DIGITAL THEMATIC BASELINE

Issue mapping on International Development and Official Development Assistance

OXFAM
Intermón

DIGITAL THEMATIC BASELINE

Issue mapping
on International
Development and
Official Development
Assistance

Authors: Saya Saulière,
Alberto Abellán,
Rebeca Díez and
Alex González (outliers.es)

OXFAM
Intermón

SUMMARY

I. INTRODUCTION

This Issue Mapping consists of **mapping "development cooperation" and "Official Development Assistance" based on the data and information available in the 'digital sphere'.** It allows mapping who are the people talking about the issue, in which social networks, how are they tackling the issue, who are the influencers, how has it evolved over the time, etc. This Issue Mapping implements an innovative methodology - made possible thanks to new open source tecnological tools.[1]

This method rests on the hypothesis which holds that, due to the affluence of the digital world and social networks in Europe, analyzing **and mapping digital data on a topic can provide valuable insights on a dimension of social reality.** Therefore, it can help **understand the issue** and **guide the design** of the intervention strategy an action in the social networks, social media and digital sphere, in general terms.

The "More and better Aid" project[2] aims to regain political and social support for the policy of cooperation and Official Development Assistance (ODA), in order to improve this policy, both from a qualitative and quantitative perspective over the long term.

1. What we seek and analyse in the digital sphere?

Specific Objectives:

1. **Mapping the issues of Development Cooperation and Official Development Assistance in the digital sphere.**

2. **Mapping the actors who talk about the issue and structure of their networks of these actors.**

Objects analized in the 'digital sphere'

For this issue mapping, it was decided to analyse the following digital objects:

1 DIGITAL OBJECTS ANALYSED

OBJECT	ANALYSIS APPROACH
Web	url
Google	Search, ranking
Twitter	Hashtag, Tweets, Users, Bio, Network, Influence
Facebook	Groups, fan page likes, fan page comments+users+profiles, comments, post
Online newpapers	Articles, comments
Blogs	Content, comments

---

1 https://wiki.digitalmethods.net/Dmi/ToolDatabase.
2 The project campaign is " Sí Me Importa" - www.simeimporta.org

2. How can we use it?

Issue Mapping allows:

Providing input to the overall strategy of More and Better Aid project; the 'Sí me Importa' (yes I care) campaign and its Social Media strategies:
- Provide information on **debates, concepts and terms used** when talking of 'Development Cooperation, Official Development Assistance' to different audiences **to provide input for the campaign.**
- Having information and insights on the **operation of social networks, their influencers and the actors involved** in Cooperation/Development/Aid work, to provide input for the digital strategy.
- Providing **complementary information for the baseline** of the More and Better Aid project.

Refining monitoring and evaluation of the More and Better Aid project and of its strategy for Social Media:
- **Gain a clear snapshot of the social network movement** straight from the beginning of the project **in order to permit an evaluation to analyse the impact of the campaign in the digital sphere.**

Innovating at a methodological level:
- **Innovate in terms of methodology on how to carry out digital thematic baseline** with few resources.
- **Display evidences in data visualisation format.**
- **Systematise the methodology on Issue Mapping** for social purposes.

Analysing Oxfam Intermon's position on the issue:
- Analysing OI's position and influence within social media networks.
- Assessing OI's influence within the digital sphere.

3. Some Methodological Points

This Issue Mapping on cooperation was carried out in Spain. It was done at the beginning of the project (end of 2013 - beginning of 2014) in order to measure its impact.

These analyses were made possible thanks to the new free and open source technological tools [3] which allow capturing, filtering and analysing Google, websites, Twitter and Facebook data. This section only highlights the main steps we followed, which are similar to other issue mappings. [4]

1. Identify the digital object which is relevant for the analysis.
For example, in the case of Cooperation, analysing NGO websites seems relevant. In more polemical cases, Wikipedia articles are interesting objects of analysis because in the different versions of the article we can identify the controversies.[5]

---

[3] https://wiki.digitalmethods.net/Dmi/ToolDatabase

[4] In the future, a more complete methodology will be published and adapted to a varied casuistry.

[5] https://www.youtube.com/watch?v=lQGc0Eay5Uw

2. Define the insights/evidences that the digital object can reveal: [6] for example, in terms of website analysis, it could be interesting to see how the issue of Cooperation is addressed in their content, e.g., Development NGO websites.

3. Capture data: based on the identification mentioned above, we proceed to capture data for each digital object. We must clearly define what we want to capture for each channel and its dimensions – e.g., in Twitter: tweets, profiles, bios, influence, etc. The data is then captured with a series of tools. [7]

4. Filter data: before starting the analysis we must filter the data. Data filtering must be carried out following defined criteria so as to avoid distortion of the analysis.

5. 'Make the data talk' and analyse the data: it is about 'playing' with the data so that the evidence comes up. We must carry out a quantitative and a qualitative analysis.

4. Limitations of this Research

The issues mapped have not been widely debated or discussed

As this mapping will show, the issue of Cooperation (as a public policy or from the ODA perspective) is an issue which has scarce presence in the digital sphere. The mapping of a debated and controversial issue (e.g., climate change, political or fiscal reform at a national level) would probably be more prolific and provide many more findings regarding debates, actors and networks. Controversial issues allow distinguishing between the different arguments and the communities behind them, allowing to develop a useful segmentation (those 'for', those 'against', 'swingers') when to act and when to monitor the intended change.

An issue which was curbed for this analysis

In terms of issue analysis, this had to be limited to Cooperation as a public policy or from the ODA perspective, or in cases in which cooperation was the main issue (e.g., a newspaper article or opinion). We did not take into consideration articles which were of tangential opinion – e.g. stories based on the reality of Nicaragua or about a volunteer and her life in Senegal (which speak about Cooperation indirectly) - or the outraged tweets regarding the accident that took place in Inditex factories in Bangladesh (which show global solidarity).

In terms of network analysis and profile identification, we did manage to make lists of interested actors with interest in development for future actions.

---

[6] As this research was the first attempt of carrying out an issue mapping, the research process has been chaotic and the evidence had to be intuited. Normally, in a more consolidated process, the research questions called "queries" should be defined in advanced.

[7] Topsy, NODEXL, TCAT for Twitter, Netvizz for Facebook. See https://wiki.digitalmethods.net/Dmi/ToolDatabase

II. HOW MUCH DO PEOPLE TALK ABOUT COOPERATION AND OFFICIAL DEVELOPMENT ASSISTANCE?

1. A clear gradual lack of interest in the Issue among Internet users in Spain

INTERNATIONAL DEVELOPMENT   **DEVELOPMENT COOPERATION**   **DEVELOPMENT ASSISTANCE**
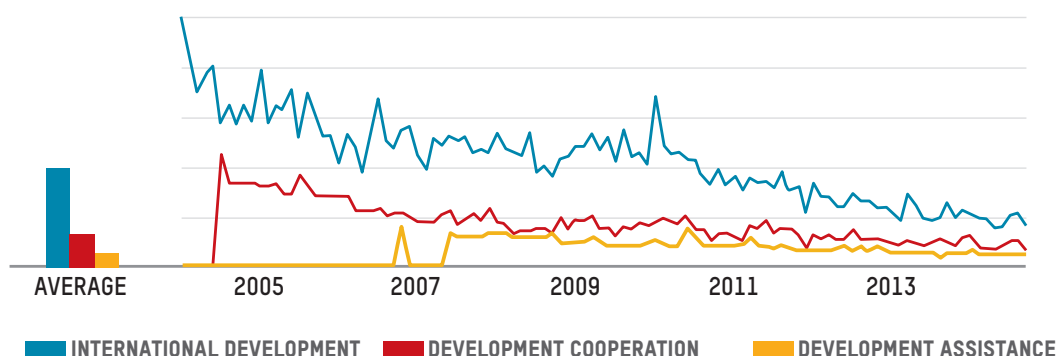
Chart 1: Google searches in Spain for the terms 'international development', 'development cooperation' and 'development assistance' in Spanish between 2005 and 2014 (Google Trends).

Google search [8] results show an increasing lack of interest between 2005 and 2014 – indicated by the number of searches – of the terms 'international cooperation', 'development cooperation' and 'development assistance'.

Analysis of the images and use of the terms in Google of "International Cooperation, Development Cooperation, Development Assistance"

INTERNATIONAL COOPERATION

International Cooperation is represented in a positive way with images related to nations, the international community, solidarity and the world.

The first Google results show that this term is used by **NGOs, Institutions and Universities.** Most of the results are focused on the sector and use **technical language common to the sector.** Some results have a more **corporate** – such as CIONG (International Cooperation NGO), AECID (Spanish Agency for International Development Cooperation), the Spanish Ministry of Foreign Affairs and Cooperation and *la Caixa* Foundation – and include more accessible contents. **The Spanish Ministry and AECID's websites are the only well-positioned portals from which one can obtain information relatively accessible for citizens regarding this public policy.**

Source: analysis based on Google and Google Image

DEVELOPMENT COOPERATION

"Development Cooperation" is used in **institutional portals** (aecid.es and exteriores.gob.es), **of autonomous regions** (navarra.es, jcyl.es, elankidetza.euskadi.net, etc.) and universities (Universidad de Sevilla, Politécnica de Valencia, etc.). Most of these **contents are institutional or aimed at professional training.**

The most authoritative source is Wikipedia, which ranks first. Wikipedia's article is again considerably short and poorly elaborated, although it does mention the main international bodies coordinating assistance (OECD, DAC, IMF, WB, FAO, ILO, UNESCO, etc.) and explains very concisely the case of the UK, which reaches the target of committing 0.7% of its GNP to development.

Images show a more human side, appealing mostly to childhood - sometimes from an assisted and stereotyped perspective, others through images of people who have been empowered. The representation of the idea of collaboration through images of hands and the world is also abundant.

DEVELOPMENT ASSISTANCE

Relatively speaking, this is the term that users searched less although it still reaches enough search volume to be reflected in Google trends.

It is mainly connected with the term *Official Development Assistance* which offers fairly technical communication with an abundance of data, linked to funds, and abounds in economic technical terms. As for the images, there are many graphs and images of the 0.7% commitment.

The most authoritative result is Wikipedia, which takes us to the article *Official Development Assistance.* This is the most elaborated article on the platform in relation to our issue; it includes references and explains the 0.7% goal and arguments against it. Many of the sources are news or written in news style and tackle cuts and other news connected with cooperation.

Source: analysis based on Google and Google Image
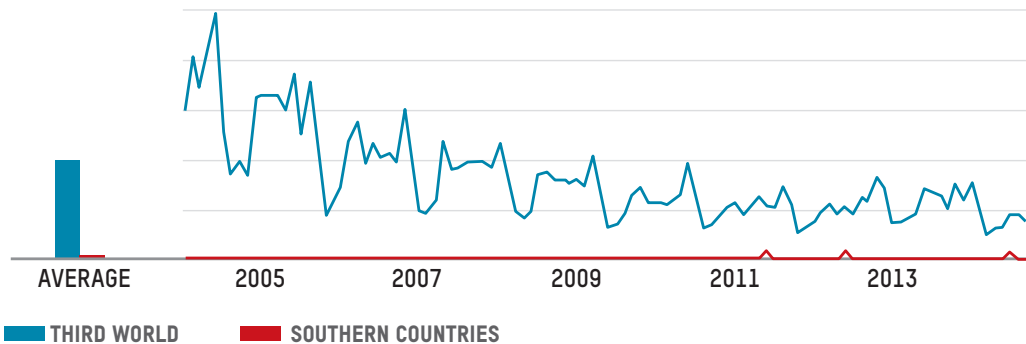

| AVERAGE | 2005 | 2007 | 2009 | 2011 | 2013 |

■ THIRD WORLD   ■ SOUTHERN COUNTRIES

Chart 2: Google searches in Spain for the terms 'Third World' and 'Southern Countries' a in Spanish between 2005 and 2014 (Google Trends).

Likewise, we can also see a clear decrease in the number of searches for the terms 'Third World', 'Southern Countries'. **Third World is still the term most frequently used in Spain to refer to impoverished countries.**
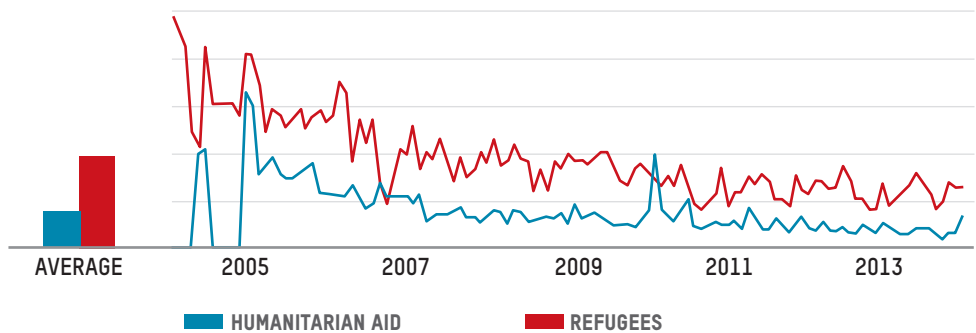

Chart 3: Google searches in Spain for the terms 'Humanitarian Aid' and 'Refugees' in Spanish between 2005 and 2014 (Google Trends).

Similarly, there is a clear increase in the lack of interest in terms which are connected to Cooperation such as 'humanitarian aid' or 'refugees'. **This contrasts with the gradual evolution we find regarding interest in the term 'human rights'.**

In the three cases above regarding issues connected to cooperation, the reasons behind this decreasing trend which starts in 2005 are not clear. One could suggest that it is related to crisis, but if this was true, interest would have started to decline in 2009 – since 2008 was still a prosperous year.
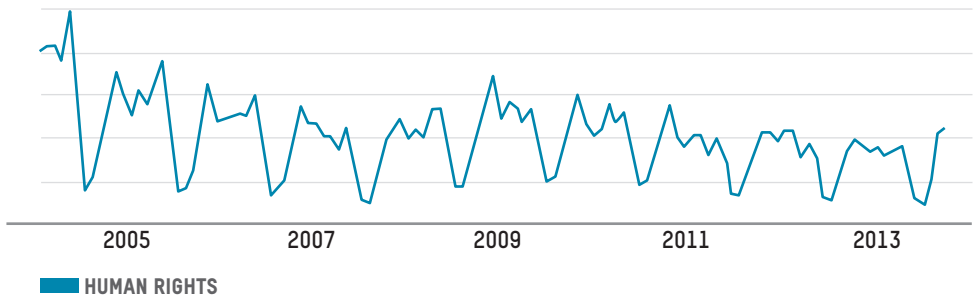

Chart 4: Google searches in Spain for the term 'Human Rights' in Spanish between 2005 and 2014.

2. Nearly no interest in cutbacks on Cooperation (compared to other Public Cuts)

Although Cooperation has been the public policy which has suffered the most severe cuts since the beginning of the crisis [9]**, Cooperation is not visible in Google specific searches on the issue.** In fact, as shown below, there are not enough searches for it to be reflected in the graph. Cuts to culture funding were also drastic, but they are not reflected in Google trends either.

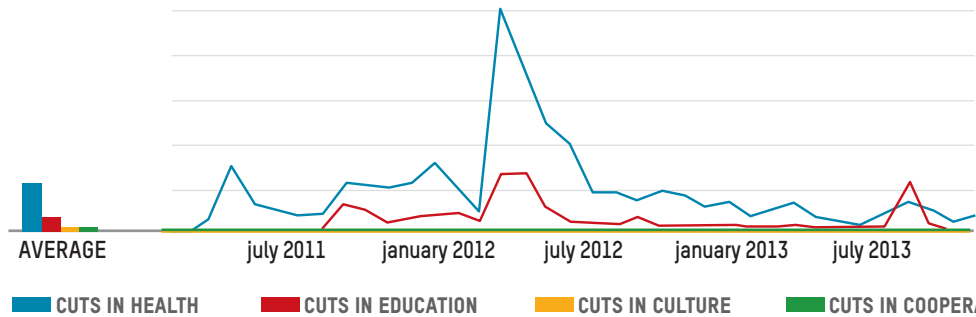Chart 5: Google searches in Spain for the terms 'cuts in health', 'cuts in education', 'cuts in culture' and 'cuts in cooperation' between 2011 and 2013 (Google Trends).

---

[9] 70% in cooperation versus 43% in culture, -5% in health and -12% in education.

Twitter shows the same trend – proportionally, interest in cuts in cooperation is practically non-existent in comparison to other public policies.
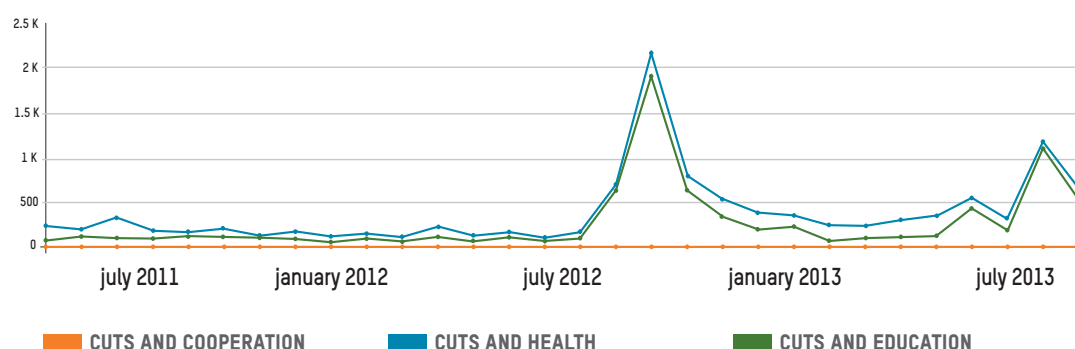
Chart 6: Twitter searches in Spain for the terms 'cuts in health', 'cuts in education', 'cuts in culture' and 'cuts in cooperation' in Spanish between 2011 and 2013 (topsy.com).

III. HOW IS COOPERATION ADDRESSED?

1. People hardly talk about Cooperation on the Internet and when they do, it is in a very technical and/or inaccessible manner for the public in general

On Google searches for cooperation we find several websites aimed at experts, professional specialisation and which include padded material (i.e., contents that are not connected to the issue, information sources not easily accessible such as PDF documents or contents and news which have not been updated). **These websites do not convey an effective communication style of the values behind Cooperation.**

Given the importance of appearing on the first page of Google search results (10 results), one can affirm that the sources do not encourage debate, advocate for cooperation nor promote a critical analysis of public policies. It is remarkable that **there is little access to information on public policy, the positive impact it has on people's lives and the work of NGOs. There are very few results on cuts in official development assistance and cooperation policy.** [10]

As for **'cuts in aid'**, the results show unrelated news or past news. The "La Realidad de la Ayuda" report obtains high relevance and the report's website [11] is the first result displayed; there are also two articles – one by El Pais[12] and the other by ABC [13] - covering the report.

The search for **'in defence of Cooperation'** renders some contents by autonomous regions (Valencia and Andalucia).

---

[10] With the exception of the Oxfam-Intermon report La Realidad de la Ayuda, ayudaaldesarrollo.es, some news and one result of UNICEF from 2013, very well-elaborated in terms of communication.

[11] www.oxfamintermon.org/es/documentos/19/03/14/realidad-de-ayuda-2013

[12] www.elpais.com/elpais/2014/03/19/planeta_futuro/1395225377_413225.html

[13] www.abc.es/sociedad/20121206/abci-recortes-cooperacion-201212042013.html

2. NGOs' websites hardly talk about Public Policy for Cooperation and cutbacks on Cooperation

Most of the websites only focus on one term: 'Development Aid'. Very few of them use several of the terms listed in the table below:

TERMS SEARCHED ON NGOs' WEBSITES

• Official Development Assistance / Development Aid
• Development Cooperation / International Solidarity
• Cooperation Policy / Public Cooperation Policy
• International Cooperation / Spanish Cooperation
• Cuts in Aid
• Impact of Aid

Messages defending this public policy within NGOs' websites are rare. If we look at the NGOs listed in the CONGDE (Spanish Development NGOs Coordination) we find a reduced and very disparate use of the key terms regarding public policy and cutbacks.

In isf.org and medicosdelmundo.org websites, all these terms are much more prominent than in any other NGOs' website. The following graphic compares the use of these terms in some NGOs' website. The graph clearly shows that there were hardly any mentions to cutbacks.
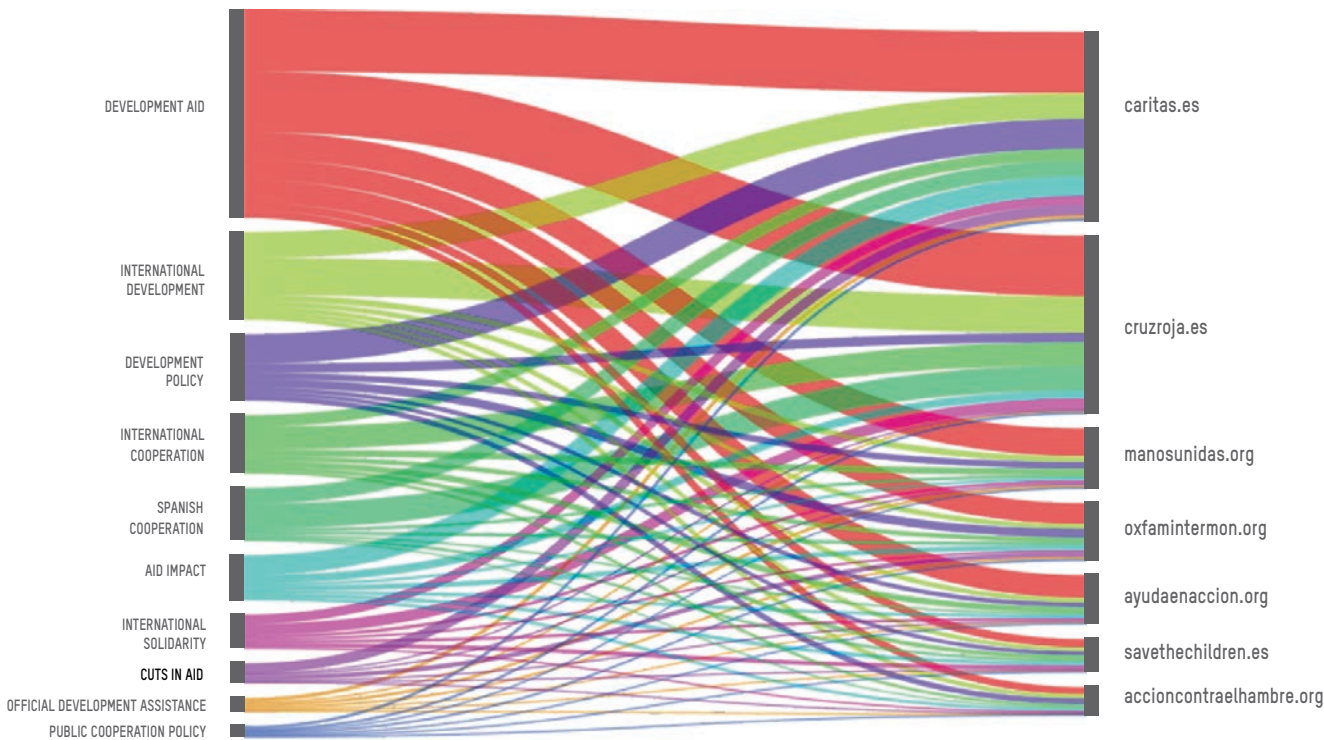

Chart 7: Frequency of terms in NGOs' website.

NGOs DO NOT OPEN THE DEBATE

Having spaces which facilitate the exchange of ideas and reflection and in which diverse audiences come together is crucial to generate debate. **Unidirectional or privately-owned virtual environments do not promote debate.**

We have not found any web portals which tackle Cooperation Policy and meet these requirements. Very few of them allow making comments on posts and only pobrezacero.org displays the comments.

We find few contents by NGOs on or against cuts in Official Development Assistance. Most of the posts are from 2012 [14] and a large number of organisations include no information whatsoever in this regard. Many NGOs reproduce the contents of the CONGDE manifestos, to which they adhere.

3. Oxfam Intermon does not have the relevance it should have

Analysing the results regarding Oxfam Intermon we conclude that the relevance of this organisation is not reflected in the digital sphere.

TERM	POSITION IN GOOGLE	CONTENT
Development Aid	12	Report: Realidad de la Ayuda (2014) [15]
Official Development Assistance	38	Report: Realidad de la Ayuda (2014) [15]
Development Cooperation	74	Campaign: Para Rajoy la Cooperación al Desarrollo vale cero (2012) [16]
Spanish Cooperation	70	Campaign: Para Rajoy la Cooperación al Desarrollo vale cero (2012) [16]
International Cooperation	0	
Impact of Development Aid	26	Press room: La Ayuda Española se Desmorona (2012) [17]
Cooperation Policy	17	Press room: Rajoy desmantela la política de cooperación (2012) [18]
Public Policy for Cooperation	48	Press room: Rajoy desmantela la política de cooperación (2012)
International Solidarity	0	

---

[14] This issue mapping baseline has been carried out in 2014.

[15] www.oxfamintermon.org/es/documentos/19/03/14/realidad-de-ayuda-2013

[16] www.oxfamintermon.org/es/campanas/proyectos/para-rajoy-cooperacion-al-desarrollo-vale-cero

[17] www.oxfamintermon.org/es/sala-de-prensa/nota-de-prensa/ayuda-espanola-al-desarrollo-se-desmorona

[18] www.oxfamintermon.org/es/sala-de-prensa/nota-de-prensa/intermon-oxfam-rajoy-desmantela-politica-de-cooperacion

4. Digital media hardly talk about Cooperation, and even less about Cooperation Policies

The number of articles on Cooperation which have appeared in the four main Spanish newspapers [19] **between 2012 and 2013 is absurdly small.** [20] In addition, only 13 articles (i.e., 20%) focused on Cooperation Policy.

Pie chart values:
- PROGRAM: 21
- INTERNAL AFFAIRS/CORRUPTION: 13
- SPANISH COOPERATION POLICIES: 13
- DEBATE ON GLOBAL DEVELOPMENT: 10
- SOCIAL MOVEMENTS / CHANGES: 5

TONE OF THE ARTICLES

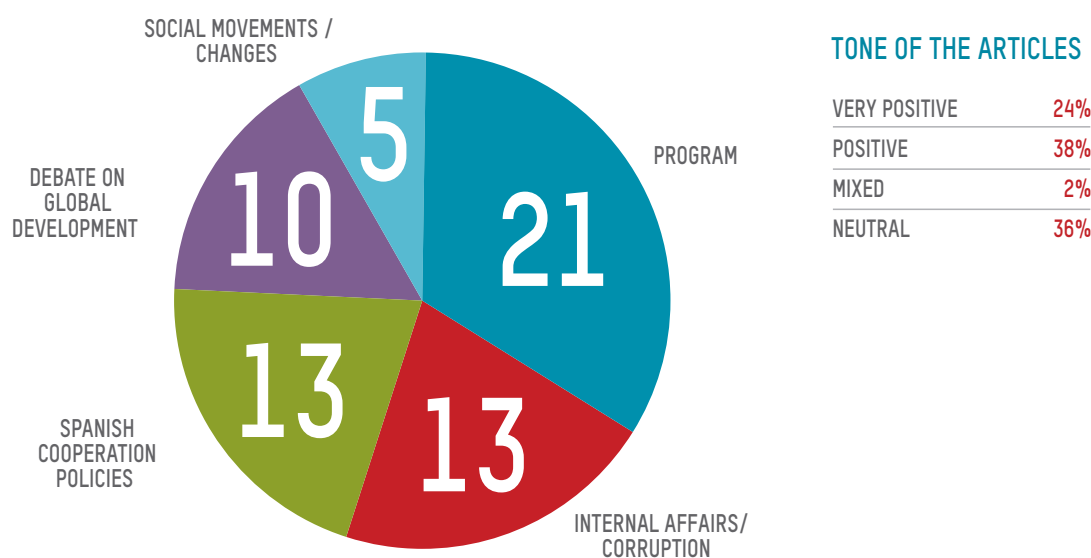|	
VERY POSITIVE	24%
POSITIVE	38%
MIXED	2%
NEUTRAL	36%

Chart 8: Number of articles published in El Pais, El Mundo, El Publico and ABC between 1/1/2012 and 1/11/2013.

5. Comments on digital articles are scarce and negative

Unfavourable comments abound in nearly all newspapers. We believe that this is mostly due to the fact that digital networks facilitate releasing emotions without putting at risk the personal integrity of the person making the comments.

Users' comments for news related to Public Policy for Cooperation in *El Pais, Publico, El Diario* and *El Confidencial* newspapers lead us to believe that it is not a powerful debate. Conversations typically steer the debate onto fairly unrelated topics and generally do not go more deeply into important aspects of this policy.

Many comments are negative, some are xenophobic and quite a few are superficial. Many times participation is not pluralistic. However, *Eldiario.es* news fosters a slightly different dynamics and there are fewer comments with a xenophobic bias and more in-depth debates.

It is impossible to extrapolate the representativeness of the ideas conveyed in the comments due to the clear prominence of negative comments. **Notwithstanding, the discourses can contribute information on mental structures or frames.**

---

[19] El País, El Mundo, El Público, El ABC.
[20] This analysis has taken into account articles in which cooperation was the main subject.
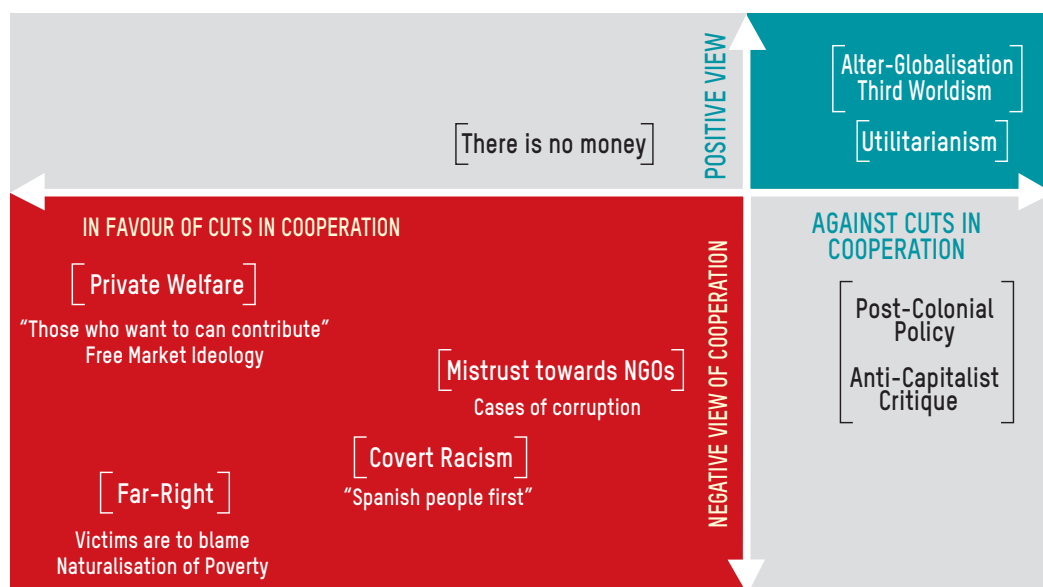
Comments on Cooperation Public Policy

Chart 9: Typology of comments on articles about International Development published in El País, El Mundo, El Público, El ABC (from 1/1/2012 to 1/11/2013).

Unfavourable comments used these main frames:

- There are many comments which **convey that the victims are to blame for the causes of poverty**.

- Another group of comments exercises **covert racism**, prioritising Spanish poors.

- The argument which backs a **welfare system more in line with Free Market ideas and where "you contribute if you want to"**, rather than with Christian values of giving and sharing, is also frequent.

- **There are several comments on mistrust towards NGOs stemming from widespread political corruption.** This is illustrated through the misappropriation of funds or unfounded causes and is included both in right-wing and left-wing discourses.

- There are also arguments defending the separation between State and NGOs and which include criticism towards the role played by NGOs. **The objective behind this opposition is supposedly the protection of the welfare state.**

- Anti-Capitalism criticism which perceives Development Cooperation as a Western instrument for neo-colonisation is also present in some comments.

Comments in favour of Cooperation are built around several messages:

- Some comments in favour of Cooperation are based on **Spain's responsibility for the squandering of the consumer society or the historic plundering of impoverished countries.**

- We find another group of comments which tend towards **a more utilitarian and developmentalist perspective** and which point out Spain's benefits as donor country.

- Other comments are more based on the dissemination of Cooperation values. The notion of **shared prosperity, which understands that societies move forward thanks to systems of mutual support and which back the idea of building a strong State so that it can meet its obligations.**

- **There are also a few comments** which point out arguments that are developed from an Alter-Globalisation perspective, seeking for a bottom-up model.

Even though all these comments advocate for Cooperation, some do so in keeping with an imagery which is close to those against it; while others, on the contrary, develop a cognitive frame of their own. Even when it is well-built, social criticism sometimes tends to search for culprits and keeps a moral perspective which naturalises the problem. These discourses have similar dynamics, which leads to the confrontation of positions, rather than to overcoming them.

Transversally, we find a logic of economic crisis which – both from positions in favour of and against cuts or with positive and negative views of aid – justifies and legitimises these cuts.

All the posts show that the first five comments are crucial and that their bias determines the following ones.

IV. WHO TALKS ABOUT PUBLIC POLICY AND CUTBACKS ON SOCIAL MEDIA?

1. Profiles on Twitter that speak about Cooperation show a high level of endogamy

For this issue mapping, the activity on Twitter was analysed on the subject of cooperation (#hashtag associated, @profiles, network structure). The main hashtag in 2012-2013 was #CooperaSI (#CooperateYES) (see table). 11,146 users took part under this label. [21]

HASHTAG USED FOR COOPERATION [22]

#CooperaSI (#CooperateYES)

The #CooperaSI hashtag is used to defend Public Policy for Cooperation. Participants are basically NGO profiles and people who work there. Although it is focused on advocating for Cooperation Policy it also tackles other issues related to NGOs such as campaigns and events. This is the hashtag that most strongly reflects the 2012 benchmark.

---

[21] Figure obtained through Topsy PRO.
[22] Data until December 2013.

OTHER HASHTAGS USED

#Cooperación (#Cooperation)

This hashtag also contains information which is not related to Development Cooperation (education, companies, etc.) although Development Cooperation is the main issue, representing one third of tweets. **A large portion of these contents convey an institutional message by the AECID** (Spanish Agency for International Development Cooperation) **and other institutions**. Communications by universities, training centres and foundations run along the same lines.

#Pobreza (#Poverty)

This hashtag is at present largely associated to UNICEF's campaign against child poverty, *Pacto Contra la Pobreza Infantil.* As for Development Cooperation, it is reflected in the 2012 benchmark but in this case, those who stand out are *Comisiones Obreras* trade union and the *Partido por un Mundo Más Justo* (party for a fairer world).

#ONGD (#NGOs)

Participants in this hashtag are basically NGOs tackling a cause and 2012 cutbacks. The most relevant profiles are those of the CONGDE and *Pobreza Cero* (Zero Poverty).

On analysing the network on Twitter – tweet and RT network [23]-, it can be seen that the majority of the re-tweeting of messages (RT) is sent from NGOs. This makes us think that the conversation is held mainly within the sector. It is communication of an endogamous nature on not including a diversity of actors from other communities. These profiles, in many cases, follow each other.

ENDOGAMOUS   **EXOGAMOUS**
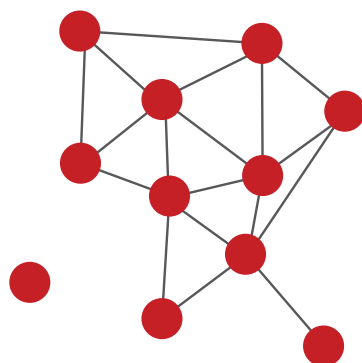
In an endogamous network, the profiles follow each other in a mono or bidirectional way
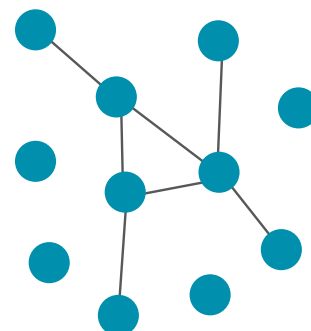
In an exogamous network, the profiles do not follow each other. They therefore belong to different communities

Diagram 10: Endogamy versus Exogamy on Twitter.

---

[23] The network in which the node is the profile of Twitter and the edge is the relation of RT, mention or reply.

At strategic levels, this may involve two difficulties. If the messages sent by NGOs are awareness-raising, the message sent probably reaches an already aware audience so that it does not have much impact when promoting new causes. In the case that the messages sent are *calls-to-action* (petition, etc.), there may be a certain apprehension among NGOs to support campaigns/actions of others. The risk therefore exists of a low level of conversion (of the TW to the final action, e.g. signatures).
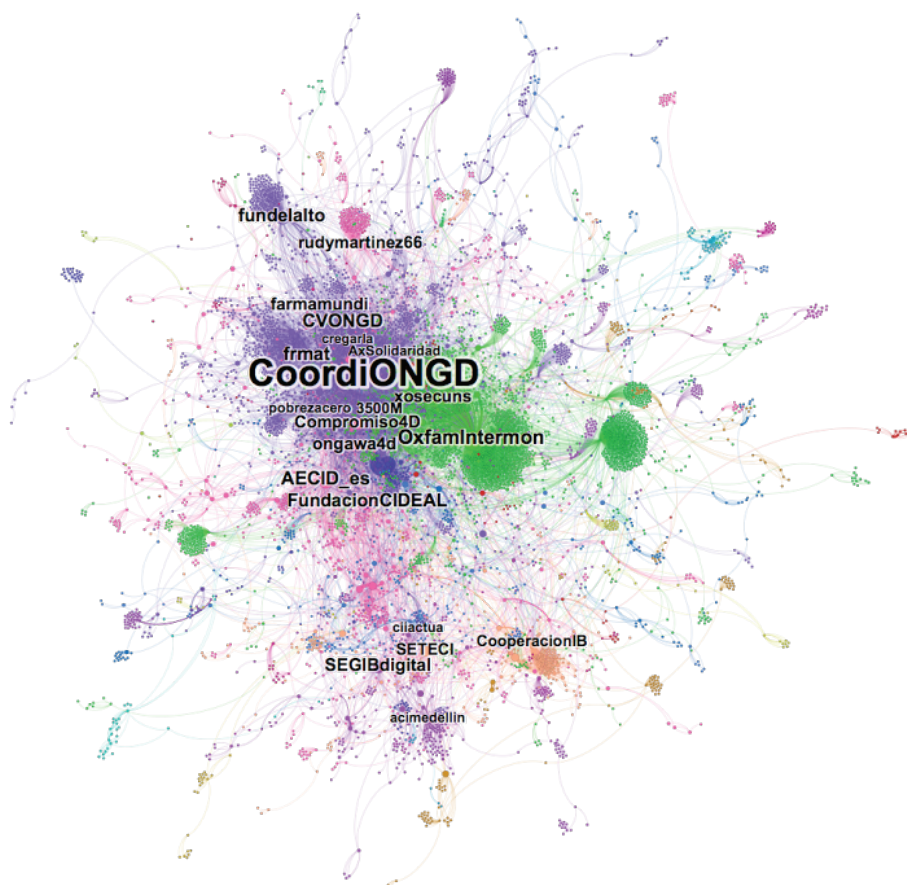

Diagram 11: Network of profiles on Twitter (TW and RT) of the hashtag #CooperaSI. [24]

2. On Twitter, a core of profiles has been identified that are active and committed to the defence of public policy that is relevant to reach the entire network

From March 2012 to November 2013, 11,146 profiles took part in the hashtag #CooperaSI. Of these, 358 are those that have greater relevance and influence within this network. [25] Therefore they have higher possibilities that their messages are extended around the whole network or a large part of it. They are not profiles that have greater influence on Twitter. On Twitter, influence is usually understood with algorithm that mixes: number of followers + number of followers of these followers + quantity of RT and mentions (see Klout or Kred index). It involves the relevance and influence within this network of interest of Cooperation (#CooperaSI).

[24] The data was compiled by an API connection of Twitter. The diagram was made using Gephi.
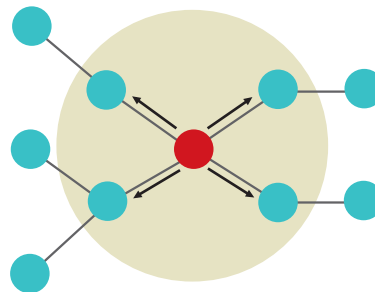[25] These profiles were found by metrics of Gephi: Degree, Closeness and Betweeness

GLOBAL RELEVANCE
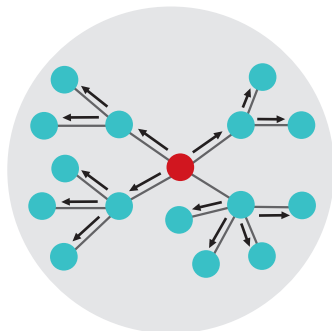
LOCAL RELEVANCE

Nodes and profiles that are more relevant
in the overall network

Nodes and profiles that are more relevant
in a specific community

Diagram 12: Graphic explanation of the network concepts: global and local relevance

These 358 profiles come from the following sectors:

PROFILES	NUMBER
NGO sector	124
Social professionals sector	47
Active in social media	46
Journalists	42
Politicians	21
Organisations	18
Academicians and training centres	15
Communication consultancies	15
Activist groups	9
Media	9
Institutions	7
Business sector	5
TOTAL	358

They are profiles – as is shown from a glance at their bios – that describe themselves as
interested in social causes [26] (see diagram 13).

Diagram 13: Tagcloud [27] of the bio words of the profiles that speak most of cooperation on Twitter.

26 The extraction of the bios of the profiles was made using Social Bro.

27 To produce the tagcloud of the bios: (1) https://tools.digitalmethods.net/beta/tagcloud/ was used; (2) the connection words
were cleaned; (3) https://tools.digitalmethods.net/beta/deduplicate/; (4) http://www.tagxedo.com

19

STRATEGIES AND TACTICS

Knowing the most relevant and influential people within a specific network (**#cooperaSI**) enables a more refined strategy to be designed:

- **Creating a specific engagement** with this community that is concerned about Cooperation Policy.

- **Proposing e-action** of greater engagement: collaborative work, offline participation, watch dog of public policy online and offline, etc.

- Making them loyal for diffusion in defence of Cooperation. Their RT or their TW will enable reaching a majority of the community that is interested in defence of cooperation (more than 11,000 profiles).

Using this knowledge of the networks, in the "More and Better Aid" project, these profiles were asked to keep an eye on the general State budget and amendments of cooperation live in the Congress (*#VotaCooperaSI*).

More than 1,000 profiles took part generating 5,000 TW, achieving Trending Topic in Spain, Madrid and Malaga regarding such a technical subject.

In the autonomous regional elections, more than 1,600 profiles took part in lobbying autonomic candidates to include cooperation in their programmes (**#defiendecooperación**) achieving a commitment from 9 parties in decentralised cooperation, through RealidadAyuda.org website.

3. In Facebook, there are specific communities with different ideological, political and territorial nuances, supporting Cooperation Policy.

Facebook is a social media network that is difficult to analyse, as only data can be compiled from the FanPages (or from one's own personal page). [28] For this issue mapping, it was decided to analyse the FanPages of the NGOs of the *NGO for Development Coordination Spain* [29] and its pages (those that marked 'likes'). This data formed a network of pages that marked "like" on a page of NGOs.

The network analysis programmes automatically detected different communities (see diagram 14).

---

[28] For this a programme called NetVizz is used. https://apps.facebook.com/netvizz/
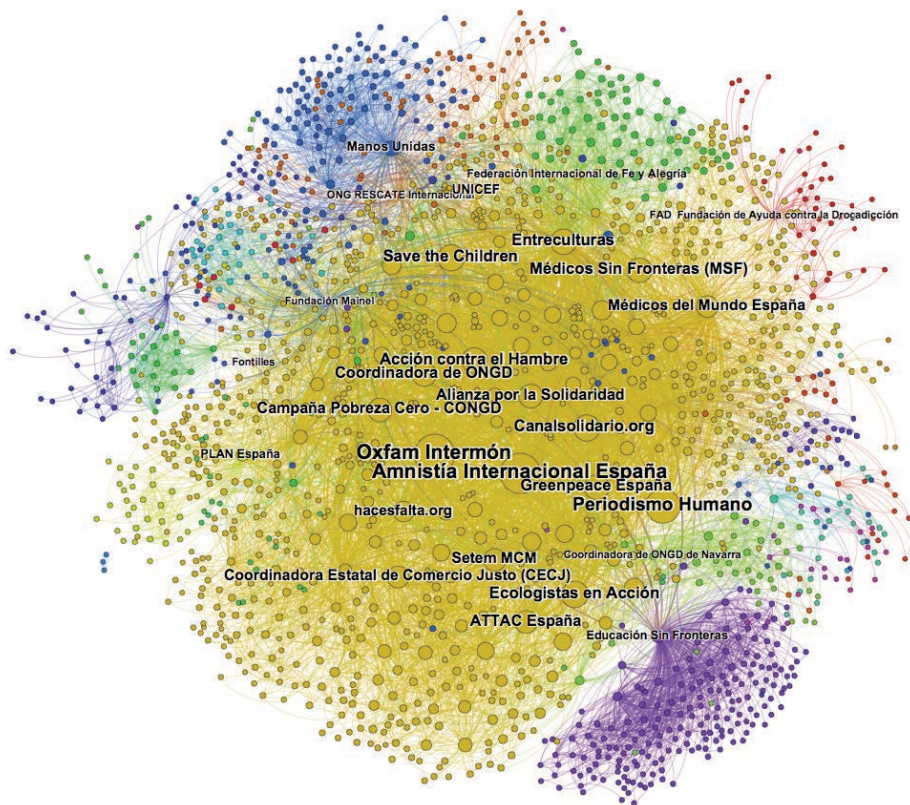[29] CONGDE www.congde.org

Diagram 14: Network of Facebook pages that have marked "like" on a page of the NGO of the CONGDE

CHARACTERISATION OF FACEBOOK COMMUNITIES

Core Group – dark orange: basically made up of **NGOs which are more positioned in Cooperation, activist movements and left-wing.**

Those with many more *likes* are: Oxfam Intermon, Amnesty International and *Periodismo Humano*.

Group blue: made up of NGOs linked to Catholicism
Manos Unidas: constitutes the most central node and acts as a bridge. In this group there are many regional offices of *Manos Unidas*.

Group green: made up of Jesuit NGOs
Connectors are *Federación Internacional de Fe y Alegría* and *Entreculturas*.

Group purple: consists in pages concerned with solidarity in education, art and culture.
Educación sin Fronteras has a fundamental centrality and is a connector.

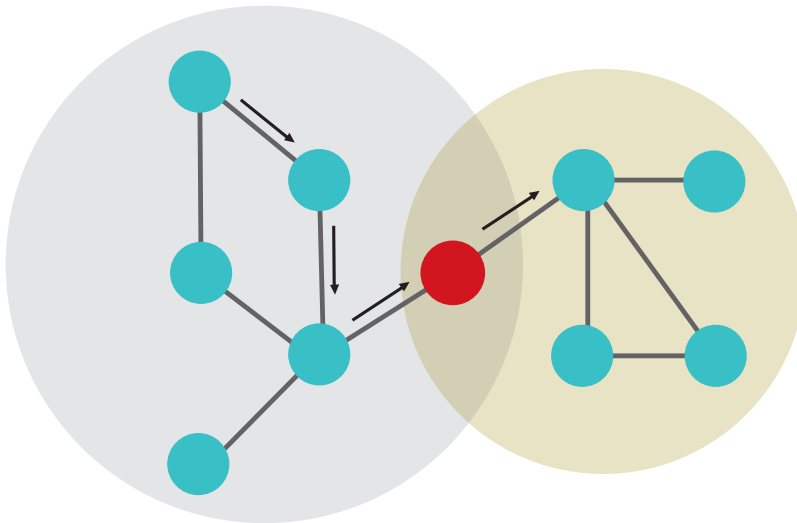**Group green (lower part):** consists in Navarra's NGOs.
The *Coordinadora ONGD de Navarra* is the node.

Group brown: consists in International Organisations and Knowledge.
Casa Árabe has some centrality but, in general, it is a community that has a low centrality.

CONNECTING COMMUNITIES

**There are nodes or profiles that
are connectors of communities**

**Diagram 12: Graphic explanation of the network concepts: Weak Node – the node that enables connection
to communities.**

On the other hand, some pages [30] focus on debate:

- *Cultura de Solidaridad*, with 609,000 comments generated

- *Escuela del Mundo al Derecho*, 422,000 comments

- Universal Declaration of Human Rights, 229,000 comments

- UNICEF with 122,000 comments.

The comments in this diagnosis could not be analysed qualitatively and see the impact they have
on the community.

NETWORK TACTICS

To ensure that a post in Facebook reaches the majority of the community of
the Facebook page that show they have an interest in Cooperation, the
messages must be sent from the central community, the central pages
(Oxfam Intermon, Amnesty International, *Periodismo Humano*), and ensure
that the connecting pages (weak nodes) diffuse to reach specific
communities.

[30] Oxfam Intermon occupies the 41st position in the list, with just 3.475 comments.

V. CONCLUSION

This issue mapping was an experimental process and the evidence gathered has been key in orienting the strategy of the project and communication and, above all, has enabled us to propose innovative activities of a digital nature in the "More and Better Aid" project and in the "Sí me importa" campaign.

The research enabled us to confirm:

- The **low visibility and coverage in the digital press** of Public Cooperation Policy and of the ODA.

- The **growing disinterest** of the general public in the issue.

- The **lack of accessible information about this public policy**, the Official Development Assistance and their cutbacks in Internet and on the web sites of the NGOs.

On the other hand, the structure and functioning of social networks (Twitter and Facebook) was deciphered on the question of Cooperation in development and Official Development Assistance.

- It was proven that the action in social media about this issue is done mainly from profiles within the sector. As such, the network can be classified as endogamous.

- On Twitter, the influencers were identified in the conversations about Cooperation/ Official Development Assistance. This identification was a key factor for undertaking a strategy of segmented engagement and promoting actions of open advocacy (see table below).

- On Facebook, connecting pages of NGOs were identified. This pages allow reaching a community that is interested in international solidarity and cooperation but which is not directly connected to the large and central NGOs, such as Oxfam Intermon.

The findings of the issue mapping inspired lines of action in innovative digital activism, in the setting of the project.

DaTactic, Data with tactics

It is a seminar of "training+action" without brand that offers trainings on Social Network Analysis and promotes the implementation of an e-action using network data and tactics in order to reach a specific online/offline goal. The understanding of the functioning and structure of the networks and communities of interest enables the design of suitable tactics to extend the diffusion of the messages and "flood the Social Media networks". This new format of digital activism was designed with the following goals in mind:

- Sharing the knowledge about the structure and functioning of the networks, identification of communities and digital tactics with NGOs and committed actors.

- Promoting a more tactical use of the social media for social change by the NGOs.

- Uniting the different communities that have shared social goals to broaden the impact.

1st edition : #Datactic #LaAyudaImporta April,8, 2014

Objectives:

To disseminate widely the dismantlement of cooperation policy by the Spanish government the day of publication of the data of Official Development Assistance by the OECD and to create indignation about the fact that Spain is the worst donor.

Specific objectives and results:

- Reaching all the NGOs and their audiences:
33 NGOs took part in the *#LaAyudaImporta* action, 6 NGOs coordination platform, 7 communication channels of the sector. An audience was reached in the sector of 928,382. In unity, the development sector used this tag.

- Reaching "new" audiences (not the audience of the NGOs).
60% of the profiles that took part in the action do not follow any of the main 30 NGOs in Spain. Therefore a high level of exogamy was attained.

- Reaching the communication media
Greater media impact was achieved than in other years (*El Pais*, Reuters) and the publication in several blogs. Nevertheless, some articles published had a bias information.

- Reaching political representatives
39 politicians took part in *#LaAyudaImporta*, of which 3 has a major impact.

- To be Trending Topic
The Hashtag *#LaAyudaImporta* was national Trending Topic for 2.5 hours and Trending Topic in Madrid for more than 7 hours. 1,720 profiles took part in the #, having an impact of more than 12 million.

Additional sources:
Evaluation *#LaAyudaImporta*: http://bit.ly/evaluacionLAI
#Datactic formula: http://bit.ly/formulaDatactic
Article about Datactic: "DaTactic, Data with Tactics: Description and evaluation of a new format of online campaigning for NGOs" http://bit.ly/articuloDatactic

• Open Advocacy : use of the networks for watchdog and pressure 2.0

Currently the more classical, and most common, form of e-action proposed by the NGOs is signing petitions. Its efficiency, as the format multiplies, is less. On identifying, in this mapping, the communities and most active profiles regarding the issue of cooperation in social media, it was decided to experiment new forms of e-action, more "advanced" forms of engagement. Starting from the confirmation that Twitter is the most political network and inspired by the new practices of the social movements, it was proposed to this community committed to Cooperation to watch over and pressure through Twitter politicians to improve Cooperation public policy.

Open Advocacy or watchdog and pressure 2.0 : *#DefiendeCooperación*

Objective:
Have an effect via Twitter on the candidates and parties in the Autonomic Elections of May 24 so that they include decentralised Cooperation and Official Development Assistance in their programmes and future budgets.

Results:

- 19 candidates/parties in the Autonomous Communities conversed, responded or justified themselves before the pleas of activists.

- 7 parties in different Autonomous Communities committed themselves to supporting Cooperation Policy (declaration, change of programmes).

- 10,000 users entered the watchdog web http://www.realidadayuda.org/vigilar-compromisos/vigilancia-autonomica and 1,500 profiles took part in the action on Twitter.

OXFAM
Intermón