



## Social Media Analytics and Decision Support Tools

### Enabling Sustainable Integration Policies and Measures

September/October 2012, first Issue

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UniteEurope project

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The UniteEurope  
consortium



#### Supporting integration policies

##### Who we are

UniteEurope is an EU-FP7 research project lasting from 2011 through 2014, **aiming at supporting local decision makers and pan-European organisations in the realm of migrant integration.**

The **international consortium** consists of integration and public administration experts, IT specialists, software developers, municipalities and NGOs from Austria, Sweden, the Netherlands and Germany.

##### What it is about

UniteEurope is developing a software for policy makers and NGOs that analyses **public social media contents on city level** broaching migrant integration. The city related information will be put into graphs and intuitive visualisations.

#### Software with a firm scientific foundation

##### First project results

Since the project kick-off in October 2011, the technical and the social science work streams have established the basis for the UniteEurope software development. Work on administrative procedures and the integration situation in each city has been completed; its results impose essential requirements for the software prototype.

## City cases, target groups and grid model elaboration

### Social scientific groundwork

City administrations have been analysed with regards to (1) public administration **workflows, key roles and technical systems**, as well as (2) **integration issues, policies and measures**. Based on in-depth analyses, further target groups on a pan-European level could be addressed.

Together with the development of an **integration grid model** that allows for **filtering relevant social media contents**, these elements form the social scientific basis. As such, they provide for a highly user oriented software, specifically tailored for each user organisation with a fine-meshed information gathering and categorising mechanism, based on firm integration expertise.

Results can be consulted at: <http://www.uniteeurope.org/deliverables>

## Legal, cultural and ethical aspects

### Advisory through external experts

Under advisory of external experts, the UniteEurope consortium produced a report about legal, cultural and ethical aspects potentially affecting the project. Questions of **data protection and privacy issues, ethical implications as well as cultural aspects** are, amongst others, thoroughly addressed.

The report constitutes an essential topical peg for the entire project and contains recommendations for related undertakings in a rather unfathomed field. Find it at: <http://www.uniteeurope.org/deliverables>

## Software development and tool architecture

### Technical progress

Parallel to the social science work stream, technical development has been taken up and was enriched with (preliminary) research results. A detailed concept and specified framework architecture have been elaborated. The system is updated on a continuous basis and will be perfected as the research progresses.

## Outlook and prospects

### Next steps

Having concluded a considerable part of the social scientific work load, it remains to expose these first results to empirical prototype testing. In the frame of the second iteration loop, the components can be adapted accordingly. The demonstration partners City of Rotterdam, City of Malmö and ZARA will be intensely involved in these processes in order to ensure an optimal fitting.

# The Project consortium and contact details

## Website

For further information and regular updates please visit our project website at <http://www.uniteeurope.org/>

## Project Consortium



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