Syria in Global Media 2

Follow-up analysis on representation of Syria in international digital media and social media 1.10.2015 – 29.2.2016
Key findings

Digital & Social media

Digital media

- The total amount of articles in all search agents was 30,417 in this analysis, which is over twice as much than in the previous analysis, which had 13,803 articles.

- Almost all search agents had clearly increased their visibility compared to the previous analysis. The only exception was “women” search agent, the publicity of which slightly decreased.

- Some search agents doubled or tripled their hit counts compared to the previous analysis. In addition, peace search agent had over 10 times as many hits as in the previous analysis.

- Politics and conflict had the most hits in digital media followed by terrorism and regime.

- The main reason for increased visibility in all search agents was the Russian intervention in the Syrian conflict. Both western media and Russian media closely followed the Russian military campaign in Syria.

- Russian media was also much more active in writing on Syria compared to the previous analysis, since Sputnik International made its way into top 5 sources in almost every search agent, in some cases even topping outlets like Reuters and Fars News Agency.

- Terror strikes in Paris were also affected the article count in many search agents.

Social media

- The total amount of posts in all search agents was 4,515,715 compared to 1,149,470 posts in the previous analysis. This means that conversation volume tripled compared to the previous analysis.

- Refugees search agent had the biggest conversation volumes, over 1,800,000 publications. Politics and conflict came second with almost 1,400,000 publications. However, if strikes in Paris aren’t taken into account, politics and conflict were more discussed than refugees.

- Top tweeters appeared to be mostly bots posting pro-rebel/anti-regime content.

- As in digital media, the main theme was the Russian campaign in Syria. However, the biggest spikes came from the terror strikes in Paris.
## Content of analysis

### THE FINNISH EVANGELICAL LUTHERAN MISSION

<table>
<thead>
<tr>
<th>Background</th>
<th>Comparing the search agents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explaining the search agents</td>
<td>- Conflict and politics &amp; Peace</td>
</tr>
<tr>
<td>Search agents combined</td>
<td>- Terrorism &amp; Peace</td>
</tr>
<tr>
<td>- Heatmap</td>
<td>Comparing organisations</td>
</tr>
<tr>
<td>- Search agents combined</td>
<td>- Share of voice</td>
</tr>
<tr>
<td>- Top sources</td>
<td>- Red Cross &amp; Red Crescent</td>
</tr>
<tr>
<td>- Search agents share of voice</td>
<td>- Brookings Institute, OCHA &amp; Carter Centre</td>
</tr>
<tr>
<td>- Counterparts share of voice</td>
<td>Social media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content of the search agents</th>
<th>Comparing search agents</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Women</td>
<td>- Conflict and politics &amp; Peace</td>
</tr>
<tr>
<td>- Children</td>
<td>- Terrorism &amp; Peace</td>
</tr>
<tr>
<td>- Refugees</td>
<td>Comparing organisations</td>
</tr>
<tr>
<td>- Women, children &amp; refugees in Russian media</td>
<td>- Share of voice</td>
</tr>
<tr>
<td>- Peace</td>
<td>- Red Cross &amp; Red Crescent</td>
</tr>
<tr>
<td>- Peace in Russian media</td>
<td>- Brookings Institute, OCHA &amp; Carter Centre</td>
</tr>
<tr>
<td>- Politics and Conflict</td>
<td>Social media</td>
</tr>
<tr>
<td>- Humanitarian aid</td>
<td>- Search agents combined</td>
</tr>
<tr>
<td>- Terrorism</td>
<td>- Refugees &amp; Conflict and politics</td>
</tr>
<tr>
<td>- Terrorism in Russian media</td>
<td>- Top Tweeters</td>
</tr>
</tbody>
</table>

Conclusions
# Background information

## Purpose of the analysis & Explaining the search agents

### PURPOSE OF THE STUDY

Analysis serves as a follow-up analysis covering and exploring international digital and social media related to the Syrian crisis and investigates the ways in which the international digital and social media continues shaping the current conflict and peace possibilities in Syria.

Analysis will shed a light on following questions:

- What is the media discourse of the international media and social media like on Syria during the time chosen for the study?
- How many articles weekly/monthly per media are produced?
- Who writes about Syria and what according to a country or media outlet?
- What are the main themes on Syria circulated in the international media?
- Which types of content concerning Syria circulate in the international social media?
- Does the international social media reflect the Syria related content of the mainstream media outlets?

### EXPLAINING THE SEARCH AGENTS

Boolean algorithm was used to search out relevant articles.

The number of Syria related articles is extremely high so in order to narrow them down to the most relevant ones only the article titles were taken into account.

For example in "Terrorism" search agent term Syria was combined with terms like "Islamic State", ISIS, IS, ISIL, terrorist, terrorism, Al-Nusra, Al-Qaeda, suicide bomb and ISIS recruitment (words like Syria, IS and recruit* had to appear in the same title).

Also all the inflected forms are present, for instance Syria’s and Syrian.

Same search algorithms were used in both digital and social media.
Digital media

Explaining the search agents
Digital media

Boolean algorithms

Politics and conflict

((syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR tartus* OR kobani* OR jazira* OR afrin* OR assad*) NEAR/10 (war OR conflict* OR fighting OR battle OR terror OR destruction* OR bombing OR bombs OR attack* OR "barrel bomb" OR strik* OR "air-strike"* OR airstrike* OR weapon* OR politic* OR president* OR election* OR party OR embassador* OR embassy* OR policy* OR "local council"* OR "political" bureau* OR soc OR "syrian opposition coalition"* OR "syrian free army"* OR SFA* OR regime* OR "pro-regime"* OR diplomacy* OR diplomatic* OR parliament* OR goverment OR minister* OR "syrian embassy") NOT ("suicide bomb"* OR jihad*))

Terrorism

((Syria OR Syrian OR Syria's OR "Syria's" OR Dara* OR Deir OR Aleppo* OR Hama* OR Hasaka* OR Homs* OR Idlib* OR Quneitra* OR Latakia* OR "Ar Raqqah"* OR "Rif Dimash"* OR "As-Suwayda"* OR Damascus OR Tartus* OR Kobani* OR Jazira* OR Afrin* OR Assad*) NEAR/10 ("Islamic State"* OR ISIS OR IS OR ISIL OR terrorism OR Terrorism OR terroris* OR Terroris* OR "Al-Nusra"* OR "Al-Sham" OR "Al-Qaeda"* OR "Al-Qaida"* OR "suicide bomb"* OR recruit* OR Daesh*))

Women

((syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR tartus* OR kobani* OR jazira* OR afrin* OR assad*) NEAR/10 (woman OR women))

Children

((syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR tartus* OR kobani* OR jazira* OR afrin* OR assad*) NEAR/10 (child* OR boy* OR girl*)) NOT boycott*

Kurds

((syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR tartus* OR kobani* OR jazira* OR afrin* OR assad*) NEAR/10 (kurd*)))
Digital media

Boolean algorithms

Peace

((syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR turtas* OR kobani* OR jazira* OR afrin*) NEAR/10 (meeting* OR *meeting OR conference* OR conference OR "cease-fire" OR negotiation* OR "negotiations OR peace OR ceasefire* OR solution* OR resolut* OR ease OR dialogue* OR truce OR reconciliat* OR "track I" OR "track II" OR "track III" OR "track 1,5" OR dialogue OR "confidence building" OR CBM OR "national government"* OR "transitional government"* OR "constitution 2012" OR "constitutional declaration"* OR "civil society"* OR "political parties" OR "elections April"*))

Humanitarian aid

((syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR turtas* OR kobani* OR jazira* OR afrin* OR assad*) NEAR/10 (humanitari* OR aid OR health* OR conference* NEAR/10 (london* OR munich*) OR "Munich conference"* OR "civil society"*))

Refugee

((syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR turtas* OR kobani* OR jazira* OR afrin* OR assad*) NEAR/10 (refugee* OR asylum*)))

Al-Qaida

(syria OR syrian OR syrias OR "syria's" OR dara* OR deir OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah"* OR "rif dimash"* OR "as-suwayda"* OR damascus OR turtas* OR kobani* OR jazira* OR afrin* OR assad) NEAR/10 ("al-qaeda"* OR "al-qaida"* OR "al-nusra")

ISIS

(Syria OR Syrian OR Syrias OR "Syria's" OR Dara* OR Deir OR Aleppo* OR Hama* OR Hasaka* OR Homs* OR Idlib* OR Quneitra* OR Latakia* OR Raqqa* OR Dimash* OR "As-Suwayda"* OR Damascus OR Tartus* OR Kobani* OR Jazira* OR Afrin* OR Assad*) NEAR/10 (ISIS OR ISIL "Islamic State" OR IS OR Daesh*)
Digital media

Boolean algorithms

**Opposition**

(syria OR syrian OR syrias OR "syria's" OR dara* OR dei* OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah** OR "rif dimash** OR "as-suwayda** OR damascus OR tartus* OR kobani* OR jazira* OR afrin* OR assad) NEAR/10 (oppositio* OR "national coalition** OR rebel* OR "free syria* army**")

**Regime**

((syria OR syrian OR syrias OR "syria's" OR dara* OR dei* OR aleppo* OR hama* OR hasaka* OR homs* OR idlib* OR quneitra* OR latakia* OR "ar raqqah** OR "rif dimash** OR "as-suwayda** OR damascus OR tartus* OR kobani* OR jazira* OR afrin*) NEAR/10 (regime* OR Assad*)) OR ("Syria* Army** OR "syria* govern** OR "syria* minister** OR assad* OR "syria* force")
Digital media

Search agents combined
Articles containing word Syria in their title in different languages.
Digital media

Search agents combined

- Russian embassy in Damascus struck by two mortar shells
- IS seizes villages north of Aleppo & Heavy bombing from Russian air force
- Bashar al-Assad travels to Russia to thank Putin for Syria airstrikes
- Peace talks in Vienna
- UK begins its airstrikes in Syria
- US states want to reject refugees due to strikes in Paris & France air force strike in Syria
- First refugees arrive to Canada & Assad says he will not negotiate with "terrorists"
- Aid convoys head towards besieged Syrian cities & Russian airstrike hits school and kills 12 children in Injara
- UN envoy halted his attempts on Syrian peace talks when Syrian and Russian forces moved on Aleppo
- Diplomats aim for temporary Syria truce in a week
- US and Russia reach agreement on ceasefire & IS conducts multiple bomb attacks in Syria
- US and Russia reach agreement on ceasefire & IS conducts multiple bomb attacks in Syria

1 Oct 1 Nov 1 Dec 1 Jan 1 Feb
### Digital media

**Top sources**

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<tr>
<th>Rank</th>
<th>Source</th>
<th>Volume</th>
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<tr>
<td>1</td>
<td>Reuters</td>
<td>1586</td>
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<tr>
<td>2</td>
<td>Sputnik International</td>
<td>1478</td>
</tr>
<tr>
<td>3</td>
<td>The Daily Star Lebanon</td>
<td>1423</td>
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<td>4</td>
<td>Fars News Agency</td>
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<tr>
<td>5</td>
<td>Daily Sabah</td>
<td>723</td>
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<td>6</td>
<td>Xinhua News</td>
<td>696</td>
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<td>7</td>
<td>Today's Zaman</td>
<td>663</td>
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<tr>
<td>8</td>
<td>The Washington Post</td>
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<td>9</td>
<td>The Peninsula Qatar</td>
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<td>10</td>
<td>The Independent</td>
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<td>11</td>
<td>The Daily News</td>
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<tr>
<td>12</td>
<td>Stars and Stripes</td>
<td>427</td>
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<tr>
<td>13</td>
<td>BBC News</td>
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<td>16</td>
<td>The Telegraph</td>
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<td>17</td>
<td>CNN</td>
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<td>18</td>
<td>The Guardian</td>
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<td>19</td>
<td>The Times of Israel</td>
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<td>Arutz Sheva</td>
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<td>21</td>
<td>The Times of India</td>
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<td>22</td>
<td>The Denver Post</td>
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<td>23</td>
<td>The Jordan Times</td>
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<td>24</td>
<td>Russia Today</td>
<td>307</td>
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<tr>
<td>25</td>
<td>Assyrian International News Agency</td>
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<td>Syrian Arab News Agency</td>
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<td>Haaretz News</td>
<td>288</td>
</tr>
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<td>Al Jazeera</td>
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<td>Gulf Times</td>
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<td>The Irish Times</td>
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<tr>
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<td>Arab News</td>
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<td>32</td>
<td>Deutsche Welle</td>
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<td>33</td>
<td>Time Magazine</td>
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<td>34</td>
<td>The Epoch Times</td>
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<td>35</td>
<td>Daily News and Analysis</td>
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<td>36</td>
<td>The Daily Telegraph</td>
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<td>France 24</td>
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<td>38</td>
<td>Hindustan Times</td>
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<td>The Hindu</td>
<td>133</td>
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<tr>
<td>40</td>
<td>Shanghai Daily</td>
<td>130</td>
</tr>
</tbody>
</table>

- **Sources selected for the analysis:**
  - Major national English language media outlets from selected countries
- **Total amount of medias followed was 292**
- **AFP and The New York Times are not included in this analysis due to their media monitoring restrictions**
Total amount of articles was 30,417. Out of these articles, 21,970 were unique. This means that 8,447 articles appeared in more than one search agent.

Politics and conflict had the biggest share of media coverage getting 9,762 hits during the period of analysis.

After Politics and conflict came Terrorism with 4,888 hits, Regime with 3,906 hits and Peace with 3,457 hits.

Politics, conflict and Terrorism had almost half of all the media coverage, 48 percent and 14,650 hits.
• Almost all the search agents received more hits in the current analysis compared to the previous analysis. However, since Politics and conflict search agent was so dominant, visibility of many search agents actually decreased by percentage.

• By article count, Politics and conflict grew the most, receiving over 6 000 hits more in the current analysis.

• By percentage, Peace search agent grew the most and received over 1 000 percent more coverage than in the last analysis.
Digital media

Counterparts

ISIS (n=3,789)

REGIME (n=3,856)

OPPOSITION (n=2,696)

KURDS (n=790)

AL-NUSRA / AL-QAIDA (n=177)
Digital media

Content of the search agents
Women

Digital media
Digital media

Women (n=129)

- Woman who fled from UK to Syria says that ISIS is not "her cup of tea" and wants to return
- German police searching for father of slain Syrian woman
- BBC writes several stories on Syrian women as part of its "BBC 100 Women list".
- UK police worried about more girls and women travelling to Syria
- Woman jailed for five years for trying to take her kids to live in Syria under ISIS
- Tareena Shakil is found guilty: Took her toddler son to Syria to join ISIS
- Costa Rica detains woman travelling on Greek passport
- Amnesty: Syria refugee women face abuse and exploitation
- UK police worried about more girls and women travelling to Syria

UK police worried about more girls and women travelling to Syria

Woman who fled from UK to Syria says that ISIS is not "her cup of tea" and wants to return

BBC writes several stories on Syrian women as part of its "BBC 100 Women list".

Woman jailed for five years for trying to take her kids to live in Syria under ISIS

Tareena Shakil is found guilty: Took her toddler son to Syria to join ISIS

Costa Rica detains woman travelling on Greek passport

Amnesty: Syria refugee women face abuse and exploitation
As in the previous analysis, the major news spikes came from articles about women trying to get to Syria, out of Syria or join IS.

A total of 129 articles was published during the period of analysis, compared to 181 articles published in the previous analysis.

The Guardian had the most articles about Syrian women. The Independent came right behind with 10 articles. The situation didn’t change a lot, since in the last analysis The Independent had the most articles followed by The Guardian.

As in the previous analysis British media appeared to be most interested in the situation of Syrian women. Furthermore, The Guardian and The Independent had clearly the most shares in social media, often getting thousands of shares per article (see next slide). This indicates that their readership is more engaged compared to other media outlets.
Women

The Syria peace talks would have a better chance with one key addition: women

A documentary maker from Aleppo has filmed the story of female activists facing the twin enemies of Assad and Isis.

As the Syrian regime, backed by Russian airstrikes, ramped up the siege on Aleppo early this week, UN-led peace talks between the Syrian government and opposition leaders ground to a halt in Geneva on Wednesday.

While the US secretary of state, John Kerry, has described the meetings as the best chance to “chart a course out of hell”, the peace process unraveling surprised few - least of all, the women of Syria who have been largely excluded from each and every stage of peace negotiations.

Who would want to be a woman in Aleppo? The female population of Syria’s second city find themselves threatened both by the murderous misogynists of Islamic State (Isis) and the Russian allies of the president, Bashar al-Assad, whose bombing raids mean that even the bad weather offers the city no respite.
Children

Digital media
Digital media

Children (n=501)

- Syrian aid workers hit by second air strike while saving children from building
- Human Right Watch: 400,000 Syrian refugee children unable to attend school in Turkey
- 77 children drown at sea since Syrian boy
- UN agencies (UNICEF & WFP) re-launch winter aid programme to support
- Thousands of Syrian refugee children are left in legal limbo
- Relatives of Aylan Kurdi land in Canada
- Airstrikes hit school in Aleppo killing children & Number of girls and women travelling to Syria is rising & UN gets 250 million dollars to educate Syrian children, needs more
- No common themes

Strikes on east Syrian town kill 63, including children

Mortar attack on girls school kills 9 students in Syria

UN agencies (UNICEF & WFP) re-launch winter aid programme to support

Thousands of Syrian refugee children are left in legal limbo

No common themes
A total of 501 articles was published during the period of analysis, compared to the 478 articles in the previous analysis.

The biggest media spike came on 11.1.2016, when (supposedly) Russia made an air strike on a Syrian school killing children (8 or 12 depending on the source).

There were 43 articles mentioning the Russian airstrikes killing children in Syria, in many cases referring to reports published by the Syrian Observatory for Human Rights, not being able to verify its information by an independent source. Daily Sabah was the most active source regarding this topic, publishing 10 articles.

Other themes in search agent:

- The family of Aylan Kurdi was followed very closely by the media. Articles came out on several occasions reporting on the family’s journey to Canada (receiving asylum, buying plane tickets, the father commenting on CH drawings etc.). In addition, there were some articles about other refugee children drowning.

- Media condemned the drawings made by Charlie Hebdo as racist when CH released caricatures of the drowned Syrian boy portrayed as a pervert in Germany.

- Media outlets were writing stories about single refugee families starting new lives in various countries. These articles sparked conversation in "comments" sections below articles. Some people were feeling happy for the families, others claimed the articles to be a part of liberal propaganda.

- Media reported on several occasions, that 400 000 Syrian children aren’t able to attend school in Turkey. These articles also often mentioned, that many children are working in sweatshops and are being forces into marriage.
Digital media

Children

**Al Jazeera**

**War & Conflict**

**Syria children killed as Russian missile hits school**

Activists say 12 children among 16 killed in Aleppo province, with the death toll likely to rise.
11 Jan 2016 15:11 GMT | War & Conflict, Middle East, Syria

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**BBC**

**Alan Kurdi's relatives arrive in Canada as refugees**

© 20 December 2015 | US & Canada

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**The Guardian**

Hidden child labour: how Syrian refugees in Turkey are supplying Europe with fast fashion

Thousands of Syrian refugees are working illegally in the Turkish garment industry where child labour, low wages and poor conditions are common.

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**Migrant crisis**

**EU migration: Crisis in seven charts**

The tricky business of solving Europe's migrant crisis

Migrant crisis: Have EU promises been kept?

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At least 12 people have been killed, including 12 children, after a Russian warplane bombed a school in Syria's Aleppo province, activists said.

The death toll from Monday's attack in Ain Jara, a military north of Aleppo city, was expected to go up as some of the survivors died of their injuries, the US-based Syrian Observatory for Human Rights said.

An Al Jazeera correspondent at the scene said the school was in territory controlled by Syrian opposition groups and that rescuers were continuing to search for survivors in the rubble.

The attack is the latest deadly incident blamed on the

Relative of Syrian boy Alan Kurdi, whose drowning off the coast of Turkey triggered an international outcry, have arrived in Canada as refugees.

The boy's uncle Mohammed Kurdi, his wife and five children landed in Vancouver where they had an emotional reunion with Alan's aunt Tima.

The three-year-old died with his mother and brother trying to reach Greece.

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Bathed in fluorescent lights, the basement room in an Istanbul suburb is completely white. Between mountains of white fabric, Shakir carries clothing to order from the sewing stations and packs white jumpers in boxes. He is threading a pair of scissors between his teeth looking every bit the seasoned worker, although he is only 12 years old.

For this committed worker, most Turkish children work in school, but this Syrian boy is clothing mainly destitute for 12 dollars an hour a week earning form a Turkish school because of its poor conditions. "It's a hard life," he says.
Refugees

Digital media
Trump pledges to send refugees back to Syria if elected

Terrorist attack in Paris, after that, many of US states want to halt entry of refugees. Counterparts in this debate are democrats and republicans. & First Syrian refugees are arriving in England, Scotland and Australia

Canada will resettle 25,000 Syrian refugees by the end of February

Texas sues State Department and relief agency to block Syrian refugees

First refugees arrive in Canada, Toronto

70,000 refugees heading to Turkey due to increased bombing in Syria

Turkey sets new border camps for Syrian refugees
A total of 3216 articles was published during the period of analysis, compared to 959 articles in the previous analysis.

The biggest spike came after the terrorist attacks in Paris in November. The media wrote about the debate in US on refugees. GOP candidates, parties and influencers argued whether US should or should not accept any refugees.

Other major themes in search agent:

- Celebrities raising funds or donating money to refugees (Sasha Cohen Edward Norton etc.)
- Countries or organizations donating money to refugees (Japan, US, IKEA etc.)
- Polls on how people in different countries are reacting to refugees
- Confrontation between Russian international media and western media: Sputnik International had 14 articles in the previous analysis and 95 articles in the current one. The Russian intervention is no doubt affecting the article count. For example, Sputnik international had articles with titles such as “Real Refugees’ Are Still Near Syria, While Economic Migrants Rush Into EU”, “Syria Refugees Praise Russian Airstrikes, Consider Returning” and “Over 20% of Refugees to EU May Have Links to ISIL – Syrian Envoy to India”. On the other side, western media was writing on many occasions, that the Russian strikes are worsening the Syrian refugee crisis and forcing people to flee their homes.
- Articles covering lives of refugees in camps or in countries they received asylum in.

Syrian Arab News Agency had only 5 articles during the time span of the analysis.

Fars News Agency published 9 articles during the time span of the analysis.

### Digital media

#### Refugees

<table>
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<tr>
<th>Source</th>
<th>Articles</th>
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<td>The Daily Star Lebanon</td>
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<td>The Independent</td>
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<td>The Jordan Times</td>
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<td>Sputnik International</td>
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<td>The Washington Post</td>
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<td>The Daily News</td>
<td>90</td>
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<td>Today's Zaman</td>
<td>89</td>
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<td>The Denver Post</td>
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<td>Daily Record</td>
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<td>The Peninsula Qatar</td>
<td>77</td>
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<td>Xinhua News (Eng.)</td>
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<td>CNN.com International</td>
<td>76</td>
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<td>Guardian (Canada)</td>
<td>73</td>
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<tr>
<td>Stars and Stripes</td>
<td>63</td>
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<tr>
<td>Telegraph.co.uk</td>
<td>58</td>
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<td>Time Magazine</td>
<td>56</td>
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</tbody>
</table>
Digital media

Refugees

Sacha Baron Cohen and Isla Fisher give £670,000 to help Syrian refugees

The showbiz couple are giving half the money to Save the Children and the other half to the International Rescue Committee.

How you can help by donating to the Guardian’s refugee appeal.

The comedian Sacha Baron Cohen and actress Isla Fisher are donating £670,000 to help Syrian refugees, the charities receiving the money have said.

The couple are giving half the money to Save the Children to pay for measles vaccinations for children in northern Syria.

They are donating the other half to the International Rescue Committee to help refugees in Syria and neighbouring countries, particularly women and children, with health care, shelter and sanitation.

More than four million refugees have fled conflict in Syria for the relative safety of the neighbouring countries, according to the United Nations.
Peace

Digital media
Digital media

Peace (n=3457)

Syria Peace talks in Vienna

US, Russia, Turkey & Saudi Arabia meet in Vienna and try to find political solution over Syria

Iran invited to take part in peace conference in Vienna

Syrian foreign minister: Syria ready to participate in UN peace talks

UN security council agrees on Syria peace plan; no mention of Assad

Syrians leave rebel-held Homs area in truce deal & Opposition agree in Riyadh to bring together political and armed factions in a single body in preparation for possible peace talks

Peace talks get halted in Geneva as fighting in Syria continues & Syria Donors Conference in London raises 10 billion dollars

Peace talks will start 29.1. in Geneva

23.2 Opposition and Assad agree on truce

22.2. US and Russia agree on plan for Syria truce

20.2. Opposition and Assad say they are ready for a truce

30.1. Syrian opposition join peace talks in Geneva

31.1. IS strikes in Damascus killing 60. Blast possibly meant to disrupt peace talks

27.2. Ceasefire begins in Syria, most fighting halts, still some breaches reported

Kerry and Lavrov meet to "get Syrian peace talks moving"
A total of 3,457 articles was published during the period of analysis, compared to 336 articles in previous analysis. The high increase in publicity was partly due to new keywords that were added for this follow-up analysis. However, even with the keywords that were used in the previous analysis, search agent generated over 2,200 articles.

The biggest news spike came from the Syrian peace negotiations held in Geneva in late January. The opposition missing the first day of the negotiations gained a lot of publicity. Also, IS strikes during the negotiations were widely noticed.

Reuters had the most articles in the current search agent, writing constantly on progress made during the peace negotiations, sometimes publishing up to 5-7 articles per day.

Sputnik International continued criticising U.S. actions on Syria as in the previous analysis.

Even though ceasefire was established in late February, the media was constantly covering violations claimed by the regime and the opposition.

Syrian Arab News Agency had only 36 articles and Fars news agency had only 41 articles. This is quite interesting, since both media outlets were in the top 5 in the previous analysis. In fact, SANA was the top media with 56 hits followed by Reuters with only 27 hits.
The graph displays the occurrence of the words in article titles.

- Russia, U.N., Opposition and U.S. were seen as the key players.
- John Kerry had the most visibility as an individual, getting more publicity than Assad, De Mistura, Putin, Lavrov, Obama.
- Russia had almost twice as much publicity than US, although as mentioned above, presence of US was personified by Kerry.
- Other popular key words were Peace (1,273 hits), Ceasefire (904 hits), Truce (463 hits), solution (360 hits) Geneva (155 hits) and Vienna (86 hits).
Digital media

Peace in title and body text

Russia begins air strikes in Syria, U.N. and western countries urge for political solution

Russia is bombing non-IS targets in Syria, western leaders again urge for political solution

Tension is rising under peace conference in Vienna as Turkey shoots down Russian jet

Iranian protesters attack embassy of Saudi Arabia in Tehran but despite tension both countries are reassuring that they will working hard to achieve peace in Syria

- Title search agent follows the axis on the left and body text follows the axis on the right.
- The graph explains spikes on Syria peace talks in body text, that are not visible in article titles.
Although the American political establishment puts the blame for the Syrian crisis on Bashar al-Assad and on Russian President Vladimir Putin for inflaming the conflict, Washington's decision-makers should take a long hard look in the mirror, US researcher Jonathan Marshall notes.


The researcher points to the fact that a group of 55 House Democrats sent a letter to US President Barack Obama, urging him to break the vicious cycle of military escalation in Syria.
Politics and conflict

Digital media
Digital media
Politics and conflict (n=9,807)

- Russian military campaign in Syria begins
- Assad meets with Putin to discuss "Syria's future"
- Russian airstrike hits school leaving 12 children dead
- Russian airstrike destroys MSF-supported clinic in Syria
- U.K. Prime Minister to Push Parliament for Syria Airstrikes
- Prince Charles: climate change and Syrian war are linked together
- France launches massive airstrikes against IS
- U.K. begins its airstrikes in Syria
- At least 40 killed and 100 wounded in missile attack by Syrian regime & US airstrike in Syria kills German rapper turned terrorist
- US coalition airstrike kills 4 Syrian army soldiers
- Russian airstrike hits school leaving 12 children dead
- Two Rockets Hit Russian Embassy in Damascus
- At least 40 killed and 100 wounded in missile attack by Syrian regime & US airstrike in Syria kills German rapper turned terrorist
- US coalition airstrike kills 4 Syrian army soldiers
- Russian airstrike destroys MSF-supported clinic in Syria
- France launches massive airstrikes against IS
- U.K. Prime Minister to Push Parliament for Syria Airstrikes
- Prince Charles: climate change and Syrian war are linked together
A total of 9,807 articles were published during the time span of the analysis, compared to 3,377 articles in the previous analysis (1,267 articles in Politics and 2,110 articles in Conflict).

Search agents "Politics" and "Conflict" were separate in the previous analysis but had to be merged in the current analysis since the themes and articles in them were constantly overlapping.

The main reason why search agents had so many overlapping articles was the Russian military intervention in the Syrian conflict.

Media was covering the Russian intervention very closely. For example, the keyword "air strike" was mentioned in over 1,200 article titles and all of these articles were placed in the "Conflict" search agent. The majority of the articles covered the air strikes made by Russia.

On the other hand, the Russian intervention had a lot of publicity in the "Politics" search agent. Politicians in different countries were widely discussing different aspects of the Russian military campaign, for example "political solution" and "consequences".

Sputnik International was covering Russia's presence in Syria very closely and wrote on what was happening from the Russian viewpoint.

Still, the biggest spike came on the 3rd of December when UK announced that it will be commencing airstrikes in Syria.

In the previous analysis, all the top media outlets were "regional" apart from Reuters and Sputnik International. In the current analysis, western media was more active and interested in conflict and politics since outlets like The Independent, BBC and The Washington Post also made it to the top 10.
Digital media
Politics and conflict

Russia is striking same targets in Syria as US: Lavrov

October 30, 2015 - 12:00 AM

Lavrov told a news conference at UK headquarters. “We have the same approach. It’s ISIL, Al-Qaeda and other terror groups.”

As more nations enter the fray in Syria and the conflict becomes even more chaotic, two Russian airstrikes have reportedly hit a training camp operated by a Syrian rebel group that received military training and weapons from the American Central Intelligence Agency (CIA).

The attack, against a training camp run by the Liwa Suqour al-Jabal group, part of the loosely-knit Free Syrian Army (FSA), is believed to be the third Russian air raid against a rebel group that has received support from President Bashar al-Assad’s foreign enemies.
The graph displays occurrence of the words in article titles. Keyword Syria was left out from the graph for obvious reasons.

Russia, IS (also ISIL, ISIS, Islamic State and Daesh are taken into account), US and France had the most mentions in titles.

Keywords reveal that the main themes in search agent were Russia and its airstrikes.

Assad was most visible individual in the search agent followed by Putin, Cameron, Obama, Kerry and Lavrov.
Humanitarian aid

Digital media
<table>
<thead>
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<th>Event</th>
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<tr>
<td>UN sending humanitarian aid trucks to besieged cities in Syria</td>
<td>Feb 29</td>
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<tr>
<td>UN humanitarian task force meets in Geneva, demands immediate aid access in Syria</td>
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<td>UN will increase humanitarian aid in Syria due to truce</td>
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<td>UN air drops aid to Deir az-Zor</td>
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<td>Syria aid conference in London raises 10 billion</td>
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<td>Second aid convoy heads towards besieged cities</td>
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<td>Syrian government allows aid into besieged cities</td>
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<td>UN: Syria must allow urgent aid delivery for 13.5 million people</td>
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A total of 1,007 articles was published during the period of analysis, compared to 329 articles in the previous analysis.

The biggest spike came when the Syrian government let aid convoys to besieged cities in January.

Other major themes in search agent:
- Russia was accused on several occasions of either bombing aid convoys or killing aid workers with airstrikes.
- Syrian aid conference in London.
- Humanitarian aid delivered to besieged cities.
Digital media

Humanitarian aid

**DAILY SABAH**

Russian airstrikes kill 25 people, hit humanitarian aid vehicles in Syria’s Aleppo

Russian airstrikes killed 25 people on Wednesday and destroyed 10 vehicles carrying humanitarian aid during an attack on two residential areas of Syria’s opposition-held northern Aleppo province.

Russian warplanes struck northern Aleppo’s Kafr Nashih and Ihris districts, killing 25 people -- including children and women -- and injuring a number of others, civil defense officials told Anadolu Agency.

The injured were taken to hospitals in the neighboring Azaz and Tel Rifat districts and to hospitals in next-door Turkey, officials said.

Russian warplanes have also struck northern Aleppo’s Ihris, Jarez, Kafra and Kafr Nashih districts, which are located on the frontlines between moderate opposition forces and the Daesh militant group, Mustafa Abu Rasheed, a member of a local coordination committee, told Anadolu Agency.

Syria’s local coordination committees, which consist of local activists opposed to the Assad regime, frequently publish news via social-media websites.

According to Abu Rasheed, several opposition fighters were killed in the Russian airstrikes.
Terrorism

Digital media
West accuses Russia in hitting insurgents with its airstrikes, Russia claims that it is only bombing IS.

IS destroys Arch of Triumph in Syria’s Palmyra ruins.

Terrorists with Syrian passports hit Paris with traces leading to IS. Two days after strikes France launches massive airstrikes on IS and agrees on co-operation against IS with Russia. In addition British PM pushes in parliament for airstrikes in Syria.

UK makes its first airstrikes on IS in Syria.

IS kidnaps 400 civilians from Syria’s Deir al-Zor city.

IS claims responsibility for a series of suicide and car bombings in Damascus and Homs & IS frees Syrian Christians held since 2015.

IS captures town in western Syria & Airstrikes on IS (western countries & Russia).

Multiple bombings by IS.

Airstrikes by western coalition on IS & airstrikes by Russia on IS & Iranian general killed by IS.

IS claims responsibility for a series of suicide and car bombings in Damascus and Homs & IS frees Syrian Christians held since 2015.
The biggest news spike came in mid November when IS made terrorist attacks in Paris. Following the incident, western countries increased their air strikes in Syria.

A total of 4,883 articles was published during the period of analysis, compared to 4,176 articles in the previous analysis.

There was a clear shift in news flow compared to the previous analysis since previously, the media gave IS a lot of publicity, reporting on its strikes and battles in Syria. In this analysis, the main theme were the airstrikes on IS.

Media was constantly writing about countries like Russia, US, France, Turkey, UK and Syria executing airstrikes on IS.

However, the different sides were clearly separated from each other. For example, western countries and Russia bombing IS were never mentioned in the same article title. This made a clear that different sides are not co-operating with each others.

In addition, it seems that terrorism got less coverage in digital media in general when compared to other search agents that gained a lot more publicity than in the previous analysis.

Even thought western media was publishing a lot of articles during the terror strikes in Paris, pro-Syrian media had the most publications overall.
Terrorism

France mourns dead as jets pound IS group stronghold in Syria

France fell silent at noon Monday to mourn victims of the Paris attacks after its warplanes pounded the Syrian stronghold of Islamic State, the jihadist group that has claimed responsibility for the slaughter.

With a landmark under way for suspects across Europe, French police released a photograph of a "dangerous" suspect also wanted in Belgium, whose Friday's爆炸 may have been planted.

France was the first to observe a minute's silence at midnight (100 GMT), which the European Union has called on all members states to respect. In the United States, the stars and stripes will fly at half-mast at the White House until sunset Thursday.

President Francois Hollande will observe the silence at the Sorbonne University in recognition of the large toll of young people among the 129 dead. Another 352 were injured, scores of them
Russian digital media

Content of the search agents
Women, children & refugees

Russian digital media
Digital media

Women, children & refugees (n=167)

Trump pledges to send refugees back to Syria if elected

Norway plans to send Syrian refugees back to Russia

Over 20 states in US refuse to take in Refugees after terrorist attacks in Paris

Court in Moscow fines refugee family for 10,000 roubles for living in Sheremetjevo airport

IS attack school in Syria, several children are killed

Hammond & Kerry: Russian attacks in Syria are increased refugee flow to Europe

Court in Moscow fines refugee family for 10,000 roubles for living in Sheremetjevo airport

IS attack school in Syria, several children are killed

Hammond & Kerry: Russian attacks in Syria are increased refugee flow to Europe
Search agent had 167 hits during the period of analysis.

Most of the articles were focused on refugees.

There were only a handful of articles on children and women. Children were in most cases linked to IS as there were articles on IS killing or kidnapping children in Syria.

The biggest spikes came from the same topics as in the western media:
- Donald Trump pledged to send refugees back to Syria if elected
- Over 20 states in US refuse to take in refugees after terrorist attacks in Paris

Only a few articles stated that Russian presence in Syria has increased refugee flow in Europe and Russian airstrikes are killing civilians. In these articles Russian media was referring to information by western media and wrote that there is no actual proof for their claims.
Digital media

Women, children & refugees

Trump pledges to send Syrian refugees out of US

John Kerry: Children and women killed by Russian airstrikes

Trump pledged to send Syrian refugees out of US

John Kerry: Children and women killed by Russian airstrikes
Peace

Russian digital media
Peaceline talks in Vienna successful and constructive
Lavrov insists that Iran has to be included in peace negotiations
Russian "triumphant" presence in Syria has forced US to negotiate
Peace talks in Vienna: Kerry and Lavrov satisfied with results
UN security council agrees on Syria peace plan
Syrian regime is willing to participate in peace talks in Geneva
Peace talks begin without opposition & opposition joins peace talks
Russia blames opposition in derailing peace talks
Ceasefire in Syria will begin in one week

20.2 Russia delivers its proposition on ceasefire which US and France reject (proposition aims in keeping sovereignty of Syrian government)
23.2 US and Russia agree on ceasefire
27.2 Ceasefire in action
28.2 Russia reports ceasefire violations from opposition & opposition reports violations from Russia
Search agent had 691 articles during the timespan of the analysis.

The media clearly gave credit to Russia for negotiating ceasefire in February, stating on many occasions that ceasefire would not be possible without Russian air-strikes on Syrian soil.

Media also wrote that Lavrov had a key role in getting Iran included in the peace negotiations in Vienna.

For some reason the Russian media didn’t mention the IS strikes that happened during the peace negotiation.
Лавров: Иран должен принять участие в переговорах по Сирии

Москва обвинила сирийскую оппозицию в попытке срыва переговоров в Женеве

Министр иностранных дел России Сергей Лавров заявил, что Иран должен принять участие в переговорах по Сирии. По его словам, Иран не должен препятствовать процессу урегулирования конфликта в Сирии.

Лавров говорит, что Иран должен присоединиться к переговорам, чтобы помочь достичь прогресса в решении сирийского кризиса. Он подчеркнул, что Иран не должен препятствовать процессу урегулирования конфликта в Сирии.

Российские власти считают, что в Сирии необходим мир и урегулирование конфликта. Они утверждают, что Иран должен присоединиться к переговорам, чтобы помочь достичь прогресса в решении сирийского кризиса.

В свою очередь, Иран отрицает участвовать в переговорах по Сирии, сославшись на то, что РФ не предлагает конкретных шагов по урегулированию конфликта.

Однако Лавров считает, что Иран должен присоединиться к переговорам, чтобы помочь достичь прогресса в решении сирийского кризиса.
Terrorism

Russian digital media
Russia begins its operation in Syria hitting 5 IS objects on first day

Canada will soon quit its participation in campaign against IS & Britain refused to give away co-ordinates of IS to Russia

Russia has destroyed over 1,000 gas trucks in Syria

IS strikes in Paris & Obama: IS can't be defeated until Assad steps down

Foreign ministry of US: Assad is buying oil from IS

UK will begin bombing IS in Syria

IS is planning on taking over oil fields outside Syria

IS kidnaps 400 civilians from Syria's Deir al-Zor city

US will begin bombing IS in Syria

IS is planning on taking over oil fields outside Syria

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IS strikes in Paris & Obama: IS can't be defeated until Assad steps down

Foreign ministry of US: Assad is buying oil from IS

UK will begin bombing IS in Syria

IS is planning on taking over oil fields outside Syria

IS kidnaps 400 civilians from Syria's Deir al-Zor city

US will begin bombing IS in Syria

IS is planning on taking over oil fields outside Syria
The biggest news spike came in mid November when IS made terrorist attacks in Paris.

A total of 1 153 articles was published during the period of analysis.

Media was following the Russian military campaign very closely, publishing several articles daily on executed airstrikes against IS.

Especially Комсомольская Правда and Московский Комсомолец were active in publishing articles on Russian strikes against IS and terrorism.

Media was using the word “terrorism” and terrorists” only when it referred to IS. Therefore there were no signs indicating that Russian airstrikes might have also hit opposition groups. In fact, some articles even stated that opposition groups in Syria are helping Russia to locate IS bases.
Russia is destroying IS oil business with its airstrikes

Russian airstrikes in Syria are targeting only terrorists

Title: Ministry of defence says it’s liberated 150 cities from terrorists in Syria
Ingress: Meanwhile SOFHR says that Russian air force has bombed school.
Digital media

Comparing search agents
IS strikes on 31.1 and 22.2.2016. IS struck in Damascus on 31st of January, on the same day as peace negotiations started in Geneva. IS also struck 22nd of February killing nearly 130 in multiple strikes in Syria. However, the focus of media remained on peace negotiations instead of IS strikes.

There is practically no conversation in media on peace after Russia begins its military campaign in Syria.

IS takes over a town near Homs just after peace negotiations in Vienna.

IS strikes in Paris and at the same time there is a peace conference on Syria in Vienna.

Number of articles on terrorism in Syria clearly falling during the peace negotiations in Geneva in late January.

1 Nov 1 Dec 1 Jan 1 Feb 29

0 150

Documents

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Oct 1 2015 1 Nov 1 Dec 1 Jan 1 Feb 29
Peace talks in Vienna and at the same time at least 40 killed and 100 wounded in missile attack by Syrian regime

IS strikes in Paris & 19.11. Negotiations for ceasefire in eastern Ghouta area of Damascus fail, reasons unclear

U.K. Prime Minister to Push Parliament for Syria Airstrikes & Prince Charles: climate change and the Syrian war are linked together

U.K. begins its airstrikes in Syria

Russia strikes hard on rebel held territories just before the ceasefire came into effect

Russian military campaign is visible in Politics and conflict, Terrorism and Children search agents

U.K. begins its airstrikes in Syria

Prince Charles: climate change and the Syrian war are linked together

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Russia strikes hard on rebel held territories just before the ceasefire came into effect

Russian military campaign is visible in Politics and conflict, Terrorism and Children search agents
Digital media

Examining organisations
Visibility of key organisations was measured from articles body text part so it was not compulsory for them to be seen in title.

The most visible organisations were Red Cross (446 hits), Red Crescent (445 hits) and Unicef (331 hits).

The following organisations weren’t mentioned in media near keyword Syria or any of the Syrian governorates:
- Swiss Peace
- UN-Habitat
- NIP
- NOREF
- HD Centre
- EIP
Homs evacuation begins as hundreds of civilians and rebels leave Syrian city. Red Crescent is assisting in evacuation.

Second convoy of aid reaches besieged areas. 

Red cross and Red Crescent sending ambulances from Turkey to Syria to evacuate more than 450 fighters and civilians from towns under siege.

Res Cross and Red Crescent begin to bring aid to people in besieged areas.

Pawel Krzysiek from Red Cross comments on evacuation in Homs.

“Violations will happen from other parties and not from the Syrian state’s side” - cabinet minister Ali Haidar speaks with Peter Mayrer of the Red Cross & Red Crescent delivers more convoys to besieged suburbs in Damascus.

Gunmen open fire on a convoy which included vehicles from the Red Cross and the Red Crescent aid truck to enter besieged Damascus suburb.

More aid delivered into rebel-held besieged cities by Red Cross and Red Crescent.
Iran sends Fighters to Syria, escalating its involvement. J.M. Berger from Brookings comments that the moderate rebels "are in a pretty bad spot, unless the West is prepared to sponsor them over the long term in a full-on proxy war against the Russians."

Tens of thousands free new Syria offence. Interview with Vanessa Huguenin from OCHA.

Carter Center is monitoring elections in Myanmar. Article also mentions, that Carter contacted Putin to offer him maps: publicly available work by the Carter Center that shows Russia's airstrikes in Syria have mainly targeted U.S.-backed opponents of President Assad, rather than the IS, as Moscow claims.

OCHA report: 400 000 live under siege in Syria

UN seeks 20 billion dollars for humanitarian aid. OCHA - and it’s partner organisations want to help some 87 million people in 37 countries including Syria

Assad's Battlefield Gains Cast Cloud on Upcoming Syria Talks. Shadi Hamid from Brookings Institution centre is interviewed.

UN envoy wins Syria government green light for aid convoys. OCHA says that Syria had approved access to several besieged cities

UN urges Turkey to open border to Syrians fleeing Aleppo. OCHA warns that 300,000 people could be cut off from aid if Syrian government and allied forces encircle the city of Aleppo and deprive those fleeing from their last way out

UN seeks 20 billion dollars for humanitarian aid
Social media

Syria Initiative
Social media

US states wish to reject refugees after terrorists struck in Paris. Conversation in US social media heated up. GOP candidates, Obama and governors were expressing their own opinions on refugees. Some US states wished to reject refugees and the Republican-controlled House of Representatives passed a bipartisan bill to stop Syrian refugees from entering the US.

The Hungarian camerawoman fired for kicking a Syrian refugee wants to sue Facebook and one of the migrants she kicked & Assad visits Russia to Tank Putin for air strikes.

Due to the large amount of bots in Twitter, two search agents were created: one contained all possible hits and the other had all retweets filtered.

This procedure allowed for filtering retweeting bots, however some bots were sharing content (like news articles) and not retweeting them, therefore they could not be blocked from social media content.

Because of the constant information flow in social media it is hard to pick up all events and spikes.

- Conversation on upcoming truce/ceasefire in Syria agreed by US and Russia & Airstrike hits Doctors Without Borders facility in Syria
- Suicide bombing in Istanbul
- Actor Edward Norton raises money for Syrian refugees
- First refugees arrive in Canada
- Turkey downs Russian fighter jet
- UK begins its airstrikes in Syria
- Due to the large amount of bots in Twitter, two search agents were created: one contained all possible hits and the other had all retweets filtered.
- This procedure allowed for filtering retweeting bots, however some bots were sharing content (like news articles) and not retweeting them, therefore they could not be blocked from social media content.
- Because of the constant information flow in social media it is hard to pick up all events and spikes.
Social media

Refugee & Politics and conflict

- The current graph contains two search agents which were the most actively discussed in social media.
- Although refugees were discussed the most in social media, the graph shows clearly, that most of the conversation sparked after the terrorist strikes in Paris. The content of the conversation is explained on the previous slide.
- That being said, if the strikes in Paris aren't taken into account, politics and conflict were discussed more than refugees.
Social media


- Due to the overwhelming amount of data, top tweeters were taken only from the last month of the analysis period.

- Twitter had 89% of all mentions in social media. Facebook had only 7% of mentions since Facebook conversation can only be gathered from public profiles or public group sites. Private users are not trackable on Facebook even if they have public profiles.

- Top tweeters appeared to be mostly bots posting pro-rebel/anti-regime content. This indicates that even thought regime is a much more discussed topic than opposition, in social media (see next slide), the main topic seems to be criticism towards it.

- @Free_Media_Hub had the most followers, over 232k. The account described itself as follows:
  "Syria Death of a Nation 2011-2016 470,000 Dead 1,500,000 injured 11,000,000 Displaced This is Syria 2016 sign the petition @ http://stopthebombs.com"

- There were no pro-ISIS accounts in top 50 tweeters and only a few pro-regime accounts for example @Syriabetween.

- Twitter continues to delete ISIS accounts and has removed over 125 000 ISIS accounts since mid-2015. (source)
All the search agents except Al-Qaida at least doubled their hits as compared to the previous analysis.

Even thought IS received the most publicity and doubled its hits compared to the previous analysis, its SOV still decreased, dropping from 52 percent to 43 percent.

Regime increased its hits the most, getting over four times more mentions in the current analysis that in the previous.

Kurds and opposition had also twice as many hits as they did in the previous analysis, however due to hit count of regime, their SOV stayed about the same as in the previous analysis.
Refugees received the most mentions in social media during the time span of the analysis, that is over 1,800,000. Politics and conflict was the second with almost 1,400,000 mentions. Terrorism was the 3rd most popular theme with almost 800,000 mentions.

All the search agents received more hits in the current analysis, compared to the previous analysis. However, refugee search agent was very dominant, receiving ten times more hits than in the previous analysis. So even though some search agents tripled their hits in the current analysis (for example opposition), they still had less hits by percentage.

Terror attacks in Paris greatly impacted conversation volumes. All search agents had clear conversation spikes after the strikes.
The graphs display share of voice on various themes.

Politics and conflict seemed to be the most popular themes in digital media. Terrorism was the second most popular theme and regime was the third.

In social media, refugees received the most publicity, politics and conflict came second and terrorism had the third most popularity.

Search agents received 5,581,457 hits in total, however if search agents are combined, the figure is 4,515,715. This means that a little over 1,000,000 hits were registered in more than one search agent.

Compared to the previous analysis where search agents received 1,495,470 hits, the amount of conversation tripled.
Summary
Digital & Social media
Key findings

Digital & Social media

Digital media

- The total amount of articles in all search agents was 30,417 in this analysis, which is over twice as much than in the previous analysis which had 13,803 articles.

- Almost all search agents had clearly increased their visibility compared to the previous analysis. The only exception was “women” search agent, the publicity of which slightly decreased.

- Some search agents doubled or tripled their hit counts compared to the previous analysis. In addition, peace search agent had over 10 times as many hits as in the previous analysis.

- Politics and conflict had the most hits in digital media followed by terrorism and regime.

- The main reason for increased visibility in all search agents was the Russian intervention in the Syrian conflict. Both western media and Russian media closely followed the Russian military campaign in Syria.

- Russian media was also much more active in writing on Syria compared to the previous analysis, since Sputnik International made its way into top 5 sources in almost every search agent, in some cases even topping outlets like Reuters and Fars News Agency.

- Terror strikes in Paris were also affected the article count in many search agents.

Social media

- The total amount of posts in all search agents was 4,515,715 compared to 1,149,470 posts in the previous analysis. This means that conversation volume tripled compared to the previous analysis.

- Refugees search agent had the biggest conversation volumes, over 1,800,000 publications. Politics and conflict came second with almost 1,400,000 publications. However, if strikes in Paris aren’t taken into account, politics and conflict were more discussed than refugees.

- Top tweeters appeared to be mostly bots posting pro-rebel/anti-regime content.

- As in digital media, the main theme was the Russian campaign in Syria. However, the biggest spikes came from the terror strikes in Paris.
Thank You!

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