



COMMIT - COMMunication campaign against exTremism and radicalisation

## NEWSLETTER #1 – WELCOME TO THE COMMIT PROJECT!

**COMMIT- COMMunication campaign against exTremism and radicalisation** is a European project funded by the European Commission under the Internal Security Fund – Civil Society Empowering Programme, coordinated by Centro per lo Sviluppo Creativo Danilo Dolci, in cooperation with the University of Palermo and other 4 organisations in Europe.

COMMIT aims at to prevent and dissuade susceptible & vulnerable audience from extremism, radicalism & terrorism through the development of communication campaigns on social media.

### WHAT IS THE PROJECT ABOUT?

**COMMIT will develop 3 communication campaigns about...**

1. fake news, hate speech, populist propaganda
2. right-/left-wing extremism
3. radicalism & terrorism



### Working together with...



- Young people (aged 13 – 25) including EU citizens and young people with migration background
- University students of journalism and communication
- Civil society organisations, media professionals, internet companies, public authorities and other stakeholders.

COMMIT wants to provide them with skills needed to co-develop and disseminate alternative and counter-narratives promoting democratic values, tolerance & cooperation.

### HOW CAN YOU GET INVOLVED?

**If you are a University Student, a Media Professional or a Civil Society organisation's member** and you want to know more about radicalism, extremism, populism and hate-speech and how to combat them creating alternative and counter-narratives...

**A 30-hours Capacity Building Course is almost ready for you from March 2021: contact us to know more.**

**If you are a youngster between 18 to 25 years old** passionate about social media and you want to develop your critical thinking, media literacy skills and learn how to use storytelling for developing alternatives and counter-narratives...

**A set of Workshops will be held soon, from March 2021: contact us to know more.**

**If you are a stakeholder, public entity or civil society organisation...**

**Reach out to us** and join our network,  
to share ideas, experience and improve cooperation at local level.

### WHAT HAS BEEN DONE UNTIL NOW?

The COMMIT project has started on January 2020. In the first year of implementation, the consortium has carried out a two-fold research in order to set the ground for the development of the project's communication campaigns:

#### A Content Analysis Report

A technology-supported online content analysis developed by Textgain (Belgium) to identify the push and pull factors and root causes bringing to radicalization. **Textgain** develops social media monitoring tools that collect data from social media and then analyses that data using Artificial Intelligence technology from the field of Natural Language Processing (NLP). NLP is technology that is able to automatically extract information from large document streams through automated text analysis. This provides a quantitative perspective on the data that is able to support the qualitative analyses about push and pull factors of extremism and radicalisation.

#### A Target Audience Mapping Report

A field research aimed at finding information useful to the construction of effective communication campaigns on social media about fake news, hate speech and populism, extremism and radicalisation.

In particular, through interviews and focus groups, the report has collected:

- information on the target audience (young people from 18 to 25 potentially vulnerable to extremist propaganda in Italy, the Netherlands, Austria and Greece), regarding their political orientation, religious beliefs, cultural interests, media preferences and practices, socio-economic backgrounds, social networks they operate in, etc.;
- identification of places, themes and ways that fuel hate speech and the various forms of extremism addressed by our project;
- detection of any counter- and alternative narratives that can be developed during the communication campaigns.

Do you want to read our researches?

Visit our website at

RESOURCES

### WHAT'S NEXT?

From next summer the COMMIT communication campaigns will be launched on social media.

The contents of the campaigns will be co-created by project's partners with the cooperation and inputs of young people, university students and practitioners who will participate in the capacity building sessions during the next months.

**You can be one of them:  
contribute to our campaigns, get involved!  
Contact us!**

### PARTNERS

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