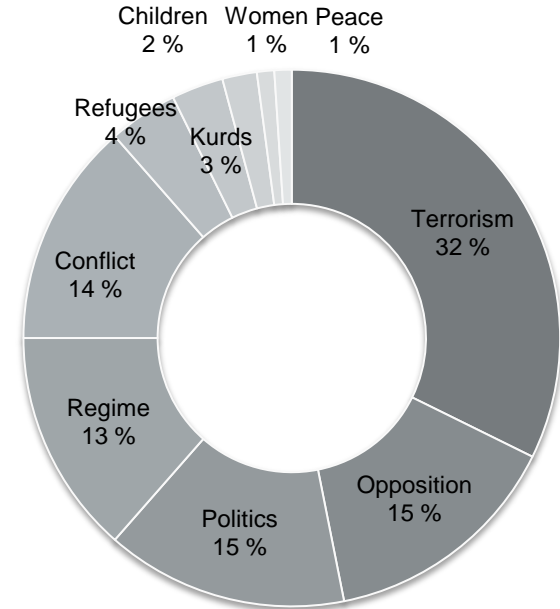
The first of these took place on March 25, when the regime lost control of the southern city of Bosra al-Sham. Then, on March 28, the al Qaeda-linked al-Nusra Front seized the provincial capital of Idlib, located in the northwest of the country. Idlib is the second provincial capital to fall to rebel groups. (Raqqa, another provincial capital, is now a bastion of the Islamic State group, also known as ISIS or ISIL).

# Digital media

## VICE News

### VICE NEWS

- VICE News published 96 articles in all search agents during the period of analysis. However there were only 58 unique articles, since many of the themes were very broad with headlines such as "Jihadists vs. the Assad Regime: Syria's Rebel Advance" and were tracked by many search agents (in this case by "Terrorism", "Regime" and "Opposition").
- VICE had a lot of investigating reports with in-depth analysis on the topics which other medias covered only shortly. It could be said articles were more diverse than in other medias.
- VICE News used a lot of graphical content (for example videos) and interviews (for example professors, politicians) in its articles.



### Rebels, Civilians, and Ex-Islamic State Fighters Are Treated Side By Side at Prosthetics Clinic on Syrian Border

By Sam Mednick

April 23, 2015 | 12:55 pm

"I fought for the Islamic State (IS) because they paid more," Mahmoud Omar explains as he waits for his new legs to be fitted. "They gave us better weapons than the Free Syrian Army (FSA) and I wanted to fight the regime, so I went where the money and the weapons were."

The 25-year-old Syrian fighter-turned-taxi driver, who lost his legs in air strikes, sat smoking a cigarette in a plastic chair outside a prosthetics clinic in Reyhanli, a Turkish town three miles from the Syrian border.

A common gateway for jihadists traveling to Syria to join IS, Reyhanli and its prosthetics clinic have now also become a hub for the hordes of Syrians and foreign fighters who have lost limbs during the war. This is a place where President Bashar al-Assad's forces mix with FSA rebels, where IS fighters sit alongside Syrian families, their affiliations a moot point.

### Syrian Kurds, Rebel Groups now Just 30 Miles From Raqqa

By John Beck

June 23, 2015 | 6:05 pm

Syrian Kurdish forces and allied rebel fighters have advanced to within 30 miles of the Islamic State's self-declared capital, capturing a key military base on Monday and a nearby town on Tuesday.

The Kurdish People's Protection Units (YPG), backed by an alliance of rebel factions and coalition airstrikes, seized the Brigade 93 base on Monday night after heavy clashes and went on to push IS out of the town of Ain Issa directly north of its stronghold of Raqqa, [according to](#) the UK-based Syrian Observatory for Human Rights (SOHR). The Observatory, which collects information from a network of local sources, added that the YPG and opposition groups were now clearing up "huge quantities" of Improvised Explosive Devices and mines planted by IS when it retreated.

The YPG said it had killed "dozens" of IS members at Brigade 93 on its [official Facebook page](#) and also said that it had begun to dismantle mines left by IS.

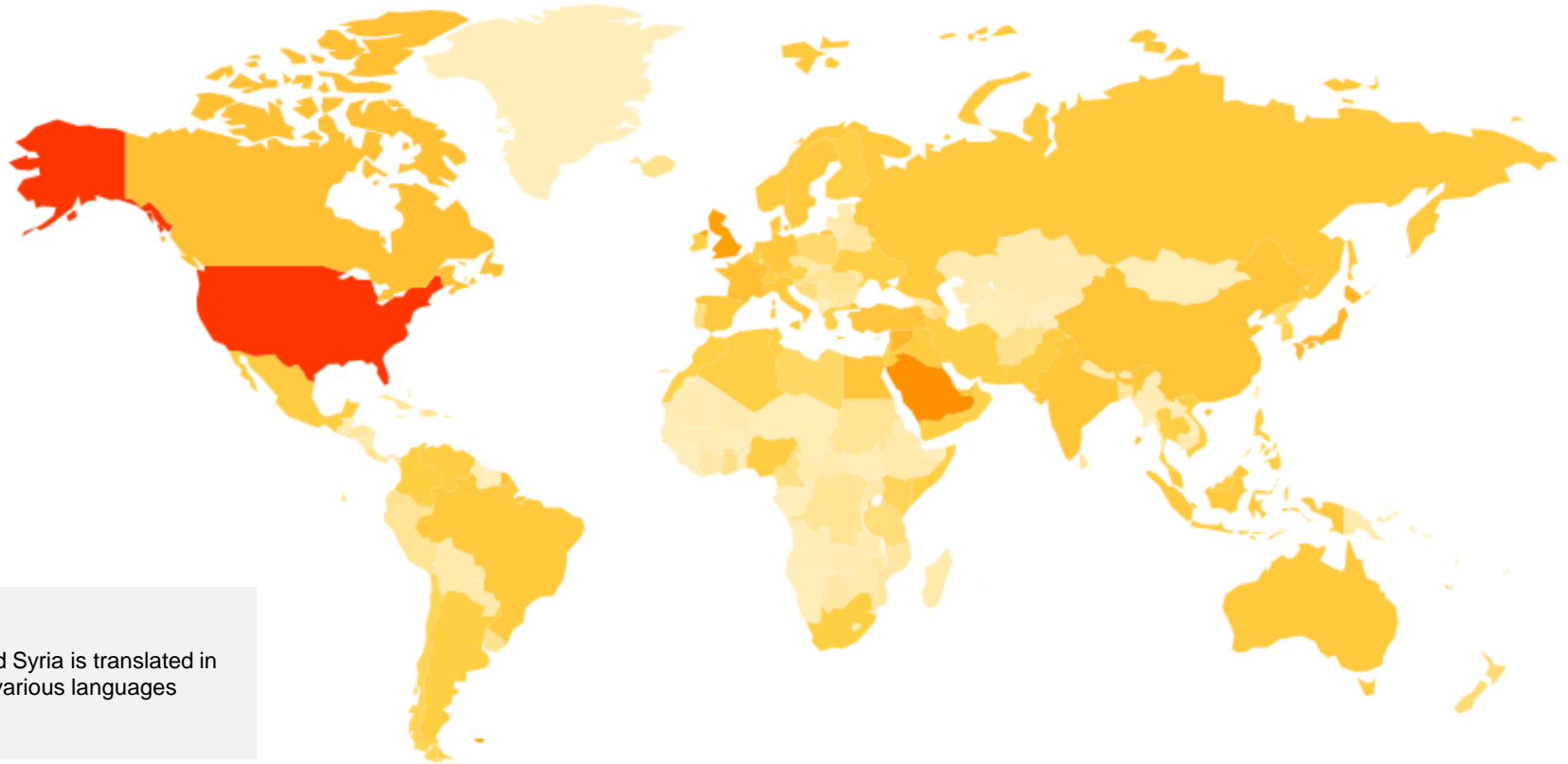
# Social media



# Social media

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Heatmap 10.3. – 10.8.

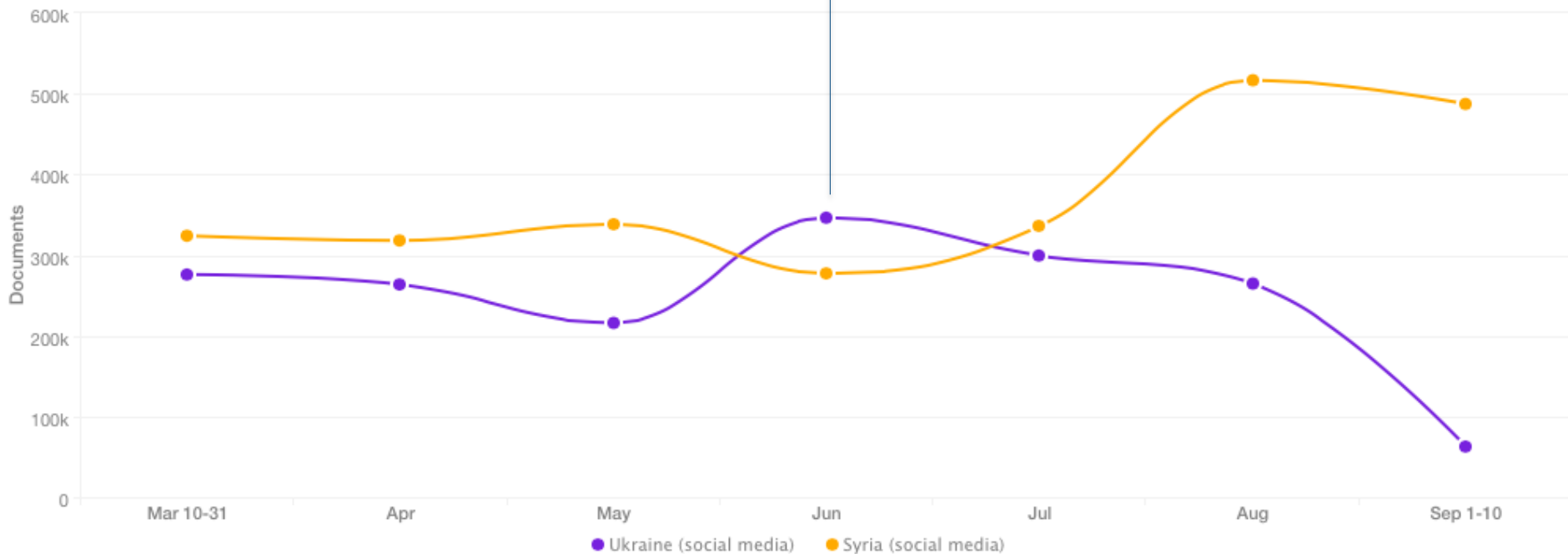


Word Syria is translated in various languages

# Social media

Syria & Ukraine in social media 10.3. – 10.9.

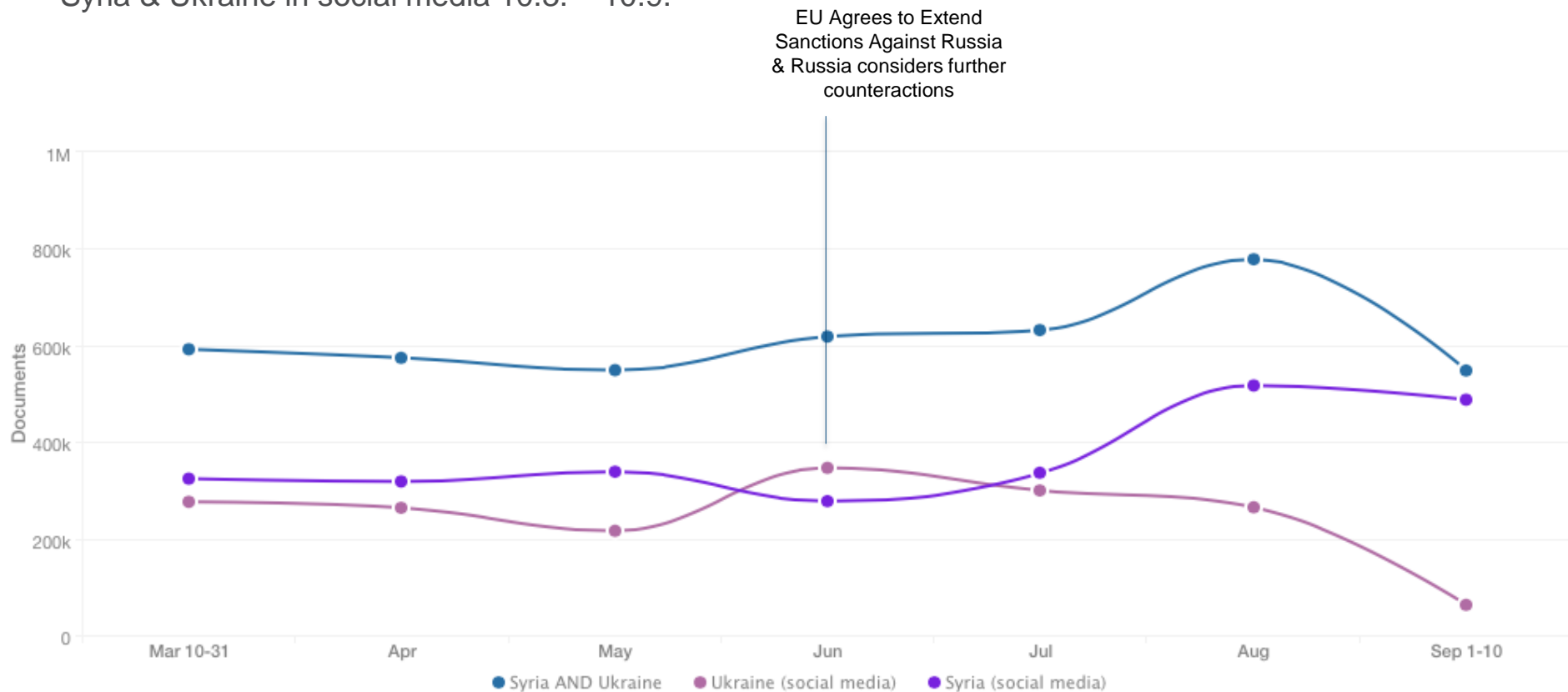
EU Agrees to Extend  
Sanctions Against Russia  
& Russia considers further  
counteractions





# Social media

Syria & Ukraine in social media 10.3. – 10.9.



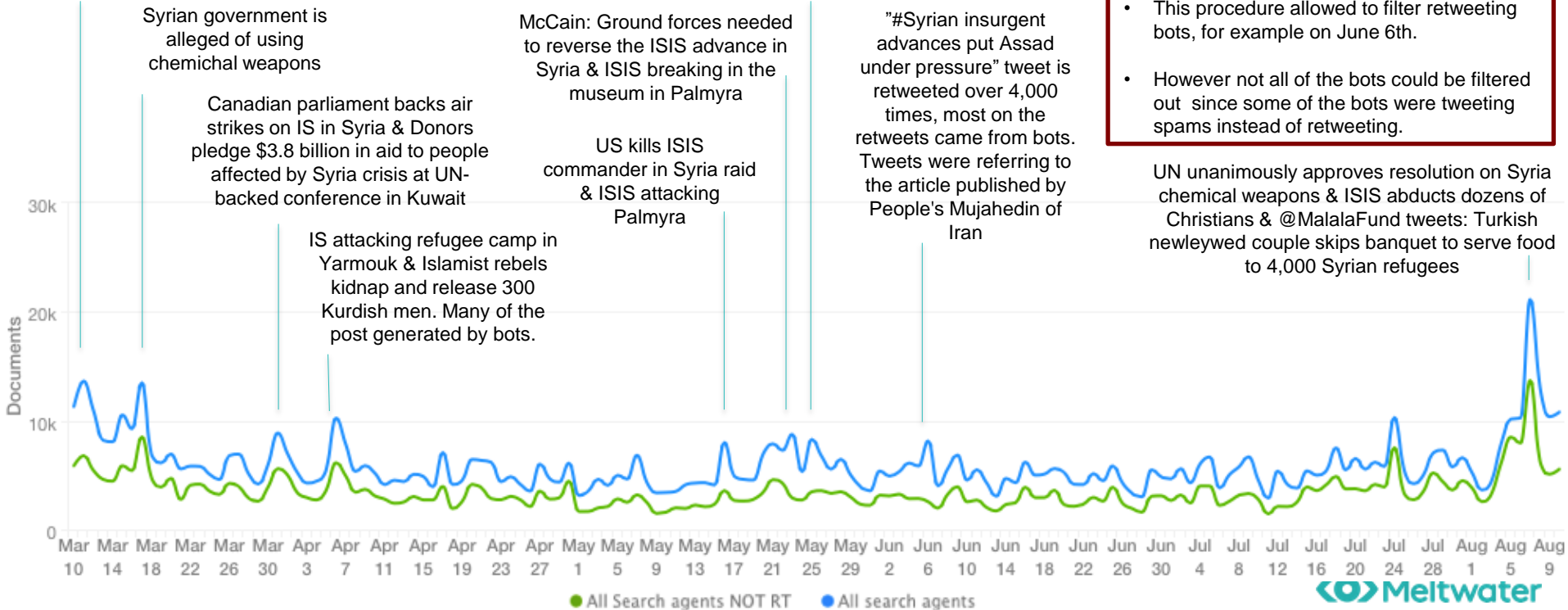
# Social media

Search agents combined 10.3. – 10.8.

Three British girls have traveled to Syria & Syrian war goes on 5th year

McCain: Ground forces needed to reverse the ISIS advance in Syria & Miyavi performing at refugee camp in Lebanon

- Due to a large amount of bots two search agents were made, one contained all possible hits and another had all retweets filtered.
- This procedure allowed to filter retweeting bots, for example on June 6th.
- However not all of the bots could be filtered out since some of the bots were tweeting spams instead of retweeting.



# Social media

## Highlights

 **MEMMOS Enterprises**  
@MEMMOSDubai

Syrian activists say chemical attacks killed 6 in Idlib province [ift.tt/1Lqaxij](https://ift.tt/1Lqaxij)  
[@MEMMOSDubai](#) #Dubai #UAE



**Syrian activists say chemical attacks killed 6 in Idlib province**

Syrian activists have accused the Assad regime of carrying out a chemical attack on the town of Sarmin in the northern province of Idlib on Monday.

[mashable.com](http://mashable.com)

RETWEETS

611



 **Media Research Center** ✓  
31. maaliskuuta · 

 Tykkää sivusta

Tragic....



**Heartbreaking Image Of Syrian Child Raising Her Hands in 'Surrender' As Journalist Tries To Take Photo**

A photo depicting a young Syrian refugee raising her hands in surrender to a camera offers the world perspective, if just by the palpable fear in her eyes.

FAL CN

 Tykkää  Kommentoi  Jaa

1 111 henkilöä tykkää tästä.

Oleellisin

579 jakoa

# Social media

## Highlights



**Malala Fund**  
@MalalaFund



Follow

The ugly cost of less schooling for Syrian children: Child marriage. Child labor. Child mortality. [gu.com/p/474fp/stw](http://gu.com/p/474fp/stw)  
#nolostgeneration

RETWEETS 139  
FAVORITES 87



10:27 AM - 30 Mar 2015



**Liaqat Ali**  
@LiaqatAli2015



Follow

#ISIS #Syria #Israel #Palestine #USA #Iran  
#Iraq #Ukraine #WorldWar3 #WW3 #Russia  
The following (cont) [tl.gd/nj8m8i](http://tl.gd/nj8m8i)

RETWEETS 139  
FAVORITES 5



**Jack**  
@cossab88



Follow

So now we have hamas siding with Saudi Arabia bombing Yemen and supporting Israel's whores in the Syrian opposition, makes you wonder

RETWEETS 6  
FAVORITES 6



**World Food Programme**  
@WFP



Follow

"I know the world has forgotten us, we're too much of a burden" – Fatmeh, #Syrian refugee  
[wfp.org/stories/syrian...](http://wfp.org/stories/syrian...)



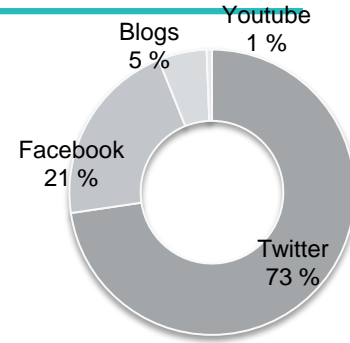
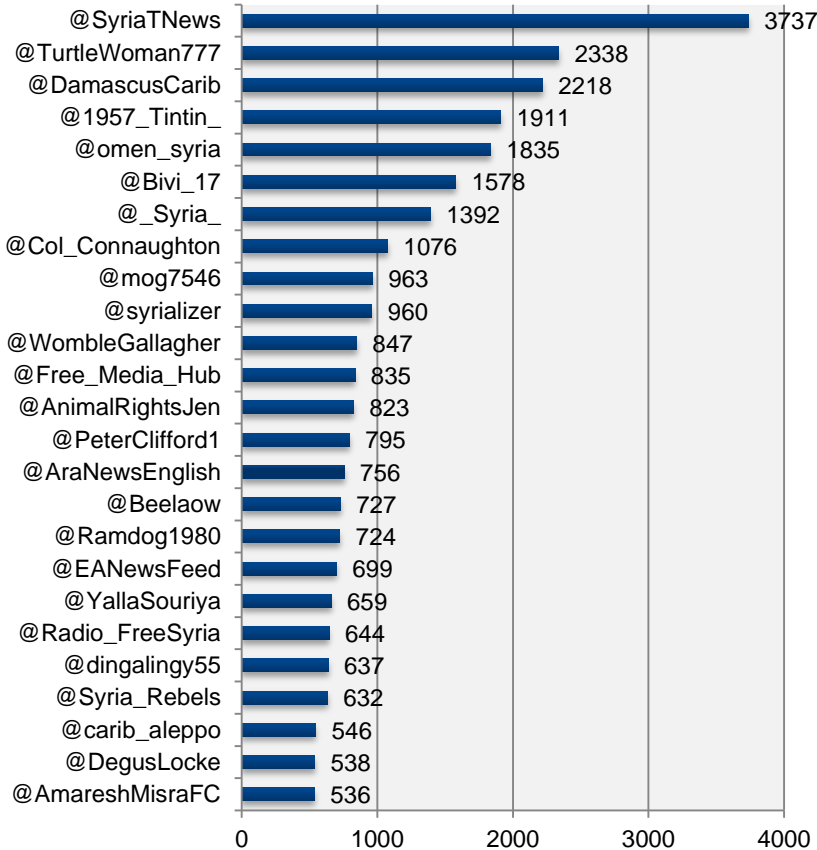
RETWEETS 7,732

FAVORITES 413



# Social media

## Top 25 twitters & Channel spread 10.3. – 10.8.



- Bots were filtered from the top twitters graph results.
- Many of the Twitter-profiles were amateur news agencies or activists publishing content on Syrian war.
- Many of the top twitters were clearly favouring the opposition rather than the regime.
- Accounts had mostly 1 000 – 3 000 followers, however there were also few quite popular accounts tweeting on the Syrian war:
  - @\_Syria\_ had over 72K followers
  - @Free\_Media\_Hub had over 200K followers
  - @AnimalRightsJen had over 78K followers
  - @PeterClifford1 had over 12K followers
  - @AmareshMisraFC had over 35K followers

# Social media

## Islamic State on Twitter



@rhabUmm · Sep 10

BACK AGAIN ,A SHOUT OUT WILL BE APPRECIATE ,JAZAKALLAHU KHAYR....



17



UmmZunairahLocked Retweeted

@Hababhy\_22 · Sep 19

Assalamu Aleikum Ikhwah, I'm back, Plz Follow, Support & Spread My 22nd Account. Jazaakumullaahu Khayr.

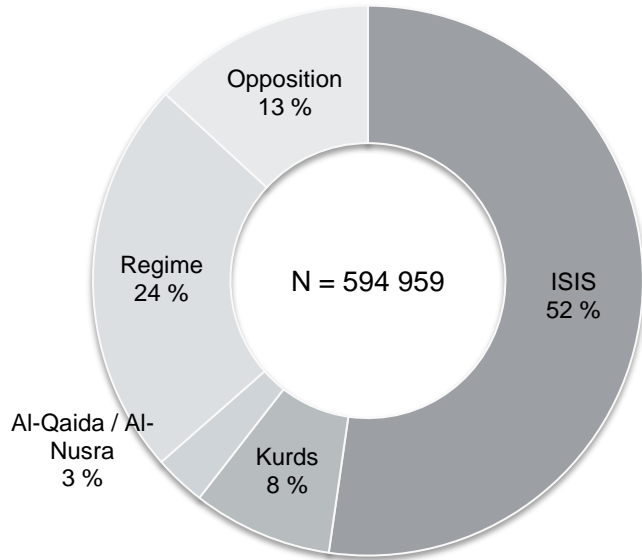


58

- There was no sign of any official IS Twitter accounts.
- The Wall Street Journal released article with reference to Brookings Institution study stating that "Islamic State supporters had on average 1,004 Twitter followers, much more than an average account, reflecting their broad social media reach. It also said there was a "relatively small group of hyperactive users, numbering between 500 and 2,000 accounts, which tweet in concentrated bursts of high volume."
- WSJ article also stated that "The use of Twitter by those sympathetic to Islamic State has remained controversial. Twitter in recent days suspended at least 2,000 accounts."
- The Wall Street Journal article can be found here: <http://blogs.wsj.com/washwire/2015/03/06/report-isis-backers-used-at-least-46000-twitter-accounts-in-2014/>
- However it was not too hard to find several twitter accounts which were spreading IS propaganda on Twitter. As seen in highlights on the left these two users had at least one Twitter account suspended since their current accounts were only couple of days old.

# Social media

Counterparts 10.3. – 10.8.



ISIS (n=311 015)

REGIME (n=138 698)

OPPOSITION (n=78 259)

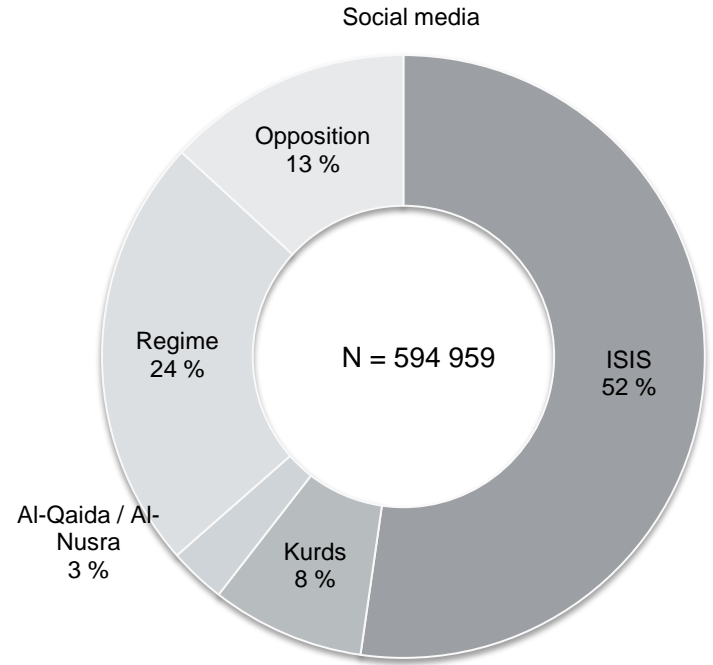
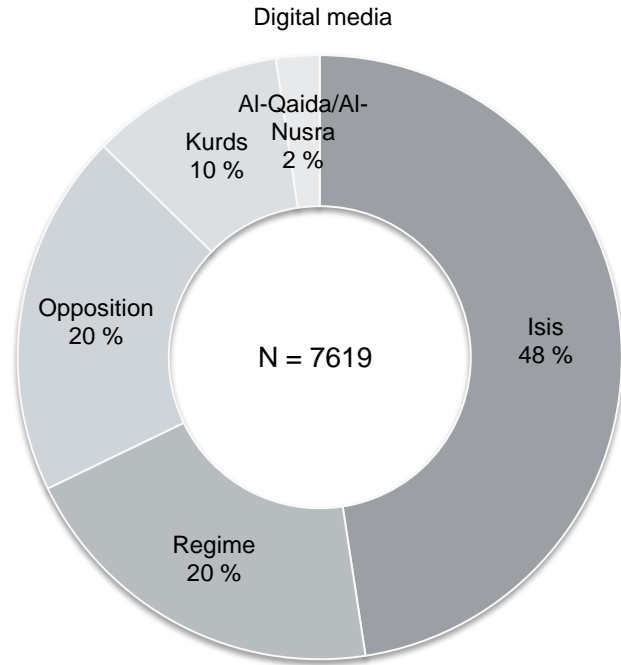
KURDS (n=48 960)

AL-NUSRA / AL-QAEDA (n=18 027)

- ISIS had over 50 percent of the hits.
- In addition the gap between opposition and regime is much higher than in digital media. However the nature of the conversation is quite negative when talking about regime or Assad.
- It is also good to remember, that all the languages except English were filtered out of analyst.

# Social media

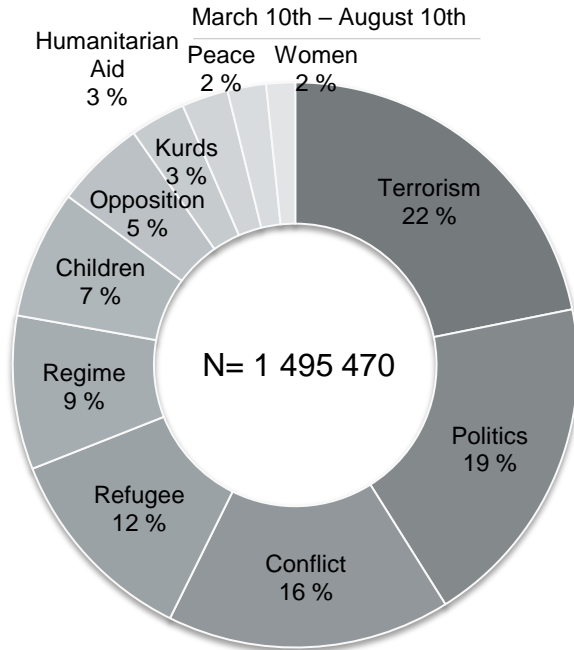
Comparing counterparts in digital and social media 10.3. – 10.8.



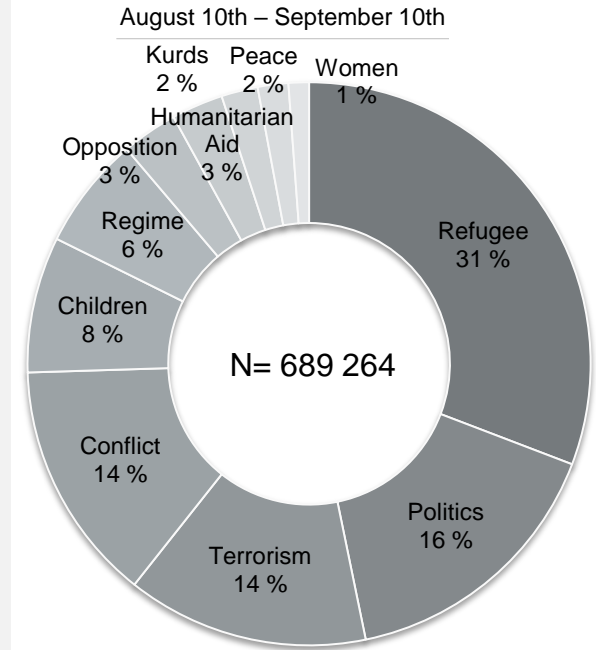


# Social media

## Comparing social media



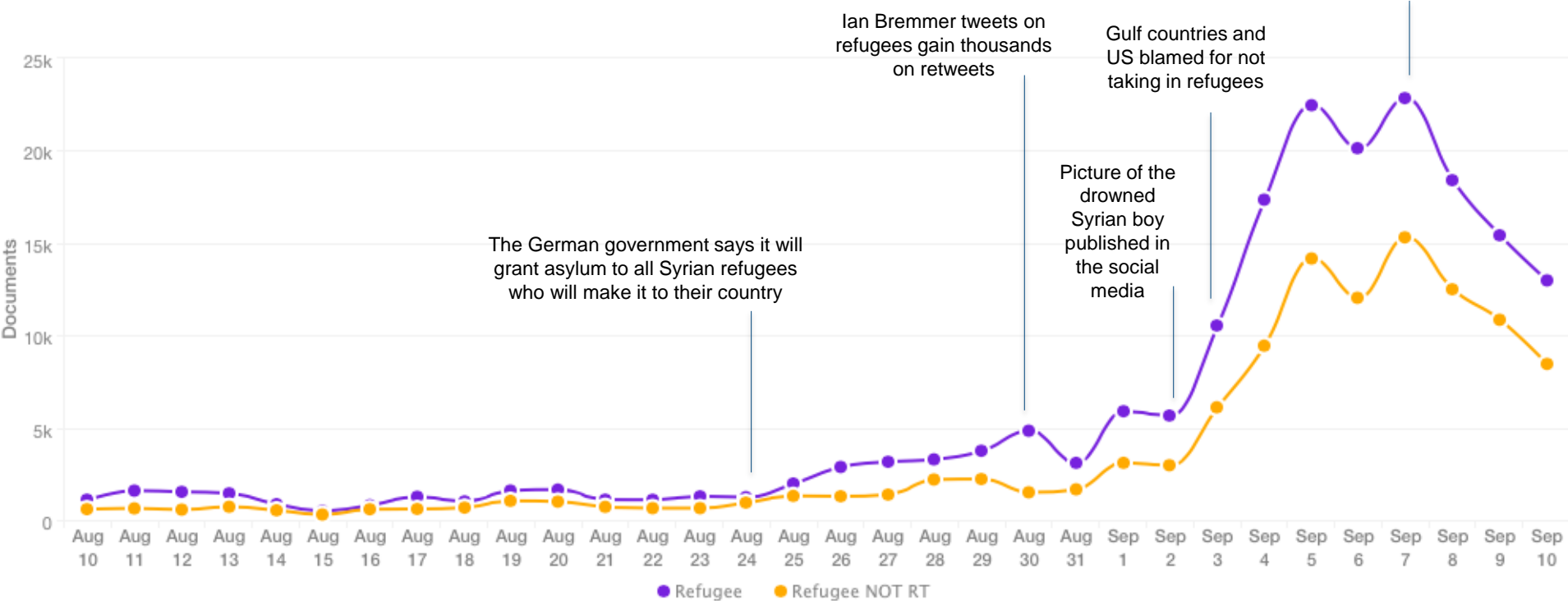
- The graphs display the amount of the conversation in different search agents.
- Total amount of posts in all search agents was 1 495 470. Out of these posts, 1 000 340 were unique. This means that almost 500 000 posts appeared in more than one search agent.
- The graph on the left displays conversation volumes from 10.3. – 10.8.
- The graph on the right displays conversation volumes from 10.8. – 10.9.
- Refugee and Children are the only search agents to increase their share of voice when comparing graphs from 10.3.-10.8. and 10.8.-10.9.
- Syrian refugees had 175 045 mentions in social media 10.3.-10.8. and 212 355 mentions 10.8.-10.9.



# Social media

Syrian refugees in social media August 10th – September 10th

Israel building fence along the Jordan border, saying it won't accept refugees & Hungary criticized for not treating refugees properly



# Social media

## Highlights

 **ian Bremmer** @ianbremmer Follow

4M+ Syria refugees  
Resettlement places offered by Saudi Arabia, Bahrain, UAE, Qatar, Kuwait: 0



RETWEETS 1,627 FAVORITES 597

 **الحداد** @TheBlankCanvas Follow

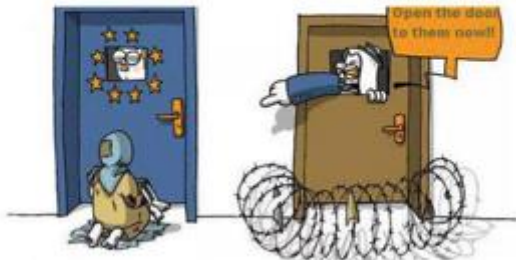
Syrian boy to Al Jazeera reporter in Budapest, "Just stop the war in Syria & we don't want to go to Europe" #refugees

RETWEETS 494 FAVORITES 313

12:59 PM - 5 Sep 2015

 **ian Bremmer** @ianbremmer Follow

4M+ Syria refugees  
Resettlement places offered by Saudi Arabia, Bahrain, UAE, Qatar, Kuwait: 0



RETWEETS 1,043 FAVORITES 417

 **Jenan Moussa** @jenanmoussa Follow

I explain in next tweets reasons surge in nbs of #Syrian refugees 2 EU. Recently I was in N-Syria & am in S.Turkey for 6 weeks among Syrians>

RETWEETS 291 FAVORITES 156

12:48 PM - 6 Sep 2015

 **ian Bremmer** @ianbremmer Follow

Scale of Jordan's refugee camps are daunting. #Syria



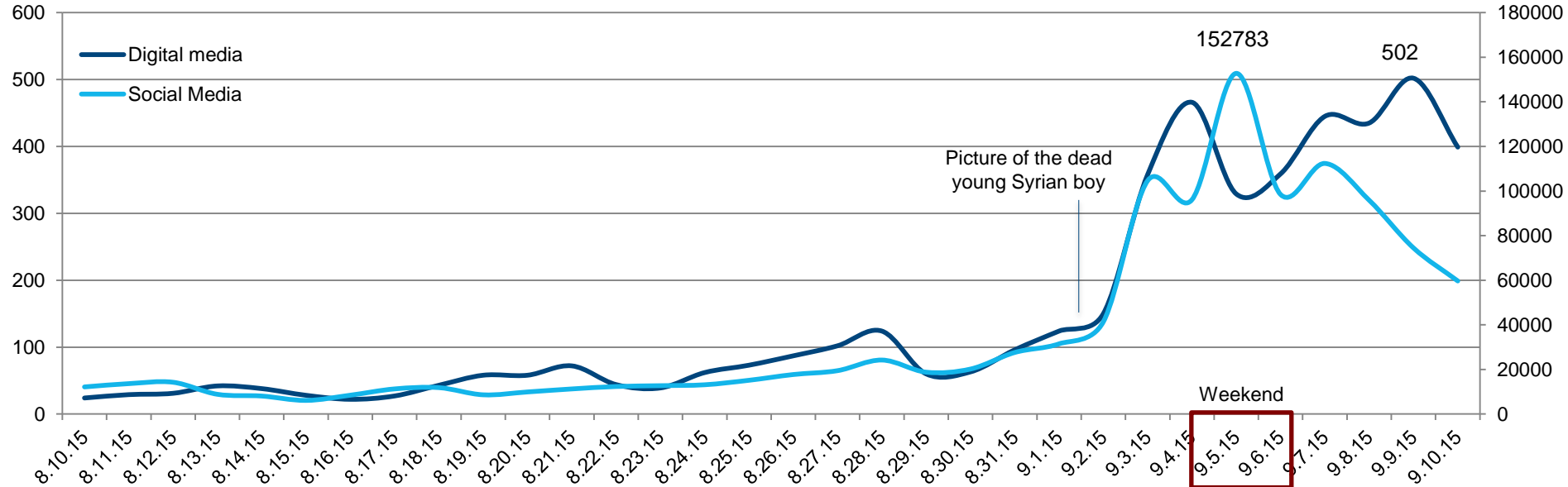
RETWEETS 3,209 FAVORITES 992

7:33 AM - 30 Aug 2015

# Social media

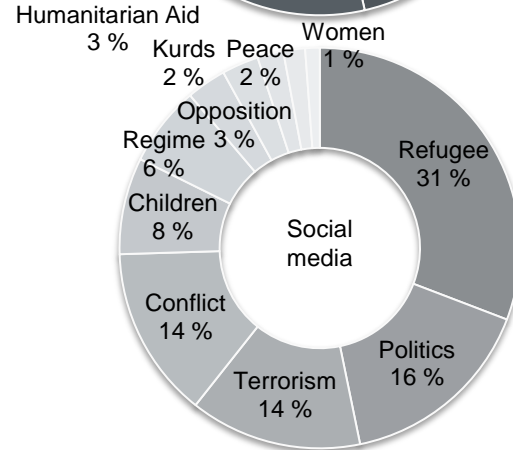
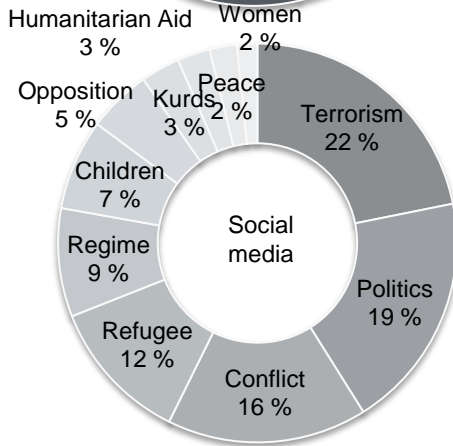
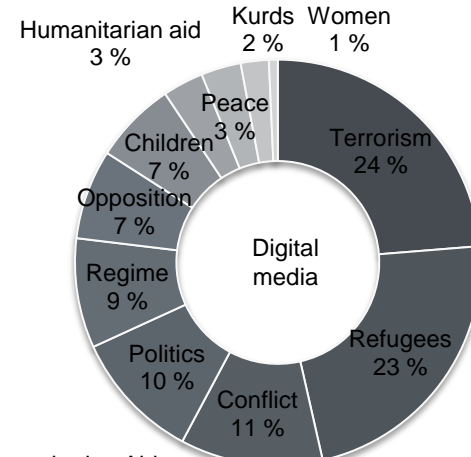
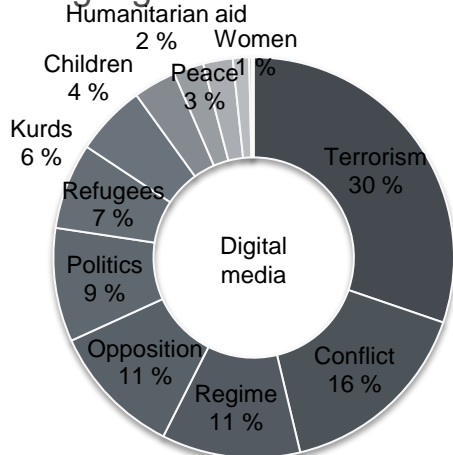
## Refugees in digital and social media

- This graph shows volumes of articles and conversation on refugees from 10th of August to 10th of September in social and digital media.
- Graph shows overall conversation on refugees, so the term Syria is not compulsory.
- The only filter that has been used in social media is the language filter so that the graph displays only English conversations.
- Digital media hits were picked from the same selected sources which have been used in other digital media search agents.



# Social media

## Comparing digital and social media



# Summary

Digital & Social media

# Key findings

## Digital & Social media

### Digital media

- Terrorism had the biggest share of the media coverage getting 4176 hits during the period of analysis, 30% of the total coverage on Syria. Terrorism and conflict categories comprised 46% of all coverage.
- Biggest spikes came from terrorism actions made by ISIS or military actions made by the Syrian Regime army.
- Among the least covered topics were women (1% of total), humanitarian aid (2%) and peace (3%).
- Articles were often short and covered only one aspect of the ongoing situation lacking deeper presentation of events.
- Media was in many cases reporting according to its home country's geopolitical position and policy on Syria.
- Syrian media (both opposition and loyalist) has little reach outside Syrian audiences. As such there is a "disconnect" between the Syrians and the international media discourses.
- ISIS received a lot of media coverage and there are examples of ISIS receiving media attention at the expense of other themes such as humanitarian aid and refugees, and the suffering of civilians.
- Coverage on refugee topic increased from 7% to 23% after the refugee crisis started reaching Europe in August 2015. Proximity of the impact of refugee issue to Europe seems to increase media's interest in the issue.

### Social media

- Total amount of posts in all search agents was 1 495 470. Out of these posts, 1 000 340 were unique. This means that almost 500 000 posts appeared in more than one search agent.
- Terrorism had the biggest share of social media coverage getting over 300 000 mentions during the period of analysis.
- Opinions in publications were often extremely one-sided.
- Conversation on humanitarian aid and refugees was broader in social media than it was in digital media but still was not so visible due to large amount of bot-posts and overall amount of conversation.
- In many cases there were small groups with clear political agendas posting content on Twitter or Facebook.
- Attention of the social media posts on refugees increased from 12% to 31% after the refugee crisis started reaching Europe in August 2015.
- Social media posts on Syria are challenging to track reliably due to a large amount of bots and ideological posting by different groups.

# Thank You!

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