



Europe Media Monitor

European Commission, Directorate-General Communication

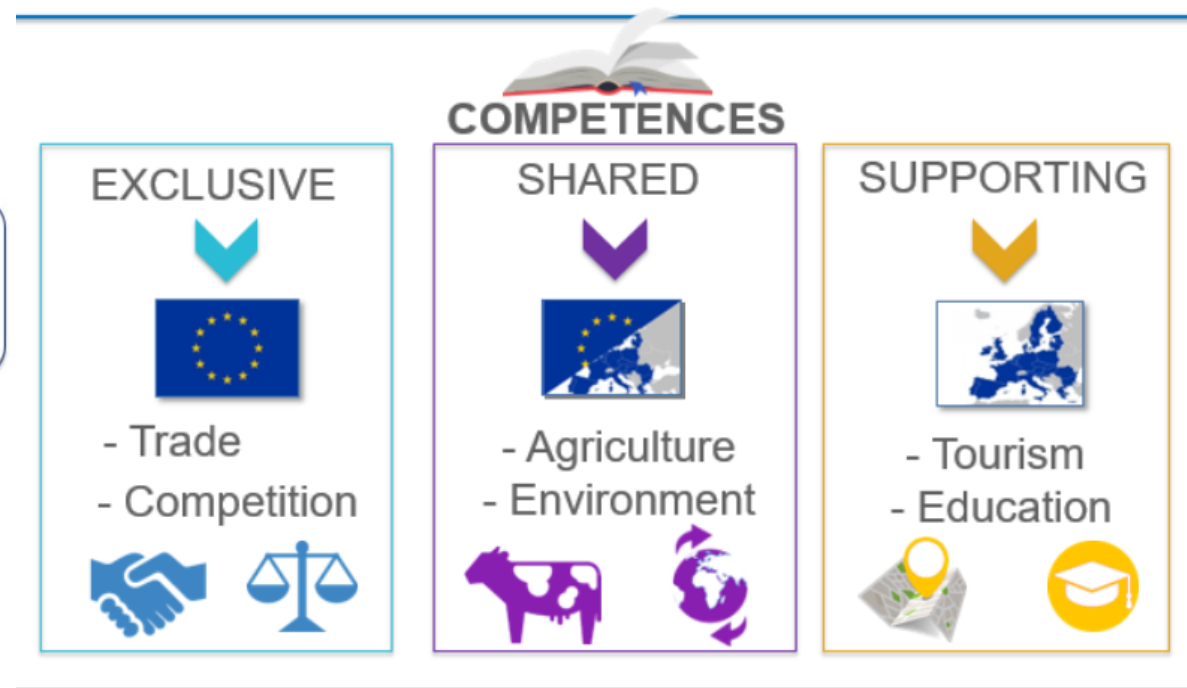
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9 April 2021

Session 2

- Presentation of DG Communication at the European Commission and the activity of media monitoring
- How the Europe Media Monitor system is integrated in this specific environment
- Hands-on to practice how EMM can be used
- Eurobarometer

EU Communication - Challenges



“Brussels” as abstract construct, decision making process

Specifics of national reporting on “Brussels”

Directorate-General Communication (DG COMM)

DG COMM MISSION STATEMENT:

Listen – Advise – Engage

***DG COMM, as a corporate communication service,
brings Europe closer to its citizens.***

A3 Media Monitoring (MM) – Media Sources

- We monitor over 730 sources across all Member States via our external contractor
 - Print media
 - Online media
 - Audiovisual media
- Combined with press agency wires monitored internally and
- 11000 media websites monitored automatically via the JRC EMM system

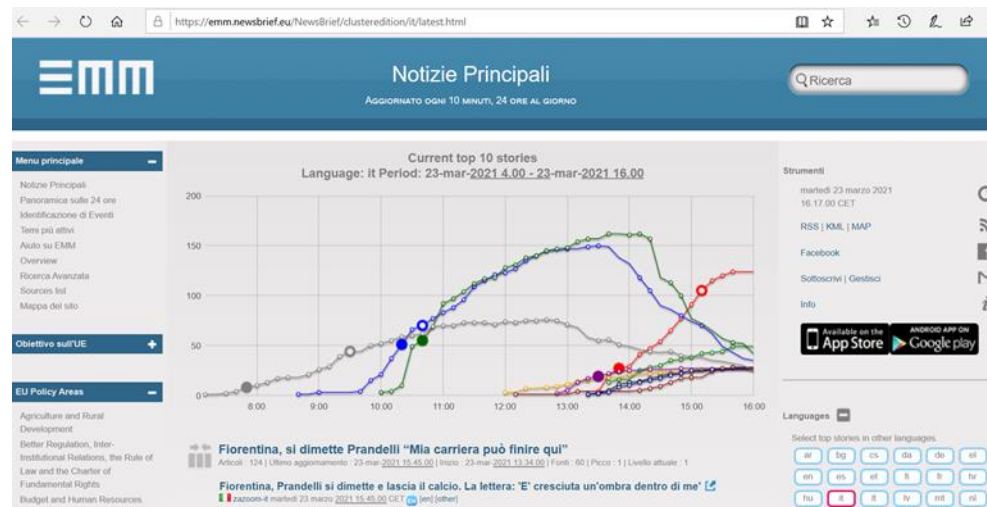


A3 MM – Challenges

- Fast-pace environment
 - 24/7
 - ‘Real-time’ alerts
- Media landscape
 - Increase in specialised media
 - Accessibility (paywalls/copyrights)
 - Language variety
- Disinformation

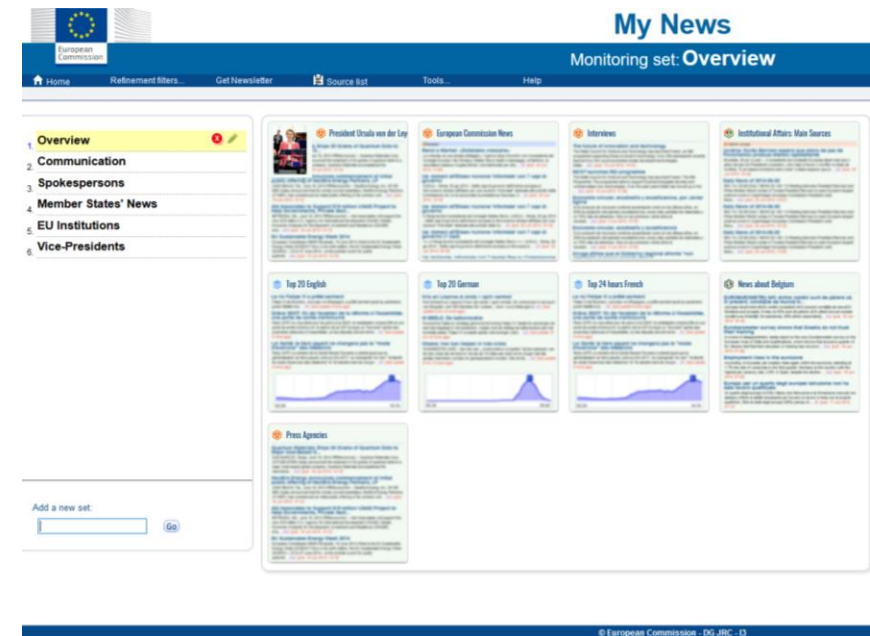
JRC EMM System as monitoring tool

Usage example (Top Stories overview)



Top stories in the different languages

Usage example (Dashboard)



The six political priorities of the von der Leyen Commission



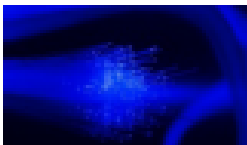
A European Green Deal

- Striving to be the first climate-neutral continent



An economy that works for people

- Working for social fairness and prosperity



A Europe fit for the digital age

- Empowering people with a new generation of technologies



Promoting our European way of life

- Building a Union of equality in which we all have the same access to opportunities



A stronger Europe in the world

- Europe to strive for more by strengthening our unique brand of responsible global leadership



A new push for European democracy

- Nurturing, protecting and strengthening our democracy

MM - Practical examples

Conference on the Future of Europe

The Commission's contribution to shaping the Conference on the Future of Europe - an open, inclusive and transparent public debate

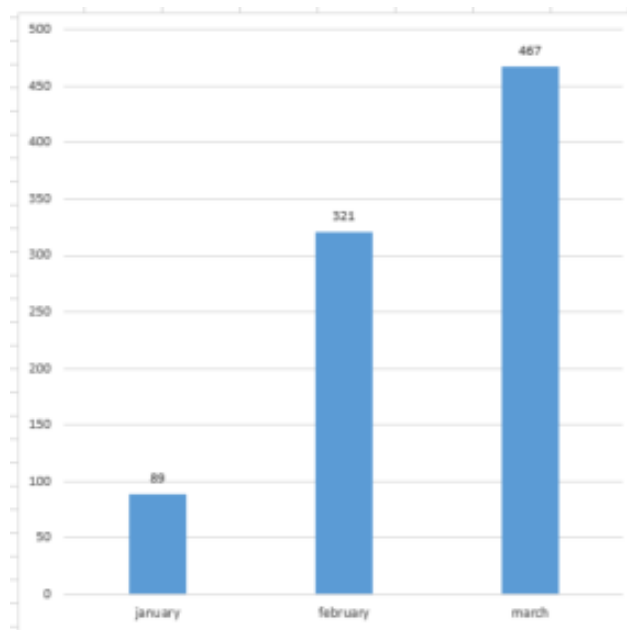


Antonio Costa, David Sassoli et Ursula von der Leyen à l'occasion de la signature le 10 mars 2021, d'une déclaration commune sur la Conférence sur l'avenir de l'Europe - Crédits : Parlement européen / Eric Vidal

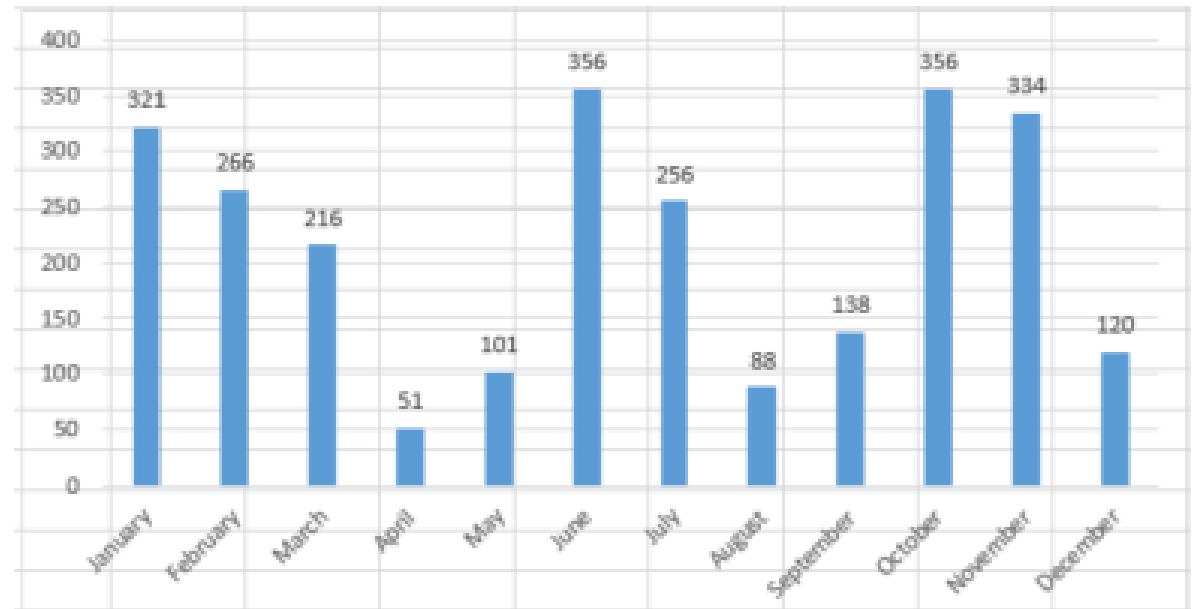


MM - Practical example

Media monitoring of Eurobarometer surveys



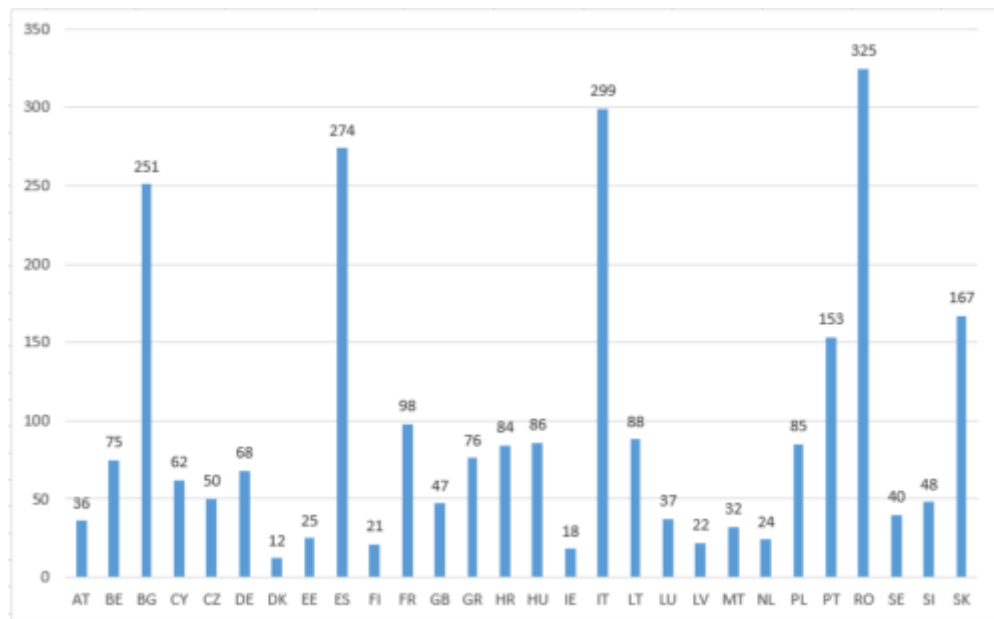
Media items related to EB in 2021



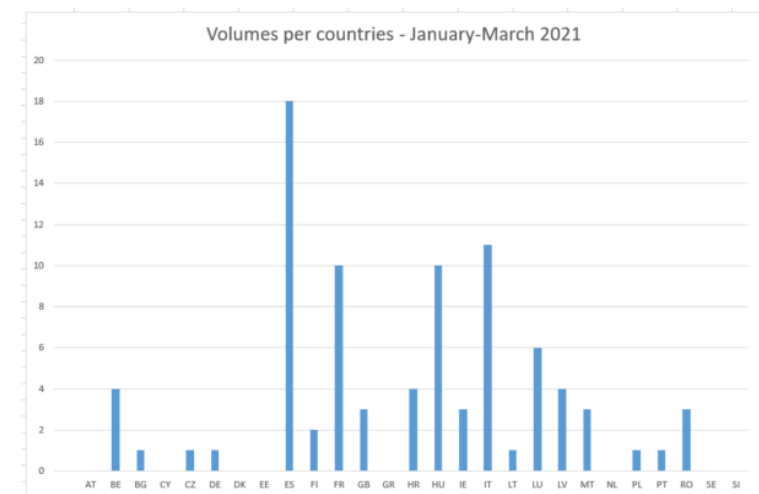
Media items related to EB in 2020

MM - Practical example

Media monitoring of Eurobarometer surveys



Media items related to EB in 2020 by Member State



EB – Future of Europe

[PublicOpinion - European Commission \(europa.eu\)](https://publicopinion.ec.europa.eu)

- Data from the joint EC-EP EB survey on FoEU

Fieldwork: 22/10 – 20/11/2020; EB Wave 94.1

Population: aged 15+

Coverage: 27 EU Member States

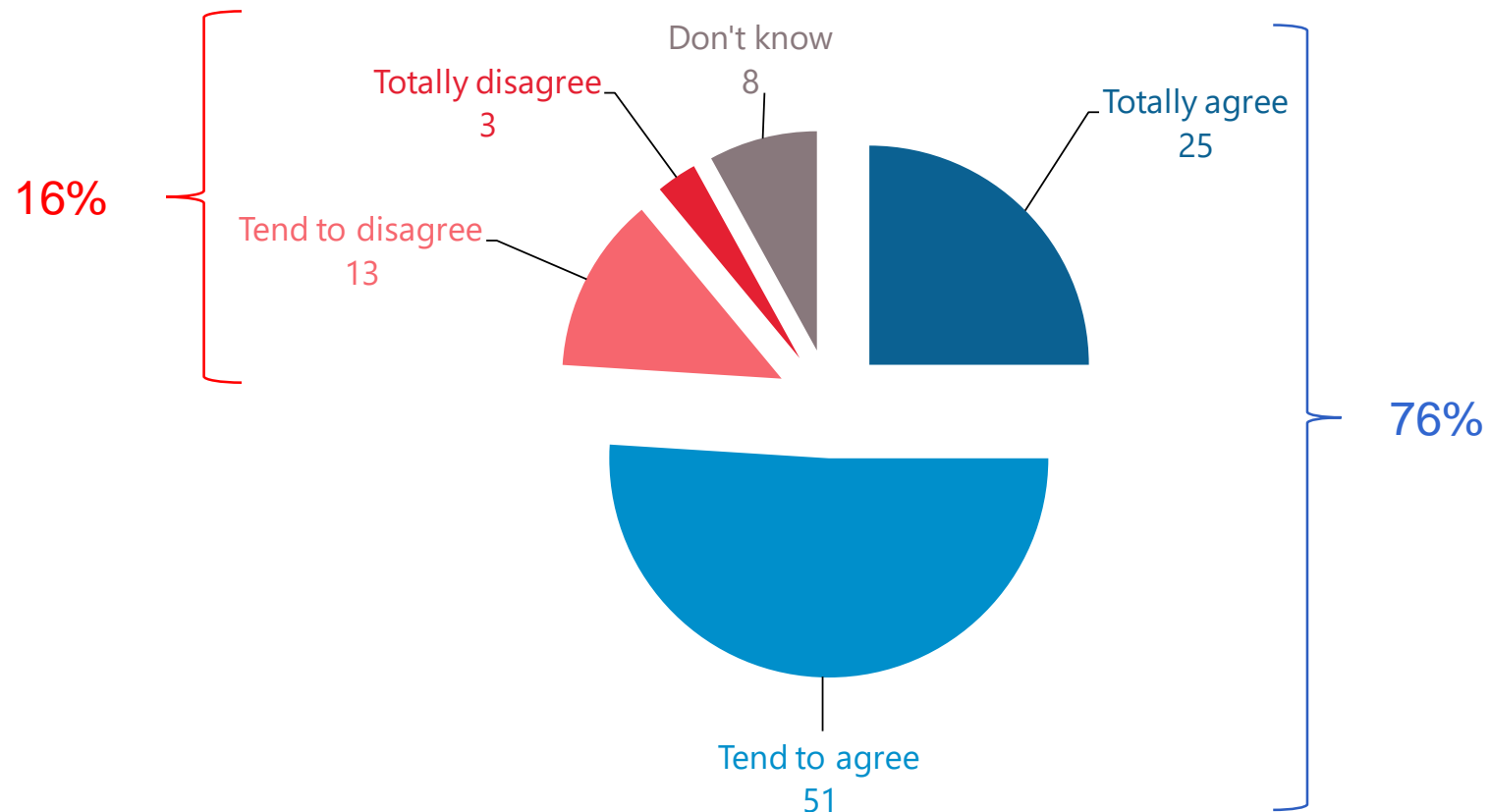
Method: face-to-face interviews and alternative interview modes (online) where face-to-face interviews were not possible because of the Coronavirus pandemic

Number of interviews: 27 034

3 in 4 respondents agree that the Conference on the future of Europe would be a step forward for democracy in the EU.

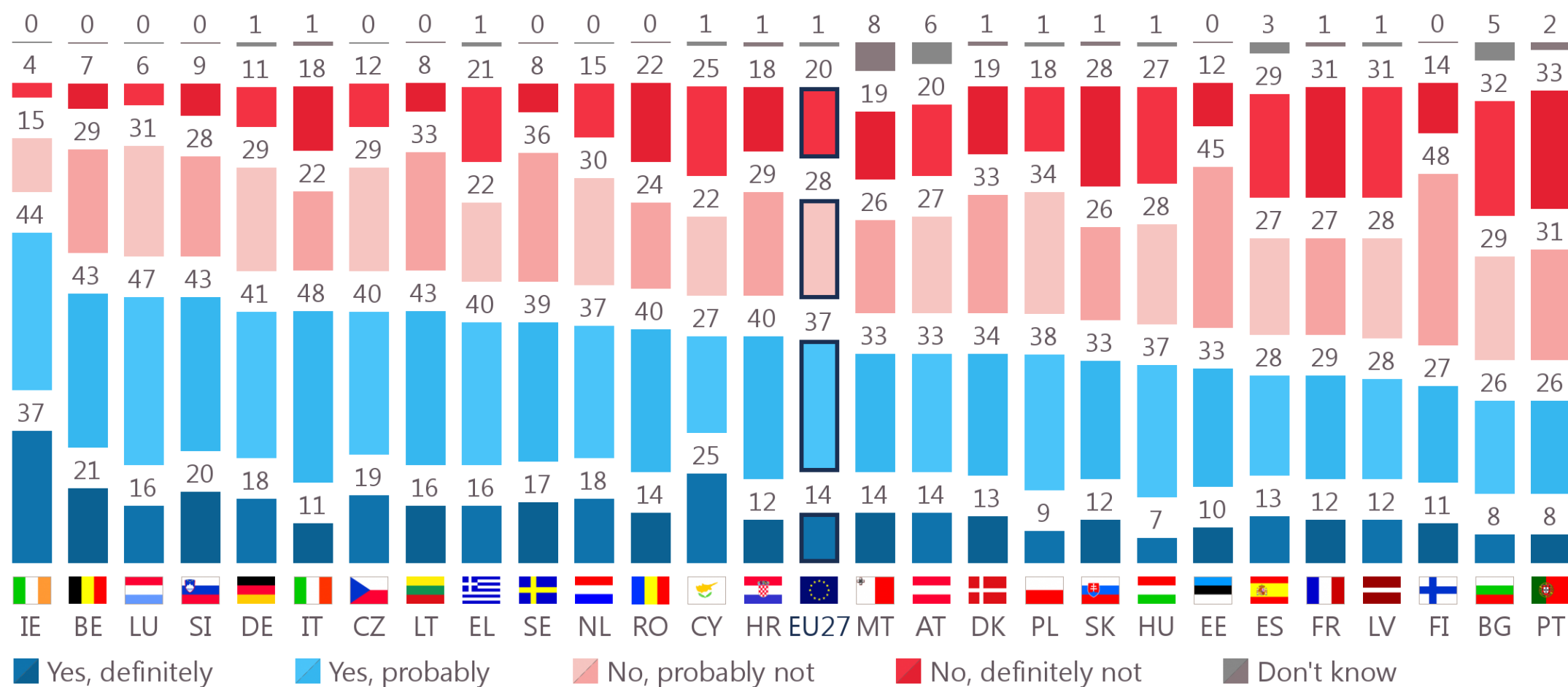
QA6.2 To what extent do you agree or disagree with the following statements about the Conference on the future of Europe:

The Conference would represent significant progress for democracy within the EU
(% - EU)



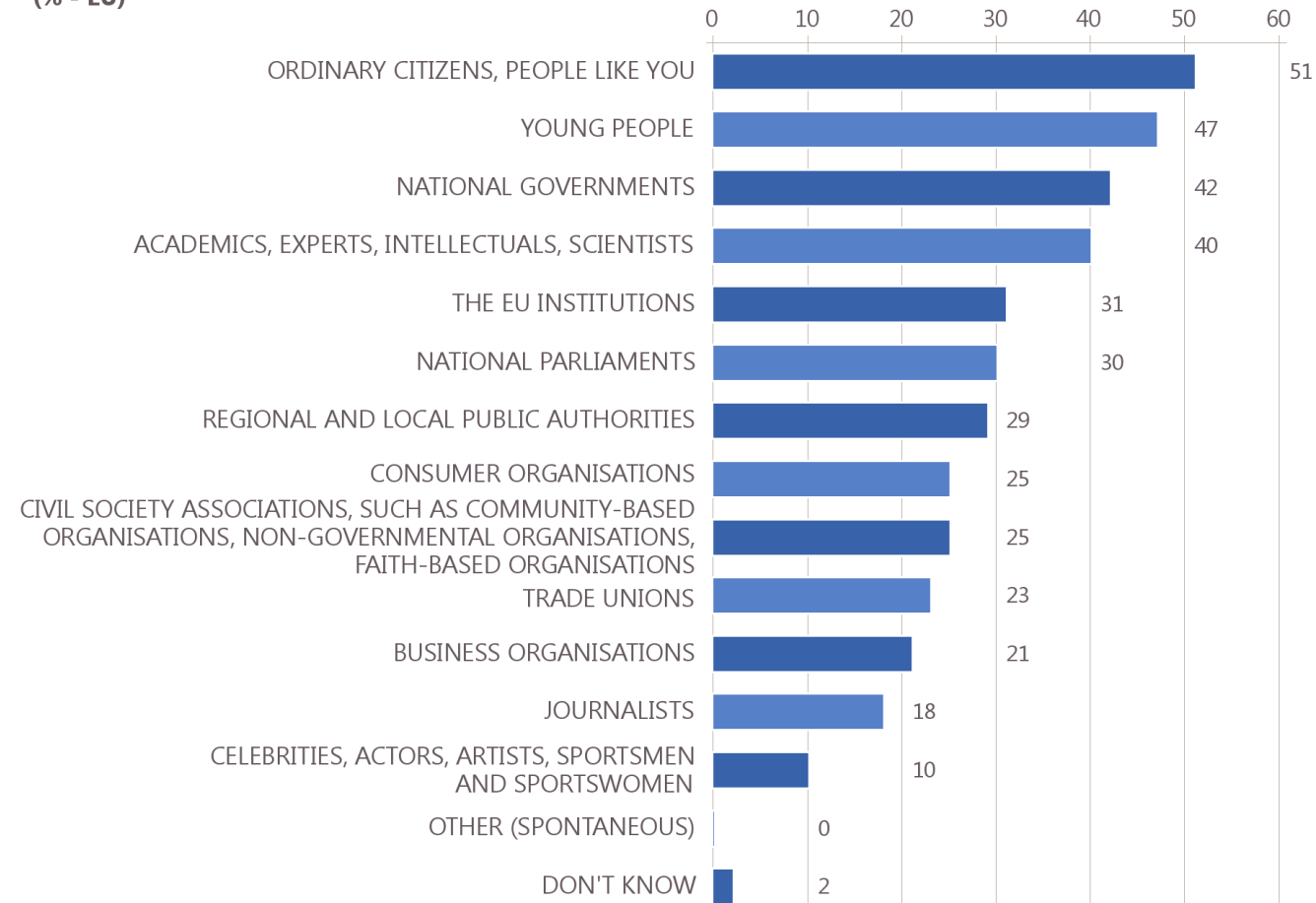
Half of respondents say they would be willing to take part in the activities of the Conference on the Future of Europe, including 14% who would 'definitely' be willing to do so

QA7 Would you personally be willing to take part, as a citizen, in the activities of the Conference on the Future of Europe? (%)



There is a desire for «ordinary citizens» to be actively involved, as well as young people, national governments and experts.

QA5 Who do you think should be actively involved in the Conference on the Future of Europe?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



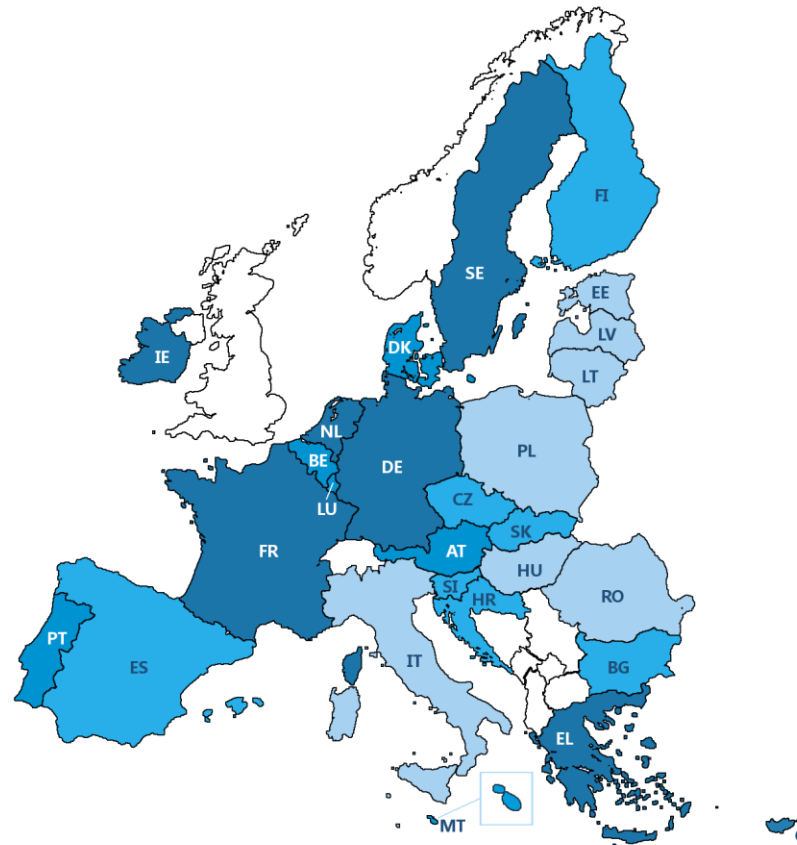
In 13 countries, more than half of respondents think ordinary citizens should be involved, and this is highest in Ireland, France and the Netherlands.

IE		70
FR		67
NL		65
EL		64
DE		63
CY		62
SE		62
LU		61
BE		60
MT		60
PT		58
DK		54
AT		53
EU27		51
SI		50
SK		50
BG		46
CZ		46
HR		43
FI		42
ES		39
EE		38
PL		38
LV		37
LT		35
IT		35
HU		35
RO		32

QA5 Who do you think should be actively involved in the Conference on the Future of Europe?
(MULTIPLE ANSWERS POSSIBLE)
(% - **ORDINARY CITIZENS, PEOPLE LIKE YOU**)

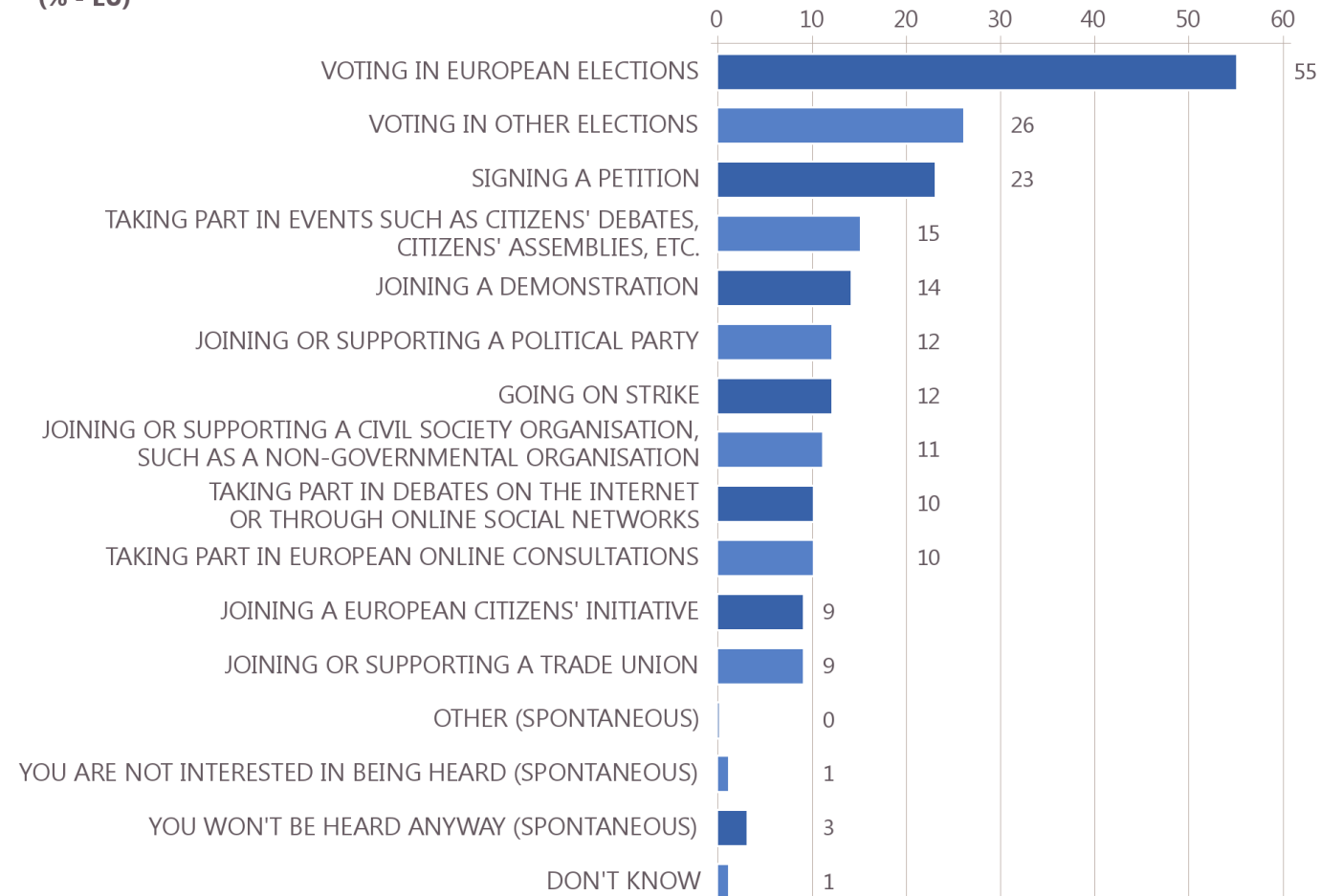
Map Legend

	62 - 100
	51 - 61
	39 - 50
	0 - 38

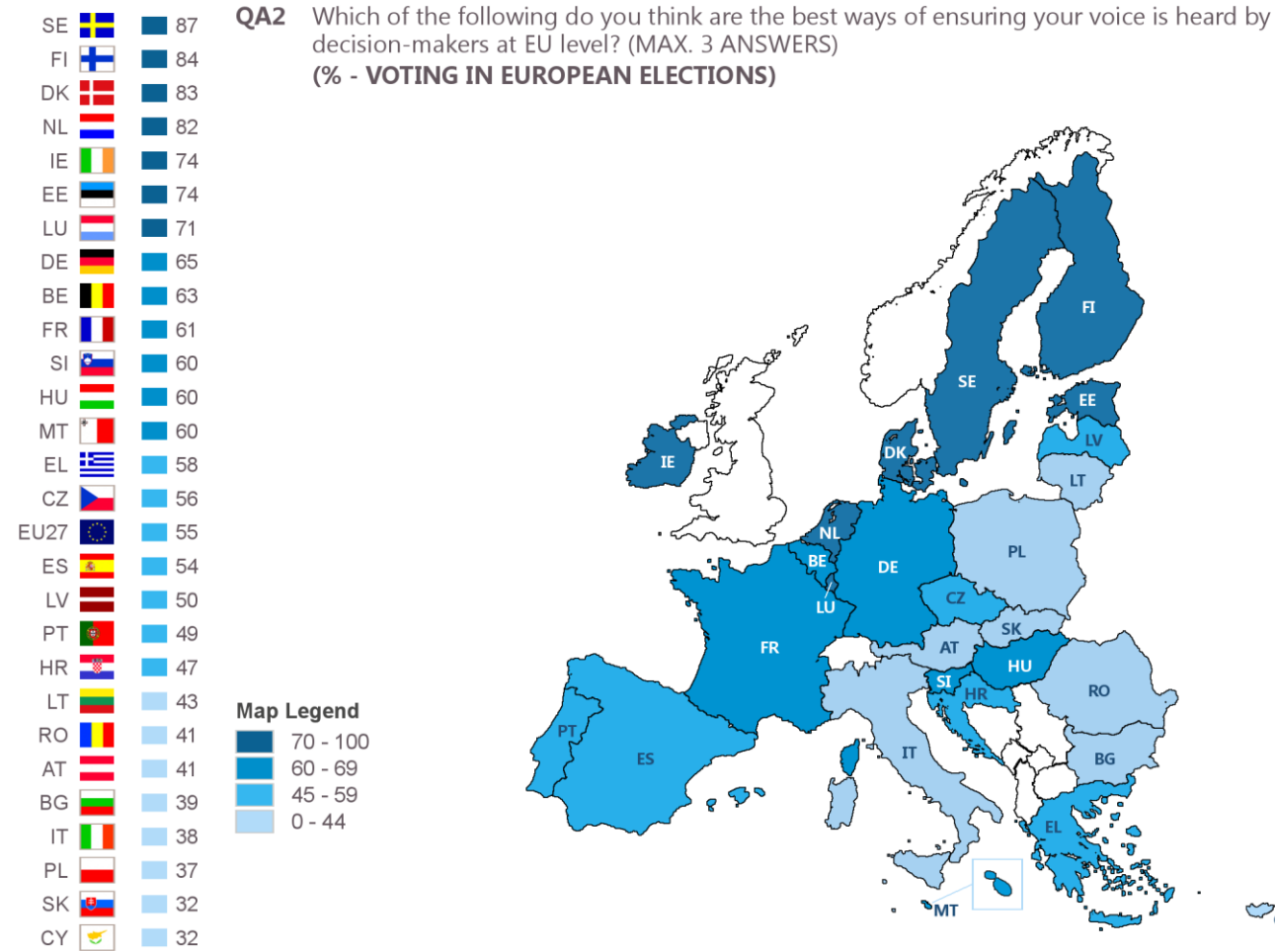


«Voting in European elections» is seen as the main way of making sure one's voice is heard by decision-makers at EU level, way above all other items.

QA2 Which of the following do you think are the best ways of ensuring your voice is heard by decision-makers at EU level?
(MAX. 3 ANSWERS)
(% - EU)



«Voting in European elections» gets higher scores in Northern parts of Europe.

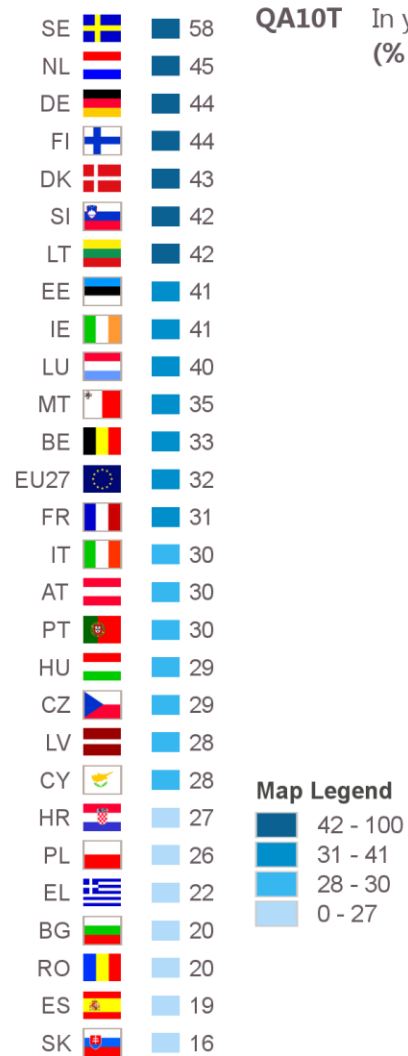


The EU's main assets are: «respect for democracy, human rights and the rule of law» and «the economic, industrial and trading power of the EU».

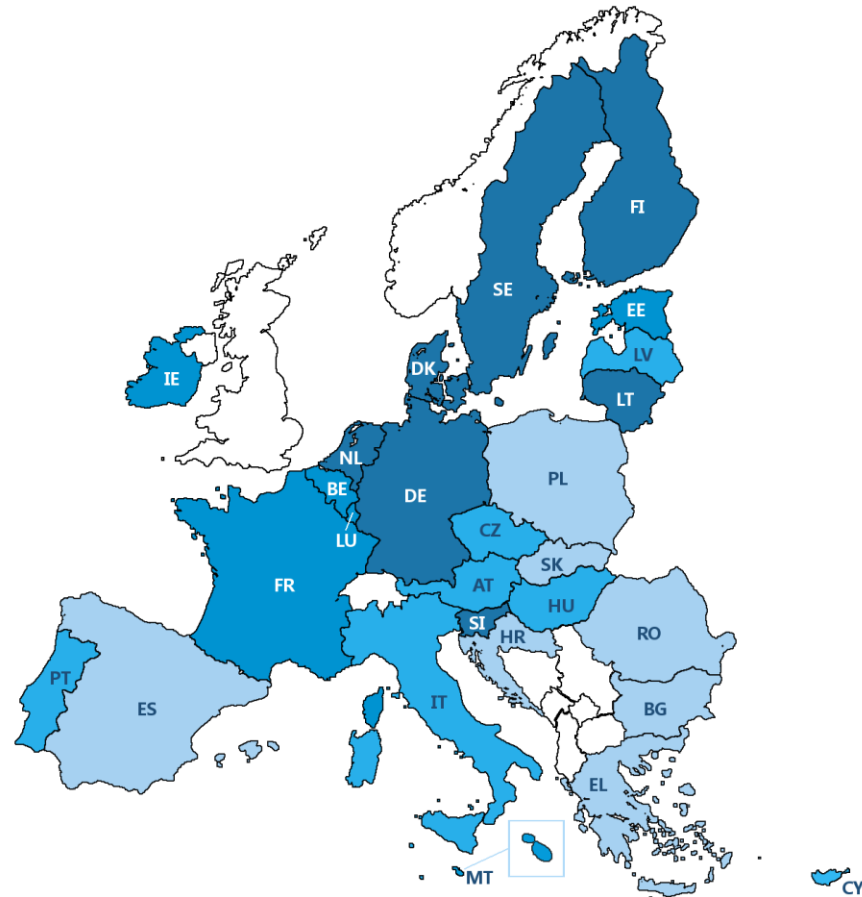
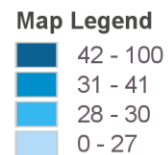
QA10T In your opinion, what are the main assets of the EU? Firstly? And then? (MAX. 2 ANSWERS)
(% - EU)



There is wide variation in the proportion that see respect for democracy, human rights and the rule of law as one of the EU's main assets, from more than half in Sweden to less than a fifth in Slovakia and Spain.

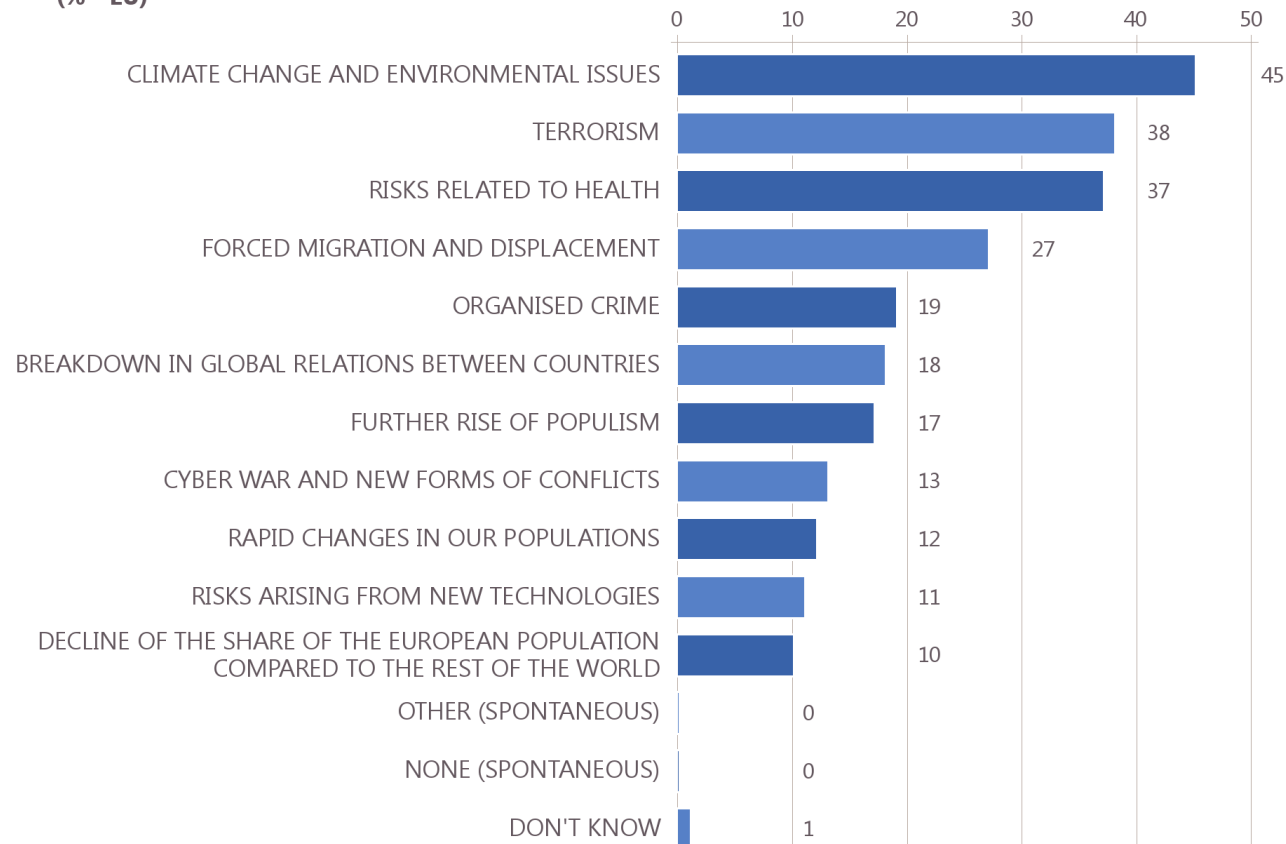


QA10T In your opinion, what are the main assets of the EU? Firstly? And then? (MAX. 2 ANSWERS)
(% - THE EU'S RESPECT FOR DEMOCRACY, HUMAN RIGHTS AND THE RULE OF LAW)

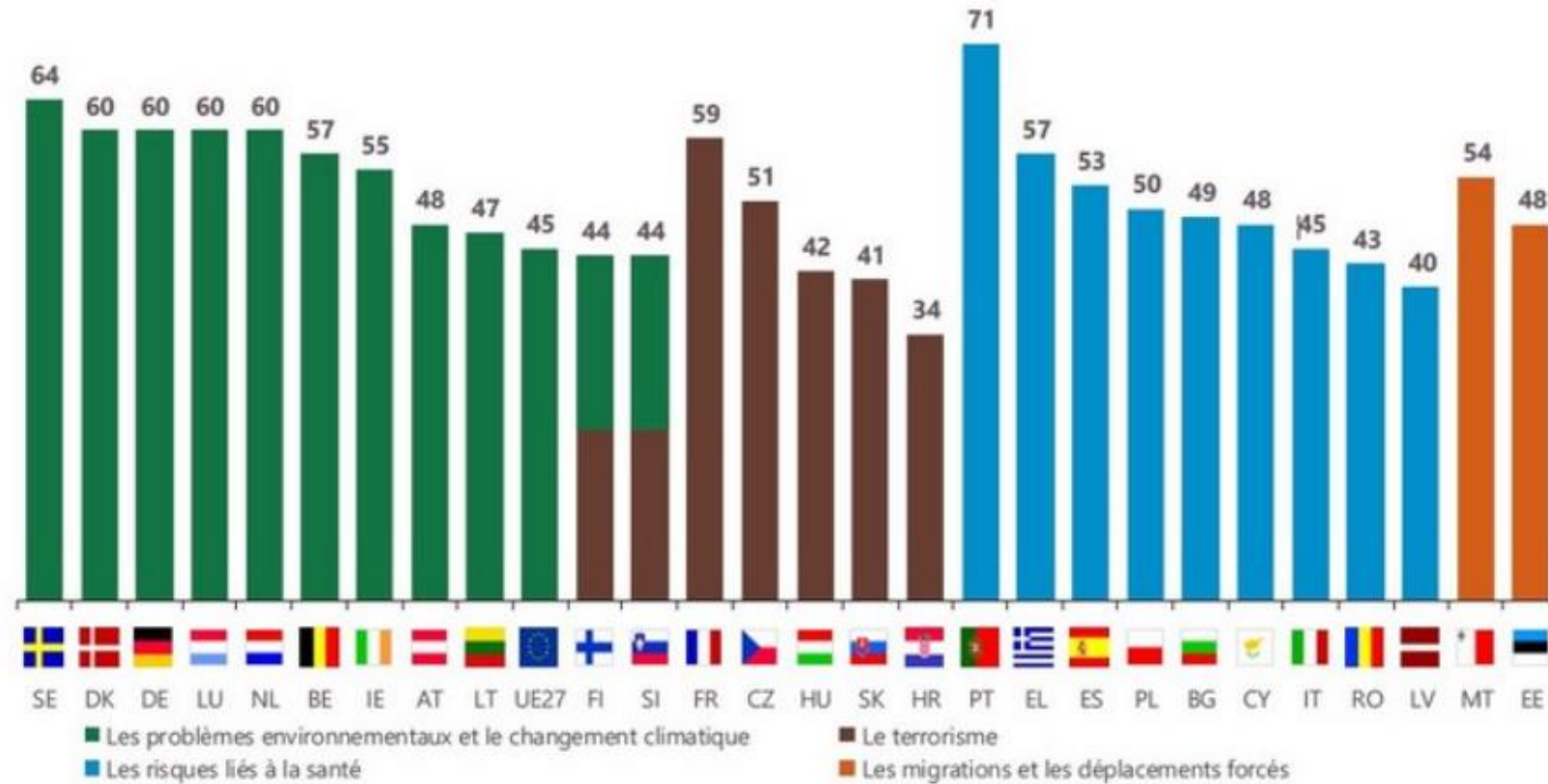


«Climate change and environmental issues» is seen as the biggest challenge for the future of the EU, followed by «terrorism», «risks related to health» and «forced migration and displacement».

QA12 Which of the following do you think are the main global challenges for the future of the EU? (MAX. 3 ANSWERS)
(% - EU)



QA12 À votre avis, quels sont, parmi les suivants, les principaux défis mondiaux pour l'avenir de l'UE ? (MAX. 3 RÉPONSES)
 (% - LA RÉPONSE LA PLUS CITÉE PAR PAYS)

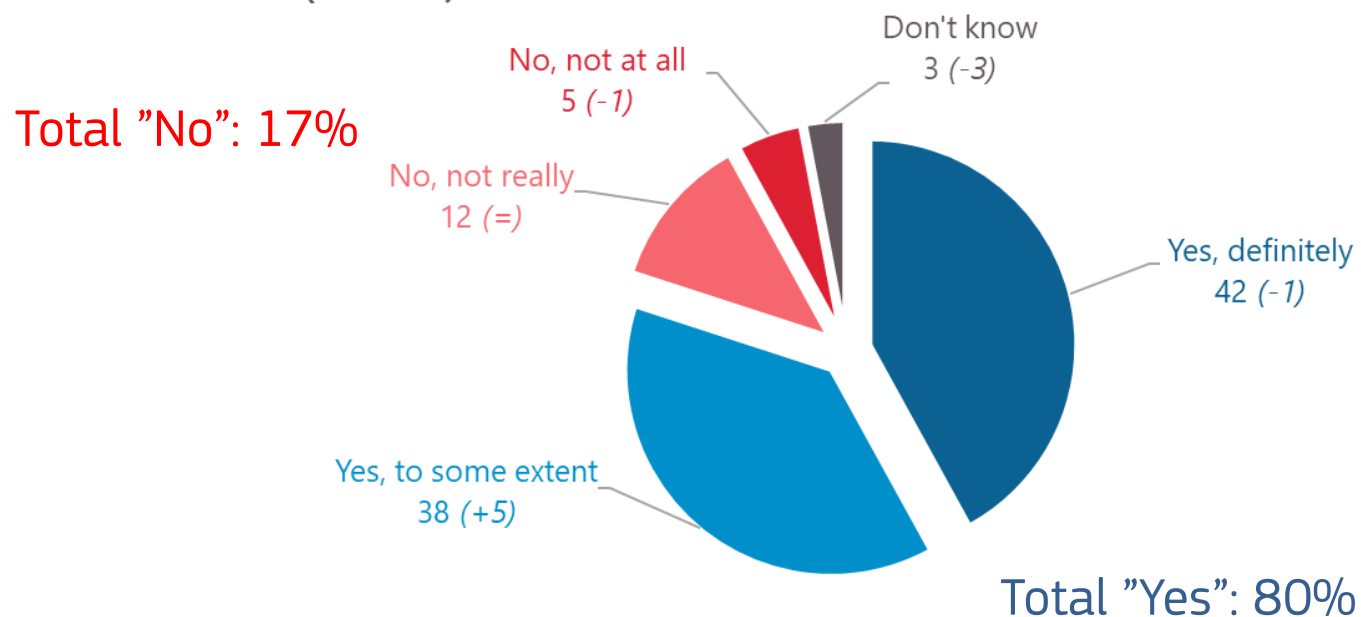


EB – Special survey on democracy

[PublicOpinion - European Commission \(europa.eu\)](https://publicopinion.ec.europa.eu/)

QB4 In a pre-election period, traditional media usually have to observe a number of rules, such as observing silence periods just before the elections, ensuring equal campaigning time for the different candidates or strict rules on funding for the campaign. Do you think that these rules should also apply to online social networks, internet platforms and actors using them?

(% - EU27)

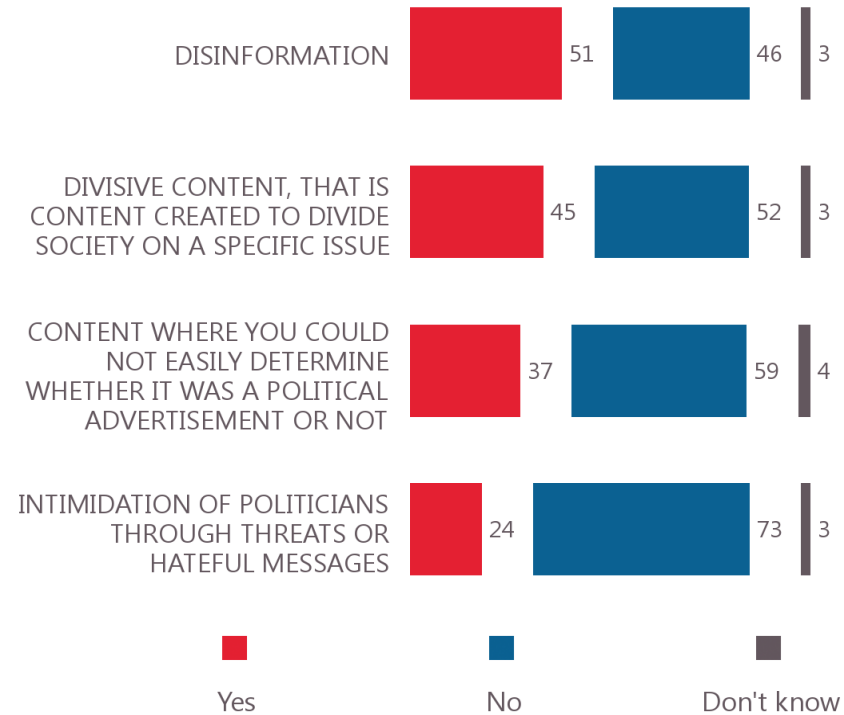


(Oct.-Nov. 2020 - Sept. 2018)

Eight in ten respondents think rules applied to traditional media in a pre-election period should also apply to the online environment

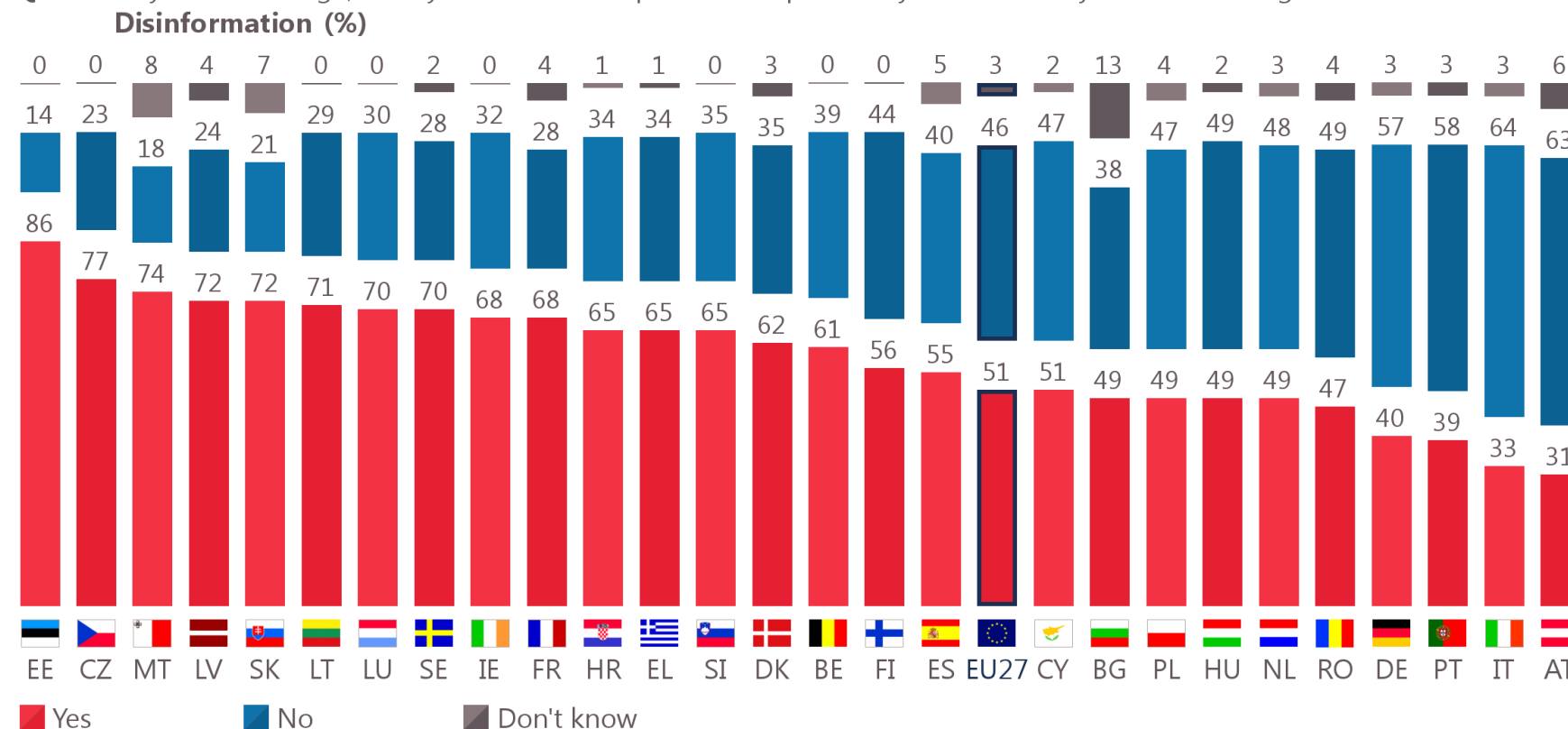
Just above half of respondents were exposed to or witnessed disinformation (51%) and nearly a quarter (24%) intimidation of politicians in the online environment

QB5 To your knowledge, have you ever been exposed to or personally witnessed any of the following online?
(% - EU27)



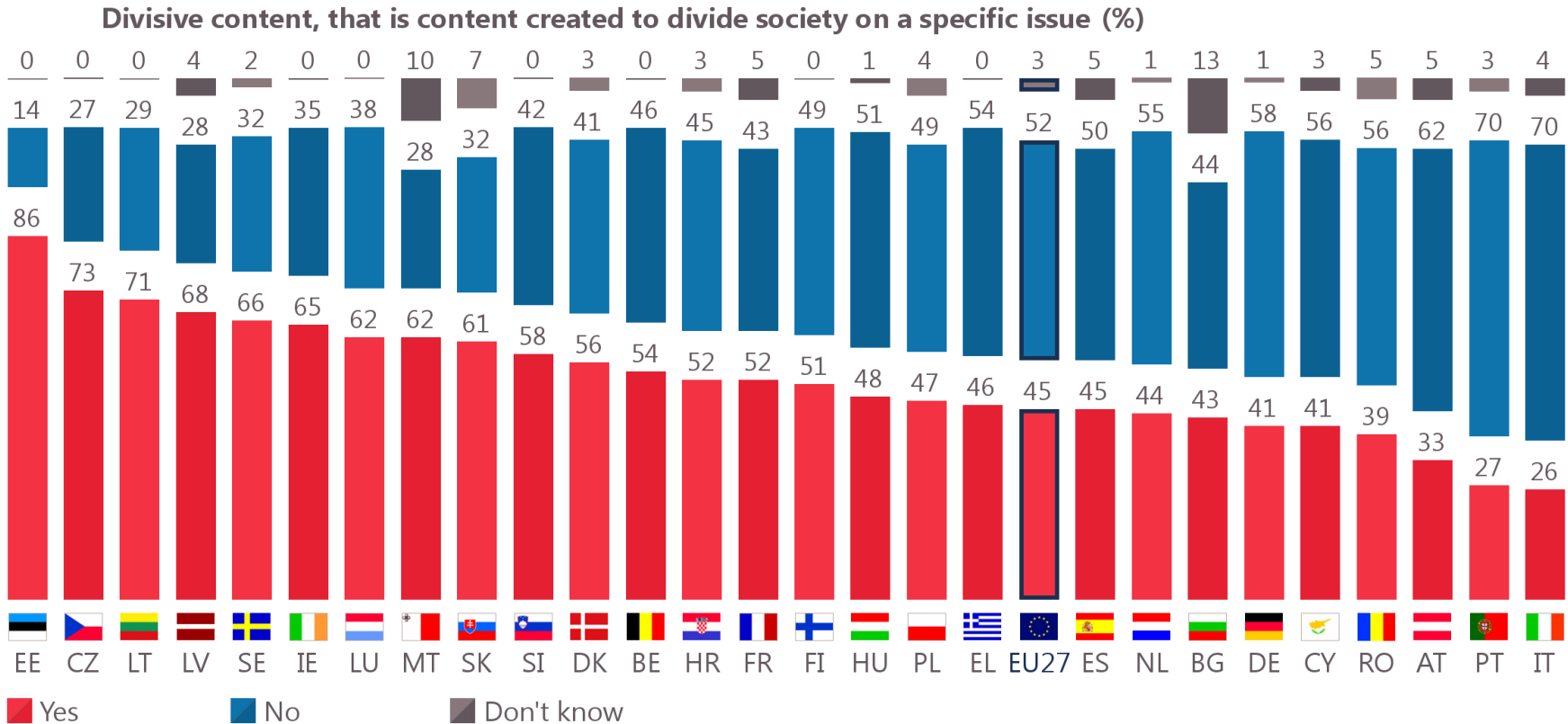
In 20 Member States the majority of respondents have been exposed to or witnessed disinformation in the online environment

QB5.2 To your knowledge, have you ever been exposed to or personally witnessed any of the following online?







The majority of respondents in 15 Member States have been exposed to or witnessed divisive online content

QB5.3 To your knowledge, have you ever been exposed to or personally witnessed any of the following online?



QB5 To your knowledge, have you ever been exposed to or personally witnessed any of the following online?
(% - YES)

	Disinformation	Divisive content, that is content created to divide society on a specific issue	Content where you could not easily determine whether it was a political advertisement or not	Intimidation of politicians through threats or hateful messages
EU27	51	45	37	24
 Gender				
Man	54	48	40	27
Woman	47	41	35	22
 Age				
15-24	59	54	43	31
25-39	57	51	43	29
40-54	50	44	36	23
55 +	43	36	31	19
 Education (End of)				
15-	34	26	24	16
16-19	45	38	33	22
20+	57	52	42	26
Still studying	61	55	46	32
 Socio-professional category				
Self- employed	56	51	41	29
Managers	61	55	45	27
Other white collars	51	43	37	26
Manual workers	47	41	34	23
House persons	36	34	28	18
Unemployed	58	49	42	26
Retired	41	34	30	17
Students	61	55	46	32

Further information sources...

European Commission	ec.europa.eu
Eurobarometer	https://ec.europa.eu/COMMFrontOffice/publicopinion/index.cfm
EU Open Data and European Data Portal	data.europa.eu
EU bookshop	bookshop.europa.eu
Traineeships	https://epso.europa.eu/job-opportunities/traineeships_en

Thank you



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