C4i
Communication for Integration

C4i
antirumours

CORE INDICATORS

C4I IMPACT AND CHANGE EVALUATION

DOC. 3

June 2014

DOC.3 CORE INDICATORS
C4I IMPACT AND CHANGE EVALUATION

Contents

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Outline

This document provides a selection of indicators – together with accompanying them survey questions – developed by the C4I Impact & Change Evaluator in close collaboration with the cities-participants[1] of the *Communication for Integration: social networking for diversity - C4i* project. The indicators are designed to track the effects of the C4i strategic communication, behavioural change in the community/population/groups, and overall short- and long-term impacts of the C4i project implementation in the participating cities.

The questions and indicators are suggested to be included in the 1st wave of the cities' evaluation surveys. Nevertheless, some of the presented below indicators/questions are to be provided/answered by the cities themselves (their C4i teams, administrations or entities responsible for the anti-rumour campaign). All information on indicators and answers to questions are ***to be provided in a form agreed with the C4I Impact & Change Evaluator.[2]***

1. Behavioral & Change Monitoring indicators

3 indicators/Qs to be provided/answered by the city C4i team

1. *Official communication*
   Please indicate the number of local government's public communications (e.g. by the major, the representatives of local government, city council, city hall) with correct information about immigrants that appeared within the 3 months preceding the C4i campaign.

2. *Media coverage*
   How many articles/communications with negative coverage appeared in the local and national (separately) press on the subject of immigration (or immigrant people) within the 3 months preceding the C4i campaign?

3. *Policy regulations*
   How many internal or external policy regulations relevant to the issues of immigration/ integration do you have in your city administration? (e.g. a regulation for city immigration officers to use only positive, non-stereotyped language in their working environment; a regulation to assure that people with migrant background receive all necessary information regardless whether or not they speak local language, etc.)

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[1] The evaluator would like to express her gratitude to all individuals who organized and participated in the relevant interviews, meetings, discussions and brainstorming in every city.
[2] The template is to be provided to the cities not later than June 20, 2014

6 indicators/15 Qs to be provided/answered via the general surveys of city groups, population

1. ***Rumour exposure***

   How do you react when you hear the following statement(s):[3]

   "*The crime level in your community increases as the number of immigrants in your community grows*"

   - I strongly agree, because I know that this is true
   - I agree, but I do not know if this is true (or it is partially true)
   - I ignore the statement as it is irrelevant to me
   - I do not agree, even though I do not have any concrete information
   - I strongly disagree, as I know that this is not true

   "*The immigrants in your community take available jobs leaving community natives unemployed*"

   - I strongly agree, because I know that this is true
   - I agree, but I do not know if this is true (or it is partially true)
   - I ignore the statement as it is irrelevant to me
   - I do not agree, even though I do not have any concrete information
   - I strongly disagree, as I know that this is not true

   "*The immigrants in your community benefit more from the social care system than the native people*"

   - I strongly agree, because I know that this is true
   - I agree, but I do not know if this is true (or it is partially true)
   - I ignore the statement as it is irrelevant to me
   - I do not agree, even though I do not have any concrete information
   - I strongly disagree, as I know that this is not true

   […][4] Cities are free to expand this survey format by including their 'rumour statements'.

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[3] 'Veiled attitude' questions specifically designed by the I&C Evaluator within the C4i project for 'anti-rumour attitude' censoring among cities' population.

[4] NOTE: cities are free to expand this survey format by including their 'rumour statements'.

2. *Public space and relations*

Would you agree to share public space with people of different nationality on everyday basis (e.g. the library, hospital, bus, school, city square, park, etc.)?

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree
- This statement is irrelevant to me

Would you agree to share working space with people of different nationality on everyday basis (office, workshop, machinery, equipment)?

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree
- This statement is irrelevant to me

Would you accept a person of a different nationality as a superior (e.g. your boss) or someone who makes important decisions for your life or wellbeing (e.g. your doctor)?

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree
- This statement is irrelevant to me

Optional:[5] Would you put your kinds in a school where 50% students have immigrant background?

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[5] It is up to the city to decide if they would like to include *optional* measures or questions into their surveys, i.e. they are not obligatory.

3. Atmosphere of coexistence

In your opinion, how many migrants live in your city? (number)

In your opinion, what is the percentage of migrant population in your city? (% of total city population)

Which are, according to your knowledge, the main origins of migrants in your city?

How would you estimate the relationships between the locals and people with migrant background in your community? Please provide a rating from 1 (very poor) to 5 (excellent) using the following scale:

Very poor	Poor	Satisfactory	Good	Excellent
1	2	3	4	5

Comments:

4. Frequency of interaction

How often do you actively interact – i.e. communicate, work, share your leisure activities, etc. - with the people of foreign background?

- Every day
- Few times a week
- Once a week
- A few times a month
- Once a month
- A few times a year
- This statement is irrelevant to me

5. Feeling of community

Would you agree with the following statement?

"There is a good feeling of 'togetherness' and respect in your community (neighborhood, group[6]), you are happy to be a part of it."

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree
- This statement is irrelevant to me

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[6] Depending on the survey sample

6. Local media content

Would you agree with the following statement?

"The local press (media) closely follows the opinions provided in the national media on the subject of immigration"

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree

"The local press (media) provides a more objective coverage of the immigration issues than the national press"

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree

"The local press (media) offers a more positive coverage of the immigration issues than the national press"

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree

2. Strategic Communication

Information to be provided by the city C4i team and/or campaign implementers, antirumours agents, antirumours networks

1. Number of strategic communication interventions/events
2. The beginning and the end dates of the communication campaign
3. Frequency of the interventions (per week and per month)
4. Number of communication channels used (radio, print (what kind?), screen, social media (what kind?), theatre, interpersonal interaction, etc.)
5. Number of antirumours agents trained
6. Number of collectively formulated anti-rumour tools (messages, brochures, pictures, videos, etc.)
7. Total number of people & % of population exposed to the communication interventions (estimated average, by the target groups, by the channels of communication)
8. Number & % of population participating in city public events, where C4i communication intervention took place
9. Percent of voting population in the community[7]

> *Optional:*
> *- sector of economic activity from which an agent is coming (commercial, industry, public service, education, association, NGO, unemployed...)*
> *- types of target audiences covered by the campaign (schools, municipal servants, general public, business representatives)*
> *- size of target audiences covered by the campaign (i.e. N & % of people in each audience as a part of the total population of the city)*
> *- types of age groups covered by the campaign (young people, elderly, midcareer)*
> *- who are the opinion makers in the project-targeted community(ies)? (youth, young professionals, public officials, local media, national media, elderly people, education professionals, other groups)*

Demographic information about the city target groups
*   N of people in the target group
*   Age of people – Gender – Education – Occupation – Income level
*   Access to technology/information (% of people with internet, mobile, TV-radio access)
*   N of years/months in this community (with this group)
*   unemployment rate in the group/community (if relevant)
*   N of active voters in the group

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[7] Percent of people in the community who have the right to and participate in the elections at any level (local, regional, European)

Questions to be answered via the general surveys of city groups, population

1. Please tell us what you know about the C4i anti-rumours campaign in your city.

2. Please describe the role of you/your organization within the C4i anti-rumours campaign or describe the nature of your involvement in the campaign

3. What have been the positive impacts on you/your organization being involved in the C4i anti-rumours campaign in your city?

4. What have been the unpredicted impacts on you/your organization being involved in the C4i anti-rumours campaign in your city?

5. Overall, what do you think about management and co-ordination of this campaign? Please provide a rating from 1 (very poor) to 5 (excellent) using the following scale:

Very poor	Poor	Satisfactory	Good	Excellent
1	2	3	4	5

Comments:

6. In your opinion, was the organization of the campaign participatory or top down?

    - Participatory
    - Very participatory
    - "Top down" but still participatory
    - "Top down"
    - I do not know

7. Do you feel satisfied with the role you/your organization has in the campaign's design and implementation? If not, why? What would enable you to have more important role?

8. How would you describe the quality of the materials (TV, radio spots, posters, leaflets, etc.) used in this campaign? Provide a rating from 1 to 5, using the following scale:

Very poor quality	Poor quality	Satisfactory quality	Good quality	Excellent quality
1	2	3	4	5

9. How would you describe the quality of the campaign's activities (training, drama, school shows, volunteer and/or agent mobilization, press conferences, etc.)? Please provide a rating from 1 to 5:

Very poor quality	Poor quality	Satisfactory quality	Good quality	Excellent quality
1	2	3	4	5

10. In what way do you think the needs of migrant people in your community were addressed?

11. Overall, how satisfied are you with the campaign's planning and implementation? Provide a rating from 1 to 5, using the following scale:

Very satisfied	Mostly satisfied	Satisfied	Mostly dissatisfied	Not satisfied
1	2	3	4	5

12. In your opinion, what is the most significant change that has happened as a result of this campaign? Why is this significant? What difference has this change made already? What difference will it make in the future?

3. Annexes

3.1.   **Qs to Public**

3.2.   **Qs to Cities' C4is**

This template is a complement to the C4i Core Indicators document

All the data on the Core Indicators collected via 1 wave of the cities' surveys are to be submitted using this form, no other formats will be accepted

1 Rumour exposure

Please indicate the N of times each option (out of 5) was chosen by the survey repondents.

How do you react when you hear the following statements?

	I strongly agree, because I know that this is true	I agree, but I do not know if this is true (or it is partially true)	I ignore the statement as it is irrelevant	I do not agree, even though I do not have any concrete	I strongly disagree, as I know that this is not true
"The crime level in your community increases as the number of immigrants in your community grows"	N here	N here	N here	N here	N here
"The immigrants in your community take available jobs leaving community natives unemployed"	N here	N here	N here	N here	N here
"The immigrants in your community benefit more from the social care system than the native people"	N here	N here	N here	N here	N here
NOTE: You can add your city's roumours here and collect responses using the same fomat	N here	N here	N here	N here	N here

2 Public space and relations

Please indicate the N of times each option (out of 7) was chosen by the survey repondents.

	Definitely agree	Somewhat agree	Agree	Disagree	Somewhat disagree	Definitely disagree	This statement is irrelevant
Would you agree to share public space with people of different nationality on everyday basis ?	N here	N here	N here	N here	N here	N here	N here

Would you agree to share working space with people of different nationality on everyday basis	N here	N here	N here	N here	N here	N here	N here
Would you accept a person of a different nationality as a superior (e.g. your boss) or someone who makes important	N here	N here	N here	N here	N here	N here	N here

3 Atmosphere of coexistence

	Number	%
In your opinion, how many migrants live in your city?	N here	
In your opinion, what is the percentage of migrant population in your city? (% of total city population)		% here
Which are, according to your knowledge, the main origins of migrants in your city?	List here all the groups named indicating how many times each group was named	

Please indicate the N of times each option each option in rating was chosen:

	Very poor	Poor	Satisfactor	Good	Excellent
How would you estimate the relationships between the locals and people with migrant background in your community?	N here	N here	N here	N here	N here

4 Frequency of interaction

Please indicate the N of times each option (out of 7) was chosen by the survey repondents

	Every day	Few times a week	Once a week	A few times a month	Once a month	A few times a year	This statement is irrelevant
How often do you actively interact – communicate, work, share leisure activities - with the people of foreign background?	N here	N here	N here	N here	N here	N here	N here

5 Feeling of community

Would you agree with the following statement?

	Definitely agree	Somewhat agree	Agree	Disagree	Somewhat disagree	Definitely disagree	This statement is irrelevant
"There is a good feeling of 'togetherness' and respect in your community (neighborhood, group6), you are happy to be a part of it."	N here	N here	N here	N here	N here	N here	N here

6 Local media content

Would you agree with the following statement?

	Definitely agree	Somewhat agree	Agree	Disagree	Somewhat disagree	Definitely disagree
"The local press (media) closely follows the opinions provided in the national media on the subject of immigration"	N here	N here	N here	N here	N here	N here
"The local press (media) provides a more objective coverage of the immigration issues than the national press"	N here	N here	N here	N here	N here	N here
"The local press (media) offers a more positive coverage of the immigration issues than the national press"	N here	N here	N here	N here	N here	N here

This template is a complement to the C4i Core Indicators document

This form is to be completed by cities' administrations or C4i teams. Point 6 (demographics) can be included into cities' surveys

	Number	*Comments*
1 **Official communication**		
N of local gov's positive communications in public within 3 months before the campaign		
2 **Media coverage**		
N of article with negative coverage in the local (and national separately) press within 3 months before the campaign		
3 **Policy regulations**		
N of policy regulations in the city relevant to the issue of immigration		
4 **Number of active voters in the target group**		
N or % of people who have the right and vote in the local elections		
5 **Unemployment rate in the target group**	% here	

6 **Demographic information about the survey respondents**

	N here
Total number of survey respondents	

Age (*indicate the N of people in each age group*)	*below 16*	*16-25*	*26-35*	*36-45*	*46-65*	*65 & more*
	N here	N here	N here	N here	N here	N here

Gender	*Male*	*Female*	*to answer*
	N here	N here	N here

Education *(indicate the N of people in each category)*	*Elementary*	*High-school*	*College*	*Masters*	*Doctoral*		
	N here	N here	N here	N here	N here		

Occupation	*List here all the occupations named indicating the N of times each*

Access to technology/information (indicate the number of respondents with mobile phone and with internet and TV access)	Internet, TV	Mobile phone				
	N here	N here				

N of years/months in the community (indicate the number of respondents in each groups)	Less than 1yr	Less than 3yrs	More than 5yrs	More than 10yrs	More than 15yrs	More than 25yrs
	N here	N here	N here	N here	N here	N here

Unemployment rate in the group/community	% here

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