UNITEEUROPE
Newsletter

Social Media Analytics and Decision Support Tool

Enabling Sustainable Integration Policies and Measures

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UniteEurope Tool

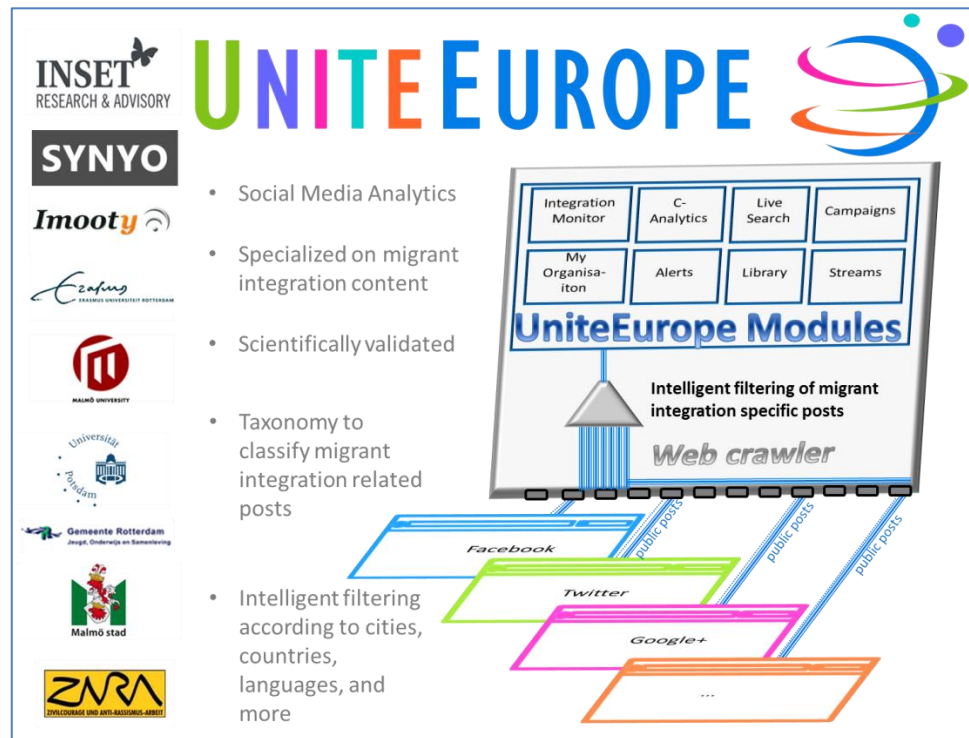**Results of the third year**

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UniteEurope – Social media analytics for migrant integration

UniteEurope is an EU-FP7 research project lasting from 2011 through September 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. UniteEurope is developing a software for policy makers and NGOs that analyses **public social media content on city level** addressing issues on migrant integration. The city related information is presented with graphs and intuitive visualisations.

UniteEurope Fact Box

Duration: October 2011 – September 2014
Program: Small or medium-scaled research projects (STREP)
Funding: European Union's Seventh Framework Programme for research, technological development and demonstration,
                   Grant agreement no 288308
                   FP7-ICT-2011-7

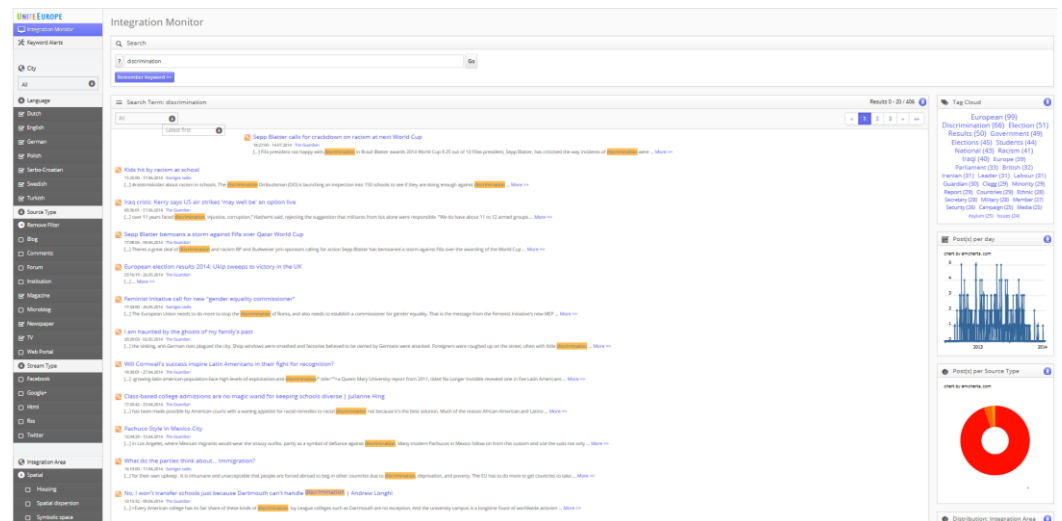## UniteEurope tool for social media analytics for migrant integration

UniteEurope Tool – Analyse social media content to find out migrant integration topics discussed in your city

The UniteEurope tool for social media analytics is working! Ten modules were implemented which support policy makers, NGOs, representatives of migrant communities, and scientists in the fields of integration, public policy and administration, eGovernment, communication sciences and ICT to analyse publicly spread and discussed integration topics in the internet. The system as a service implementation offers scalable and flexible social media monitoring and a stable architecture to handle mass data streams.

A closer look at selected tool modules

The **Integration Monitor** supports searches for migrant integration terms and offers a variety of search filters and statistical representations of results. Results can be filtered by cities, language, source types (e.g. blogs, forums, etc.), stream types (e.g. twitter, facebook, etc.), and integration areas (e.g. spatial, legal-political, etc.). Results are illustrated in tag clouds, pie charts and diagrams to make comparisons and decisions easier.

Integration Monitor

Comparative Analytics

Comparative Analytics (C-Analytics) delivers sophisticated comparisons of integration related content identified in social media. C-Analytics supports the comparison of results between countries and languages. It comparatively visualises results.

Live search

Live search supports the execution of real-time queries. With live search you can filter results by source types such as twitter, facebook, Google+, etc.

DemoVideo

UniteEurope demonstration video:
http://www.uniteeurope.org/images/videos/UniteEurope_Demo.Video.mp4

Link to the tool

UniteEurope tool: http://ww2.uniteeurope.org/

Overview of the results of the third year

Results of the 3rd year – Achievements, milestones and deliverables

Achievements of the UniteEuope project's third year included the finalisation of the concept designs of the UniteEurope modules and the finalisation of the software implementation. In the final project year focus was also put on performance tests, bug identification and fixing, as well as on usability studies.

The main tasks that were performed in the final year were:

Milestone "Concept and requirements specification finished" achieved
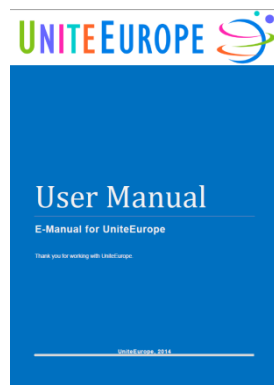
Concept design achievements:
- Finalisation of the interface designs and dashboard
- Finalisation of the technical requirements and functionality specifications
- Finalisation of the conceptualization work

Milestone "Tool development and implementation finished" achieved

Software implementation achievements:
- Final implementation of the integration issue grid model
- Final implementation of the social media sources and data streams
- Final implementation of applications and functionalities
- Final implementation of templates, dashboards, and visualizations
- Conduction and evaluation of performance tests

End-user involvement achievements:

End-user involvement
- Involvement of potential end-users in the finalisation of the UniteEurope modules by means of usability tests and the adaptation of the according to the feedback
- Elaboration of a user manual and illustrative screen cast tutorials that offer guidance to the end-users for using the UniteEurope tool

UniteEurope User Manual
Access: Restricted

UniteEurope Screencast Tutorials
Access: Restricted

Screencast tutorials for all UniteEurope modules available: Home, Integration Monitor, My Organisation, Campaigns, Live Search, Streams, Library, C-Analytics, Alerts, Connect, My Account

Dissemination and exploitation

Dissemination and exploitation achievements:
- Successful UniteEurope Symposium Berlin 2014 (read more in the newsletter section "UniteEurope Symposium in Berlin")
- Scientific publications and presentations (read more in the newsletter section "Publications")

Link to deliverables

Public deliverables of the third year can be accessed at:
http://www.uniteeurope.org/deliverables

Looking back at the past three years – Project results

Since the start of the UniteEurope project in September 2011 the project consortium has worked together as a team on high-quality scientific and technological contributions that go beyond state of the art:

City administration analyses and research studies: Different cities (such as Malmö, Rotterdam and Berlin) were analysed (e.g. according to their general political administrative framework conditions, the administrative structure, organisational setting and actors, administrative workflows, technical systems, policy history, policy settings, policy goals, and policy measures) in order to offer a detailed insight into the institutional settings of the potential future users of the UniteEurope tool. Further, pan-European stakeholders (such as governmental organisations, international governmental organisations, non-governmental organisations and research centres and universities) that were active in migrant integration issues and therefore were considered as potential future users of UniteEurope were analysed and categorised according to their main fields of activities. In addition, analyses of Social Media Analytics Tools (SMAT) were performed to identify and learn from already available best practices.

Integration issues and grid model elaboration: In the UniteEurope project, one of the main contributions is the elaboration of the theoretically founded and scientifically validated integration grid model. The integration grid model specifies five layers: integration areas (layer 1), multilingual semantic keywords (layer 2), social media sources (layer 3), parameters, indicators, and alerts (layer 4), as well as integration measures (layer 5). Layer 1, which defines integration areas (such as the spatial, legal-political, socio-cultural and socio-economic area), can be considered as a taxonomy to classify different types of migrant integration issues. The integration grid model represents the heart of the implemented UniteEurope tool.
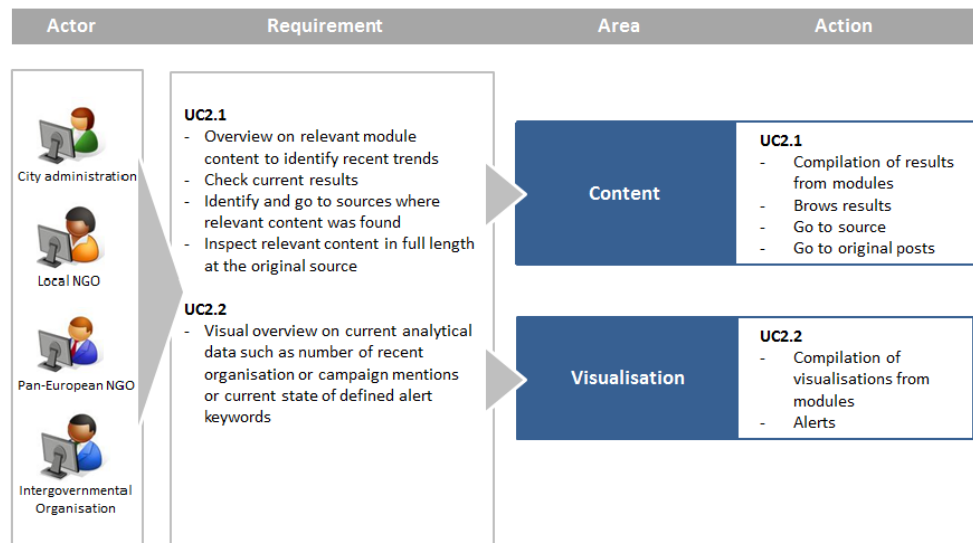
Layer 5: Integration Measures
Layer 4: Parameters, Indicators, Alerts
Layer 3: Social Media Sources
Layer 2: Multilingual Semantic Keywords
Layer 1: Integration Areas

Spatial	Legal-Political	Socio-Cultural	Socio-Economic
Symbolic space	Citizenship	Value acceptance	Skills
Spatial dispersion	Anti-discrimination	Identity	Policing
Housing	Group provisions	Cultural practices	Education
	Political participation	Inter-ethic contact	Health-care
	Political organisation	Percep-tions	Non-paid labour
	…	…	…

Concept design and requirements engineering: Conceptualisation work was performed for the UniteEurope tool and included the specification of the framework architecture, user and right management, use cases, interface designs and dashboard mock-ups, technical requirements and functionalities. Users were categorized into the three different user groups "tool users", "data management system (DMS) users", and "research institutions" as all of these three groups required specific functionalities and access rights. Use cases were elaborated for
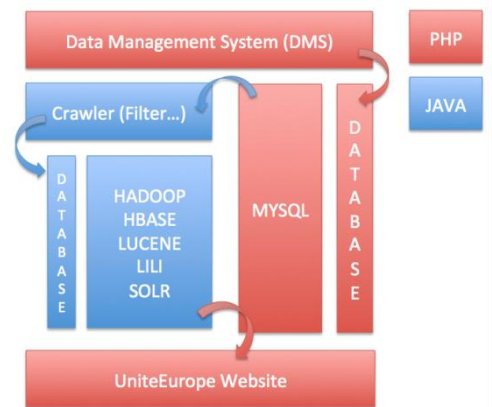
each user group. For example, tool users should be able to log into their accounts, specify the tool language, set their accounts, and access the module overview. The concept and requirements engineering built the foundation for the programming activities.

Requirements, architecture, and functionalities

Software as a Service (SaaS)

Web crawler

Keyword lists specifying integration areas

Software development and implementation: The UniteEurope tool was prototypically developed as a Software as a Service (SaaS) on the basis of a detailed technical framework which included a development server and third-party software tools (such as Hadoop, HBase, Solr and Lily) which the UniteEurope web crawler is based on. The **web crawler** – which represents the backend of UniteEurope - aims at reading source definitions from the Data Management System (DMS) and downloads the most recent posts from the internet. **Keyword lists** in the DMS are used to determine

which integration areas fit to the identified posts. The keyword lists thus guarantee a sophisticated selection of posts that are strongly related to the migrant integration theme.

Usability tests

Bug tracking

Demonstration and end-user tests: To ensure the usability and usefulness of the UniteEurope tool modules, an intensive customization, demonstration and testing phase was performed in the final year. **Usability tests** were performed with potential end users of UniteEurope. Results reflected a positive perception of UniteEurope's usability and the participants' feedback on **bugs** was used to further improve the tool.

Symposium in Berlin 2014

UniteEurope Symposium in Berlin 2014

The UniteEurope Symposium Berlin 2014 on Social Media Analytics for Migrant Integration successfully took place on the 4th June 2014 in Berlin, Germany. The highlights of the symposium were the keynote speech of Dr. Peter Scholten, author of the book "Framing immigrant integration – Dutch research-policy dialogues in comparative perspective" and Dr. Philip Müller, author of the book "Machiavelli.net – Strategien für unsere offene Welt". The end user partners City of Rotterdam – represented by Ronald Derks, LLM MCA, Policy Advisor European and International Affairs for the Department of Social Development – and ZARA Zivilcourage and Anti-Rassismus Arbeit – represented by Claudia Schäfer, MAS managing director of ZARA– presented concrete and real examples of use of UniteEurope. Finally, all participants could learn more and try out the UniteEurope tool in personal sessions with our consortium partners.

Read more about the symposium: http://www.uniteeurope.org/symposium

Publications on UniteEurope

Scientific papers and talks

We could successfully publish scientific papers in high-quality outlets in the final period of the UniteEurope project such as the following:

Verena Grubmüller, Katharina Götsch, Bernhard Krieger (2013) *Social media analytics for future oriented policy making*, European Journal of Futures Research (Link: http://link.springer.com/article/10.1007%2Fs40309-013-0020-7#page-1)

Bernhard Krieger, Verena Grubmüller, Claudia Schäfer (2014) *Ethische Herausforderungen bei der sozialwissenschaftlichen Analyse von Social Media-Inhalten*, SWS – Sozialwissenschaftliche Rundschau
(Link: http://www.sws-rundschau.at/html/abstract.php?language=engl&id=307)

More publications, conference and seminar presentations: http://www.uniteeurope.org/downloads

Upcoming tasks and events

Final tasks in 2014

The upcoming and at the same time final tasks in the UniteEurope project until September 2014 are:
- Elaboration of instruction and training material
- Final project documentation and reports

Final events in 2014

The final meeting of the UniteEurope consortium will take place in September 2014 in Vienna, Austria.

A third and final evaluation meeting of the UniteEurope project will take place in November 2014 in Brussels, Belgium.

UniteEurope Online

Website – New Design

For further information and regular updates please visit our project website in its new shape at http://www.uniteeurope.org/

UniteEurope @ Social Media

Facebook, Twitter & more

Follow UniteEurope on:
Twitter: https://twitter.com/Unite_Europe
Facebook: https://www.facebook.com/pages/UniteEurope/197169400492223
LinkedIn: http://www.linkedin.com/groups/UniteEurope-7467362

Write UniteEurope an eMail: info@uniteeurope.org

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University of Potsdam
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Vienna, Austria