

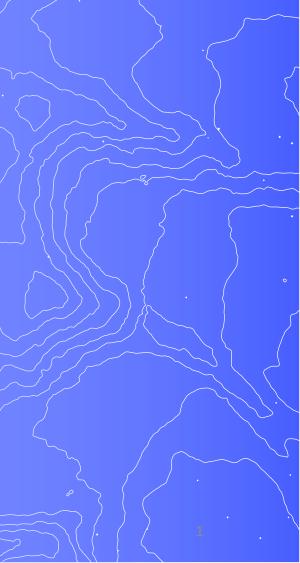
The scramble for narrative control

Unpacking Ethiopia's civil war social-media discourse

Feb 2022

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environment

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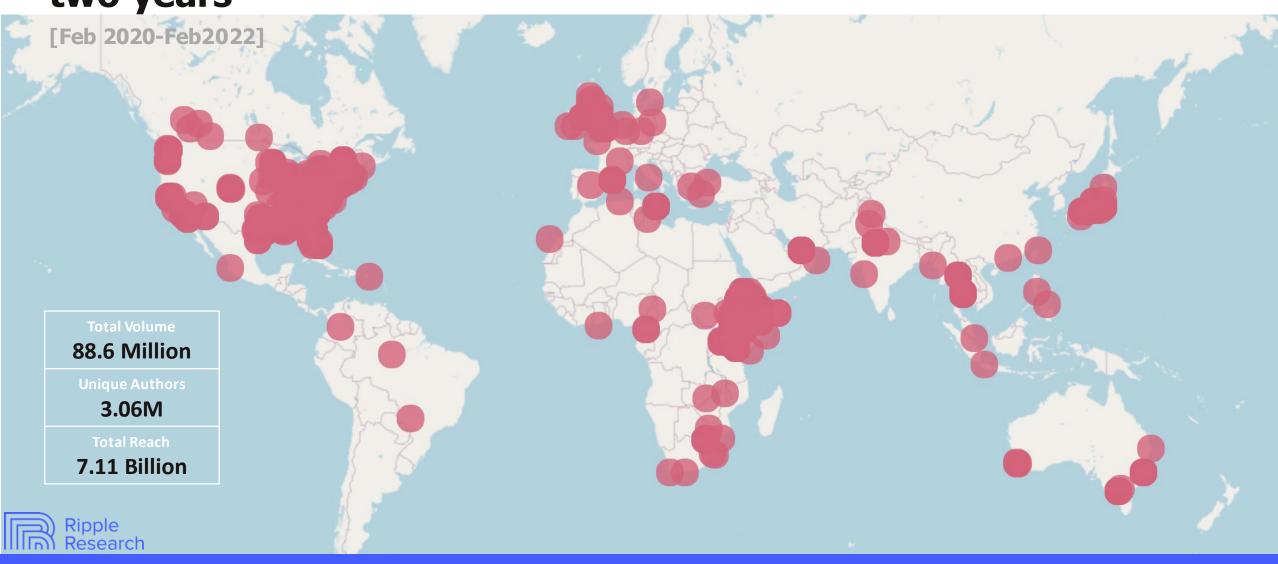


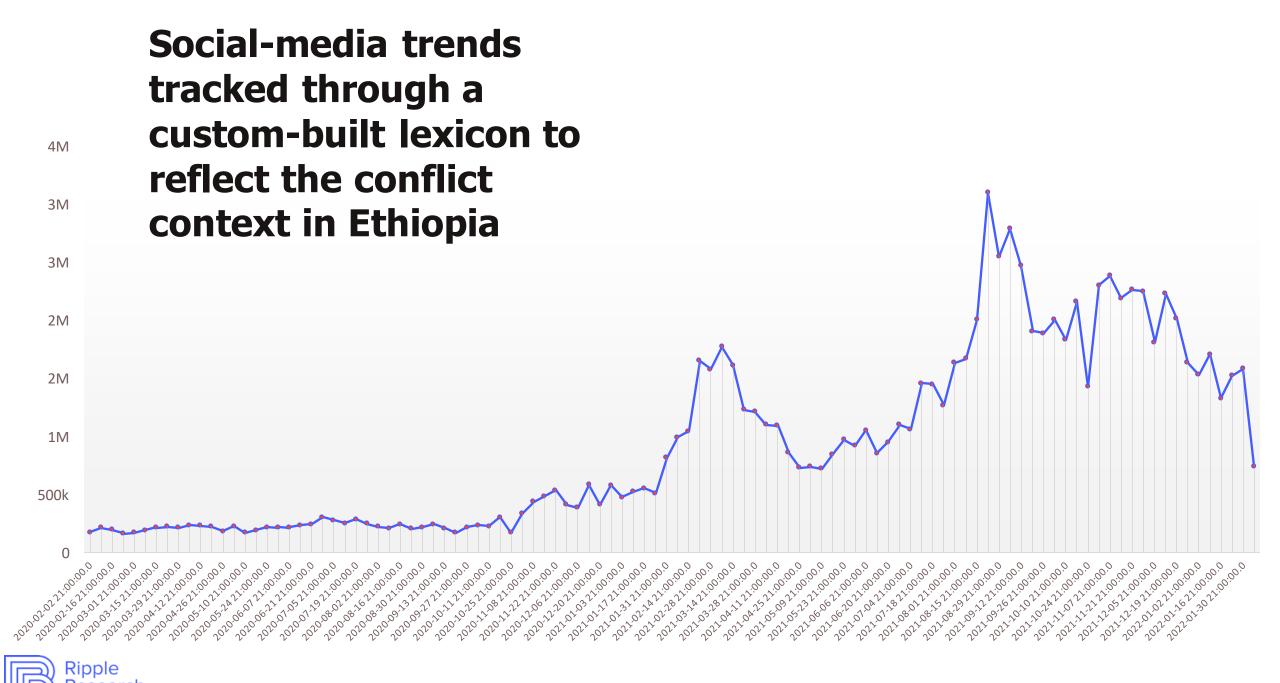




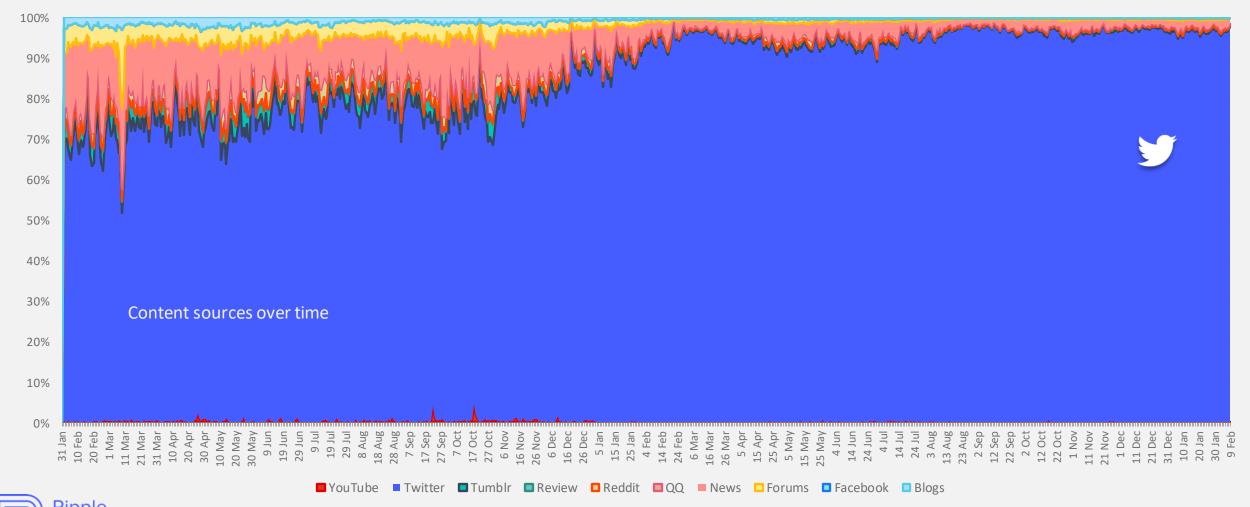


We have assembled and analysed a custom-built dataset of 88 million messages on social media over two years





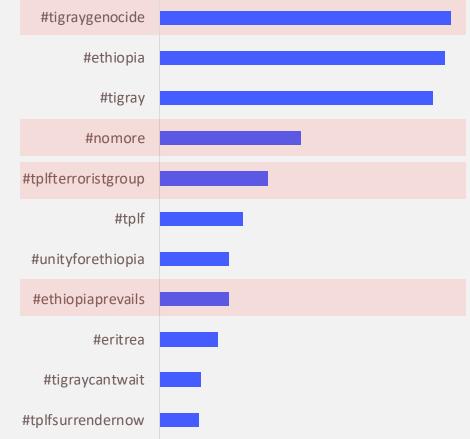
Twitter has been the dominant online ideological battlefield





Our Acoustics tool has identified the top narratives within the conflict-conversation dataset.

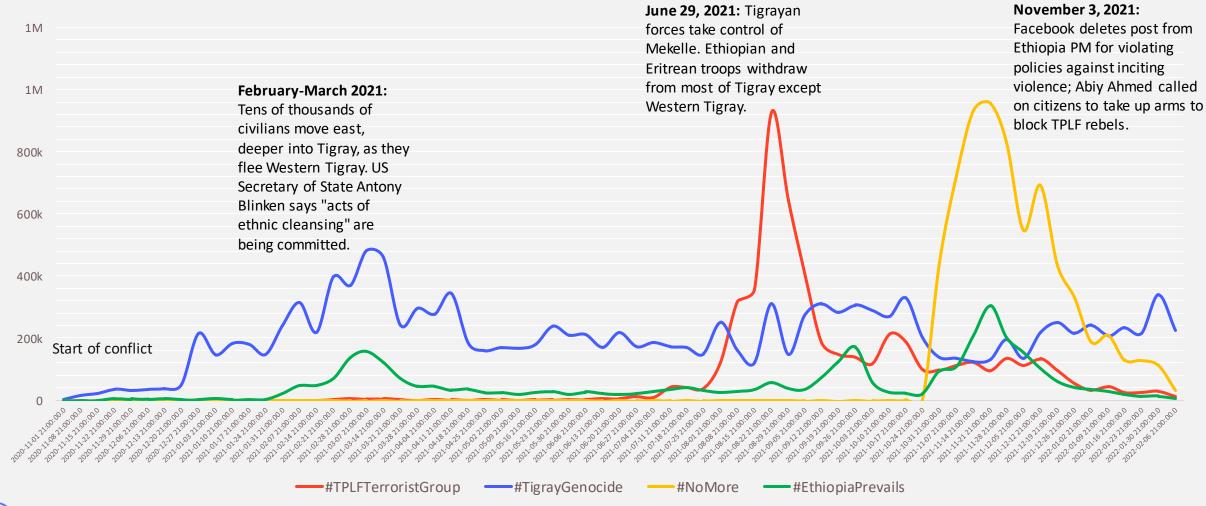




For this case study, we focus on four priority narratives selected from both sides of the conflict.

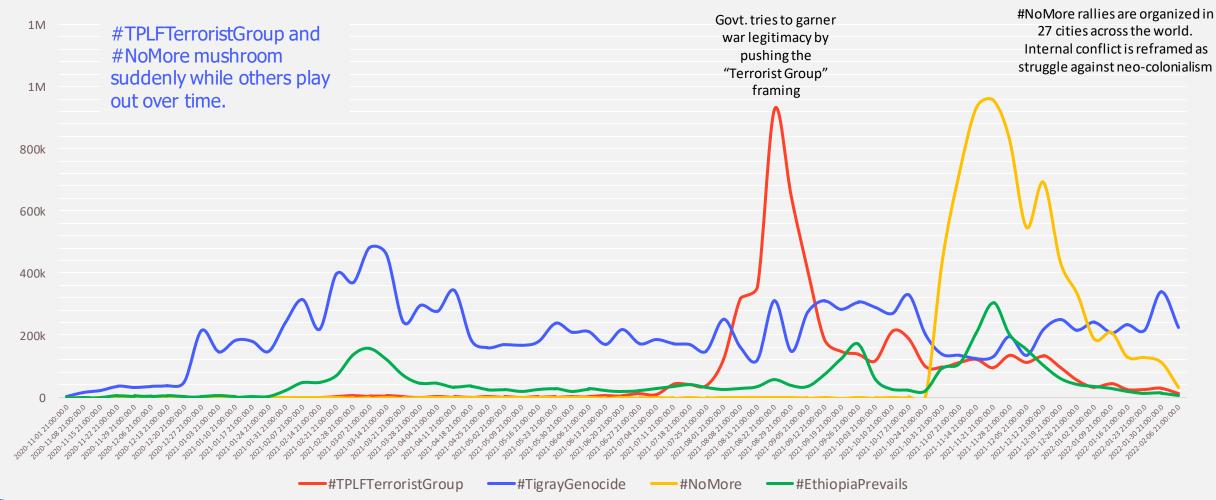


The four selected narratives have different evolution-arcs as the conflict progresses.



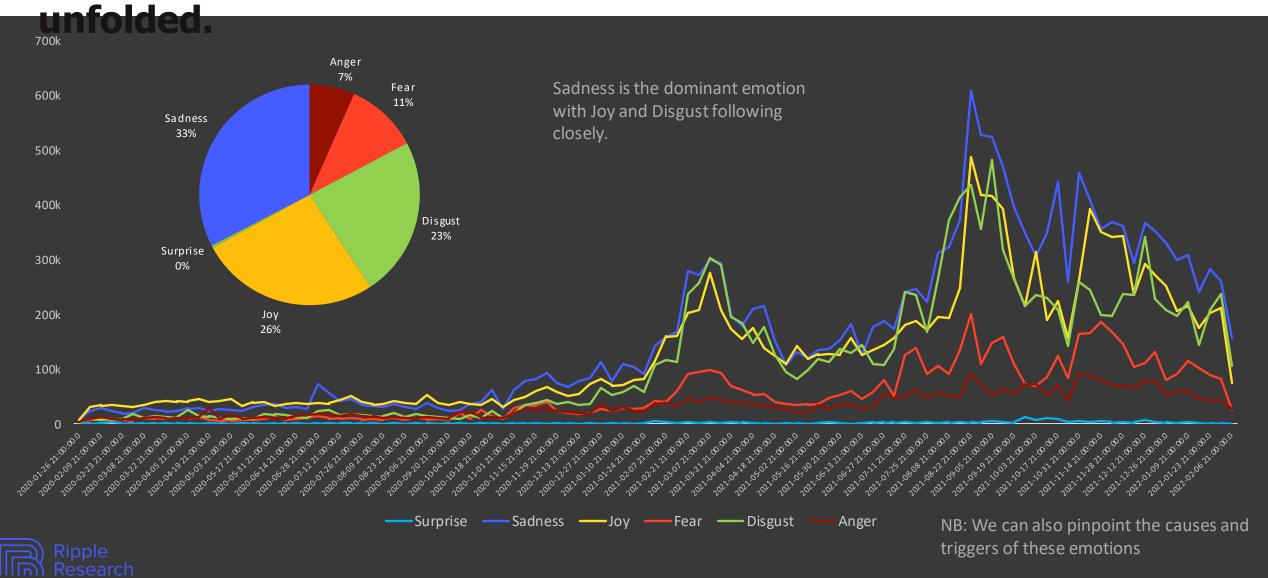


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We conducted an NLP-based emotions analysis to identify psychological states as the conflict



We apply our state-of-the art machine vision analysis to understand how imagery is deployed to aid the narrative





"Aviation" images from the Tigray side contain mostly pictures of Drones and air strikes conducted by the govt. Whereas the Govt. narratives show images of Ethiopian airlines, Ethiopian military planes, etc.

Key Influencers: Individuals and Organisations over time

SC Victoria Osama Bin Laden Biden ENDF Konica Minolta Kalkidan Gezahegne Brexitears Najam Mama Mulu Michael Buerk Mihret Medical Supply Finca Mierisch King Al-Nejashi John Carlos Declan Wash declanwalsh David Eastman Kenya Embassy Dillon Gage KCCA FC University of Mary Hardin-Baylor ADDISON RAE-CIST Jakaya Kikwete Benjamin Mkapa Alhaji Babangida Ja'afar Security Council **Baylee Forbes** Clair McFarland Kidane Zecharias Haftemariam Mugerwa Dan O'Mahoney Sheikh Mohammed bin Zayed Al Nahyan Maychew Northern Arapaho Business Council Kylie Cosmetics Addison Gallery of American Art Addis Ababa Bus Rapid Transit Federal Ministry of Agriculture and Rural Development Reliters AHAB Afar Amhara Power Five Morley Byekwaso Nigeria Association of Road Transport Owners Mark II Maria Oakey Dewing Hereri Cleophas Malala Lalisaa Urgeessaa Urgesa Amariana **NARTO** Yasser Mugerwa Addison Oaks Pam Keith Addison Ryder Tags Apple FaceTime **Addison Jones UN Security Council Kibrom Emily Reeves Emebet Getachew Ex-Peace Corps** UNICEF Daichi Omfq Sidama Coffee Sibhatu **Gregory Ruma** Mark Finchem Gosse Tedros Ghebreyseus Sarah Tagg Justin Hill Jalige Horn Of Africa Feltman Simon Ateba Maureen Achieng Al Shabab Hobart Hurricanes Alton

Feyisa Lilesa Dennia Gayle

Trending

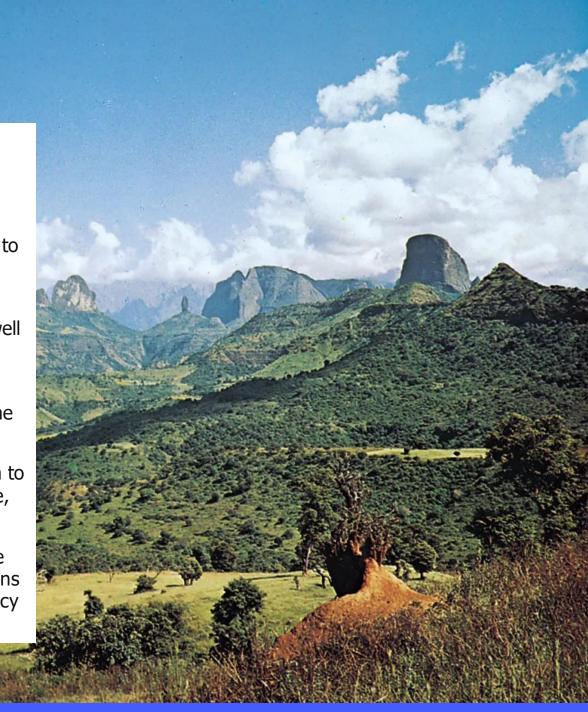


Fading

What's next?

- 1. Our data and insights can provide not only a retroactive overview of events, but also forward-looking key information for various decision makers.
- 2. For example, we can drill down to various geographies within Ethiopia to understand hyper-local sentiments, perceptions and narratives.
- 3. This conflict in Ethiopia has far reaching implications for foreign policy and diplomacy across various countries like the US, China, Turkey as well as those within the region like Sudan, Somalia, Eritrea and Kenya.
- 4. Using this data, we can gain an in-depth understanding of the lived experiences of various stakeholders and their specific needs at real-time speeds.
- We can channel other open source data to complement our social-data to bring in additional dimensions and bottom-up intelligence. For example, satellite imagery and socio-economic indicators.
- 6. There are a whole range of applications beyond conflict settings where our tools and methodology can be readily used. From impact evaluations to beneficiary needs assessments to new program development to policy design.







Thank you!

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