**THE PROJECT**

UniteEurope aims at giving the main actors of integration – immigrants and members of the host societies – a voice by analysing public social media contents generated by citizens in order to support decision making in urban and pan-European integration policies. Research on migrant integration and technological innovativeness are reflected in the main outcome of the project: the UniteEurope social media analytics tool which is specialised to identify migrant integration related content published in social media.

UniteEurope is an EU-FP7 project performed by an international team which consists of social scientists and IT specialists from leading universities, municipalities, cities, and NGOs from Austria, Germany, the Netherlands and Sweden.

**Fact Box**

- **Duration:** 09 / 2011 – 09 / 2014
- **Funding:** FP7-ICT-2011-7
- **URL:** [www.uniteeurope.org](http://www.uniteeurope.org)
- **Partners:**
  - 9
  - 1 Project coordinator
  - 2 Technical partners
  - 3 Scientific partners
  - 3 User partners
- **Deliverables:** 64
- **Milestones:** 10

**THE TOOL**

The tool gives the user possibilities to analyse social media content on migrant integration over time through statistics and innovative visualisations. With the tool you can, e.g., search for integration-related web content, use automatically generated visualisations of results, analyse results by country, language or city, search for self-defined campaign keywords, and execute real-time searches.

**THE INTEGRATION GRID MODEL**

The Integration Grid Model is a special development of the UniteEurope project and represents the heart of the idea and the tool.

The grid model allows the assignment of content to integration dimensions (such as integration measures, integration areas, multilingual semantic keywords) and sub dimension (or “areas”, such as spatial, legal-political, or socio-cultural integration area).

With the integration grid model it can be decided if publically published content in social media is related to migrant integration or not. This specialisation supports policy makers, NGOs and scientists in the field of migrant integration to concentrate on relevant data and to perform further analyses based on the dimensions of the integration grid model.
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