Rights, Equality and Citizenship (REC)

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Monitoring and Detecting Online Hate Speech

D1.2: Midterm Dissemination Report

Abstract: This document describes the dissemination activities carried out by the project in October 2015 - September 2016 period.

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FORTH	Coordinator	Greece
ACONITE	Principal Contractor	Ireland
ICITA	Principal Contractor	Bulgaria
INTHEMIS	Principal Contractor	France
UAM	Principal Contractor	Spain
UCY	Principal Contractor	Cyprus
UM1	Principal Contractor	France

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1. EXECUTIVE SUMMARY

This report describes the dissemination activities carried out by the MANDOLA project in the October 2015 - September 2016 period. It is based on and follows the structure of the Dissemination Plan (Deliverable D.1.1).

The Midterm Dissemination Report (D.1.2.) is prepared under the management of the International Cyber Investigation Training Academy and with the involvement of all project partners. It will be used as a basis for the development of the final dissemination report.

2. COMMUNICATION AND DISSEMINATION STRATEGY

2.1 Goals and Objectives

The overall goal of MANDOLA project dissemination strategy is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders. It must therefore be guaranteed that the project activities and materials are extensively disseminated and promoted within the communities, widely announced via appropriate channels, and fully grasped by the targeted stakeholders.

The objectives of the dissemination strategy are:

- To effectively disseminate project goals, activities and findings, promoting networking and wide impact creation.

- To disseminate techniques and results of the project to the public and interested stakeholders.

- To identify relevant stakeholders and initiatives to share knowledge, experiences and best practices.

- To perform communication activities to promote the project to Internet industry, users, NGO, victim support services, academia and law enforcement.

- To deliver presentations and write publications at policy and scientific levels.

- To support user community and raise awareness in the broader European area of the relevance of the issues.

- To promote widespread adoption of the technology developments and support the reporting structures developed by the project.

2.2 Dissemination Plan

To put the whole dissemination work in perspective, in March 2016 we presented the Dissemination Plan (Deliverable D.1.1). It serves as a guideline for the implementation of the dissemination activities and as a benchmark for the evaluation of their success. All dissemination activities - planned and already implemented are included in the Dissemination Plan and it is updated periodically. The Dissemination Plan has been used as a basis for the development of the current Midterm Dissemination Report (D.1.2.).

Dissemination activities are part of Workstream 1 "Awareness and Dissemination" and are meant to prolong throughout the whole project duration. Partner organizations share communication and dissemination tasks and actively participate in all activities. ICITA being the leading partner of Workstream 1 coordinates all communication activities. ICITA also leads the task "Dissemination in Traditional Media" (WS 1.1). The project coordinator FORTH leads the tasks "Dissemination in On-line Media" (WS 1.2) and "Advisory Board" (WS 1.3).

2.3 **Partners' Roles**

All project members contribute to the diary of dissemination activities by recording information about individual contributions to events, conferences, workshops, media activities, etc. where the objectives of MANDOLA project have been/will be publicised and presented. Consortium members have also actively participated in discussion of the initial dissemination activities such as the identification of dissemination opportunities in their countries / domains of expertise.

2.4 **Internal and External Communication**

The MANDOLA dissemination strategy covers both internal and external communication and dissemination.

Internal communication is conducted via email, video-conferencing, periodic face-to-face meetings. Shared documents (including administrative project documents, reports and publications) are stored in OwnCloud, giving all partners access at all times. The project website has both internal and external audiences in mind.

External communication is implemented by a set of tools: project website, media communications - targeting printed, electronic and Internet media, dissemination of press releases, social media, and participation in different events - conferences, forums, workshops, etc.

Any dissemination activities and publications in the project acknowledge the Rights, Equality and Citizenship (REC) Programme of the European Commission funding.

3. TARGET GROUPS

Based on the MANDOLA project goals and target groups, we have defined a list of stakeholders to be reached via the defined below communication tools and channels.

Stakeholders	Why to be reached
Policy makers	- To inform them about the policy issues addressed by the project. - To engage them in a dialogue about the on-line hate speech. - To invite them to consider recommendations made by the project.
ICT industry, i.e. Internet Service Providers	- To inform them about the findings made by the project. - To invite them to consider recommendations made by the project. - To engage them in mitigating on-line hate speech activities and updating corporate policies.
Law enforcement agencies, magistrates	- To inform them about the latest updates in on-line hate speech policies and legal frameworks. - To equip them with knowledge to recognize legal and illegal on-line hate speech.
Academic and research organizations	- To encourage them to conduct further research in regard to on-line hate speech.
NGOs	- To encourage them to lobby policy-makers to consider the findings, made by the project.
Ordinary citizens	- To raise awareness of what on-line hate speech is and how it evolves. - To equip them with knowledge to recognize legal and illegal on-line hate speech. - To make them known how to encounter illegal hate speech.
Witnesses of on-line hate speech incidents	- To inform them how to report hate speech anonymously.

Stakeholders	Why to be reached
Media	- To inform them about the project goals and results. - To make them aware of on-line hate speech related issues. - To encourage them to be more engaged in disseminating and raising public awareness of on-line hate speech.
Project partners	- To be up-to-date with the project progress.

4. MAPPING OF TOOLS TO STAKEHOLDERS

The following table outlines the main dissemination and communication tools that are used to reach the already defined stakeholders. Therefore, as project deliverables become available or as events are undertaken, the project partners consider which stakeholder groups the deliverable or event is most applicable to and publicize the activity using those means.

Stakeholder	Dissemination and Communication Tools
Policy makers	- Project events - Presentations at external events - Media communications - Publications in popular press - Project website - Project partners' websites - Social media - External Advisory Board
ICT industry, i.e. Internet Service Providers	- Project events - Presentations at external events - Media communications - Publications in popular press - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board
Law enforcement agencies, magistrates	- Project events - Presentations at external events - Media communications - Publications in popular press - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board

Stakeholder	Dissemination and Communication Tools
Academic and research organizations	- Project events - Presentations at external events - Media communications - Publications in popular press - Publications in scientific journals - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board
NGOs	- Presentations at external events - Media communications - Publications in popular press - Direct marketing - Project website - Project partners' websites - Social media - External Advisory Board
Ordinary citizens	- Media communications - Publications in popular press - Project website - Project partners' websites - Social media - Smartphone App
Witnesses of on-line hate speech incidents	- Media communications - Publications in popular press - Project website - Project partners' websites - Social media - Smartphone App
Media	- Presentations at external events - Media communications - Press releases - Direct marketing - Project website - Project partners' websites - Social media - Smartphone App
Project partners	- Project events - Press releases - Direct marketing - Project website - Social media

5. DISSEMINATION APPROACH

In order to reach maximum effectiveness of the dissemination strategy a three-pillar approach based on traditional dissemination, on-line dissemination and External Advisory Board setting up was used and multiple communication channels were considered.

5.1 Traditional Dissemination Approach

5.1.1. Project Logo

During the first month of the project implementation phase were developed the project graphics - the MANDOLA logo and the documents templates. Since then they are used for every dissemination activity and ensure uniformity of the MANDOLA appearance to third parties.

5.1.2. Project Events

Project events are meant to be a tool for internal dissemination. Consortium partners use these events to discuss, present and deliberate project related matters and findings to different stakeholders.

During the reported period were conducted the following project events:

- Kick off meeting of the MANDOLA project. The event was held on October 12, 2015 in Heraklion, Greece. 15 representatives of the project partners participated in it.

- Periodic project meetings (Plenary meetings), held every 4 month, 6 meetings as total. For the reported period were conducted 4 meetings.
    - First plenary meeting

        The first meeting was held on October 12, 2015 in Heraklion, Greece. 15 representatives of the project partners participated in it. During the meeting were discussed issues regarding the different workstreams and an Action Points List was accepted.

- o Second plenary meeting

  The second meeting was held on February 11, 2016 in Cyprus. 11 representatives of the project partners participated in it. During the meeting were discussed issues regarding the different workstreams and the forthcoming deliverables.

- o Third plenary meeting

  The third meeting was held on June 9, 2016 in Brussels. 10 representatives of the project partners participated in it. During the meeting were discussed issues regarding the different workstreams and the forthcoming deliverables.

- o Forth plenary meeting

  The forth meeting was held on the October 6, 2016 in Brussels. 11 representatives of the project partners participated in it. During the meeting were discussed issues regarding the different workstreams and the forthcoming deliverables.

- Ethics Committee meetings (2 meetings planned). For the reported period was conducted one meeting.

  - o First Ethics Committee meeting

    The first Ethics Committee meeting was held on February 11, 2016 in Cyprus. 5 legal experts and representatives of the project partners participated in it. The Committee analyzed the project's ethical issues and recommended the relevant Ethics Approvals that need to be obtained.

Evaluation: The evaluation of the outcomes is performed based on the number of events conducted, number of participants, range of stakeholders represented, participant feedback.

All the scheduled events were held. During the events were represented all the project partners.

5.1.3. Presentations at External Events

External events are one of the key project dissemination and communication tools, used as means of developing national, European and international connections with different stakeholders and engaging in a direct, face-to-face communications and discourse. The consortium partners prepare and deliver papers, slide show presentations and lectures at seminars and organize booths at relevant events and selected European and international conferences in order to give high visibility to the project. A list of conferences to be targeted was developed at the beginning of the project implementation phase as part of the Dissemination Plan and is periodically updated.

During the reported period the project partners conducted/participated in the following external events:

- On November 6, 2015, the MANDOLA project was presented by Ioannis Inglezakis, Associate Professor, Aristotle University of Thessaloniki, during the two-days conference REDA 2015: Regulation and Enforcement in the Digital Era. Challenges of data protection, copyright law, e-commerce and consumer law, held in Cyprus. The topic of the presentation was: Hate and Xenophobic speech in the Internet and it was presented during the Developments and New Initiatives in Media Law session. The event was organised by the School of Law of European University Cyprus and the Law Department of the University of Cyprus. Over 200 legal experts, researchers, policy makers and end users participated in the event.

    o Link: http://reda2015.blogspot.bg

    o Project partner, participating in the activity: University of Cyprus

- On January, 25 and 26, 2016, the MANDOLA project was presented by Adel Jomni from the University of Montpellier, during the 8th International Cybersecurity Forum, held in Lille, France. Over 50 cybersecurity and cybercrime prevention experts from different countries participated in the session. The presentation was focused on European cooperation projects on cybersecurity.

    o Link: https://www.fic2016.com/site/GB

    o Project partner, participating in the event: University of Montpellier

- On January 26, 2016 the MANDOLA project was presented by prof. Tatiana Synodinou and prof. George Pallis during the Trustworthy Cloud Computing - Security, Privacy and Trust Data in Cloud Computing interdisciplinary event, held in Cyprus. Over 80 researchers, industry representatives and end users participated in the discussion, organised by the University of Cyprus and the Office of the Commissioner for Personal Data Protection. The goal of the event was to discuss the personal data security in cloud infrastructures.

    o Project partner participating in the activity: University of Cyprus

- In March, 2016 the MANDOLA project was presented by the FORTH representatives during a SAFELINE seminar, held in Heraklion, Greece. 15 participants in other projects and national law enforcement agencies from Greece and Cyprus participated in the event. The goal of the event was to identify potential synergies.

    o Project partner participating in the activity: FORTH

- In April 2016 the International Cyber Investigation Training Academy conducted a public lecture for students from Sofia Vocational High School John Atanasoff. Representatives of the Academy presented to over 100 students the threats on the Internet, such as cyber bullying, sexual exploitation of children online, harmful and illegal content online, hate speech, etc.

    o Project partner participating in the activity: ICITA

- In April and May 2016, the International Cyber Investigation Training Academy conducted two training camps for judges, prosecutors and law enforcement representatives from Bulgaria. The topic of the events was: Cybercrime investigation and prosecution techniques. Over 80 participants discussed how to combat illegal hate speech online and learned more about personal data protection cases, crypto currencies and virtual money, etc.
    - Project partner participating in the activity: ICITA

- On May 12, 2016 the MANDOLA project was presented by Albena Spasova, President of the Management Board of the International Cyber Investigation Training Academy during the Open Cyber Security Day, held in Shumen, Bulgaria. Over 450 students and end users participated in the event.
    - Project partner participating in the activity: ICITA

- In June 2016 representatives of the University of Montpellier attended a training on cybercrime for French judges (organised annually by the National School for Judiciary), held in Paris, France. Over 30 magistrates participated in the event. The focus of the event was to present the problems of cybercrime and the various forms of hatred, xenophobia and cyberterrorism on the Internet. Special attention was devoted to hate speech on the Internet and MANDOLA project was presented.
    - Project partner participating in the activity: University of Montpellier

- In June and October 2016 the International Cyber Investigation Training Academy conducted two trainings for Heads of Departments from the Bulgarian National Revenue Agency. Over 100 participants were registered. They were introduced to the latest trends and risks related to information security, crypto currencies and virtual money, illegal content and online hate speech. The MANDOLA project was presented also.
    - Project partner participating in the activity: ICITA

Evaluation: The evaluation of the outcomes is performed based on the number of conference papers and presentations, number of events, type and size of events, event attendance.

During the reported period the MANDOLA project was presented on 11 events (trainings, conferences, discussions, meetings) to over 1200 target group representatives - prosecutors, judges, representatives of law enforcement, industry, public sector, academia, policy makers, cybersecurity experts, legal experts, students, end users.

5.1.4. Media Communications

Media communications are key factor to elicit participation and generate interest in MANDOLA project. Project dissemination activities target all kind of media in all project partners' countries:

- **Printed** - newspapers, magazines, journals, etc.
- **Electronic** - radio and TV
- **Internet** - news websites, news agencies, etc.

Media is reached by direct communication and by periodically developed and disseminated press releases.

- **Press Releases**

Press releases are developed and disseminated for the key stages of the project implementation: project start, project end, on completion of specific project milestones and deliverables. They are issued in English and translated in partners' national languages and distributed to key national and European media and other stakeholders.

- Press release announcing the project start

The first press release, announcing the project start was disseminated on December 16, 2015. The press release was developed in English by ICITA with the support of all project partners. The goal of the first press release was: to present the project to the general public, to increase the awareness on the illegal hate speech on the Internet, to inspire media interest in the project and on the topic.

Press clipping after the first press release dissemination:

Electronic media:

- A Dashboard Will Show the Spread of Hate Speech Online - interview with Albena Spasova, President of the Management Board of ICITA, on Radio Sofia, Bulgarian National Radio, December 18, 2015 (in Bulgarian). Audience: general public.
    - Link:http://bnr.bg/sofia/post/100639157/karta-shte-pokazva-onlain-geografskite-tochki-s-ezik-na-omrazata
    - Project partner participating in the activity: ICITA

- What Is Hate Speech? Is It Possible to Control Hate Speech On the Internet? - interview with Albena Spasova, President of the Management Board of ICITA on BulgariaOnAir television, December 31, 2015 (in Bulgarian). Audience: general public.
    - Link: http://www.bgonair.bg/temida/2015-12-31/kakvo-e-rech-na-omrazata
    - Project partner participating in the activity: ICITA

Internet media:

- A Project Facing Hate Speech Online Has Been Launched. Publication on Technews.bg, December 16, 2015 (in Bulgarian). Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 611.
  - Link: https://technews.bg/article-87480.html
  - Project partner participating in the activity: ICITA

- ICITA Involved in Project Consortium Facing Hate Speech Online. Publication on Klassa.bg, December 16, 2015 (in Bulgarian). Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 3,218. Article hits till October 10, 2016: 2339.
  - Link:http://www.klassa.bg/news/Read/article/261832_Международната+академия+за+обучение+по+киберразследвания+в+консорциум+ +срещу+езика+на+омразата+онлайн
  - Project partner participating in the activity: ICITA

- A Dashboard Will Show the Spread of Hate Speech Online - news, based on the interview with Albena Spasova, President of the Management Board of ICITA on Radio Sofia, Bulgarian National Radio, December, 18, 2015 (in Bulgarian). Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 303. Visitors from Bulgaria - 66,7 % and international - 23,3% (UK, USA, Greece and Russia). Article hits till October 10, 2016: 150.
  - Link:http://bnr.bg/sofia/post/100639157/karta-shte-pokazva-onlain-geografskite-tochki-s-ezik-na-omrazata
  - Project partner participating in the activity: ICITA

- What Is Hate Speech? Is It Possible to Control Hate Speech On the Internet? - **n**ews, based on the interview with Albena Spasova, President of the Management Board of ICITA on BulgariaOnAir, December 31, 2015 (in Bulgarian). Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 483. Visitors from Bulgaria - 85,9 %, UK - 6,1% and USA - 2,5%.
  - Link:http://www.bgonair.bg/temida/2015-12-31/kakvo-e-rech-na-omrazata
  - Project partner participating in the activity: ICITA

Evaluation: The evaluation of the outcomes is performed based on the number of press releases circulated, number of media communications issued, number published, media interviews, geographical scope and range of publication, media used, size of distribution list.

During the reported period was developed and disseminated one press release, announcing the project start (in English). The press release was translated in Bulgarian and disseminated by project partner ICITA to over 30 printed, electronic and Internet media. As a result the project was presented in 6 different media.

- **Publications in Scientific Journals**

Scientific journal articles are a resilient and broad-based dissemination tool. They are the main target for publication as they attract numerous scientists and practitioners in the field. The project aims to have journal publications in the later steps of the project to reach a broader audience. These will ensure that MANDOLA has a long-lasting impact beyond the project duration, particularly in relation to academic discourse in the area.

MANDOLA project in Scientific Journals:

Printed and Internet media:

- MANDOLA: Monitoring and Detecting Online Hate Speech. Publication on ECRIM News Magazine, Special theme: Machine Learning, Research and Innovation Section, Issue 107, October 2016, page 49. Audience: research and technological communities, policy makers, general public. Hits till October 10, 2016: 289.

- Links:http://www.ercim.eu/temp/EN107-draft.pdf

    http://ercim-news.ercim.eu/en107/r-i/mandola-monitoring-and-detecting-online-hate-speech

- Project partner participating in the activity: University of Cyprus and FORTH

Evaluation: The evaluation of the outcomes is performed based on the number of journal reports and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation.

During the reported period the MANDOLA project was presented in one scientific journal.

- **Articles in the Popular Press**

The project partners seek out opportunities to publish articles in popular magazines or newspapers that help with the promotion of the project. This is in addition to all the articles submitted, and published, to scientific journals, and the goal is to reach a broader audience.

MANDOLA project in Media (including the publications following the first press release dissemination):

Electronic media:

- A Dashboard Will Show the Spread of Hate Speech Online - interview with Albena Spasova, President of the Management Board of ICITA, on Radio Sofia, Bulgarian National Radio, December 18, 2015 (in Bulgarian). Audience: general public.
    - Link:http://bnr.bg/sofia/post/100639157/karta-shte-pokazva-onlain-geografskite-tochki-s-ezik-na-omrazata

- Project partner participating in the activity: ICITA

- What Is Hate Speech? Is It Possible to Control Hate Speech On the Internet? - interview with Albena Spasova, President of the Management Board of ICITA on BulgariaOnAir television, December 31, 2015 (in Bulgarian). Audience: general public.

  - Link: http://www.bgonair.bg/temida/2015-12-31/kakvo-e-rech-na-omrazata

  - Project partner participating in the activity: ICITA

- Interview with Boris Goncharov, expert within International Cyber Investigation Training Academy on TV Europa, July 24, 2016 (in Bulgarian). The MANDOLA project was mentioned during the interview. Audience: general public.
  - Link: http://www.tvevropa.com/bg/news/entertainment/view/117077
  - Project partner participating in the activity: ICITA

- What Are the Risks on the Internet - interview with Albena Spasova, President of the Management Board of ICITA on BulgariaOnAir, July 28, 2016 (in Bulgarian). The MANDOLA project was mentioned during the interview. Audience: general public.
  - Link:http://www.bgonair.bg/direktno/2016-06-28/kakvi-riskove-ima-v-internet
  - Project partner participating in the activity: ICITA

- Interview with Albena Spasova, President of the Management Board of ICITA on BiT television, August 17, 2016 (in Bulgarian). Topic: Risks on the Internet. The MANDOLA project was mentioned during the interview. Audience: general public.
  - Link: http://www.bitelevision.com/bi-aj-ti-tragna-po-sledite-na-nova-izmama-vav-fejsbuk/
  - Project partner participating in the activity: ICITA

Internet media:

- A Project Facing Hate Speech Online Has Been Launched. Publication on Technews.bg, December 16, 2015 (in Bulgarian). Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 611.
  - Link: https://technews.bg/article-87480.html
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- ICITA Involved in Project Consortium Facing Hate Speech Online. Publication on Klassa.bg, December 16, 2015 (in Bulgarian). Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 3,218. Article hits till October 10, 2016: 2339.

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  - Link: http://bnr.bg/sofia/post/100639157/karta-shte-pokazva-onlain-geografskite-tochki-s-ezik-na-omrazata
  - Project partner participating in the activity: ICITA

- What Is Hate Speech? Is It Possible to Control Hate Speech On the Internet? - **n**ews, based on the interview with Albena Spasova, President of the Management Board of ICITA on BulgariaOnAir, December 31, 2015 (in Bulgarian). Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 483. Visitors from Bulgaria - 85,9 %, UK - 6,1% and USA - 2,5%.
  - Link: http://www.bgonair.bg/temida/2015-12-31/kakvo-e-rech-na-omrazata
  - Project partner participating in the activity: ICITA

- News, based on the interview with Boris Goncharov, expert within International Cyber Investigation Training Academy on TV Europa, July 24, 2016 (in Bulgarian). The MANDOLA project was mentioned during the interview. Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 4893. Visitors from Bulgaria 71,3 %.
  - Link: http://www.tvevropa.com/bg/news/entertainment/view/117077
  - Project partner participating in the activity: ICITA

- What Are the Risks on the Internet - news, based on the interview with Albena Spasova, President of the Management Board of ICITA on BulgariaOnAir, July 28, 2016 (in Bulgarian). The MANDOLA project was mentioned during the interview. Audience: general public. Website rank in country (October, 10, 2016, Alexa.com): 483. Visitors from Bulgaria - 85,9%, UK - 6,1% and USA - 2,5%.
  - Link:http://www.bgonair.bg/direktno/2016-06-28/kakvi-riskove-ima-v-internet
  - Project partner participating in the activity: ICITA

- News, based on the interview with Albena Spasova, President of the Management Board of ICITA for BiT television (in Bulgarian), August 17, 2016. Topic: Risks on the Internet. The MANDOLA project was mentioned during the interview. Audience:

general public. Website rank in country (October, 10, 2016, Alexa.com): 1195. Visitors from Bulgaria - 62,6% and USA - 6,5%. Article hits till October 10, 2016: 2107.

- Link: http://www.bitelevision.com/bi-aj-ti-tragna-po-sledite-na-nova-izmama-vav-fejsbuk/
- Project partner participating in the activity: ICITA

Evaluation: The evaluation of the outcomes is performed based on the number of articles submitted and published, type of press, press impact factor and circulation.

During the reported period the project was presented in 12 popular electronic and Internet media.

5.1.5. Direct Marketing

One of the primary means of stakeholder outreach in MANDOLA is via e-mail to inform interested parties about events and activities.

Evaluation: The evaluation of the outcomes is performed based on numbers of outgoing and incoming e-mails, expansion of network of contacts, requests for information received.

During the reported period direct marketing was used to reach all the target groups during each of the activities.

5.2 Online Dissemination Approach

5.2.1 MANDOLA Project Website

The project website is meant to be an effective tool for making project results and the latest developments available to interested third parties, as well as creating a place for project partners to share information and news and help interested parties to get in touch with the MANDOLA consortium.

The project website was created during the first month of the project period and is available at http://mandola-project.eu. It includes information about the project, the project partners, gives access to all project deliverables, publications, articles, presentations, conducted events and is linked to Facebook, Twitter, Digg it!, Reddit, Delicious and StumbleUpon. Besides this, the website provides information about other initiatives, projects and documents in the field. The website is constantly updated in order to reflect the project evolution.

The website has a link to the Monitoring Dashboard http://mandola.grid.ucy.ac.cy:3000 and to the Reporting Portal http://mandola-project.eu/portal/, where can be found information about the Legal Framework in each EU country, Frequently Asked Questions and a map with all the European organization where could be reported hate speech.

Evaluation: The evaluation of the outcomes is performed based on the website hits, page views, deliverable/document downloads, comments received, requests for information received.

In the reported period they were registered 985 non-spam sessions, 586 users, 3002 pageviews. In the period June - October 2016 were registered 52,9% new visitors.

5.2.2   Social Media

Online social networks are another potentially useful dissemination tool and channel. We have created online presence on social networking sites such as Facebook, Twitter and LinkedIn, and are using them to disseminate news, research papers, project events and promote the results of the project to our community.

Facebook: https://www.facebook.com/mandolaproject/

Twitter: https://twitter.com/mandola_project

- In November 2015 representatives of Inthemis announce the project on their personal LinkedIn pages. Audience: general, more than 600 representatives of all target groups.

    - Project partner participating in the activity: Inthemis

- On October 10, 2015, representatives of University of Cyprus retweeted Mandola_Project website. Audience: researchers, industry representatives, technological communities, end users.

    - Project partner participating in the activity: University of Cyprus

Evaluation: The evaluation of the outcomes is performed based on the number of members/followers, network page views, page comments, mentions, shares, re-tweets.

The Mandola Facebook page has 79 likes. The Mandola Twitter page has 30 tweets, 45 following and 53 followers. All the news, published on social media are periodically shared by the project partners in their personal accounts.

5.2.3   Project Partners' Websites

Project partners upload periodically information about key project stages, milestones and deliverables on their websites.

- In December, the International Cyber Investigation Training Academy announced the start of the MANDOLA project. Audience: law enforcement, prosecutors, judges, industry and public sector representatives, end users.

    - Link: http://www.e-crimeacademy.com/news_info.php?id=532

    - Project partner participating in the activity: ICITA

- Information about the MANDOLA project is also available in the project section of ICITA website. Audience: law enforcement, prosecutors, judges, industry and public sector representatives, end users.

- Link: http://www.e-crimeacademy.com/projects.php

- Link: http://www.e-crimeacademy.com/project_info.php?id=513

- Project partner participating in the activity: ICITA

- On October 10, 2015 the University of Cyprus published news, announcing the project start. Audience: researchers, industry representatives, technological communities, end users.

    - Link:http://linc.ucy.ac.cy/index.php/news-11/8-linc/news/175-mandola-project-new

    - Project partner participating in the activity: University of Cyprus

- On February 12, 2016, the University of Cyprus published a news, announcing the MANDOLA plenary meeting in Cyprus. Audience: researchers, industry representatives, technological communities, end users.

    - Link:http://linc.ucy.ac.cy/index.php/8-linc/news/185-mandola-plenary-ii-cyprus

    - Project partner participating in the activity: University of Cyprus

- Information about the MANDOLA project is also available in the project section of University of Cyprus website. Audience: researchers, industry representatives, technological communities, end users.

  - Link:http://linc.ucy.ac.cy/index.php/projects

    http://linc.ucy.ac.cy/index.php/projects/2-linc/current-projects/174-mandola-project

  - Project partner participating in the activity: University of Cyprus

- Information about the MANDOLA project is available in the project section of FORTH website. Audience: researchers, industry representatives, technological communities, end users.

  - Link: http://www.ics.forth.gr/dcs/index_main.php?l=g&prj=DCS

  - Project partner participating in the activity: FORTH
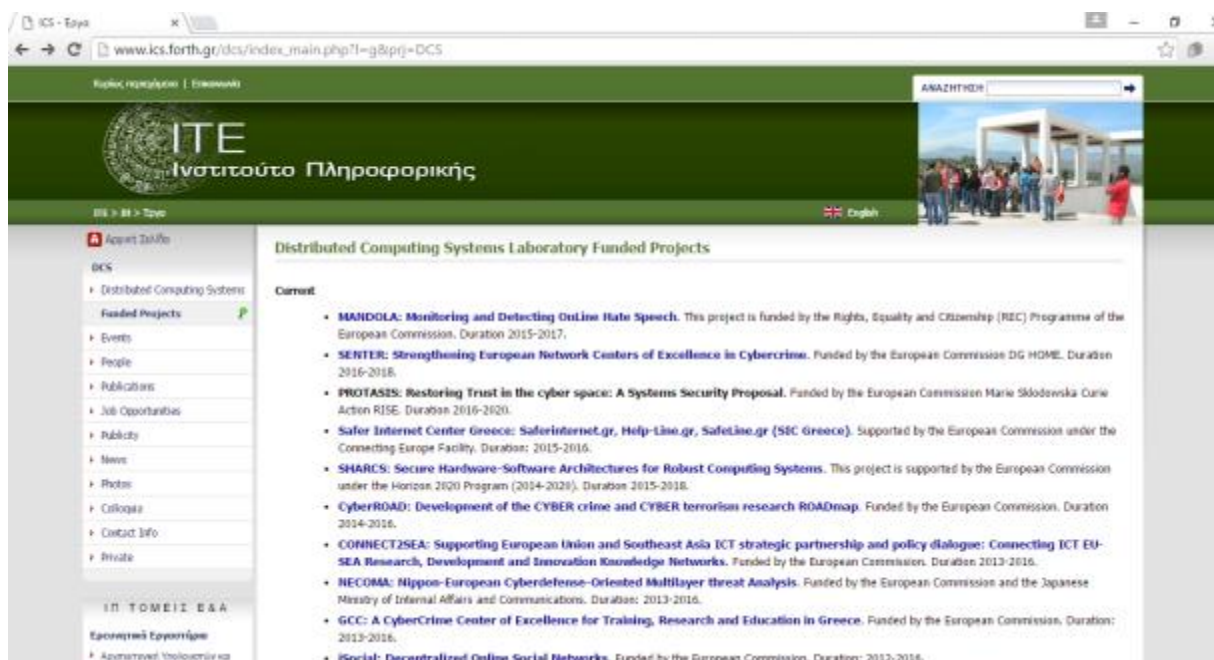
- Information about the MANDOLA project is available on Inthemis website. Audience: all target groups.

Evaluation: The evaluation of the outcomes is performed based on the website hits, page views, requests for information received.

The project partners are in process of collecting website analytics information.

5.2.4   Smartphone App

MANDOLA will develop an awareness raising and reporting app for smartphones and tablets that will be used by citizens to report hate-related on-line speech. The same app will be used as an awareness vehicle to push hate-speech-related awareness information to users. Indeed, users will periodically receive (push-based) updates and information about on-line hate-related speech in their countries. Such updates will consist of small easy-to-digest information that will keep users in the loop.

The Smartphone app development is scheduled for the next reporting period.

Outcome measure: number of downloads, number of information updates.

5.3 External Advisory Board

To further enhance the impact and the dissemination of the project's ideas as well as to foster dialogue and debate, the project formed an External Advisory Board (EAB). The progress and the results of the project as well as new ideas are discussed on EAB meetings in order to receive valuable feedback and market guidelines. The EAB plays an important role in the promotion of the developed technologies and tools. It also serves as a source of expertise that could be summoned in a short notice. Two EAB meetings are envisaged to be conducted during the project implementation.

During the reported period were conducted the following EAB meetings:

- **First External Advisory Board meeting**

The event was held on October 5, 2016 in Brussels, Belgium. 14 legal experts, researchers, academia, industry and NGO representatives participated in it. They discussed over the definition of hate speech and legal framework, current status of hate speech and future threats, the available reporting mechanisms, the difficulties for industry to respond to illegal hate speech, best practices and useful working models in the field.

Evaluation: The evaluation of the outcomes is performed based on the number of events conducted, number of participants, range of stakeholders represented.

During the reported period the scheduled EAB meeting took place. All the targeted groups were represented.

6. CONCLUSIONS

The dissemination activities implemented during the reported period October 2015 - September 2016 fully correspond to the Dissemination Plan, issued in March 2016. Based on the defined three-pillar approach the project partners managed to reach all target groups and get them aware with the MANDOLA project.

The first pillar - traditional dissemination approach

During the first month of the project implementation phase were developed the project graphics - the MANDOLA logo and the documents templates. Since then they are used for every dissemination activity and ensure uniformity of the MANDOLA appearance to third parties.

All the scheduled project events were held according to the project timeline and all the project partners participated in the events, demonstrating deep involvement in the project implementation and dissemination.

During the reported period MANDOLA project was presented on 11 external events (trainings, conferences, discussions, meetings) to over 1200 representatives of all target groups from different countries - prosecutors, judges, representatives of law enforcement, industry, public sector, academia, policy makers, cybersecurity experts, legal experts, students, end users.

In terms of media communications - a press release announcing the project start was developed and disseminated. The project was presented in 14 electronic, printed and Internet media, both scientific and popular.

Direct marketing tools were used to reach all the target groups during each of the activities.

The second pillar - online dissemination approach

The project website was created during the first month of the project period in order to disseminate information to all target groups about the project and its partners, to give access to all project deliverables, publications, articles, presentations and conducted events. Now, the website is a priceless source of information in the field of hate speech, where you can find contact points for reporting hate speech, links to different initiatives, etc. Project partners are also periodically updating their websites and including information about the project.

The MANDOLA project is on Twitter and Facebook with constantly increasing number of followers.

The third pillar - the External Advisory Board

An External Advisory Board, consisting of legal experts, researchers, academia, industry and NGO representatives was established in order to further enhance the impact and the dissemination of the project's ideas as well as to foster dialogue and debate.

Next steps

During the reported period most of the efforts were concentrated on the internal communication in order to guarantee the proper dissemination of tasks among the project partners. The external communication was focused mainly on announcing the project start, presenting the project goals, objectives and envisaged activities.

In the forthcoming project period, when all the project outcomes will be available, more efforts should be concentrated on external dissemination by:

> ➢ Extending the geographical media impact, including media from all partnering countries and other EU countries;

> ➢ Participating in more external events in order to generate greater interest to the MANDOLA outcomes;

> ➢ Stimulating the project partners to be more active on social media;

> ➢ Contacting and disseminating the project outcomes to more industry representatives and policy makers.

ANNEX 1: PRESS RELEASE

PRESS RELEASE

MANDOLA: The Latest Transnational Innovative Approach on

Monitoring ANd Detecting OnLine hAte speech

December 16, 2015 - A consortium of seven partners from six countries: FORTH (Foundation for Research and Technology – Hellas), Aconite Internet Solutions (Ireland), the International Cyber Investigation Training Academy (Bulgaria), Inthemis (France), the Autonomous University of Madrid (Spain), the University of Cyprus (Cyprus), and the University of Montpellier (France) announced the launch of the two-year project MANDOLA. MANDOLA is about Monitoring ANd Detecting OnLine hAte speech and is co-funded by the Rights, Equality and Citizenship (REC) Programme of the European Commission. The project is led by FORTH.

MANDOLA aims at improving the public understanding of how on-line hate speech prevails and spreads. The project also aims at empowering ordinary citizens to monitor and report hate speech. MANDOLA's objectives are:

> ➢ to monitor the spread and penetration of on-line hate-related speech in EU member states using a big-data approach, while investigating the possibility to distinguish between the potentially illegal hate-related speech and non-illegal hate-related speech;

> ➢ to provide policy makers with information that can be used to promote policies for mitigating the spread of on-line hate speech;

> ➢ to provide ordinary citizens with useful tools that can help them deal with on-line hate speech irrespective of whether they are bystanders or victims;

> ➢ to transfer best practices among member states.

The project is serving: (i) policy makers - who will have up-to-date on-line hate speech-related information that can be used to create enlightened policy in the field; (ii) ordinary

citizens - who will have a better understanding of what on-line hate speech is and how it evolves, will be provided with information for recognising legal and illegal on-line hate-speech and will know what to do when they encounter illegal on-line hate; and (iii) witnesses of on-line hate speech incidents - who will have the possibility to report hate speech anonymously.

In order to achieve the set up objectives the project envisages several activities:

- An analysis of the legislation of illegal hate-speech at national, European, and international level will be conducted.

- The legal and ethical framework on privacy, personal data and protection of other fundamental rights will be identified and analysed in order to implement adequate safeguards during research and in the system to be developed.

- A monitoring dashboard will be developed. It will identify and visualise cases of on-line hate-related speech via social media (such as Twitter) and the Web (such as Google).

- A multi-lingual corpus of hate-related speech will be created based on the collected data. It will be used to define queries in order to identify Web pages that may contain hate-related speech and to filter the tweets during the pre-processing phase. The vocabulary will be developed with the support of social scientists and enhanced by the Hatebase (http://www.hatebase.org/).

- A reporting portal will be developed. It will allow Internet users to report potentially illegal hate-related speech material and criminal activities they have noticed on the Internet.

- A smart phone application will be developed. It will allow anonymous reporting of potentially hate-related speech materials noticed on the Web and in social media.

- A Frequently Asked Questions document will be created and disseminated. The FAQ document will answer questions like: What is on-line hate speech? Which forms are legal and which - potentially illegal? What can Internet Service Providers do? What can users do if they encounter a hateful video, blog, group in Facebook or similar networking site, receive a hate e-mail or come across a hate-related web site? What can they do if they become target of hate-related comments on-line? How to protect themselves and their children in social networks? The FAQ document will be disseminated via the project portal and the smartphone app.

- A network of National Liaison Officers (NLOs) of the participating member states will be created. They will act as contact persons for their country and will exchange best practices and information. They will also support the project and its activities with legal and technical expertise when needed.

- Landscape and gap analysis. Some countries still do not have sufficient methods or structures to handle complaints or reports about hate speech. That

is why a landscape of current responses to hate speech across Europe will be developed and Best Practices Guide for responding to on-line hate speech for Internet industry in Europe will be created and disseminated. A comprehensive survey among key stakeholders - major Internet Service Providers and Law Enforcement will be conducted. They will identify the key challenges and best practices in responding to hate speech trans-nationally.

The MANDOLA project addresses the two major difficulties in dealing with on-line hate speech: lack of reliable data and poor awareness on how to deal with the issue. Although in general on-line hate speech seems to be on the rise, it is not clear which member states seem to be suffering most. It is not even clear which kind of on-line hate speech is on the rise. Moreover, the available data generally do not distinguish between illegal or potentially illegal hate content and harmful but not illegal h ate content. The different legal systems in various member states make it difficult for ordinary people to make such a distinction. It is even more difficult for citizens to know how to deal with potentially illegal hate content and to know how to behave when facing harmful l but not illegal hate content. Without reliable data it is very difficult to make reliable decisions and push policies to the appropriate level.

The project has two main innovative aspects. The first is the extensive use of IT and big data to study and report on-line hate, and the second is the research on the possibility to make clear distinction between legal and potentially illegal content taking into account the variations between EU member states legislation.

For more information please check: http://mandola-project.eu

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