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EVALUATION OF THE BARCELONA ANTI-RUMOUR STRATEGY

FINAL REPORT

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Doc 10 EVALUATION OF THE BARCELONA ANTI-RUMOUR STRATEGY FINAL REPORT

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1. Introduction

The Barcelona Anti-Rumour Strategy was launched in 2010 as one of a series of measures announced under the Barcelona Interculturality Plan. Strategy-linked activities have been growing considerably in number and diversity ever since then. The following document presents the key results of the evaluation of the Barcelona Anti-Rumour Strategy for 2013. The structure and content of the report is explained below.

The report is divided into six chapters. The first chapter outlines the model chosen for evaluating the Anti-Rumour Strategy, in accordance with its specific features (methodology, aims, etc.) This is covered in some detail seeing as the decisions made over deciding how to evaluate the Strategy help to give us a better understanding of the types of results produced by the evaluation. Likewise, an explanation of the work carried out offers readers guidance throughout the report. The second chapter offers a presentation and explanation of the Anti-Rumour Strategy (aims, structure, development, etc.) Note that the purpose of this chapter is not to detail everything the Anti-Rumour Strategy has done over the last few years. As will be explained in the first chapter of the report, the purpose of the evaluation is not to provide an account of all the activities carried out as part of the Anti-Rumour Strategy, but rather to look at key aspects to draw conclusions about how the Strategy is performing and the means for improving it.

Chapters three, four and five cover several aspects of the Strategy. Chapter three of the report analyses the Barcelona Anti-Rumour Strategy, chapter four looks at the figure of the Anti-Rumour Agent and chapter five at the Activities Catalogue of the Anti-Rumour

Strategy¹. All the chapters are divided into three sections. The first offers an explanation and brief analysis of the most important factors in each of the three aspects of the Strategy. The second section analyses the surveys conducted with the key players in each of these aspects. That is, the entities and individuals that are part of the Anti-Rumour Network, the Anti-Rumour Agents and the entities that have requested an activity from the Activities Catalogue. The last section of each of the three chapters offers a series of preliminary conclusions based on the material presented in the previous two sections.

Note that the conclusions presented in chapters three, four and five also are part of the report's General Conclusions. Given the large volume of information presented in the report, it was considered to be more efficient to introduce the conclusions gradually throughout the report rather than present them all at the end. This, we believe, allows us to draw detailed and useful conclusions from the report. The sixth chapter includes a series of final conclusions for supplementing the ones noted earlier on, as well as a series of recommendations for improving the Barcelona Anti-Rumour Strategy.

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The report concludes with two Annexes. The first one gives details of the field work carried out for the evaluation (people interviewed, working meetings, events attended, etc.) The second one includes the graphs relating to the various surveys conducted as part of the evaluation. The reason for the second annexe is that the chapters that analyse the surveys, instead of offering full results, concentrate instead on what are considered to be of most interest. We therefore

¹ Given the terms "Barcelona Anti-Rumour Strategy", "Barcelona Anti-Rumour Network", "Anti-Rumour Agents" and "Anti-Rumour Activities Catalogue" are repeated on numerous occasions throughout the reports, we have decided to refer to them occasionally by their key word only (the Strategy, the Network, the Agents, the Catalogue). We believe this makes the text easier to read.

consider it to be useful for the reader to have access to all the information derived from the surveys, given the notably high value of this material.

2. Model and aims of the evaluation

The evaluation approach adopted from the start of the process, for evaluating the Barcelona Anti-Rumour Strategy was a *pluralist evaluation*. First, because this approach takes into account the fact that public policies are dynamic and evolve over time in response to and interacting with a particular context. In this regard, this model tries not to take an excessively rationalist view of public policy and considers that the interactions between the various Agents involved, each with their own perspectives, needs and working dynamics, are where the activities and policy outcomes are defined. Within the pluralist approach, it is considered important to gather and highlight the voices and perceptions of all the players involved in public policy. We believe this is the right approach for the Anti-Rumour Strategy as the strategy involves a wide variety of players and responses channels.

At a methodological level, the pluralist approach proposes combining the qualitative and quantitative tools in a flexible and contextualised manner, in accordance with the requirements of the various evaluation questions. This methodological approach is in keeping with our concept of the evaluation process. We explain below how this model has been put into practice in the evaluation of the Barcelona Anti-Rumour Strategy.

Aims of the evaluation

The first step to designing and beginning the evaluation of a public policy is to reflect on what it is that we want to evaluate and which aspects of the policy can be evaluated. In the case of the Barcelona Anti-Rumour Strategy, we looked at what could be done to achieve results and ensure these results were useful. We believed it would be a mistake to focus exclusively on evaluating whether or not the strategy had managed to "dispel" the rumours and thereby promote social cohesion. The difficulties in measuring and evaluating aims of this nature are enormous. How do you evaluate the existence of a change in a population's beliefs and perceptions that leads to a reduction in rumour spreading? How do you determine whether this change, if it can be proved, is a direct result of the strategy? We should not forget that, when evaluating the impact of a public policy, it is not enough to prove that a change has taken place (something which, in itself is very hard to do when it comes to rumours). The evaluation needs to be able to show that the changes are a result of the specific public policy action taken.

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It was on this basis that we tried to set realistic aims capable of producing tangible results which could be useful to developing and implementing policies. We focused on analysing the policy-implementation process and the intermediate aims of the project as a means to identifying certain impacts and ways of improving the policy. The aim behind that was to produce what is known in public-policy evaluation literature as: "accountability", "improvements" and "decision-making". Accountability means presenting stakeholders not involved in the strategy with a set of data and conclusions on how successful the strategy has been. This can be done both internally and externally. At an internal level, it implies that those responsible for the policy can show other managers from within the authority (from

their own department or other areas) what has been done over the years and what the results are. And at an external level, it needs to be used for showing the results to entities and individuals that are somehow linked to the strategy, on an ongoing or temporary basis, or those that are not.

As for “improvements”, this entails providing information to the Agents responsible for implementing the policy so they can make changes or improvements to the way the policy is implemented. Lastly, an evaluation of decision-making involves providing information that will enable the decision-makers to modify, eliminate or maintain the various elements that are part of the policy in question. Finally, it is worth pointing out that the evaluation has also reconstructed “the change theory” which forms the backbone of all public policy actions, either implicitly or explicitly, as it is an essential initial step towards conducting any evaluation of a public policy.

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Methodology and development of the evaluation

To understand the evaluation's development, we need to bear in mind that it was an ongoing or intermediate evaluation. This means that the evaluation was carried out while the policy was being implemented. The complexity of the policy and the fact it was being implemented at the same time as the evaluation meant that changes had to be made to the initial design of the evaluation. That is, though based on the initial design, the dynamics of both the evaluation and the policy itself meant that changes had to be made and decisions taken as the evaluation was being conducted. So evaluation faced the challenge of looking back to the past (at what was done) while also incorporating everything happening in the present (the most important aspects of this).

The development of the evaluation can be better understood if it is seen as a two-stage evaluation. The first stage involved the evaluators looking at the way the Strategy was implemented, the human resources, the materials produced, etc. This meant analysing all kinds of materials produced as part of the strategy, such as public and internal documents (reports, etc.), and conducting a series of interviews with Agents, programme managers and various types of entities. Work meetings were also held with Agents from the Anti-Rumour Strategy's Technical Office and various Strategy meetings and plenary sessions were attended².

This stage had two key aims. The first was to provide a sufficiently detailed overview of the way the strategy was being run and the path it was taking (several types of responses, changes, etc.) As a person not directly involved in the policy, the evaluator needs to acquire sufficient knowledge of both the formal and informal bases of the policy. This is meant, among other things, to enable the reconstruction of the change theory which guided the work carried out, implicitly or explicitly, under the framework of the policy. Once the necessary knowledge of the policy had been acquired, the second aim was to ensure that the specific work to be carried out during the second stage of the evaluation was carried out in a coherent manner.

As for the work carried out during the second stage of the evaluation, note that one of the main conclusions drawn from the first stage was that the aim of the evaluation could not have been to gather and analyse everything done up to that point. The large number of initiatives promoted and players involved under the Strategy advised against that. There was a need to select what was considered essential and capable of contributing the most useful information.

² Annexe 1 details the work carried out during this stage of the evaluation.

For this reason, during the second stage, we decided to focus the analysis on the Anti-Rumour Network, the Anti-Rumour Agents and the Activities Catalogue. This does not mean leaving out analysis of matters such as the relationship with the mass media, but rather extracting information on such matters through the three areas covered. The work included conducting a series of in-depth surveys with key players from each of the three areas of the Strategy. The reason for carrying out these surveys is that one of the Strategy's greatest strengths is believed to be the framework of entities and individuals that are connected to the strategy in various ways. These players are a great potential source of information on the strategy's running and impact and for identifying the means for its improvement.

With regard to the way the surveys were conducted, Note that, although the initial plan was to conduct short surveys with few questions to get a higher number of responses, in the end it was decided to conduct long surveys that would provide more detailed, nuanced information. Three "central" surveys were conducted along with two complementary ones. The three central surveys were conducted with entities that are part of the Barcelona Anti-Rumour Network, the Anti-Rumour Agents and all the entities that have requested one of the activities included in the Strategy's Activities Catalogue. A survey was also conducted on individuals who were members of the Network, to supplement the one filled out by the entities and the Agents. The individuals and the Agents responded to the same set of questions to give global results. Although the latter two surveys were used at specific times, this area of the report is based on the first three surveys.

Note that, although the various surveys are based on specific aspects of the Strategy (the way the Network operates, the training the Agents receive, etc.,) they all address issues that affect the strategy

as a whole (relationship with the mass media, dissemination tools, etc.,) and a large number of the questions in each of the surveys are the same, which enables global conclusions to be reached. All these surveys include around 30 questions which were discussed and agreed with the Agents responsible for the Strategy. In this regard, an ongoing and fluid dialogue has been maintained with the Strategy Agents, both in relation to the surveys devised and the evaluation conducted. Their extensive knowledge of everything relating to the Strategy was of great help to orienting the evaluation and making decisions on how to get the best results from the evaluation.

The surveys referred to in this report include various types of questions, some of which require a different kind of statistical interpretation. They include some multiple-choice type questions. These questions, unlike the rest, allow the person completing the survey to select as many options as they like (or often, the number of options that can be selected is limited to a maximum of, say, three). For this reason, the graphs of the questions with multiple-choice answers need to be read differently. So, each percentage (in each column) is interpreted based on the total number of people who completed the survey. The headings of the graphs showing answers to multiple-choice questions will indicate this fact.

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3. Origins and development of the Barcelona Anti-Rumour Strategy

The following section presents the basic principles of the Anti-Rumour Strategy. Its origins and aims, the way it is organised and how it has evolved, among other aspects. As we pointed out in the introduction, the purpose of the chapter is not to include everything that has been done within the framework of the Strategy. It is simply to highlight

the basic elements to back up the analysis carried out in subsequent chapters³.

The origins of the Strategy

The importance of rumours in the city of Barcelona today became apparent when members of the public were asked a series of questions, under the framework of drawing up the Intercultural Plan, to gather information on the main "problems" associated with migration. One of these went as follows: "What factors make it difficult for Barcelona's residents from diverse cultural backgrounds to live together?" Some 48.1% of the more than 1,000 people who were asked this question said that the main factors that made it difficult for people to live alongside one other in a diverse society were: "lack of knowledge of the other, as well as current rumours, stereotypes and prejudices about the other unknown person".

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A decision was made, as a result of this response, to include rumours as a line of work within the Interculturality Plan, approved in March 2010. However, as Ramon Sanahuja⁴ explains, although it was initially intended to be just one of a number of work lines, the good reception it received and the expectations created among the city's mass media and entities led to its rapid growth. This external "demand" meant that it was necessary to shape and develop the strategy very quickly, without a preliminary design. This is one aspect that, as we will point out over the course of the report, is important when it comes to discussing how the public policy analysed here should be developed.

³ This chapter is based on the interviews conducted with some of the people responsible for the Barcelona Anti-Rumour Strategy and the chapter "Deconstructing Rumours and Prejudices: Barcelona City Council's "Anti-Rumour Network" (page 186-199) from the book "Hagamos de nuestro barrio un lugar habitable.- Manual de response comunitaria en barrios" [Let's make our neighbourhood a habitable place. Manual on community responses in neighbourhoods] (2013) co-ordinated by Josep Buades Fuster and Carlos Giménez Romero.

⁴ Head of Barcelona City Council's Immigration and Interculturality Service Barcelona.

According to Dani de Torres⁵, the Anti-Rumour Strategy came about and was developed on the basis of two beliefs. The first is the importance of the rumour phenomenon and the need for the public authority to come up with a plan of action to counteract this phenomenon. The second is the need to do so directly without euphemisms. That is, through a strategy that talks openly about "rumours". The launch of the Barcelona Anti-Rumour Strategy involved following three basic steps. First, identifying the existing rumours and deciding which of these needed to be addressed as a matter of priority⁶. Second, gathering information and comparative figures on the areas the various rumours relate to (health care, education, housing, etc.) And last, once the first two steps are completed, designing a global strategy that incorporates the large number of players and variables that enter into play in a public policy of this nature.

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The Immigration Commissioner, Miquel Esteve, notes that the ultimate aim of the Anti-Rumour Strategy is to promote social cohesion in the city of Barcelona. To achieve this, the Strategy has set out four goals for guiding the Strategy's work and action lines. These are⁷:

- Dispelling and putting a stop to rumours and stereotypes that affect people's ability to live alongside one other.
- Preventing new rumours from spreading and the creation of stereotypes, prejudices and discriminatory attitudes.

⁵ Barcelona City Council's Immigration Commissioner until the second half of 2011.

⁶ The identification of the rumours and data led to the drafting of a "Manual to combat rumours and stereotypes about cultural diversity in Barcelon". This Manual initially included the 12 rumours which were considered to be the most important. However, as changes occur in the social context, the Manual is periodically revised and updated.

⁷ As we pointed out earlier on, this and other information is taken from the chapter "Deconstructing rumours and prejudices: Barcelona City Council's "Anti-Rumour Network" (page 186-199) from the book "Hagamos de nuestro barrio un lugar habitable.- Manual de intervención comunitaria en barrios" [Let's make our neighbourhood a habitable place. Manual on community responses in neighbourhoods] (2013) co-ordinated by Josep Buades Fuster and Carlos Giménez Romero. This chapter offers very detailed information on the way the Barcelona Anti-Rumour Strategy operates and is developing.

- Promoting positive interactions between people from various groups to encourage a context where rumours are not spread.

With regard to the structure for implementing the strategy, this is based on three areas of work, which are as follows:

- -The Barcelona Anti-Rumour Network.
- -Production of materials and resources
- -Work with the mass media

The "Anti-Rumour Network" has 459 members (158 entities, 300 individuals and Barcelona City Council). The network has a number of commissions that are responsible for ensuring it runs smoothly. Also, although an Executive Group was initially set up involving some 30 entities that were responsible for defining the lines of work to be carried out by the Network as a whole, at present there is a Management Committee comprised of 7 entities and the Strategy's Technical Office (representing Barcelona City Council). There are also two working committees responsible for developing the various lines of work covered by the strategy: Education and Training and Awareness-Raising and the Mass Media

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With regard to Strategy "materials and resources" there have been a wide range of initiatives over the last few years. Below is a list of the twelve most important "products" (these will be analysed in subsequent chapters):

- Training of Anti-Rumour Agents
- Anti-Rumour Activities Catalogue
- Manual on combating rumours and stereotypes about cultural diversity in Barcelona
- Anti-rumour comic: "Blanca Rosita Barcelona"

- "Rumors de butxaca" pamphlet
- Practical guide to dispelling rumours and stereotypes
- The anti-rumour web page [www.bcn.cat /](http://www.bcn.cat/)
- Viral campaigns with power points in video format
- Anti-rumour videos
- Public debates "How can we live together in diversity?"
- Subsidies for intercultural dialogue
- Specific awareness-raising measures

As regards the mass media, according to Dani de Torres, one of the aims of the Strategy has been to attract the interest of the mass media to spread its messages. It has tried to get some of the Strategy's data and materials into media spaces and has also carried out information and awareness-raising activities with professionals from this sector. Lastly, we should also point out that as part of this relationship with the mass media, efforts have been made to work with and have an impact on the "local" and ""general" media. As we will see in the following chapters, there has been some debate over the best way to publicise the Strategy's materials and resources within these two types of media.

Finally, with regard to our work, we believe it is necessary to make a distinction between two stages in the path taken by the Barcelona Anti-Rumour Strategy. The first stage ran from the launch of the Strategy to the moment the Barcelona Anti-Rumour Network's 2012-2014 Action Plan was produced and implemented. The second stage started with the Action Plan and continues to the present day. The first stage was marked by the devising of the basic principles of the Strategy and, as was mentioned earlier on, the urgency to come up with tools and an operating structure. From our viewpoint, the aims of the 2012-2014 Action Plan include stabilising and establishing certain guidelines and general aims for the Strategy as a whole. The Plan,

which was devised in a series of preliminary work meetings with the participation of the entities involved in the Network, sets out a total of 41 actions which are grouped into four broad areas of action: Education, Training and Awareness-Raising and the Mass Media It also sets three cross-cutting aims:

- To link together strategic, high-impact collaborators to disseminate information, make use of the materials and carry out specific actions.
- To adapt the strategy to territories, with specific work plans and ad hoc activities
- Multi-directional nature of rumours, prejudices and stereotypes

Lastly, it is this Action Plan that has led to the restructuring of the Anti-Rumour Network, creating a Management Committee made up of five entities that act as a bridge between the rest of the entities in the Network and the Strategy's Technical Office. Two commissions have also been set up (Education and Training and Awareness-Raising and the Mass Media) which are responsible for ensuring the lines of action set out in the Action Plan are implemented and the aims achieved.

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4. Barcelona Anti-Rumour Network and the participating entities

The Barcelona Anti-Rumour Network is a key piece of the Anti-Rumour Strategy. The chapter presented below contains details of the interviews and surveys conducted with members of the Network. We should also mention that, although the chapter focuses on the work carried out by the Network, is also looks at issues that affect the Anti-Rumour Strategy as a whole.

The chapter is divided into three sections. The first section gives a brief assessment of the Barcelona Anti-Rumour Network based on the

interviews conducted and meetings held during the first stage of the evaluation. These interviews and preliminary conclusions were fundamental for devising the questionnaires discussed in part two of the chapter. Lastly, we offer some preliminary conclusions on the Network based on the work carried out over the course of the evaluation.

4.1. A qualitative approach to the Barcelona Anti-Rumour Network

Although the network carries out a variety of tasks, based on our work, we believe the network has three main tasks:

- To provide a space for dialogue and co-ordination between the entities and the public authorities. The management committee plays a central role in this.
- To implement the lines of work agreed in the current Action Plan. The work committees play a fundamental role in implementing these lines of work.
- To disseminate Anti-Rumour materials, resources and activities created as part of the strategy, both among the network members and beyond the network (entities and members of the public outside the network).

Managing the relationship between the entities that are part of the Network and the City Council is the key to assessing the running of the Anti-Rumour Network. Here we should highlight the fact that the entities particularly value the work and the good working relationship with staff from the Barcelona Anti-Rumour Strategy Technical Office. They value their capacity to work and their involvement and also their willingness to listen and take into account the opinions and proposals put forward by associations. They also value the fact that the

Technical Office has benefited from the trust of the city council's policy directorate, so helping to bring about a flexible interaction with the entities.

However, despite this good working relationship, certain tensions did arise that needed to be taken into consideration. First, there was a certain degree of confusion with regard to which statements and announcements the Network could or had to make as a network and which had to be made by the individual entities within the network. For example, whether or not the Network needed to make a public statement on the actions of a particular political party and/or public authority. There was a certain delay over creating a framework document that regulated and detailed the role of the Network and its members (a set of 'statutes') and this led to a lack of rapid responses to certain conflicts that hampered, to a certain degree, the smooth running of the Network⁸. This situation highlighted the need for a regulatory framework for the strategy from the outset.

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The Strategy as a whole and the Network as its spearhead were characterised by the large quantity of initiatives and lines of work developed. In this regard, although the entities gave a positive rating to the city council's "receptiveness" to the several proposals, they would like further clarification on what the lines of work and priority aims are. It could be said that the "success" of the strategy itself has led to the emergence of a large number of initiatives and, in conjunction with the city council's willingness to take on the various proposals, this has led to a lack of clarity. One of the burning issues is autonomy between the entities and the authority. To what extent are the entities able or obliged to work more independently without the need for a constant push from the authority.

⁸ This framework document on how the Network should operate was agreed and publicly presented in 2013.

Another aspect to take into account is that, although all the entities that are part of the Network officially have the same status, not all the entities have the same characteristics and resources and this could influence the way they participate in the Network. A potential imbalance was detected between entities with a more solid organisational structure or those with workers who were "freed up" and those where all the members were volunteers. Whether or not an organisation has available time and human resources and is able to attend meetings during working hours can lead to dynamics that mean some entities are more involved than others. Although it is inevitable that there is some degree of disparity in the amount of time organisations are able to invest in the Network and the Strategy, it is important not to overlook this fact. It was also found that individuals who were members of the Network might find it difficult to find a place within the Network's organisational structure and get the most out of it, both for themselves and for the Network as a whole.

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The Strategy has promoted a large number of lines of work to help achieve its aims. Creation and dissemination, defined by the Network as "resources for implementing and disseminating the strategy", are one of the hallmarks of the Anti-Rumour Strategy. The aim is to provide members of the Network with materials that, in a "simple" and graphic way, provide them with data and tools for tackling rumours. The materials produced include products such as the "Manual for combating rumours and stereotypes about cultural diversity in Barcelona", the leaflet "Rumors de butxaca", the "Practical guide to dispelling rumours and stereotypes" and the anti-rumour comic: "Blanca Rosita Barcelona"

It is worth briefly mentioning the anti-rumour comic "Blanca Rosita Barcelona". This comic has been one of the strategy's key

communication tools and constitutes an interesting form of responses. We believe its success is down to its dual function. On the one hand, it is a product that captures the interest of the mass media and therefore helps to raise awareness of the strategy and the facts and figures and discourses associated with it. And at the same time, it is a product that, with its "informal" format, is easy to incorporate into the activities organised by the entities to address issues associated with rumours as part of their regular everyday activities.

These materials have helped to bring together and co-ordinate a series of arguments and figures that have made it easier for the entities and individuals involved in the strategy to carry out their work. Writing these arguments down has been a big success and this can be seen in the fact that some of the entities have said that until they started "circulating" these materials, there were certain rumours and debates flying around within the entities themselves and/or among people and entities closely associated with them.

Although the need to produce materials associated with this line of work may seem obvious, there is some doubt as to whether the "outlets" for these materials are effective enough. Particularly with regard to materials such as manuals, practical guides, leaflets, etc. By way of an example, the entities have mentioned the use of these materials by libraries and local civic centres. Although it might seem logical to send the materials to organisations such as libraries and municipal civic centres, there is a perception that this might not be having tangible effects for the purposes of the strategy. In other words, the mere sending of the materials to these centres does not guarantee their use. The suggestion here is that a process of accompaniment or interaction is required with these institutions, whether by local entities or the city council itself, to improve the use of these materials or at least ensure they are not simply put on public

display (such as carrying out some sort of activity to disseminate the materials received).

From the outset *the communication strategy* has been a key variable in the construction of the Anti-Rumour Strategy. Those promoting the strategy underline the huge importance of presenting and disseminating the strategy as a whole and the various sub-products of the strategy using a language and format that can be adapted to those of the mass media and the general public. In this regard, it is not simply a case of liaising with the mass media in relation to certain Strategy products, but rather ensuring that it is all done within a set of parameters and using formats that fit in with the narratives of the media organisations themselves.

Experience has shown us that the strategy is highly capable of capturing the attention of the mass media. And this has been achieved in two ways. First, the strategy itself has been the object of media attention. Mainly because it has been seen as an innovative venture, using a language and tools that are not widely used. Second, the strategy has managed to incorporate and disseminate some of its materials and facts and figures about rumours in some of the most widely circulated communication spaces. However, we should point out that the interviews conducted with entities and Agents from the communication section of the Network revealed that there is still some doubt as to whether it would be more effective to publicise the strategy through local media or media outlets with a wider reach.

Another area the strategy has been working on has been the use of the Internet to disseminate information and tools relating to the Strategy. As well as creating a reference web page, which serves as a central point for disseminating all the available information (www.bcnantirumors.cat), the strategy has been publicised through

viral products (using PowerPoint or videos). Use has also been made of tools such as Twitter and Facebook⁹.

Lastly, we should mention that, overall, it was rated positively by the main stakeholders in the Network (the entities and Barcelona City Council) in that they believe it was useful in helping them to meet their own aims. The entities have found the Network to be a platform that provides them with support, resources and means of disseminating information about a problem which is of interest to them. Also, the perception of no longer working alone, but rather doing so in contact with other entities in a co-ordinated manner, and with the authority itself, with the multiplying effect this entails, is an aspect that the entities rate particularly highly. As regards the City Council, the Network has been a powerful voice that has helped to make the Anti-Rumour Strategy more visible and to publicise it more widely. It is considered to have helped spread the strategy further afield and has given greater credibility to the discourse and line of action set out by the city council and has enabled a growing number of entities and citizens to "take on board" and work towards a set of aims which have been agreed with the public authority.

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4.2. Survey with entities that are part of the Barcelona Anti-Rumour Network

Below, we offer an analysis of the survey completed by the entities that are part of the Barcelona Anti-Rumour Network. As we mentioned in the introduction to the report, all the questions and graphs of results can be found in Annexe 2. Here the majority, though not all, of the questions included in the survey will be used and only a few will include the corresponding graph (we did not want to overload the document with graphs). Likewise, the sequence in which the questions

⁹ In Annexe 2 you will find a brief analysis of the evolution of hits on the Strategy's web page and the number of times its videos have been viewed.

are presented is not the sequence used in the questionnaire. Here they have been divided up and grouped according to analytical criteria. For this reason, a series of sub-sections have been created, grouping the various questions by subject matter.

The purpose of the survey and the questions asked was to address some of the questions and the hypotheses arrived at during stage one of the evaluation, which we detailed in the previous section. It also addressed issues that were considered, in agreement with the Strategy's Technical Office, to be useful in helping to improve the strategy.

Evaluation and impact of the Barcelona Anti-Rumour Network

In their day-to-day work, the Strategy Agents receive appraisals from the entities on the work carried out by the Network and on the strategy as a whole (overall rating, appraisal of specific aspects, etc.) However, these are always informal appraisals, carried out face to face and, generally, made by the entities that are most involved in the Network. For this reason, it is important to find out, anonymously, the opinions of a large number of the entities that are part of the Network. The survey included a series of questions that enabled the entities to go into more detail about what they think of the Network.

The first question in this section asked them directly what their overall opinion was of the Anti-Rumour Network and the responses were clearly positive with 53% rating it as "very positive" and 43% as "positive". With regard to the "usefulness" of the strategy, 51% said they found it "very useful", 47% found it "useful" and 2% found it "not very useful". Another area of interest was the responses they gave regarding the relationship between the Network entities and Barcelona City Council. The responses were once again resoundingly

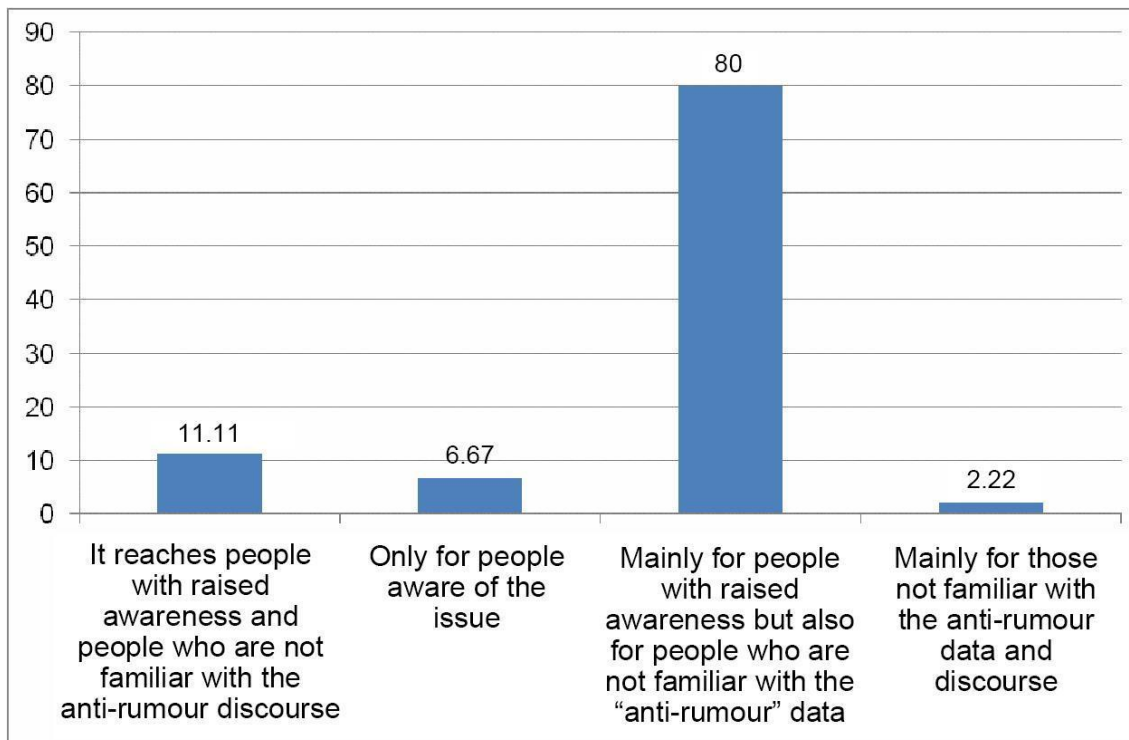
positive with 89% saying the relationship was "positive" and 11% saying it was "very positive".

These figures clearly show that the basic elements of the Anti-Rumour Network are well received. However, the almost unanimous responses to the first few questions contrast with the responses given to the questions on the "impact and dissemination" of the Network. The importance of these questions lies in the fact that one of the major question marks hanging over the Anti-Rumour Strategy is whether or not it is reaching people who participate in and/or spread rumours about the immigrant population. This is a question that the entities, which regularly have direct contact with the general public, are able to shed some light on.

On the question of whether or not the strategy is having an impact when it comes to counteracting rumours, 73% said it was having "a considerable impact", 7% said it was having a "high impact" and 20% considered it was having a "low" impact. To round off this question, they were asked if the materials and information used to dispel the rumours were reaching sections of the population who were "not aware of or familiar with the anti-rumour information and discourse¹⁰". The following graph shows their responses:

¹⁰ The concept of people who "are not aware" is repeated throughout the surveys. It is a concept which is used by the City Council's Technical Office and is considered to be pertinent. As for "people already made aware", we are mainly referring to those who do not believe the rumours about the immigrant population and who are therefore not likely to spread these rumours within their social or professional networks. For people who are "not aware" the opposite would be the case.

What types of people do you think the initiatives and materials linked to the Network are reaching?

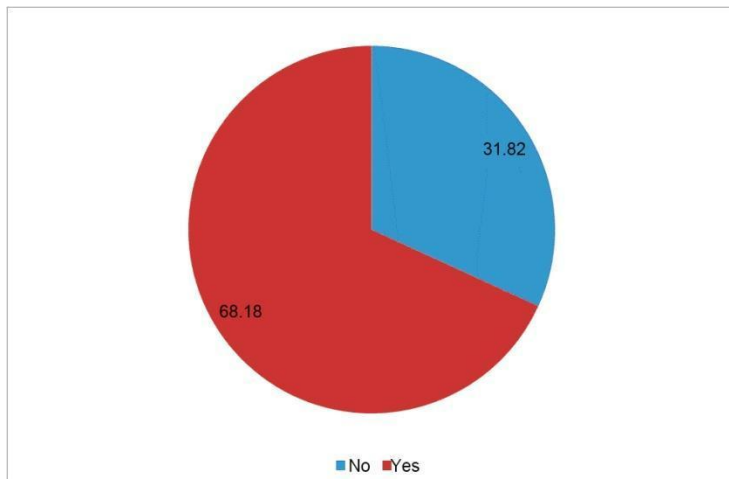


Interpreting the results to this question is not easy to do. Logically, the aim of the Strategy is to reach the people who are "not aware". Only 7% of respondents believe the initiatives and materials "only" reach people who were already aware, while the majority (80%) believe they are reaching people who are not aware, but not to the same extent as they are reaching people who are already aware, and 11% believe the materials and initiatives reach the two groups in equal measure.

The conclusion we could come to is that, although the materials and initiatives first and foremost reach the people with some degree of awareness, the perception is that they do also reach the people who do not have this awareness. On this point, Note that when a very similar question is asked, but with fewer response options (yes/no), the vast majority (68%) say that the materials do reach people who

"participate in and spread rumours about the "privileges" the immigrant population enjoy".

Do you think the materials and information are reaching people who participate in and spread rumours about the "privileges" the immigrant population enjoy?



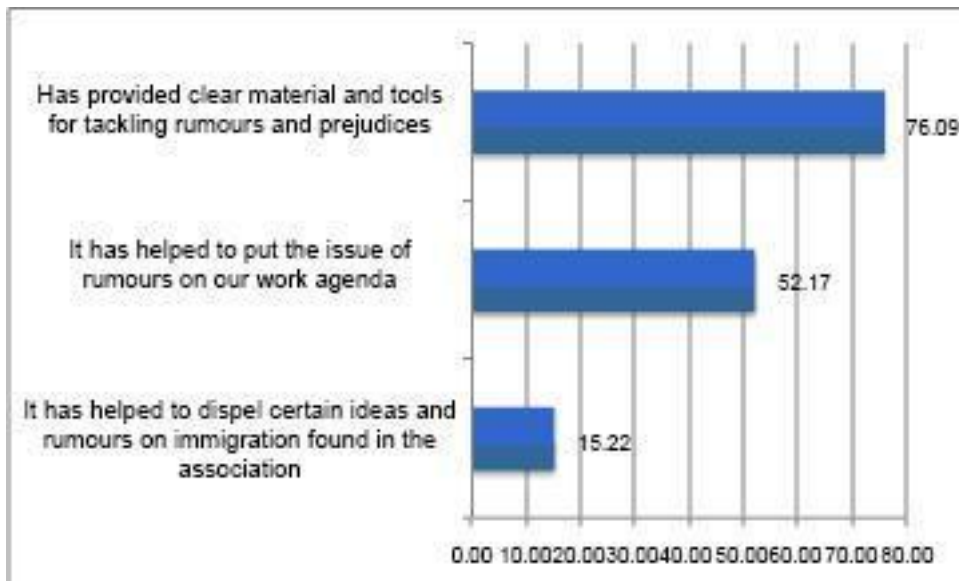
Another interesting aspect to explore was whether the entities played an active role in disseminating the materials associated with the Strategy and what their experience of this was. First, they were asked if, through their own link to the Network, they had managed to get materials and tools to entities and individuals who had no knowledge of or link to the Network. The response was a resounding yes, with 90% saying they had managed to do this and only 9% saying they had not. We were also interested in finding out what the response had been like from these people or entities that were not linked to the Network. 63% of the respondents said the "large majority" had been very receptive, 34% said the majority had been receptive but some had not and only 2% said the individuals and entities had not been receptive. Lastly, one of the questions in the survey tried to ascertain, albeit indirectly, the extent to which the materials produced by the Network had been disseminated. Those surveyed were asked if they had come across people who were aware of the Network and had

received materials and information produced by this Network (cases where the entity surveyed was not the disseminating agent). Some 43% said they had come across quite a few or lots of people like this, 36% said they had come across a few such cases and 20% had never come across anyone in this situation. The fact that around 80% had come across a "few, quite a few or lots" of cases of people who were aware of the Network without their input shows that awareness of the network is quite widespread.

Another aspect explored was whether the entities found the Network to be useful and the effects that creating the Network and disseminating its materials had had within the entities themselves. First, 64% said yes, it was useful, 30% said that, generally speaking, it was useful but some aspects were not, and 7% said that, generally speaking, it was not useful but some aspects were. So the overall response was very positive.

As we mentioned in the previous section, the interviews highlighted some cases of entities where debates on the veracity of rumours were circulating within the organisations themselves, or among people closely associated with them. First of all, they were asked whether, as an entity, they found the Strategy useful. The second question, the results of which are shown in the following graph, addressed aspects relating to the effects the Strategy has had within the entities.

What effect has the network had on your entity internally? (multiple-choice question)



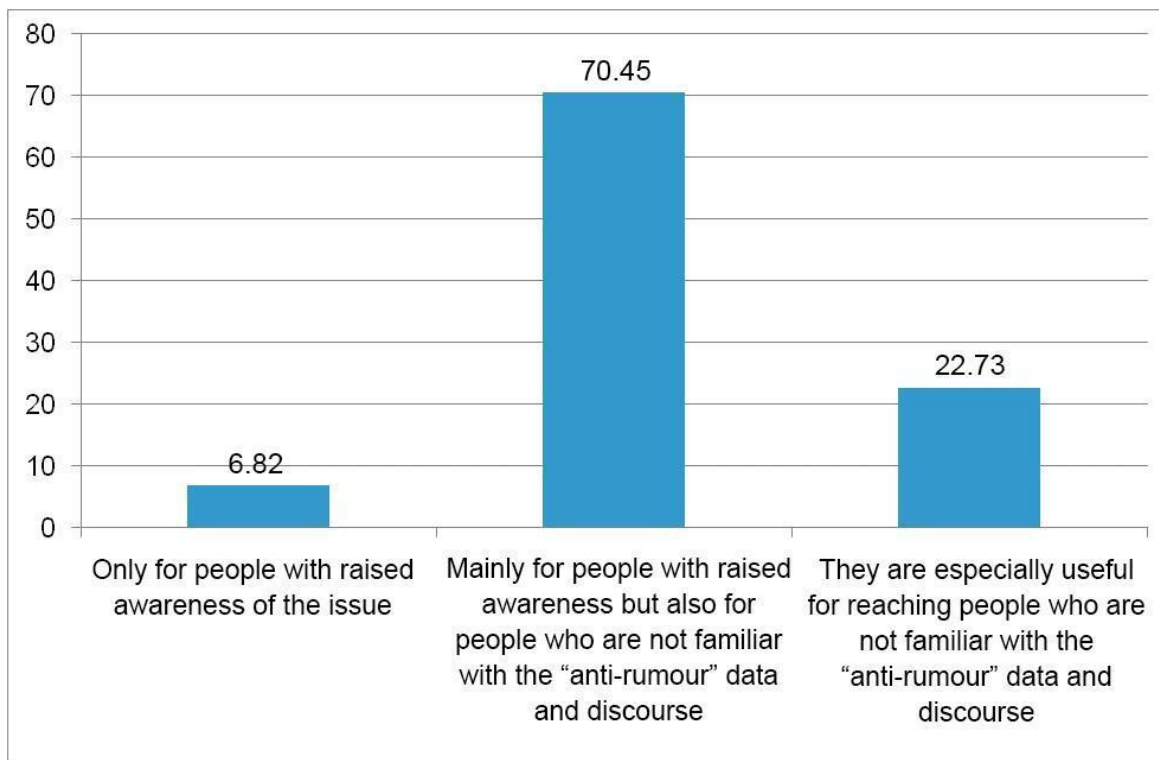
As we can see, some 15% of the entities said that the Strategy had helped to "counteract certain debates and rumours circulating within the entity". Although this is not a high percentage, it is nonetheless significant that even within the entities making up the Network, an open debate was being held on the truthfulness of the rumours. Second, some 52% of the entities said that it had helped them to "introduce the issue of rumours into their work agenda". This is without a doubt a significant figure. It implies that entities that had not previously been addressing this issue were now incorporating it as one more issue on their work agenda. Lastly, some 76% of respondents said that it had meant they had access to "materials and tools for tackling rumours". This point shows the importance of the materials and resources produced by the strategy.

Given the importance of the *Anti-Rumour Activities Catalogue*, a series of questions specifically relating to this were included in the survey. Some 98% of the participant entities were aware of the Catalogue and 47% found it very useful and 52% found it extremely

useful. Also, some 39% of the entities had requested an activity from the Catalogue and 61% of those who had not said that the reason for this was that they "had not had the chance to".

With regard to the evaluation of the activities in the Catalogue, those who had requested an activity said that the reaction of the participants had been very positive (44%) or positive (56%). And when asked if they thought the activities were useful for helping to dispel rumours, the unanimous response was Yes. Lastly, as we can see in the following graph, when asked about the types of people who participated in the activities, the vast majority said they believed the activities were attended by people "unfamiliar with the anti-rumour discourse and associated information". This aspect is worth highlighting if we consider the importance and difficulties of reaching this particular population group.

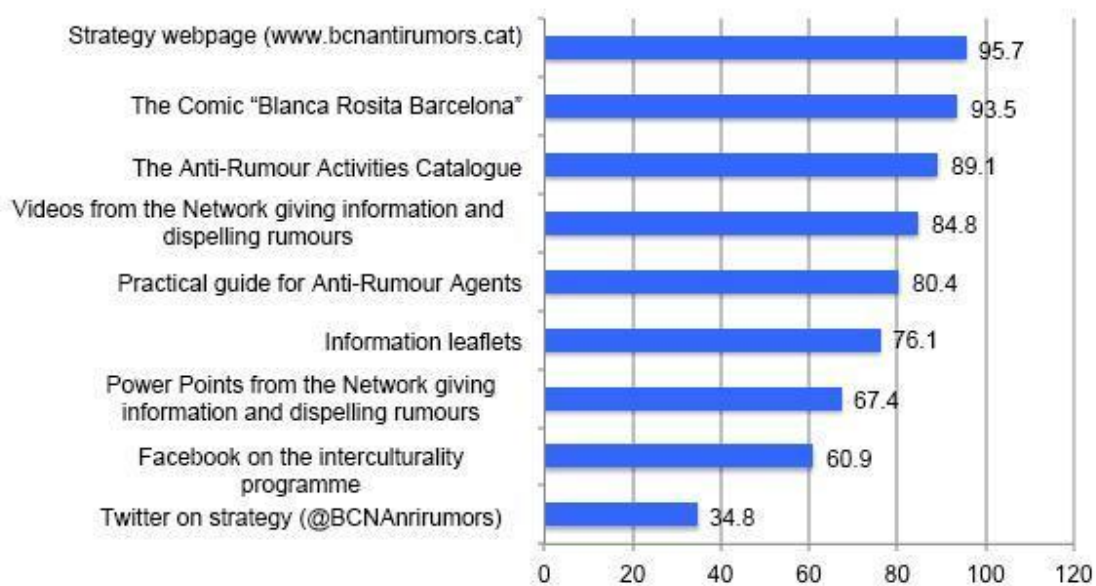
What types of people do you think the activities from the catalogue reach?



Evaluation and use of the materials and tools produced by the Barcelona Anti-Rumour Network

As indicated at the start of this section, the Network has produced a wide range of tools and means of disseminating its messages. To find out what Network members think of them, they were asked a series of questions. As we can see in the following graphs, they were asked about their knowledge of a long list of tools associated with the Strategy, whether or not they used them and how useful they thought they were.

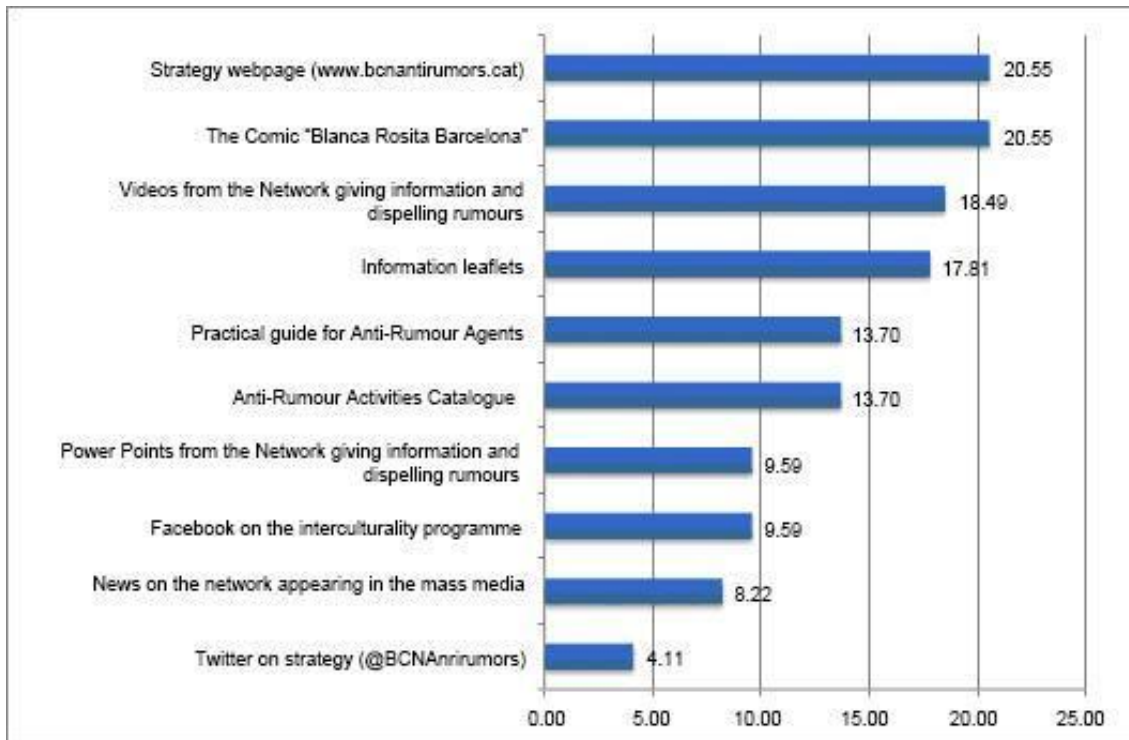
Which of the following Network resources are you aware of?



As for knowledge of the various tools, we see that most items are widely known. A high percentage showed an awareness of elements such as the Strategy's web page, the comic Blanca Rosita Barcelona and the Activities Catalogue. However, the most significant, from our point of view, was that the Strategy's profiles on the social networks Facebook and Twitter were the items respondents were least aware of. This is something to bear in mind as it is in keeping with the

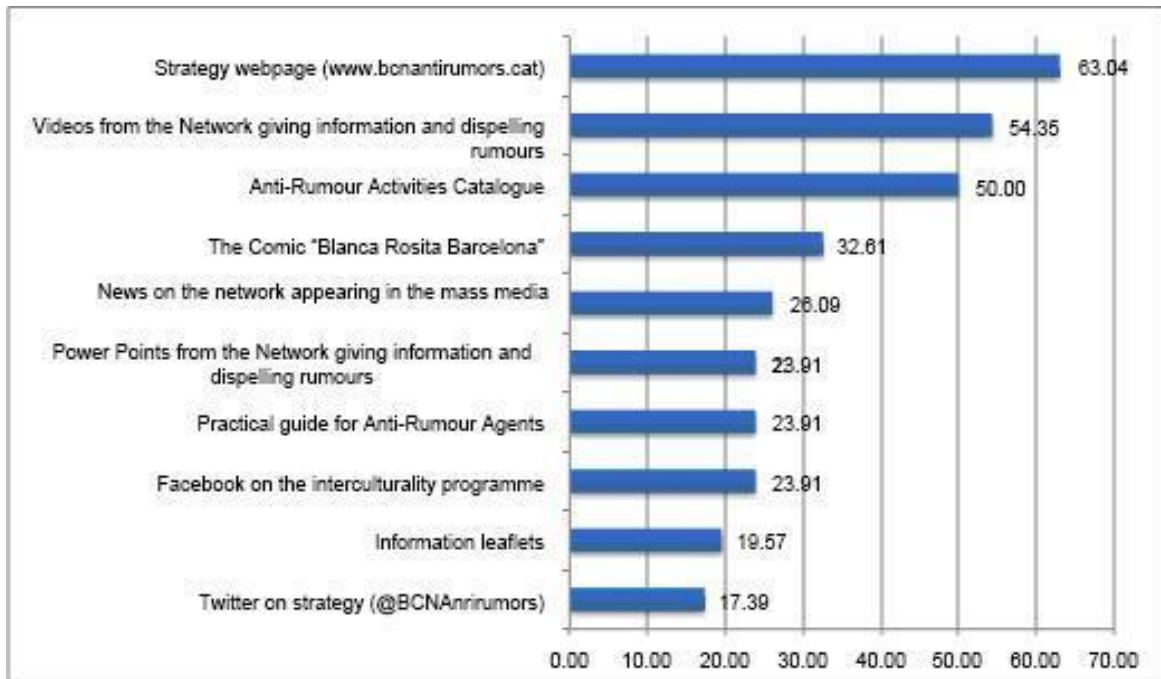
results of other graphs we will analyse further on. It makes us wonder whether there is a specific problem with regard to knowledge of these dissemination tools.

And have you used these tools to disseminate information and counteract rumours? (multiple-choice)



The first point to note is that, with regard to the use made of the tools, the percentage is significantly lower than the percentage of those who are aware of the tools, which we looked at just a moment ago. It is difficult to know the reason for this difference. It could be a technical issue relating to the way the question has been worded. It is possible that they have not understood that they can select all the options and they have selected only the ones they use the most. However, we think this issue merits further exploration to find out whether the use made of the tools is as limited as the answers suggest and the reasons for this.

Which do you think are the most useful (choose 3)?



Unlike the previous two questions, this one on the "usefulness" of the tools asked the respondents to choose three options from among all those available. The three most popular options (web page, videos and Activities Catalogue) received a significantly higher percentage than the rest. As regards the rest, once again, the score for the Strategy's Facebook and Twitter accounts is very low (as is the score for the "Information leaflets").

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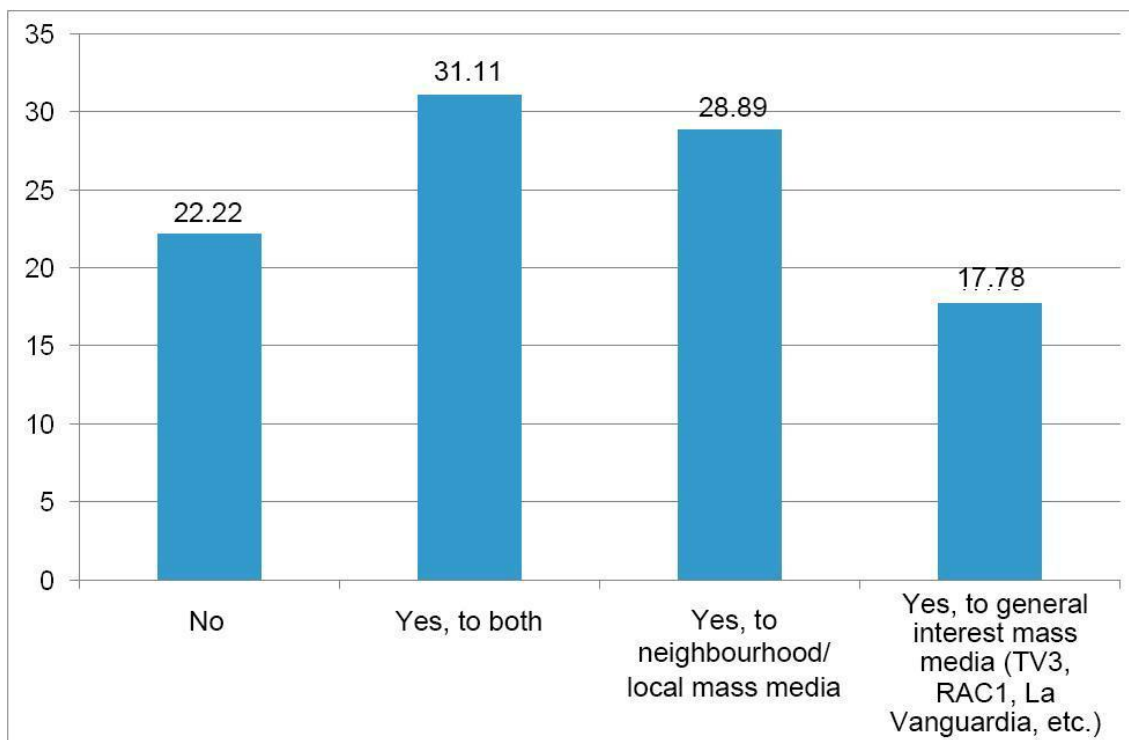
The *mass media* was one of the main ways respondents had tried to disseminate the anti-rumour message and information. For this reason, the survey included two questions specifically about this aspect¹¹. Those surveyed were asked whether they had seen or read news about the Network in any media outlet and whether they had used this news to try to dispel rumours. The possible answers distinguished between the local/neighbourhood media and the general

¹¹ In the interview with Rafa Besolí, the Agent responsible for Communication in the Barcelona Interculturality Programme, he explicitly asked for questions to be included on the mass media to obtain more information on the way they are used by the entities and individuals that are part of the Network.

media. This is down to the fact that, as we explained in the previous section, the interviews with entities and technical Agents from the Network's communication section, raised questions about whether it was more effective to publicise the strategy through the local or general media.

In relation to the first question, about whether they had come across news about the Network in the media, 78% said they had and 22% said they had not. Among the 78% who said they had, 18% had only come across such news in the general media, 22% had only seen it in the local media and 31% in both. This shows a fairly balanced distribution between local and general media, with a slight predominance of local media outlets.

Have you seen or read news about the Network in the mass media?

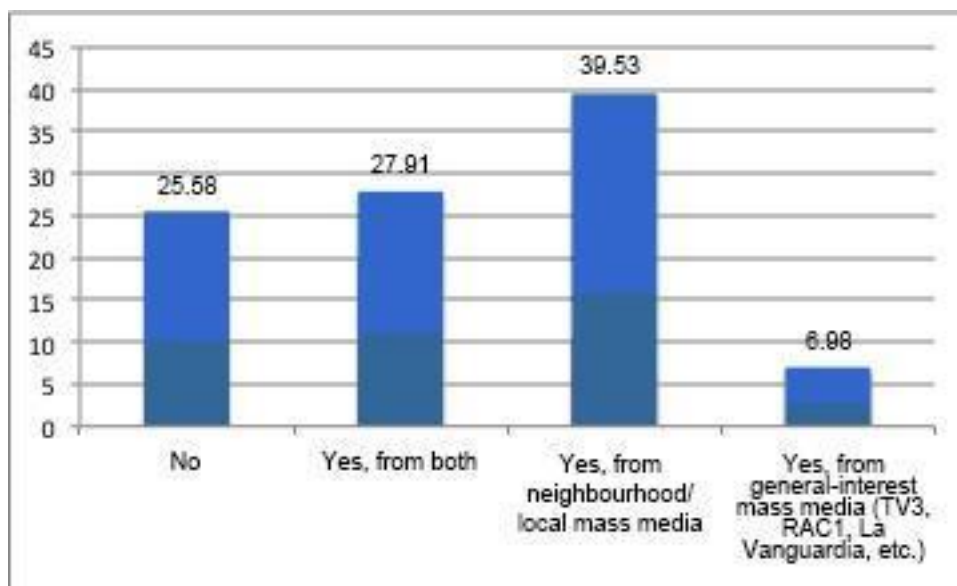


As well as finding out if they had come across news about the Strategy in the mass media, we were interested in finding out if they

had made use of this news and, particularly, if there was any difference between the way they used the local and general media. The result was that 76% said they had made use of the news and - quite significantly - more extensive use was made of news from local or neighbourhood media (40%) than general media outlets (7%). However, some 28% said they had made use of both types of news. This significant percentage difference suggests there might be a factor that makes the local news a more practical means of disseminating information for the entities. It could be a question of format (perhaps it is easier to get hold of a copy of a local news item) or it could be that they consider disseminating news from local media sources is a more effective way of reaching their target audience. It is a question that requires further investigation.

Have you used these news items to disseminate information and dispel rumours?

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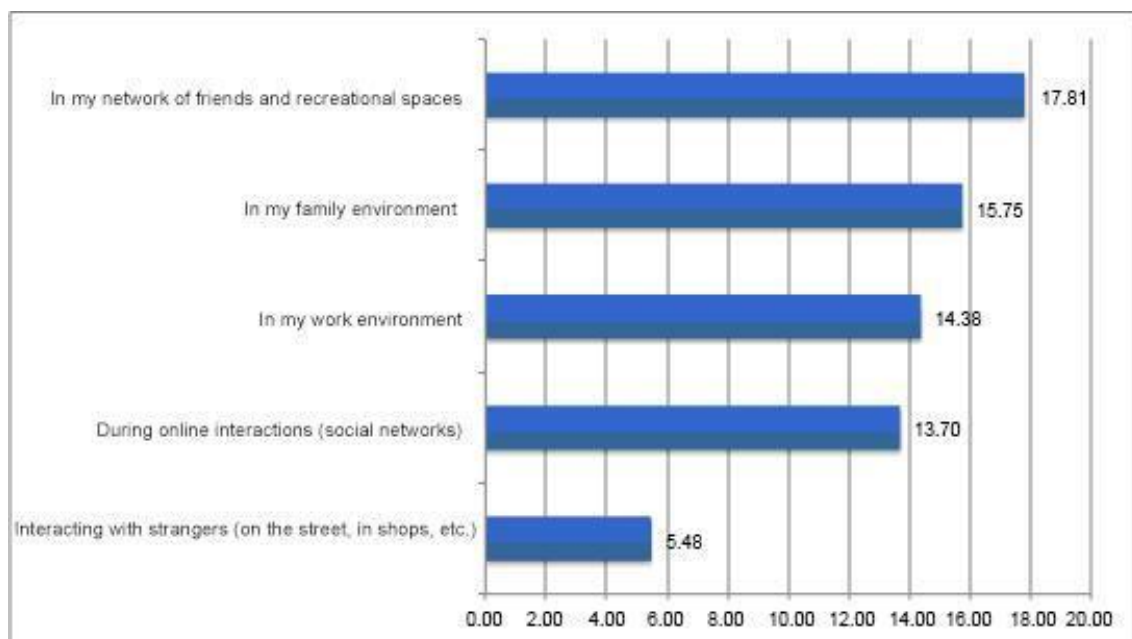


One interesting aspect is to try to ascertain where the anti-rumour messages and information have made an impact. That is, whether they have made an impact in the workplace, among family members, etc. Three questions were therefore asked regarding the following

aspects: friendship networks and leisure spaces, the family, the workplace, internet-based interactions and interactions with strangers in public spaces.

The first question referred to the set of tools covered in previous questions (videos, the comic book Blanca Rosita, etc.,) although they were asked very specifically if these tools had been used in the five specific settings referred to. As you can see, the usage percentage for these tools is low, with very similar results for each of the various options with the exception of "interactions with strangers", where the percentage was particularly low.

Have you used any of these tools in the following settings?
(multiple-choice)

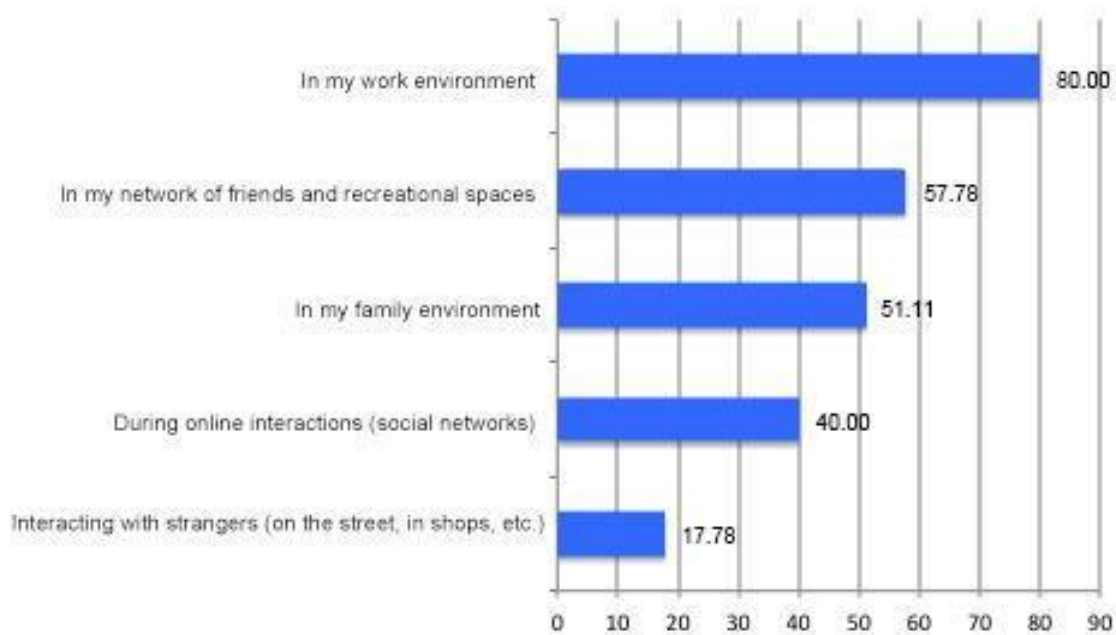


The second question aimed to finding out about their responses in the various settings (regardless of whether they had used the above mentioned tools in their responses). As you can see in the following graph, here the percentages are much higher. This raises the question as to why the entities are not making more use of these tools (particularly in internet-based responses where it would be

relatively easy to include some of the Strategy's tools).

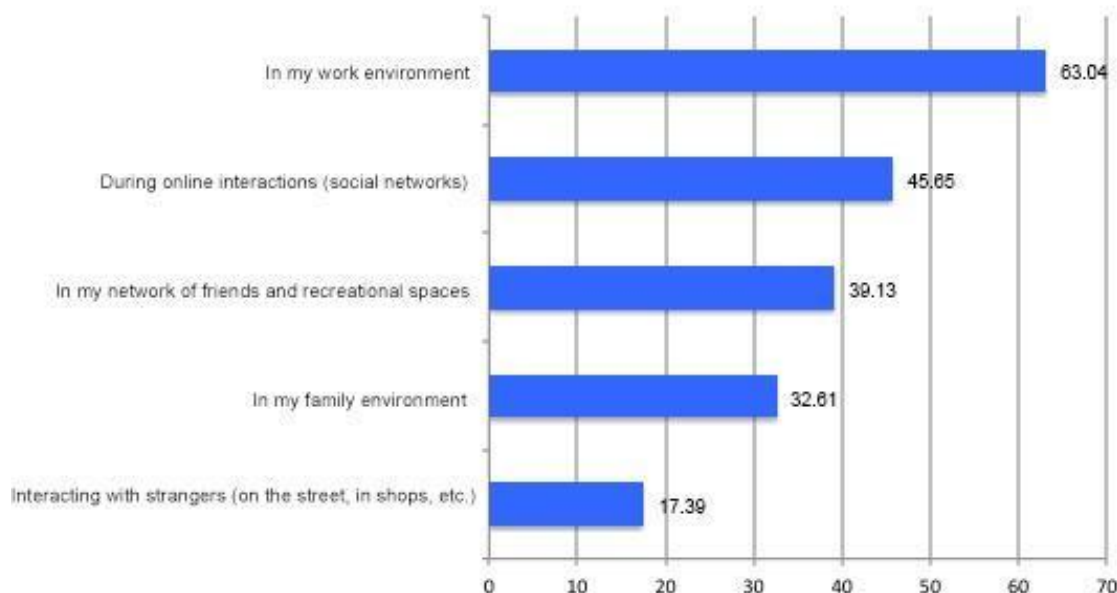
As to the results, the high percentage of responses in the workplace is particularly striking (80%). Once again, the percentages for interactions with strangers and, to a lesser extent, internet-based responses, are much lower than the rest.

In general, in which settings have you intervened, offering opinions and information to help dispel rumours? (multiple-choice)



The third question aimed to find out, based on their experience, in which settings they believed providing information and opinions to counteract rumours was most effective. Here we find that the order is similar to the one used in the previous questions, with one significant exception. The order of effectiveness is as follows: workplace, internet, friendship networks and leisure spaces, family setting and interaction with strangers. As we have said, the most striking result is the high percentage for the variable "internet-based interactions" compared to its position in previous graphs. This is a variable that is not used by the majority of people but is perceived to be highly effective. This is a significant fact which will be discussed further on.

Based on your experience, in which 2 settings do you believe that providing information and opinions to counteract rumours is most effective (choose 2)?



Tools to improve the functioning of the strategy

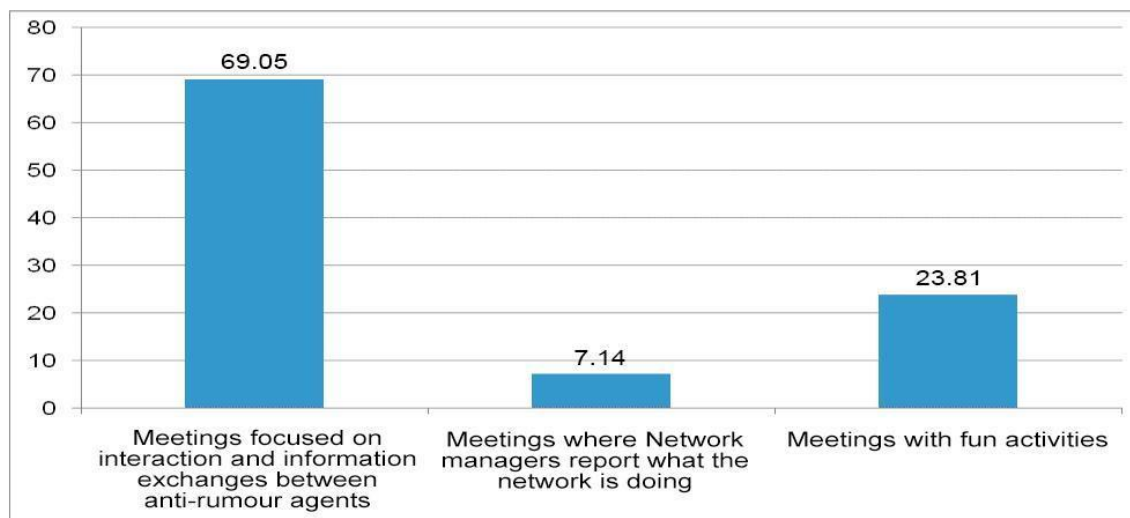
This final section analysing the results of the survey conducted with entities looks at the questions variously aimed at how to improve the running of the Network and the Strategy as a whole.

One aspect we were interested in raising was the relationship between the various entities and individual members of the Network. They were asked if they believed the Network "is leading to greater collaboration between the participating entities". 53% of respondents believed that it is, 35% thought that "in general it is, but in some cases it is not" and 12% thought it was not. The survey included questions on ways to boost and improve interaction between the various entities. Some 78% thought there should be more "face-to-face" meetings between entities and individuals in the Network and 11% thought this should be one of the priority aims. Given the importance we attach to this question, they were asked a second

question on "what these meetings should be like". As you can see in the following graph, most respondents would prefer to increase

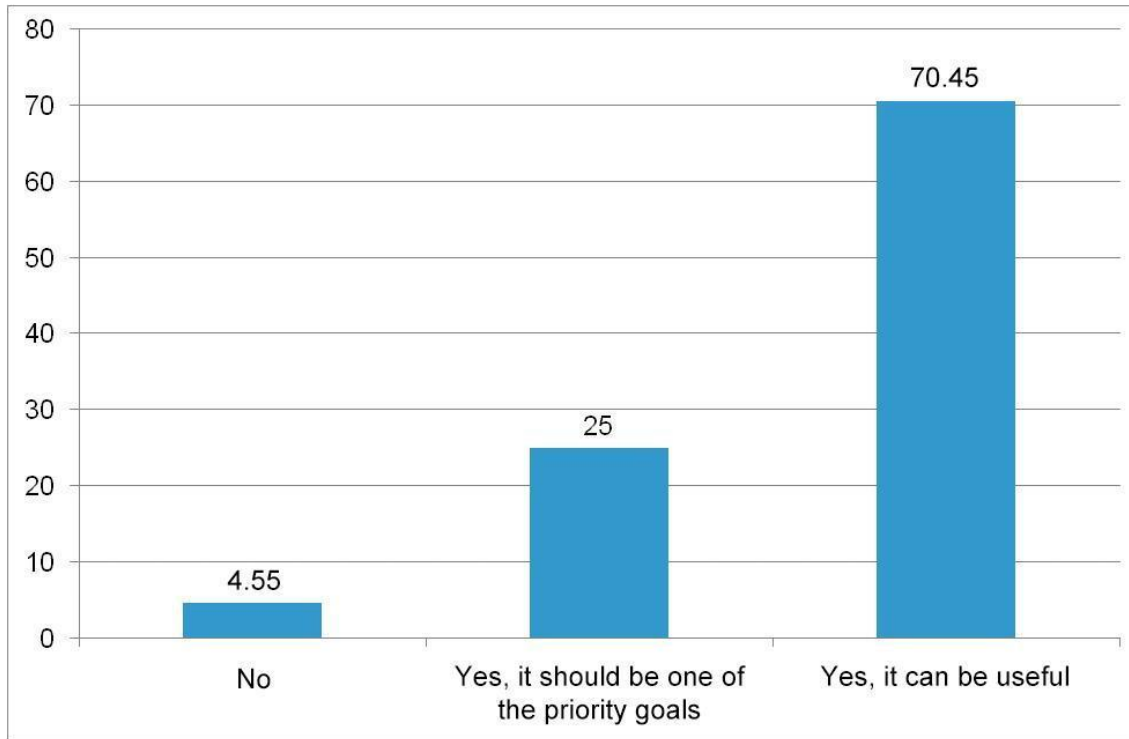
"interaction and the exchange of information between members of the Network" (69%), with 24% choosing leisure activities and 7% choosing meetings in which the heads of the Network provide information on the activities currently being carried out. These percentages clearly show that Network members would like to see more dynamic meetings led by Network members which would promote direct interaction between them.

What type of meetings?



Continuing with questions about possible ways of improving communication between the entities and, as a result, their activity as members of the Network, the following question was asked about the Internet as a space for making contact.

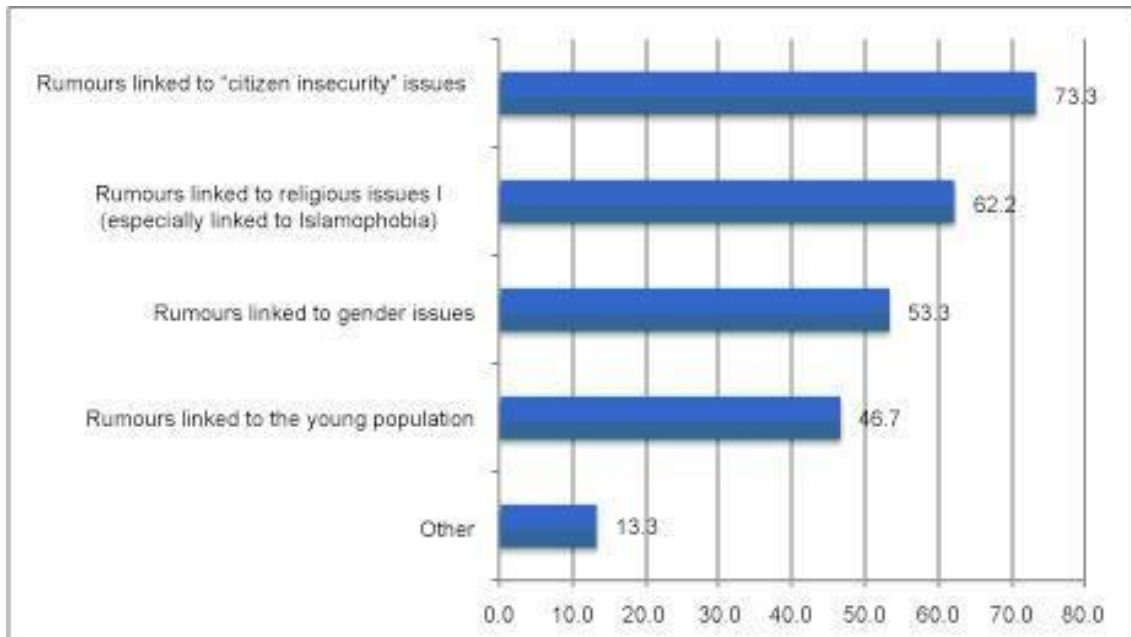
Do you think it would be useful to have an internet space where you could exchange information and experiences with other entities and individuals?



The responses showed widespread support for this space, with 70% saying they believed there was a need to create a space like this, and 25% believing it should be a priority aim. In this regard, as we will see in other chapters, the internet is a tool that has, in various ways, the potential to improve the Strategy significantly.

They were also asked about what specific measures could help to improve various aspects of the Strategy. When asked about which rumours needed to be "incorporated or worked on more intensely", the responses pointed to issues linked to "citizen insecurity" and "religious issues (particularly linked to islamophobia)".

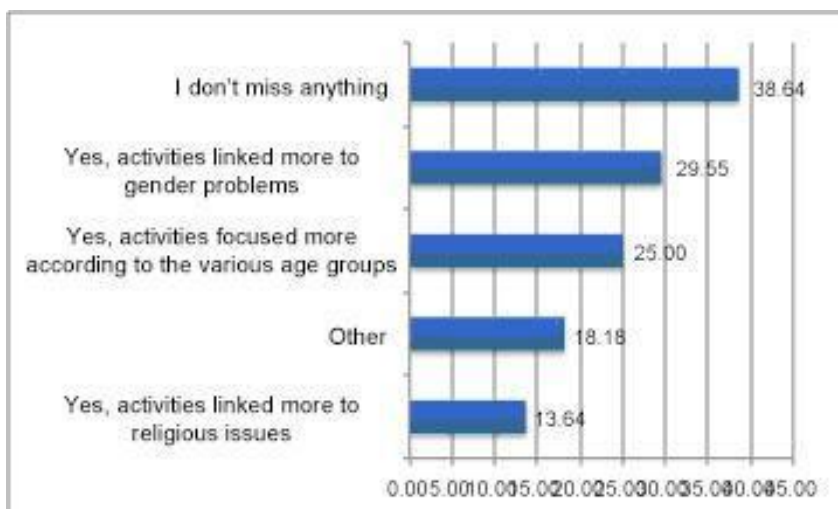
Which rumours and prejudices do you think should be incorporated or worked on more intensely by the Network?



They were also asked if they felt there were any types of activity missing from the Catalogue. The answer chosen by more respondents than any other was that there was nothing missing from the Catalogue. Given that there were other options, it seems significant that almost 40% decided that nothing was missing.

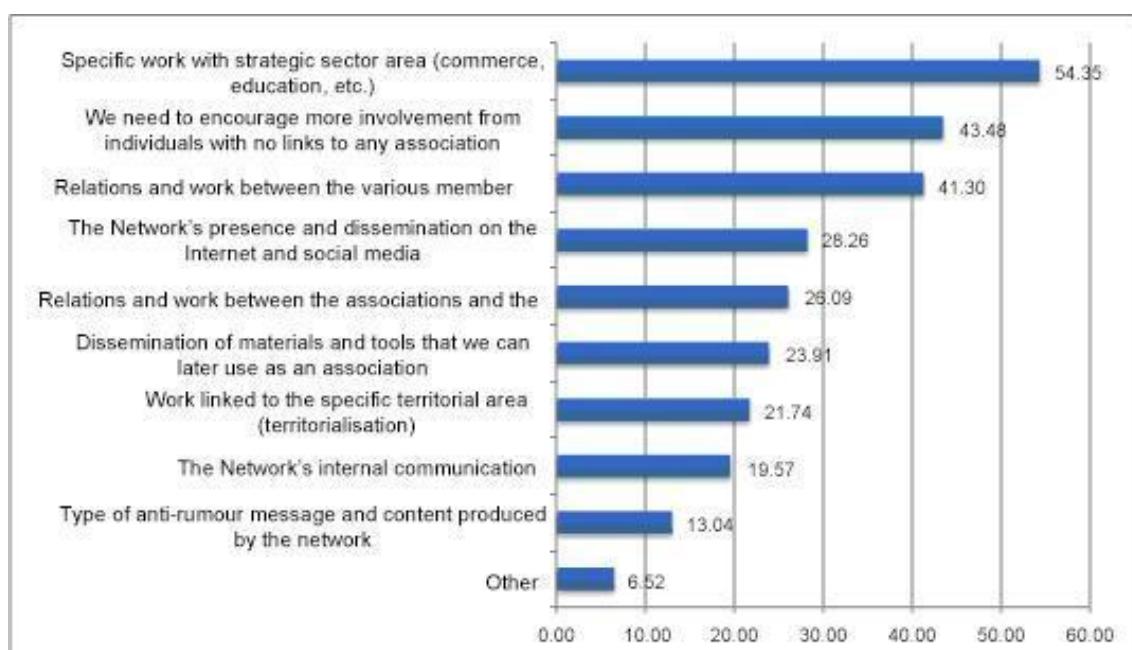
40

Do you think there are any types of activities missing from the catalogue?



Lastly, the following graph shows what aspects of the Network would need to be improved as a matter of priority. As you can see, the aspects linked to the running of the Network, (the types of messages emitted by the Network, internal communication etc.,) are highly rated and are not considered to be priorities for improvement. If we look at the middle, regarding the need to make changes, we find such issues as the relationship between the entities and the authorities as well as presence in and dissemination via the internet. And finally, we notably find three major issues: “the relationship and work between the various member entities” (41%), “increasing the involvement of individuals who are not linked to any entity” (43%) and “specific work with strategic areas” (54%). The need to step up work in arena of sectors (education, commerce, etc.,) is a constant in the various surveys and is an area the Strategy is already working on. In contrast, the other two points (the relationship between the entities and the involvement of individuals not linked to any entity) are areas that require further work, which we will address further on.

Which aspects of the Network do you think should be improved as a matter of priority (choose 3)?

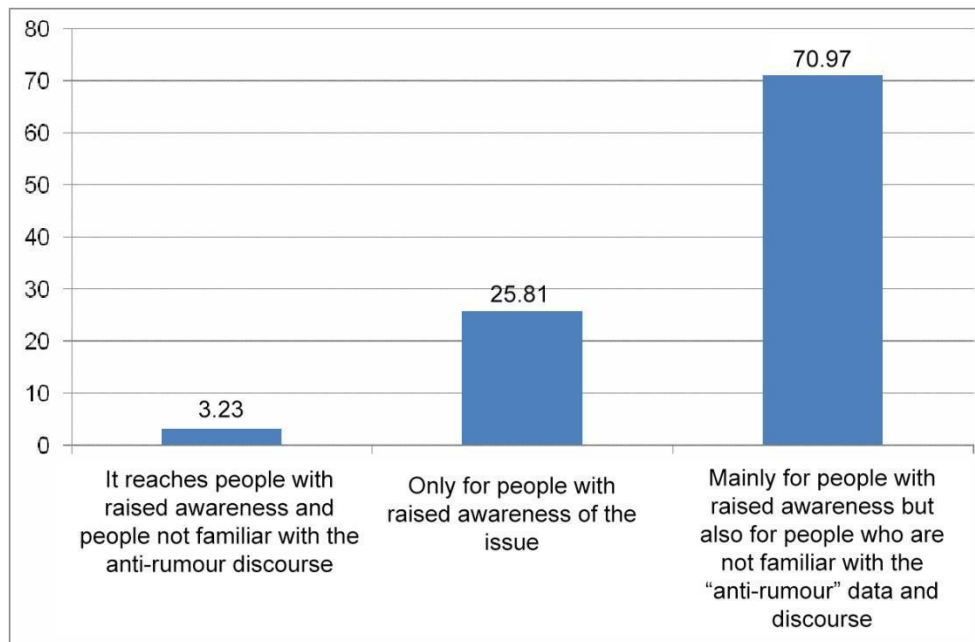


4.3. Survey with individuals that are part of the Barcelona Anti-Rumour Network

At the start of this chapter, we mentioned that the answers given by individuals were, to a large extent, similar to those given by the entities. For this reason, we have decided to focus our analysis on the survey conducted with entities that are part of the Anti-Rumour Network. However, we would like to briefly look at a couple of issues.

First, although the individuals' views on the usefulness and impact of the Strategy are similar to those of the entities, they are also more pessimistic. That is, when it comes to issues such as whether the Strategy has a high or low impact, or if it reaches people "who are not aware", the percentage of negative or pessimistic responses is always higher than it is for the entities. By way of an example, the graph below shows that the percentage for those who believe the materials "only reach people who are already aware" is 26%, while for the entities it was 7%. We think these differences need to be taken into account because, as we will see in the following chapter, the same is the case for the Agents.

What types of people do you think the initiatives and materials linked to the Network are reaching?



We should also point out that this does not mean their individual experiences have been negative. In fact, 90% of those surveyed said that they had indeed provided information and materials to individuals who had no prior knowledge of the work carried out by the Network. And that, in general, these individuals had been very receptive.

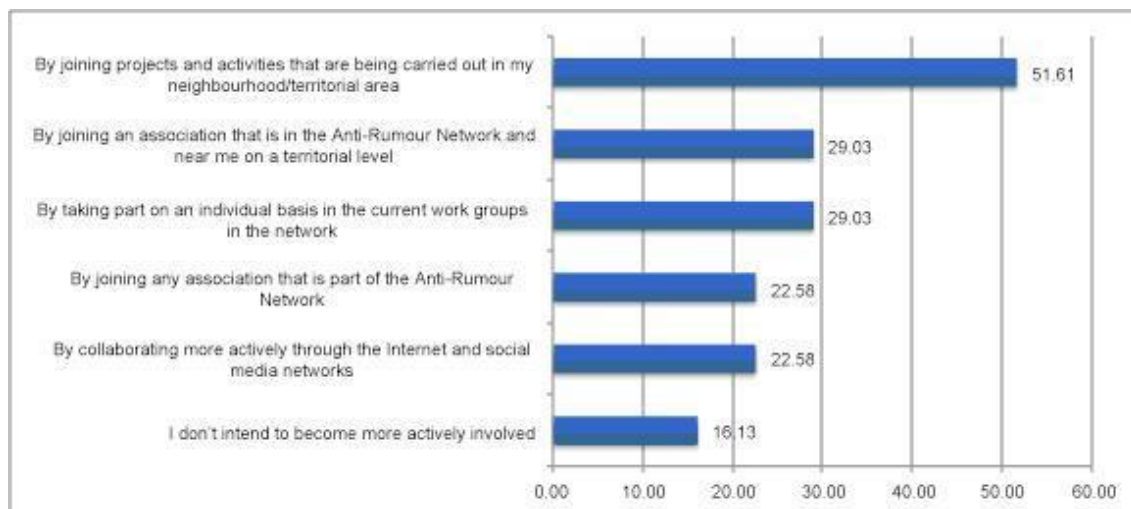
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As for news in the mass media, the results show that the individuals did not come across as many news items and used them less than the entities did. These results are similar to those for the Agents, which we will be looking at in the following chapter. As regards tools and materials, one result we find particularly striking is the low number of individuals who are aware of the Strategy's Facebook page (42%) and particularly its Twitter account (26%).

The section we are most interested includes the questions on the individuals' links with the Strategy. Asked about their relationship with the Network, 55% said they felt close to it and 10% said they felt very

close. In contrast, 26% said they did not feel very close and 10% said they did not feel connected to the Network at all. This gives us around 65% who feel close to the Network and 35% who do not. One figure that needs to be taken into account is that, when asked if they had attended any gatherings or meetings associated with the Network, some 71% said that they had and 29% said they had not. With regard to ways to strengthen and improve their relationship with the Network, as we can see in the following graph, the responses were very varied. The most striking results from our point of view are the number of individuals who chose the territorial option (52%) as a means of becoming more connected and the fact that only 16% said that they did not intend to become more actively involved with the Network.

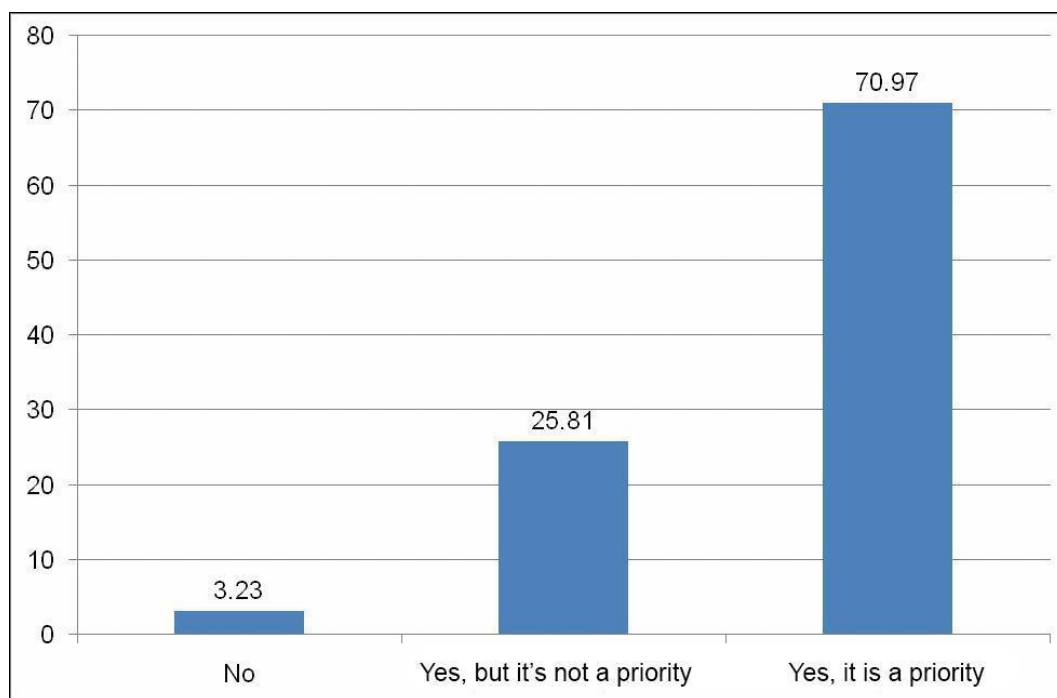
How could you improve and strengthen your relationship with the network (choose 2)?



The individuals answered two questions on potential tools for improving the links between individuals involved in the Network and with the Strategy as a whole. The options they were offered included increasing the number of face-to-face meetings between Network members and the possibility of creating an Internet space where information and experiences could be exchanged. They all agreed that

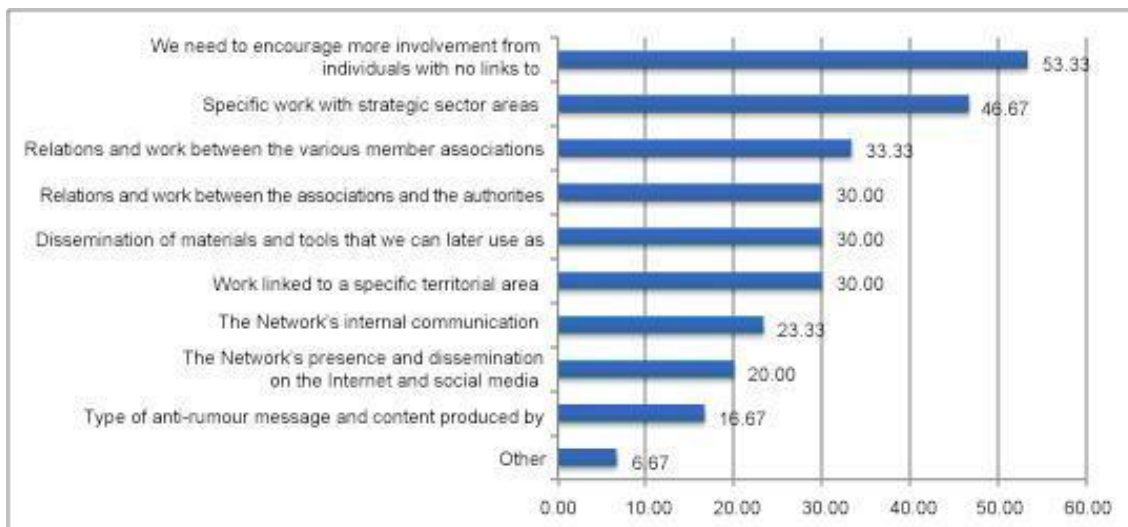
these were areas which should be improved, but what was interesting about their responses was the level of importance they gave the two options. In the case of face-to-face meetings, some 57% said they did not consider this to be a priority (probably because many of them had already taken part in face-to-face meetings). In contrast, 71% said they considered the internet to be a priority. This difference in the responses to the two options underlines the potential impact an internet space of this kind could have.

Do you think it would be useful to have an internet space where you could exchange information and experiences with other entities and individuals?



Lastly, the responses they gave concerning which areas of the Network should be improved as a matter of priority are worth taking a look at. As you can see, the most popular answer was increasing the involvement of individuals who are not linked to an entity. This is a measure that, logically, affects them directly.

Which aspects of the Network do you think should be improved as a matter of priority (choose 3)?



4.4. Conclusions on the Barcelona Anti-Rumour Network

The Barcelona Anti-Rumour Network is a distinctive and fundamental part of the Anti-Rumour Strategy. It is the instrument that has enabled the union of two essential principles for promoting the public policy that is the Anti-Rumour Strategy. That is, the willingness of a large number of entities to work on the issue of rumours in-depth and on an ongoing basis, and a public authority with the political will to prioritise this work and undertake it in a co-ordinated manner with civil society.

Based on our work, we have reached the conclusion that one of the Network's characteristics which is key to its success is its inclusivity. This network not only brings together entities who were already working on the issue in question. It has remained open and is continually growing with the clear aim of reaching those that have not previously been involved in work on this issue. The "logic" of the network is not to group together all the entities that were already working on issues linked to immigration and discrimination, but rather to bring together entities that are "willing" to work on these issues.

This is key to one of the major aims of the Anti-Rumour Strategy: to reach beyond the entities and citizens that already have an awareness of the issue.

The work carried out both through the interviews and the results of the surveys, leads us to the conclusion that the large majority of entities view the Network very positively overall. This includes the perception that it is a "useful" instrument and that the relationship between the entities and the authority, which is essential to the development of the Network, is good. Although, as we will see below, there are many nuances to these responses and criticisms when it comes to specific aspects of the Anti-Rumour Strategy and so the results need to be kept in perspective because the entities have openly expressed criticism and/or scepticism in relation to certain areas and questions, we still consider it to be important that their overall assessment is positive.

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Evaluation of the impact of the Anti-Rumour Strategy

Now it has been established that the overall evaluation is good, we are going to look at specific areas and what the entities say with regard to the functioning and impact capacity of the Strategy. The entities are a key instrument in the Strategy when it comes to disseminating materials and attempting to make an impact in dispelling or at least challenging rumours among members of the public. For this reason, the way they view their experience over time is very important. Equally, it is worth pointing out that when we talk about the impact of the strategy, it is important to be clear about what we mean by impact. From our point of view, there are two types of impact. Both are important and even complement each other. There is the external impact (on members of the public) and the internal impact (the impact on the entities themselves and their

impact on other entities). We believe that the external impact is impossible if we do not first make an internal impact.

We will begin by looking at the internal impact, as we believe this is the basis for later assessing the external impact the entities themselves have. First, it has been confirmed that before the Strategy was launched, there were a few entities that were already holding an internal debate on the truth behind rumours about the immigrant population. And the Strategy has helped to resolve these debates. Although it is a minority phenomenon (15% of the entities say they have put a stop to the spreading of rumours within their organisation thanks to the Strategy), it is important for two reasons. On the one hand, because it shows the extent to which rumours are capable of spreading even within social organisations that, theoretically, are working to eradicate the spreading of rumours that affect citizens' ability to live alongside one another. And on the other hand, because when it comes to spreading and legitimising rumours, the person spreading the rumours is key. For this reason, if entities, or members of those entities, give credibility to the rumours, these rumours gain credibility in the eyes of those around them. Therefore, putting a stop to the spread of rumours within the entities, even if it affects only a small number of entities, is a key part of the overall strategy to combat rumours.

Second, some 52% of entities say they have added the issue of rumours to their work agenda. From our viewpoint, this is the most significant piece of data. It implies that many of the entities that have joined the Network did not have this issue as one of their lines of work. Furthermore, the main aim of a policy like this is not for the city's entities to carry out one-off or isolated activities around rumours. The aim is for them to incorporate it into their work agenda and, in the medium and long term, for them to tackle this issue

independently. This data demonstrates the importance of the "inclusivity" of the Strategy, which we referred to at the start of the conclusions.

Lastly, some 76% of the entities say it has been useful to have a set of "clear" tools and materials for helping to combat rumours. This, more predictable, piece of data confirms that the main effect of the Strategy on the entities is to increase their capacity and resources for tackling a phenomenon that, up to now, they did not have a means of tackling. In short, we believe that the impact of the Strategy on the entities themselves has been quite significant. This is an important fact in itself and is essential in ensuring the entities are able to make an external impact.

Below we list the main conclusions with regard to the external impact. First of all, we find that the majority of entities believe the Strategy has a "considerable" impact (73%) but only 7% consider its impact to be "high" and 20% believe it is "low". Likewise, although the majority (68%) believe that the strategy does have the capacity to reach, and provide information to people who "participate in and spread rumours" about the immigrant population, when asked who the materials and information mainly reach, a clear majority believe it is "mainly people who are already aware but also people who are unfamiliar with the information and the discourse" (80%). We can therefore conclude that the entities' response to the question about whether the Strategy has an impact in the effort to combat rumours could be characterised as "yes, but with nuances".

The conclusion we have reached is that, based on the years of experience the entities have disseminating the Anti-Rumour Strategy, they do believe the strategy has an impact and that it does reach people who participate in and spread rumours. This is an important

fact as it takes us away from the idea that the Strategy is only having an impact in certain social circles. That is, its materials and information are always circulated among the same group of entities and individuals. However, the second part of the conclusion would be that the entities seem to believe that the Strategy does not have the impact it should have or that they would like it to have.

To ascertain what the entities think about the dissemination and impact of the strategy, we asked them about a number of areas of impact. The data presented in this chapter show that the workplace is the place where entities believe the strategy has an effective impact. Although this is important in itself, it is difficult to reach a clear conclusion as to why this might be the case. Equally, from our point of view, we consider the results with regard to the internet as a space for interaction to be important. This is the only space where the perception of effectiveness is higher than its use. That is, it seems that many entities are not using the internet as a tool to combat rumours but they perceive it to be a space where work can be carried out very effectively. In this regard, it is worth bearing in mind that the Strategy's Facebook and Twitter profiles received low percentages in both awareness of their existence and use. And also, that the option of having an internet space where information and experiences can be exchanged was extremely popular with respondents. These indicators lead us to conclude that the internet is an area that should be looked into as a matter of priority, to make the impact of the Strategy more effective.

One question we have tried to address through the survey is whether or not there are differences between the impact the entities believe the Strategy has as a whole and their own experiences in this respect. So with regard to their own experience, we found that 91% say they have provided materials and tools to people who had no previous

knowledge of the Strategy. Also, according to the entities, this has had a very positive impact as the vast majority of the recipients were very receptive to the information provided. Furthermore, 80% of the entities said they had come across members of the public who had already received information and materials from the Strategy from sources other than themselves. In this regard, their perception seemed to be that the effectiveness of their own work was greater than the effectiveness of the Strategy as a whole.

Evaluation of tools and materials associated with the Strategy

Beyond the impact (external and internal) we are able to reach some preliminary conclusions about the use of and opinions on the tools and materials promoted by the Anti-Rumour Strategy. Note the low levels of use of the various tools in comparison to the level of awareness of them. There is a difference of around 60% between awareness levels of the tools and their use¹². We need to understand the reasons for this difference so we can find ways of improving the Strategy. As for awareness of the set of tools associated with the Strategy, the most striking result is the low level of awareness of the Strategy's Twitter and Facebook profiles. Even more so if we consider that the entities often have their own social network profiles. Social networks could be used as a means of everyday interaction between the various entities and between the entities and the Strategy. They could even become a central space for gathering and disseminating material to be distributed via social networks. As we already mentioned, the internet is a space with a great deal of potential that needs to be further explored for the future of the strategy.

¹² We considered the possibility that they might not have fully understood the question or, more likely, the response options.

Given their importance and impact, we have specifically addressed the entities' opinions on the Activities Catalogue and the mass media. As regards the Catalogue, most of the entities believed that the activities were positive and useful for combating rumours. However, the question we consider to be the most interesting is "who do the activities from the Catalogue reach". What is most significant here is that although, as for the Strategy as a whole, it is believed that they "particularly reach people who are already aware, but also those who are not aware" (70%), a significant percentage believe that "they are especially useful for reaching people who are not aware" (23%). Therefore, the Activities Catalogue is a tool that could be particularly useful when it comes to reaching beyond the circles of people who already have an awareness of the issue. We will need to wait and see the opinions detailed in the chapter specifically about the Activities Catalogue to confirm or refute this assertion.

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With regard to the mass media, we found that news items that appeared in the press were widely used to disseminate the Strategy and to combat rumours. The data also show that the new items that appeared in local or neighbourhood media were more widely used and were therefore, in principle, more useful to entities disseminating the strategy.

Ways to improve the Strategy

The results of the evaluation clearly show a need to reinforce and improve the relationship between the entities in the Network and the exchange of information between them. Our key conclusion is that the main way to make improvements for the entities is to improve the interaction and exchange of information between the entities and individuals. This means that, beyond the relationship between the

authority and the entities, which is rated very highly, the channels for interaction between the other players involved in the Network (individuals and entities) are somewhat dysfunctional¹³.

The figures also show a clear wish to increase the level of contact between the entities and for this to be both in person and online. Equally and quite significantly, there is a clear commitment to making this a means of direct contact between the entities. This means the authority would play the role of facilitator for the meetings but it would need to avoid formats in which the entities were simply passive Agents and the exchange of information was mostly one-directional from the authority to the entities.

The difficulty the individuals and entities in the Network have when it comes to exchanging information and experiences directly among themselves links in with the debate about the level of autonomy the entities have to act and their relationship with the authorities. A lack of means for communication between them reinforces the city council's role as a central node and makes it difficult for them to act independently. It is hard for the entities to act independently if they are completely alone and have no means of communicating with other entities and exchanging information. Therefore, to achieve true autonomy, the entities and individuals need to feel that they have the tools and communication channels required to get together with other entities and individuals when they need to.

¹³ Note that there is a database through which the entities in the Barcelona Anti-Rumour Network can communicate and connect with each other

5. The Anti-Rumour Agents

Below we examine the Anti-Rumour Agents, a role which is promoted as part of the Barcelona Anti-Rumour Strategy. The chapter is divided into three sections. In the first section we analyse the post and training of Agents. This includes the purpose of the training, the types of people who are trained as Anti-Rumour Agents, etc. Following this, we go on to analyse the results of the survey completed by the Agents who have already received their training. Then in the third and final section of this chapter we draw conclusions based on the information given in the previous two sections.

5.1. The Training of the Anti-Rumour Agents

Since May 2010, the Barcelona Anti-Rumour Strategy has been offering a free course to train Anti-Rumour Agents entitled

"Interculturality: a response to rumours and stereotypes". The format and duration of the training has evolved over time, based on needs identified and lessons learned from the training itself. From the time the training was launched up until the end of 2012, some 910 people had enrolled on the training course, of which 665 had received an Anti-Rumour Agent certificate. The difference in numbers is explained by the fact that only those who attend three of the four training sessions receive a certificate. There have been 35 editions of the training programme since 2010. The number of people who enrolled on the programme in the three years mentioned are as follows: 243; 357 and 310¹⁴.

The City Council say that the training is mainly aimed at people who subsequently want to get involved with the Barcelona Anti-Rumour

¹⁴ The data and content presented in this section are taken from the "2012 Anti-Rumour Training Report".

Strategy. That is, they wish to maintain a link between the Agents trained and the Anti-Rumour Strategy. As we will see, this is an aspect that has been widely addressed in the Agents' survey. With regard to the aims of the training itself, as indicated in the "2012 Anti-Rumour Training Report", these are as follows:

- ✓ To think about concepts such as culture, diversity and intercultural relations
- ✓ To analyse the processes of creating and reinforcing stereotypes, rumours and prejudices
- ✓ To provide tools for managing and addressing stereotypes and rumours
- ✓ To acquire the basic work tools for collaborating with the Barcelona Anti-Rumour Strategy/Barcelona Anti-Rumour Network on an individual basis and/or as an entity/service.

The city council also wants the training to ensure the Agents are capable of intervening effectively in various contexts. Specifically, they point to four specific and distinctive areas of action and awareness-raising. These are: "interpersonal dialogue, within the entity they belong to, with the mass media and networking".

As we said at the start of the section, the training has been extended and modified in accordance with the needs identified over time. In 2012, steps were taken towards the aim of introducing more specialised training (specific training for teachers, professionals from the health care sector, etc.,) and some practical modules that would enable the theoretical knowledge acquired through the training to be put into practice (a request made by the participants in the early training modules). As detailed in the "2012 Report", the changes to the training introduced in 2012 had the following aims:

- ✓ To go into more detail in the section on practical tools, particularly the use of networks/internet, producing projects and interpersonal dialogue.
- ✓ To emphasise the link between the Barcelona Anti-Rumour Network and the trained Agents.
- ✓ To move towards a "trainer or trainers" model, to give the trained Agents the autonomy to train other people interested in receiving training.
- ✓ To take into account the territory and its current situation when offering training of this nature.
- ✓ To reach key sectors, such as commerce, education, health, etc., sectors that play a fundamental role in achieving the aim of dispelling rumours and stereotypes in the city of Barcelona.

Profile and evolution

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Below we look at the way the profile of the Agents evolved between 2010 and 2012¹⁵. As we already mentioned, during this time some 910 people enrolled on the training programmes, of which 665 received the Anti-Rumour Agent certificate. The purpose of this section is not to go through all the available information on these, but rather to highlight the information we consider to be pertinent for the purpose of this report.

As regards the socio-demographic variables of the Agents, it is notable that women account for the vast majority of people who have received training. In 2012, women accounted for 81% of all people trained.

In the previous years, the percentage was as high as 91%. In this regard, despite the slight increase in the number of men who have received training, there is still a marked imbalance in this variable.

¹⁵ Data taken from the "2012 Anti-Rumour Training Report".

With regard to the age of the participants, in 2010 and 2011, the average age was between 40-45 years, but in 2012 this fell to around 35 owing to an increase in the number of students taking part in the training.

Another interesting aspect is the nationality of the participants. Here there are two points worth highlighting. First, although there has been a gradual increase in the number of non-Spanish participants (5% at the start and 15% in 2012), Spanish nationals still account for the majority of participants. This is something of a problem if we bear in mind that one of the aims of the 2012-2014 Action Plan is to reach the immigrant population to tackle the rumours that circulate among this population group. Second, the increase in the number of non-Spanish national participants is mainly down to the participation of people from South American countries with almost no participation from other nationalities with a significant presence in the city of Barcelona or Catalonia. These countries include Morocco, China, Pakistan and various Eastern European countries. This factor needs to be taken into account and will be addressed in the conclusions at the end of this chapter.

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The forms for gathering information on the Anti-Rumour Agents include a series of questions linked to the Agents' "background" (professional, territorial, etc.,) which we believe to be a source of valuable information. First, with regard to the professional profile of the Agents, there has been a shift from a rather homogeneous profile (people linked to the field of "social work") to a more diverse range of backgrounds, including people linked to international co-operation, work with the elderly, lawyers, journalists, nurses, teachers, etc. Furthermore, at the start, approximately 90% of the people receiving training were linked in one way or another to an entity or organisation and since then there has been a gradual increase in the number of

people taking part in a personal capacity. Lastly, in 2012, there was a significant increase in demand from people from outside the city of Barcelona, who accounted for 34% of the total in that year. Also in 2012, and most likely linked to the increase in numbers from outside Barcelona city, there was an increase of more than 50% in the number of applicants wishing to enrol on the courses. And perhaps more interestingly, the people from outside Barcelona tend to be linked to an entity or organisation, while the number of people from within the city who are not connected to associations or organisations continues to increase.

We are therefore witnessing two dynamics: a growth in the presence of people from outside Barcelona on the courses, who tend to fit the traditional profile (the profile from the start of the Strategy) and, at the same time, a diversification in the types of people from the city of Barcelona enrolling on the courses. What is happening in Barcelona could be seen as a sign of the "maturity" of the strategy, as this change in profile shows the strategy's capacity to reach people outside the "traditional" profile. This also has implications with regard to the possible links between the Agents and the Strategy. If there are increasing numbers of Agents not linked to entities, it is more important to create the means of linking those Agents to the Strategy which do not involve the traditional entities.

5.2. Anti-Rumour Agent Survey

78 Anti-Rumour Agents answered the survey. Again, as in the survey conducted with entities in the Network, a selection of questions and graphs are presented based on criteria of interest. All the questions and graphs can be found in Annexe 2. Likewise, although the survey is mainly about the figure of the Anti-Rumour Agent and what their role

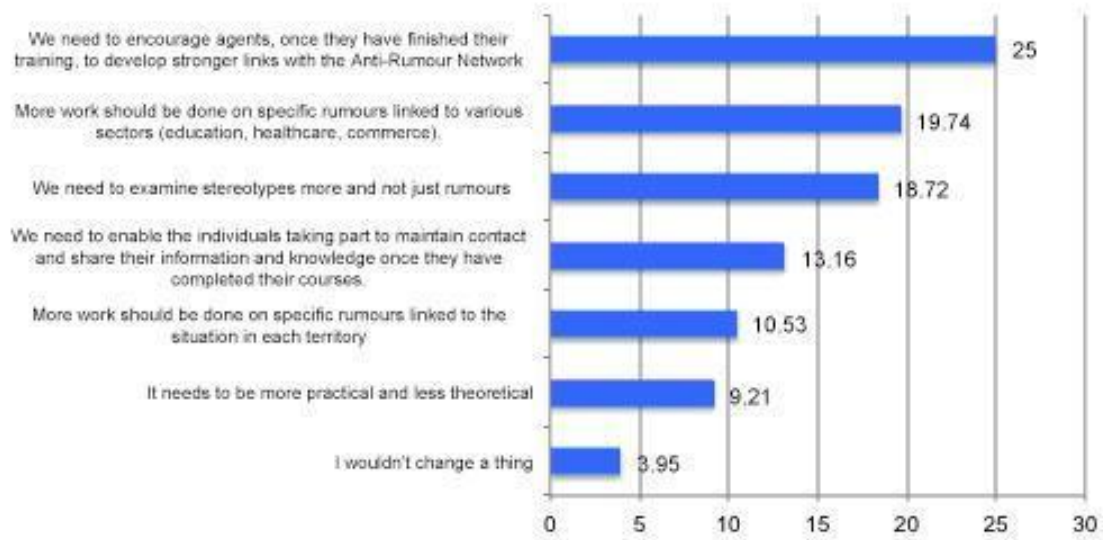
is, it also asks the Agents their opinion on aspects of the Strategy as a whole.

Evaluation of training and links to the Anti-Rumour Network

The first set of questions we are going to analyse address the Anti-Rumour Agents' opinions on the training courses. First of all, some 51% rated them as positive and 46% as very positive. With regard to the "usefulness" of the training received when applied to their day-to-day lives, 59% considered it to be useful, 29% very useful and 12% considered it to be "not very useful" (none considered it to be not at all useful). This, therefore, gives us a very positive initial assessment of the training and its application in the day to day lives of the Agents.

However, despite these good ratings, when asked about the possibility of introducing changes to the training, a significant percentage of those surveyed said that changes should be introduced (although none said the training should be "completely reformulated"). So, 68% said they thought certain aspects of the training needed to be changed while 32% thought it should be left the way it is now. Once we had ascertained an interest in making certain changes, we asked them what aspects of the training they would change (they were able to choose just two options from the list).

What aspects would you change (choose 2)?



The most popular option was "reinforcing the link with the Anti-Rumour Network once the Agents have completed their training". In this regard, it is notable that the main contribution, or criticism, made by the Agents has nothing to do with the content of the training itself, but rather with the role of the Agents once they have received their training and their relationship with the Strategy as a whole. More so if we take into account the fact that the fourth most popular option also referred to aspects following the training, relating to the Agents' links (the statement is as follows: "It should enable the individual participants to stay in contact with each other and share information and knowledge once the courses have finished").

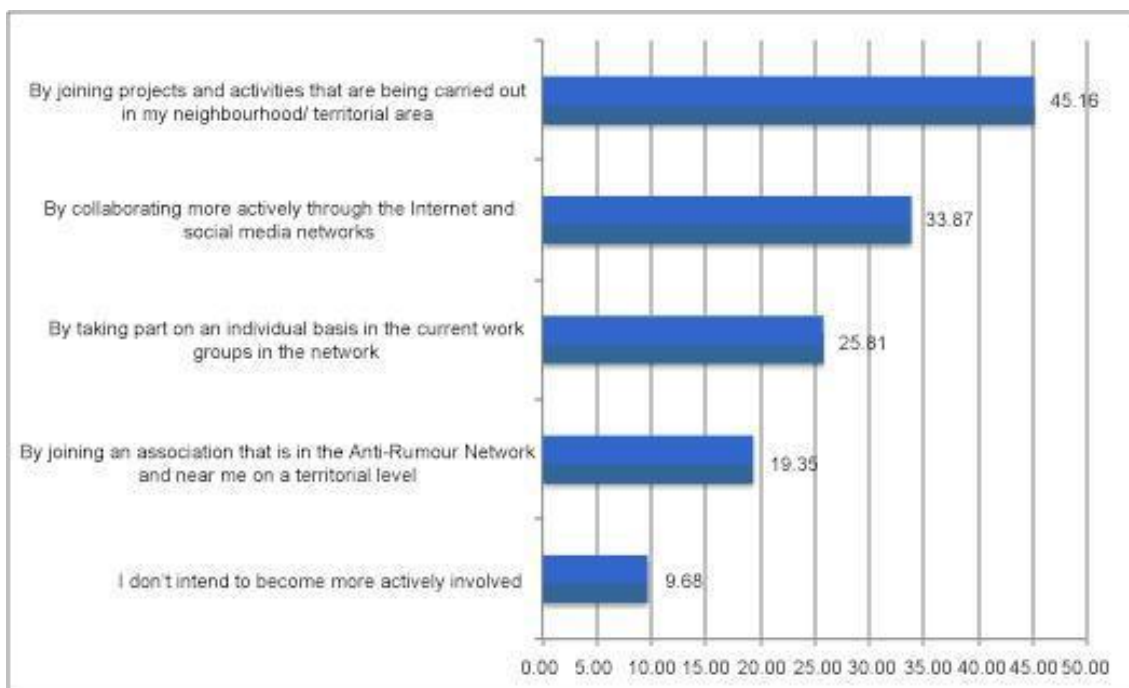
Given that, during the first stage of the evaluation, the links following the completion of the training were identified as being a significant issue, it was decided to include a series of questions on this matter in the survey. First, they were asked directly about the type of relationship they have with the Network once their training is completed. According to the results, 57% said they do not feel at all (22%) or particularly (35%) connected to the Network, while 43% said they feel close (29%) or very close (14%) to the Network. This is

quite a significant percentage which we will reflect on in the conclusions at the end of this chapter.

The following two questions ask whether the Agents would like to play a more active role in the Network and, if so, what would they like this to be. With regard to the first question, 72% said they would like to play a more active role in the Network compared to 28% who said they would not. Once again, this is a very significant percentage.

When asked what type of role they would like to play, the responses are those shown in the following graph:

If so, what role would this be (choose 2)?



As regards these results, it is worth remembering that, as part of the Strategy, the plan was for the trained Agents to be linked either through an entity that belonged to the Network or as individuals formally connected to the Network. However, these two options come in third and fourth place among the preferences of the Agents. By contrast, the two most popular answers were to be linked via their

local territory and the Internet. This is a question we consider to be particularly significant and which we will look at in the conclusions.

Continuing with this theme, further questions were asked to give us a more in-depth understanding of the matter. So, when asked about the possibility of "promoting face-to-face meetings among people who have completed the training" some 79% thought this would be useful, 17% said it should be a priority and 4% said that it would not be useful. This shows that the vast majority would support this possibility. Also, when asked about what these meetings should be like, there was clear support for "meetings focused on fostering interaction and the exchange of information between Anti-Rumour Agents" (75%), far ahead of "meetings in which the Network managers provide information on what the Network does" (15%) or "meetings geared towards leisure activities" (10%). Likewise, when asked about the possibility of creating an internet space "where information and experiences can be exchanged with other individuals", 77% said this would be useful, 22% said it should be a priority and just 1% said it would not be useful. The weighting of the responses to these questions, along with the fact that they coincide to a large extent with the responses given by the Network entities analysed in the previous chapter, make this an issue that needs to be seriously considered.

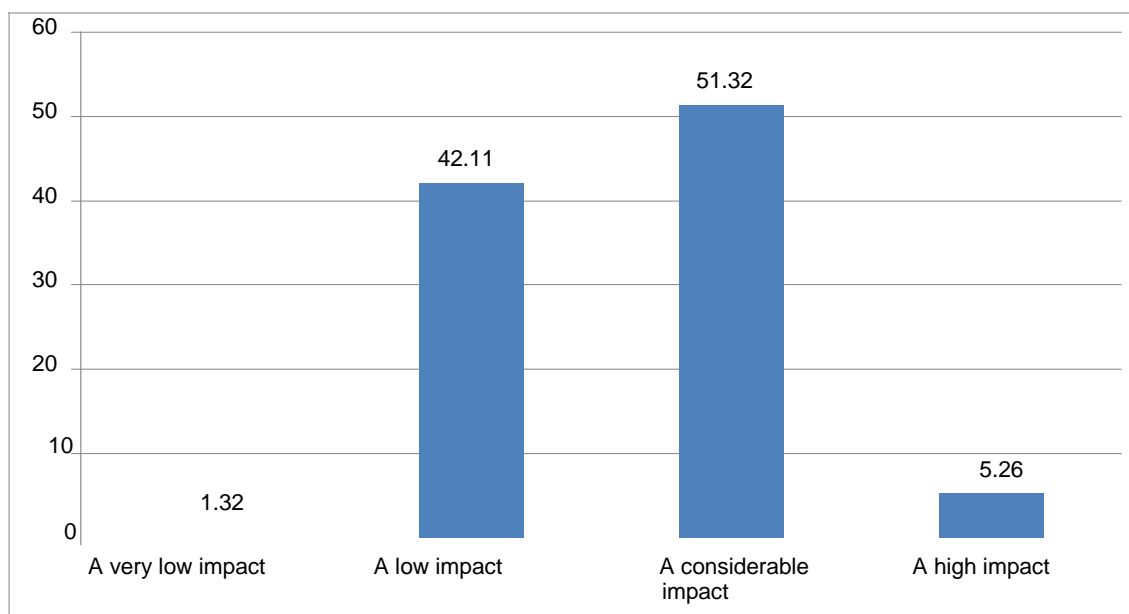
Lastly, Note that they were also asked about the "information bulletins" distributed by the Network via email, to find out whether or not they received them and whether they would be interested in receiving them had they not already. The results show that 39% were already receiving them compared to 61% who were not and that almost all of them wanted to receive the bulletins. These results clearly show the Agents' wish to increase contact and the volume of information they receive from the Strategy.

Evaluation of the Barcelona Anti-Rumour Strategy and its impact

Beyond finding out their opinion on their training as Anti-Rumour Agents, we were interested in discovering their opinions on the Barcelona Anti-Rumour Strategy itself. When asked for their opinion of the Network, 51% rated it as positive, 46% rated it as very positive and only 3% gave a negative rating. With regard to how useful it is as a means of “disseminating information and discourses that could help to dispel rumours”, 59% considered it to be useful, 29% said it was very useful and 12% said it was not very useful. As in the case of entities belonging to the Network, this is a clearly positive rating.

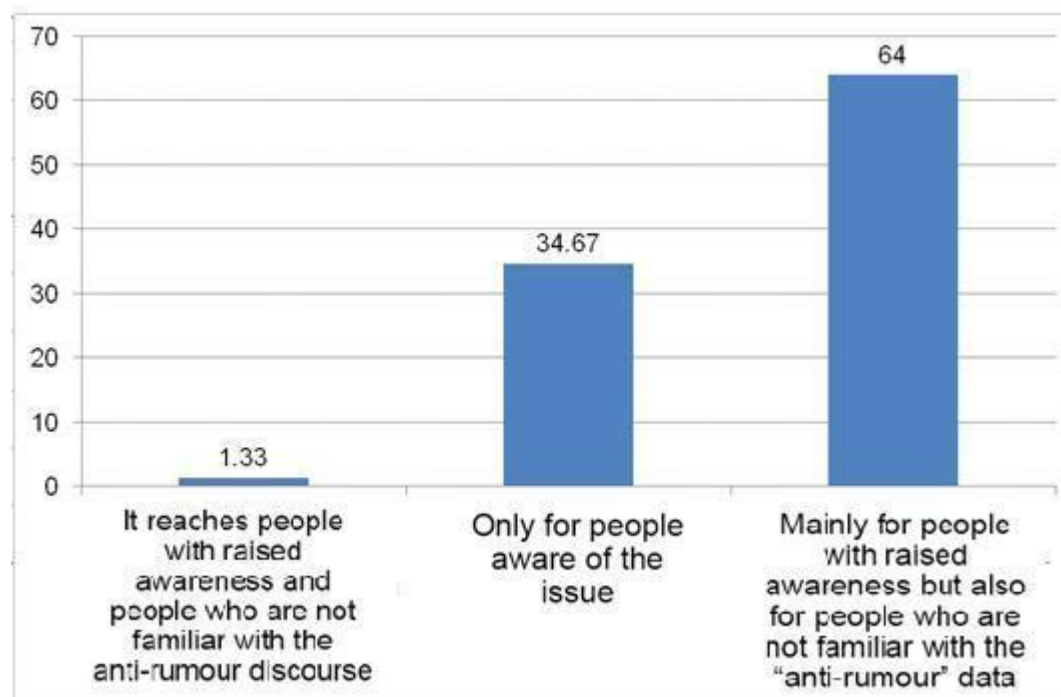
When asked about the “impact the strategy has in dispelling rumours about immigration”, 56% said it had a “considerable” (51%) or “high” (5%) impact while 43% thought it had a low (42%) or very low (1%) impact. Here we see a greater division in opinion, although the majority do think the strategy has an impact when it comes to dispelling rumours.

Generally speaking, what kind of an impact do you think the strategy has in dispelling rumours about immigration?



As in the survey conducted with the Network entities, a series of questions were asked about the Strategy's capacity to reach people who were likely to believe and spread rumours. When asked if they thought the strategy materials and information reached people who "participate in and spread rumours", 63% said "yes, it does" and 37% said "No". To delve a bit deeper, they were asked what "type of people" they believed the strategy materials and information mainly reached. The answers were as follows:

What types of people do you think the initiatives and materials linked to the Network are reaching?



As we can see, 64% think they "mainly reach people who are already aware but also reach people who are not familiar with the anti-rumour information and discourse", 35% think they "only reach people who were already aware of the issue" and 1% said they "reach people who are already aware and those who are not in equal numbers". It is significant that these answers suggest a more pessimistic view of the impact of the Strategy than those given by the entities belonging to

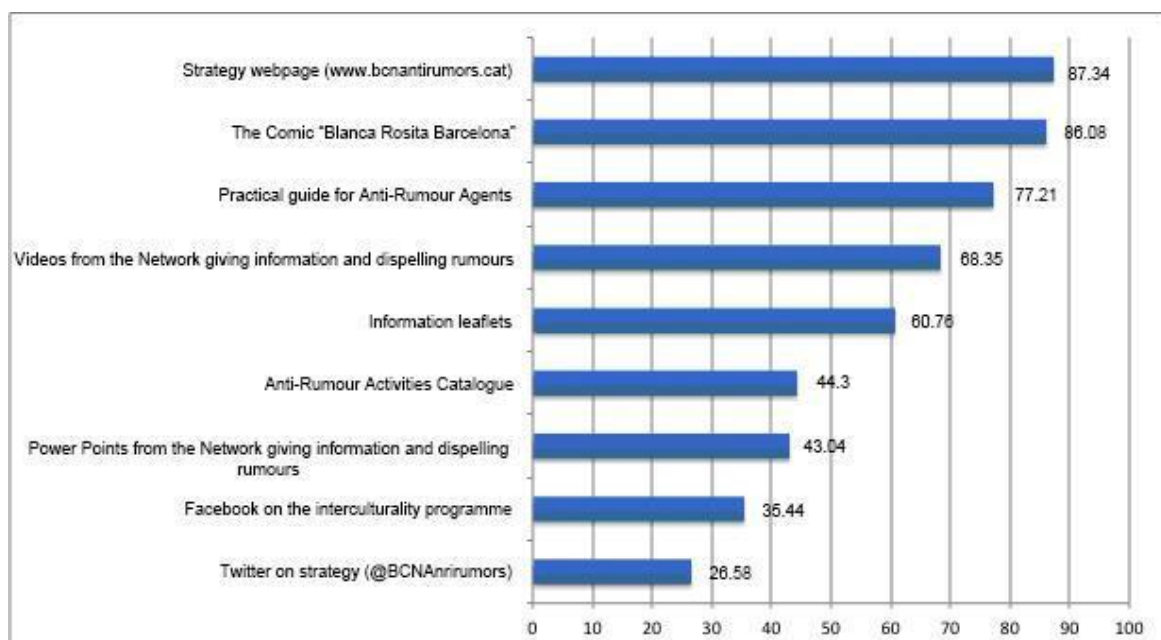
the Network. However, Note that when they were asked about their own experience, the vast majority (88%) said they had given materials and information to people who had no previous knowledge of or links to the Strategy. This difference in the perception of the effectiveness of the Network as a whole as compared to their own individual experience, raises a few questions which we will address further on.

The Network materials and dissemination tools

As with the entities belonging to the Barcelona Anti-Rumour Network, we were interested in finding out the extent to which the Agents were aware of the Network's materials and dissemination tools and whether or not they used them. First, they were asked which Network resources they were aware of and the results were as follows:

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Which of the following Network resources are you aware of?

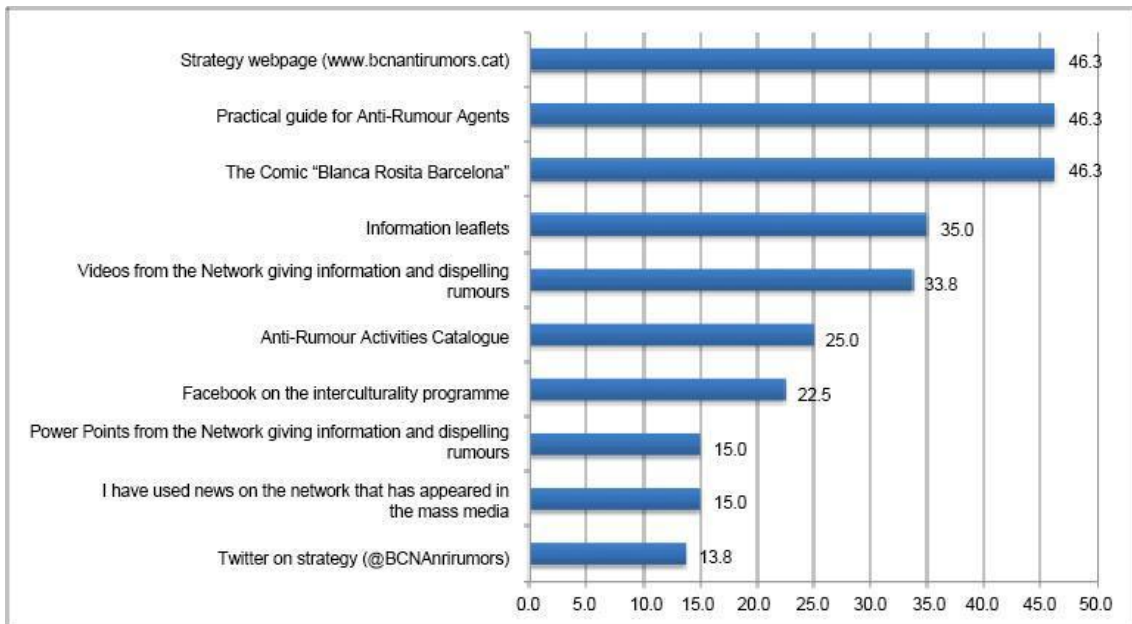


Worth noting is the large number of Agents who were familiar with the strategy's web page and the comic "Blanca Rosita Barcelona". It is

also surprising that "only" 77% said they knew about the "Practical guide for Anti-Rumour Agents", as this implied that 23% were not aware of the basic tool designed to help them in their role as Anti-Rumour Agents. Also worth noting is the lack of awareness of the strategy's Facebook and Twitter accounts. The high percentage of Agents familiar with the web page (87%) shows that it is not a problem of internet access. Similarly, if we consider that Facebook and Twitter are two tools which can be used for receiving information and interacting on a day-to-day basis and that, previously, those surveyed had stated in large numbers that they viewed the internet as a space which should be promoted as a communication channel for Agents and that they want more contact with the Strategy, we can only conclude that we have identified low levels of use of one of the tools with the greatest potential.

As regards the use of these tools as a means of helping to dispel rumours, the following graph shows that the percentage for use is considerably lower than that for awareness of the tools. However, it is striking that the percentages of Agents who use the tools are considerably higher than those of the Entities for this same question. There are no significant differences between the levels of awareness and levels of use of the various tools and resources. Also, as to social networks, it is interesting that use of Facebook is much higher, while Twitter remains in last place.

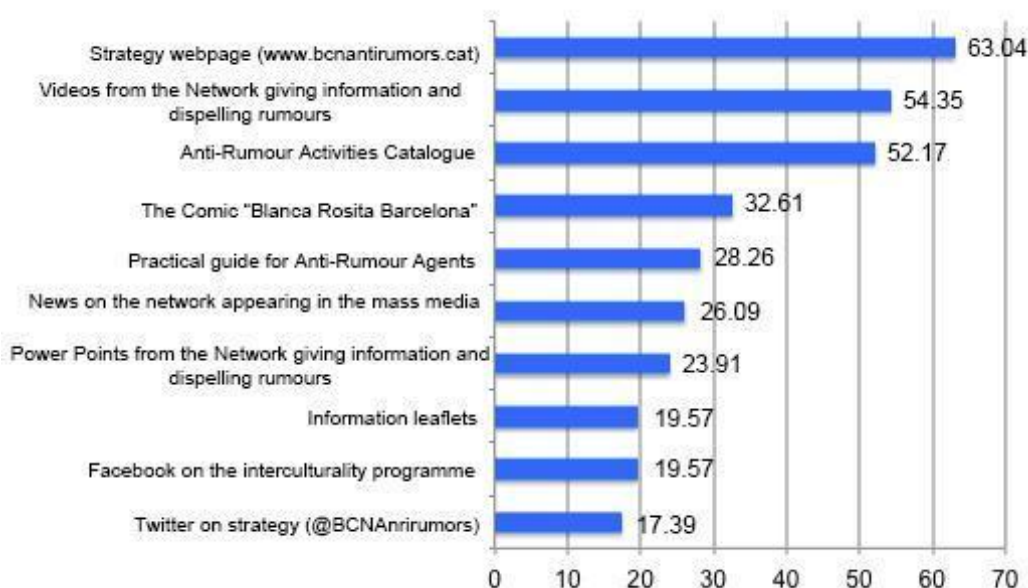
Have you used these tools to disseminate information and counteract rumours?



As for questions on the usefulness of the tools (here respondents could only choose three), videos notably took up a much higher place while power points and the comic "Blanca Rosita Barcelona" were much lower down the list. As for the rest, there are no real variations in their position in relation to the results show in previous graphs.

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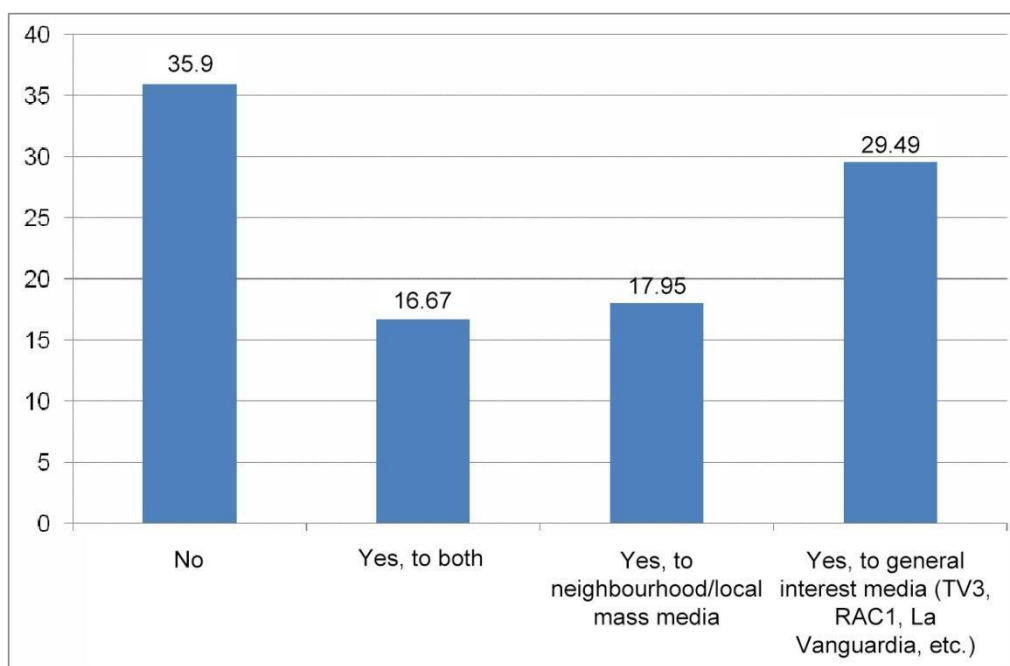
Which do you think are the most useful (choose 3)?



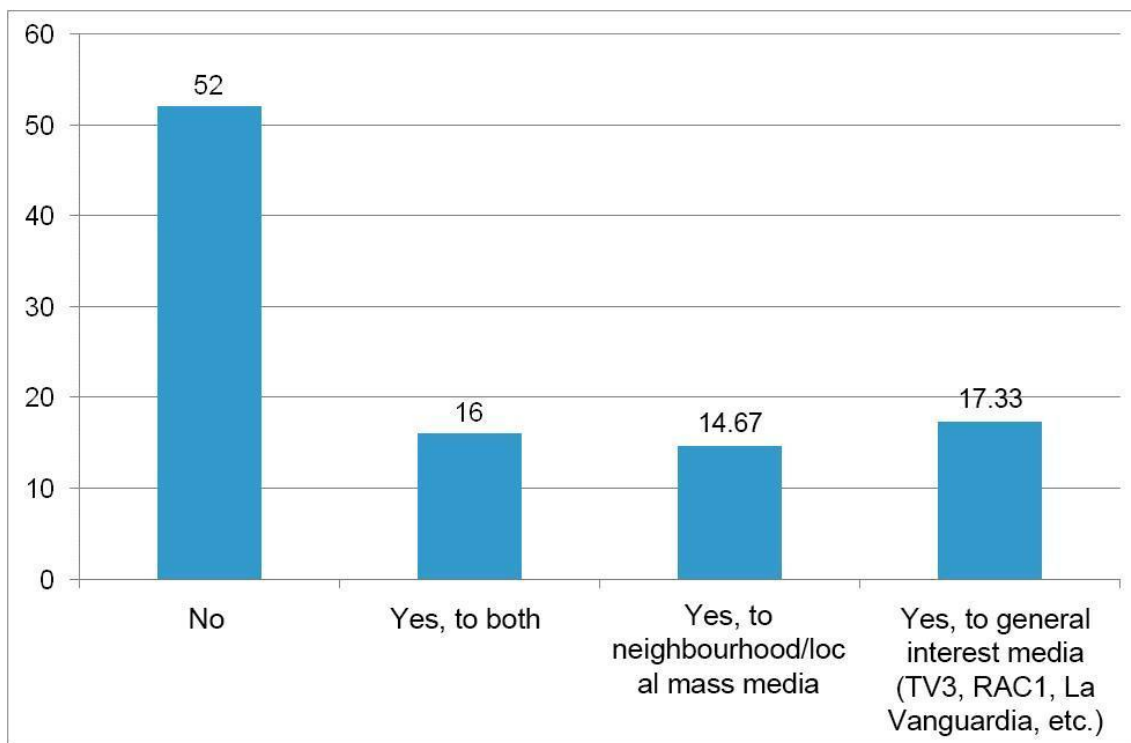
As with the Entities and Individuals belonging to the Network, we wanted to ask the Agents specific questions about the mass media. That is, if they had seen or read news associated with the Network and if they had used this news to counteract rumours. The results show that 64% said they had come across news associated with the Network and 34% said they had never come across such news. In contrast, in its use, the numbers are reversed with 52% saying they have never used these news items to help counteract rumours and 48% saying that they have.

It is interesting to take a look at the distribution between local-neighbourhood news and general news. Below are two graphs: one shows the percentage for news associated with the Strategy which they have seen or read and the other shows the extent to which this news has been used (divided into local media, general media and the two together).

Have you seen or read news about the Network in the mass media?



Have you used these news items to disseminate information and dispel rumours?



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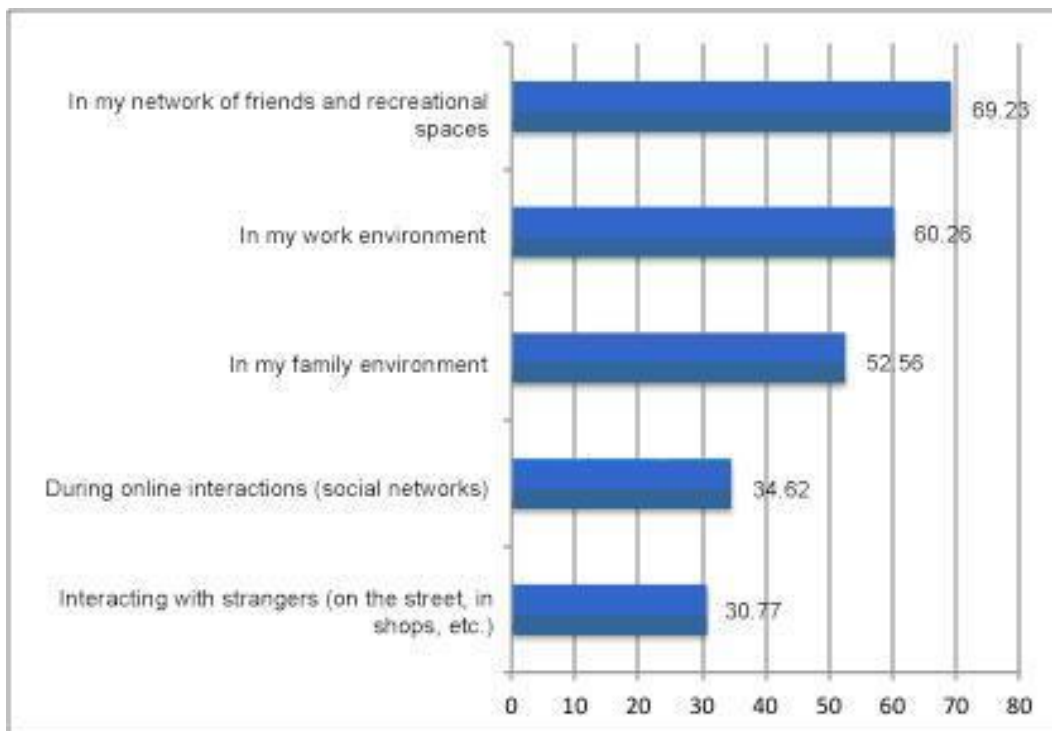
With regard to the results shown in these two graphs, we see that a higher number of Agents have found news about the Strategy in the general media (around 30%). It is interesting to note that this is the reverse of the results for the entities where a slight majority had come across news in the local media. However, in dissemination, the percentage of Agents who have made use of the news from the general media is considerably lower (17%) with about the same percentage as the local media. This means that the Agents come across more news in the general media but make proportionally little use of it.

Another point of interest is finding out specifically which settings the Anti-Rumour Agents have intervened in. When asked about the settings in which they have intervened, 69% said "friendship networks and leisure spaces", and 60% said "the workplace", 53% said their

"family setting" and 35% said "Internet-based interactions" and 31% with strangers.

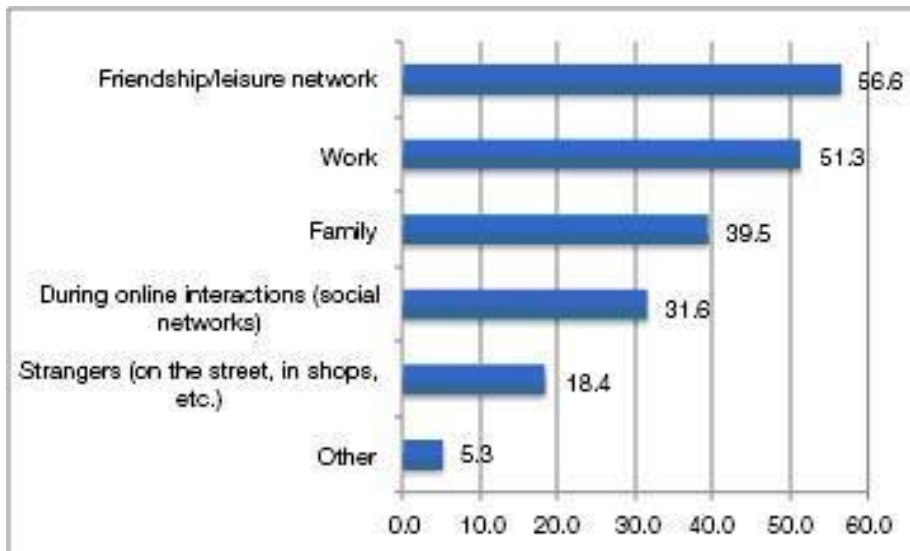
What is notable is that while for the entities the workplace was the responses environment par excellence, in the case of the Agents, it is the friendship networks and leisure spaces (although the workplace is in second place). Also worth noting is the fact that, although the options "internet-based interactions" and "with strangers" get the lowest percentages, their weight is greater than it is for the entities.

In general, in which settings have you intervened, offering opinions and information to help dispel rumours?



As well as finding out which settings the Agents have tried to act in, to dispel rumours, we were also interested in finding out what their experience of these responses was like. So, when asked in which settings they believed their attempts to provide information and opinions to help dispel rumours had been most effective, the results were as follows.

Based on your experience, in which 2 settings do you believe that providing information and opinions to help dispel rumours is most effective (choose 2)?



The order indicated is the same as the one in the previous graph. That is, "friendships and leisure networks" and the "workplace" are the first and second most popular options followed by the "family setting" and the "internet". Finally, interactions with strangers are in last place, showing the particular difficulties of intervening in these settings.

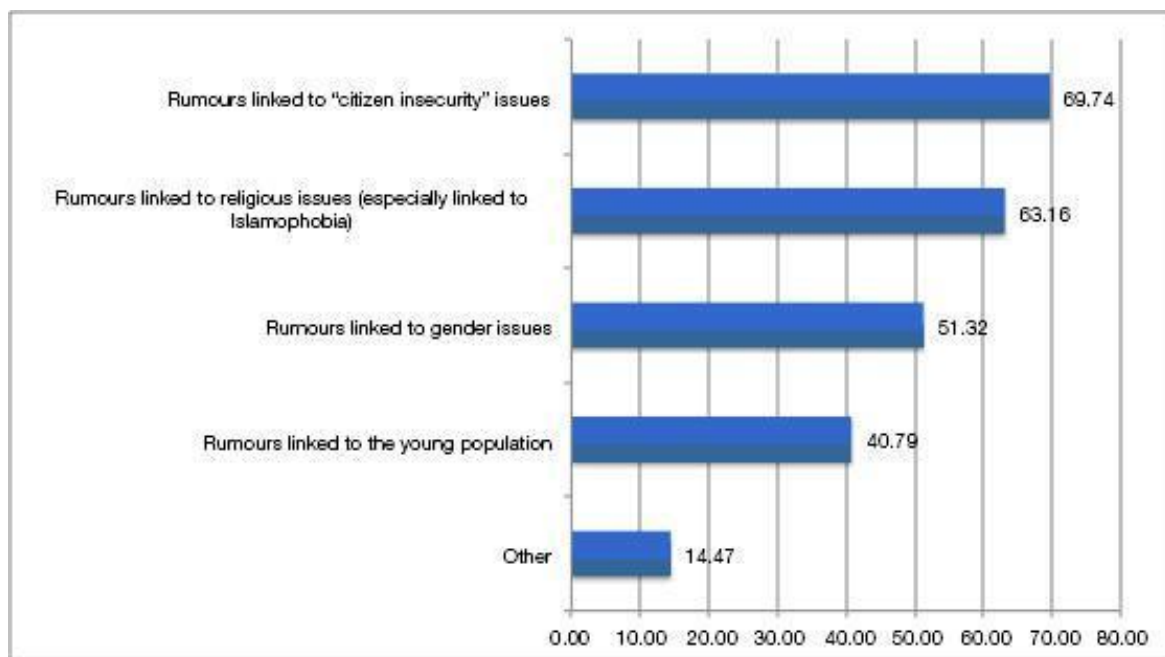
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To find out more about the type of impact the Agents are having, they were asked another type of question. They were asked, if they had offered materials and information to people who had no previous knowledge or links with the Strategy, then how these people had reacted. 50% said that "in general, they had been receptive but in some cases they had not", 27% said that "the vast majority had been receptive" and 23% said that "in general, they had not been receptive". Also, when they were asked if they had come across people who had heard about the Network or had received materials or information produced by the Network from sources other than themselves, most respondents said that they had. A total of 48% said

they had come across a few such cases, 27% said they had come across quite a few cases and 3% said they had come across many cases. In contrast, only 23% said they had never come across people who, according to them, had had any contact with the Network and its materials.

Lastly, and with a view to improving the work carried out by the Network, they were asked about which rumours they thought should be included or worked on more intensely. As with the entities, most respondents chose rumours linked to issues of "citizen insecurity" (70%) and 63% chose rumours linked to religious issues (particularly islamophobia).

Which rumours and prejudices do you think should be included or worked on more intensely by the Network?



5.3. Conclusions on Anti-Rumour Agents

The Agents are key to the Strategy as they are the people responsible for incorporating and publicising the Strategy's information and arguments in their day-to-day lives. Anti-rumour agent training is key to ensuring the dissemination of the strategy is not exclusively down to the institution and entities. The agents could be considered the third aspect of the strategy (city council-entities-agents) and they play a key role in the aim of reaching beyond the circles of people who are "already aware" of immigration issues. In this sense, as a figure unassociated with any institutions, they can appear more credible to members of the public.

Evaluation of the impact of the Anti-Rumour Strategy

The Agents occupy an ambivalent position with regard to the overall Strategy. They are a part of it but at the same time without the formal links that the entities have. Their evaluation of the functioning and impact of the Strategy here is of great interest.

First of all, we have seen that, like the entities, the Agents' overall rating of the strategy is positive and they consider it to be useful. However, the responses are much more nuanced when it comes to the impact it has. With regard to whether the materials reach people who "participate in and spread rumours", 63% said that they do and 37% said they do not. However, at the same time, some 64% said that the anti-rumour discourse mainly reaches people who are already aware (although it also reaches people who were not), and 35% believe it only reaches people who were already aware of the issue. This is quite a considerable percentage. Similarly, some 56% said that the strategy

has a "considerable" or "high" impact while 43% believe it to be low or very low.

From our viewpoint, these percentages show greater pessimism when assessing the overall impact of the strategy than the entities show. However, at the same time, we have come across indications that the Agents seem to rate their own experience very positively with regard to the individual activity they carry out to help combat rumours. Some 88% said that they have provided materials and information to people who had no previous knowledge of this information. Also, some 77% of respondents said that the people with whom they had addressed the issue were receptive and, when asked if they had come across other people who, from sources other than themselves, had heard about the Strategy or had received materials and information produced by the strategy, 78% said that they had.

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Meanwhile, when asked about the settings in which they had intervened with anti-rumour discourses, and where they believed their response had been effective, the respondents' results were as follows. 69% of those surveyed said they had intervened in their friendship networks and 59% felt that their response in this setting had been effective. Some 60% had responded in the workplace and 51% believed such a response to have been effective, in the family setting the results were 52% and 40% respectively, for internet-based responses, 35% and 32% and, lastly, in the street with strangers the results were 30% and 18%.

Evaluation of the Anti-Rumour Strategy's tools and materials

The Agents' answers to questions about their awareness, use of and evaluation of the set of tools provided by the Anti-Rumour Strategy follow the pattern of the answers given by the entities. This backs up

what we noted in the previous chapter. Here, the web page is invariably held up as the most widely known tool, and more importantly, as the tool which is most widely used and which is considered to be most effective. This once again highlights the potential the internet has and emphasises the contrast with the strategy's Twitter and Facebook profiles which, once again, come bottom of the list (even though the score for the Facebook account goes up considerably for its use).

As regards news about the Strategy in the press, there are a number of points worth highlighting. First, they come across and use these news items less than the entities do. It makes sense that the entities are more able to access this type of news. However, we believe that for the Agents it would be extremely useful to find out about these news items which are a tool they could make more effective use of on an individual basis. With regard to the differences between the local and general press, the Agents appear to have come across many more news items in the general press. Once again, it would seem to make sense that, on an individual level, the agents are more exposed to the general press than the local press. However, we find that, when it comes to disseminating the information, they make proportionally little use of this material and the percentages for use are similar to those for the local press.

Relations between the Agents and the Anti-Rumour Strategy as a whole

The work carried out during the evaluation process leads us to conclude that the main issue that needs addressing in relation to the Anti-Rumour Agents is their relationship with the Strategy once they have completed their training. This is a key question, not only because it has been raised by the agents through their various

responses but also because we understand that it is something that determines their capacity to make an impact as Anti-rumour agents.

The anti-rumour agents rate the training they have received positively and say they consider it to be "useful". In fact, to a large extent their criticisms relate more to the form rather than the content of the training. In this regard, 68% say they would change "certain things" about the training. When asked which aspects needed changing, they responded that, as a matter of priority, the Agents should be better connected once they have completed their training. Another option that received a lot of support was that the Agents need to be able to share information and experiences among themselves once they have completed their training. We should remember that up to 57% of the Agents say they feel little or no connection to the Strategy, 72% would like to play a more active role and 61% say they do not receive the Strategy Bulletin and would like to receive it.

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Having noted this shortfall, the evaluation looked at ways of improving the situation. When asked whether they would like to have the opportunity to hold face-to-face meetings and have an internet space for staying in contact with other Agents, the support was even greater than it was among the entities. And once again, there is clear support for the idea that the meetings need to be "focused on fostering interaction and the exchange of ideas between anti-rumour agents" and not meetings in which the administration "informs" the Agents about their activities. Equally, when asked in what way they would like to play a more active role in the Strategy, the most popular answers were those linked to activities carried out in their local area and being more active on the internet and social networks. In contrast, the options of being linked either through an entity belonging to the network or as individuals formally attached to the Network, were in third and fourth place.

As we pointed out before, the significance of this result is that the last two options are the means of joining that, up to now, had been considered by the Strategy. This plan, put forward by the Technical Office, is based on logic. Its aim is to get the Agents to connect to an operation that is already up and running (joining the Network as individuals or carrying out work through the several entities). However, the main conclusion from the evaluation of this point is that this option is not working and that the Agents do want to get more involved but they need more specific ways in which to do so¹⁶. We believe that the Agents are calling for two things that have a similar basis but which can be realised differently. One is to have some kind of direct link with the strategy which will give them a more active role and will ensure they are better informed. The other is more a personal need to be in contact with other agents, to exchange information and experiences on the phenomenon and the very challenging task of dispelling rumours.

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Final reflections

The first issue we would like to look at is the link between the greater pessimism with regard to the overall results of the Strategy and the fact that a large number of the Agents feel disconnected from the Strategy. Particularly since their perception of their own personal effectiveness is very high. Based on the data we have available to us, it is difficult to know what the relationship is between these three variables. However, we think this is an aspect that needs to be explored with a view to the future of the Strategy.

¹⁶ We should say that the issue we are describing here seems to have been picked up by the Strategy Technical Office as they are taking steps to address it. For this we need to understand the work to establish the "territorialisation" of the Strategy.

Also, as we mentioned earlier on, the profile of the people participating in the training has evolved, with an increase in the number of participants who do not belong to an entity. This fact deepens the problem of being connected to the Strategy which we are describing, or it could be the reason why a considerable number of Agents have not found a way to become more actively involved with the Strategy and/or do not want this link to be through the entities belonging to the Network.

6. The Anti-Rumour Activities Catalogue

Since it was launched, the strategy has developed a large number of activities to disseminate its knowledge and materials. Since 2012, there has been an "Anti-Rumour Activities Catalogue" which has served to group together and publicise the various activities on offer. This Catalogue was launched in June 2012 and includes a wide range of activities. The activities are aimed at all citizens though they are also specifically intended for certain population profiles (youth, elderly people, etc.) The various activities can also be divided by type of response (audio-visual, theatre, music, etc.)

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As for the Catalogue's aims, these are as follows, according to the Technical Offices:

"(...) to group together a series of public awareness-raising and educational activities to help to combat rumours and stereotypes about cultural diversity and to offer them free of charge to entities, associations, services and facilities in Barcelona that wish to work towards intercultural coexistence and social cohesion"¹⁷.

¹⁷ 2012 Report on the Anti-Rumour Activities Catalogue.

It is also important to bear in mind that the Catalogue responds to a demand made by the entities belonging to the Anti-Rumour Network. They had called for a powerful tool for reaching citizens who did not belong to any kind of organisation or association and who were not aware of the Anti-Rumour discourse and information.

The Activities Catalogue has been up and running for two years, 2012 and 2013. Each year features different activities and information on these is detailed in two annual reports. Below we take a look at each of the two years separately. Once we have done this we will go on to analyse the results of the survey conducted with the people from entities that have requested activities from the Catalogue.

6.1. Evaluation of the implementation of the Activities Catalogue

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Through the interviews conducted with the several entities in the Barcelona Anti-Rumour Network, it emerged that both the Catalogue itself and the activities it contains were viewed positively by these entities. However, many of those interviewed also highlighted some aspects which they consider to be fundamental to the way the Activities Catalogue is conceived and implemented. Their proposals can be summed up in two ideas: the activities should be more applied or as practical as possible, and efforts should be made to ensure the activities reach a certain type of participant.

In relation to the first question, they believe the activities need to have a less theoretical approach to the subject matter. The activity should focus on practical work through which the knowledge and values associated with the Strategy would be transmitted. They also pointed to the need to ensure there was always a follow-up session for reflection where it would be possible to delve deeper into the subject of rumours in a way that would be useful. With regard to this

second point, there was a general concern that if the activities were publicised generically, without seeking a specific target public, then the participants were likely to be people who were "already aware". Therefore, it is considered that, as far as possible, efforts need to be made to seek out people who, under normal circumstances, would not attend these kinds of activities. Following on from this idea, there is a need to carry out the activities in spaces that facilitate contact with this population group (informal educational spaces, etc.)

It is important to point out that these two matters have already been taken on board by the Strategy Technical Office and they are working on making improvements in this area. However, the importance the entities give this issue means there is a need to continue finding ways to ensure these efforts are applied more effectively.

Activities Catalogue Results 2012

In 2012, there were 89 requests for activities included in the Activities Catalogue. Of these requests, 65 were accepted and a total of 2,440 people participated in one or a number of these activities. With regard to these figures, it is important to bear in mind that the Catalogue of activities was launched in June 2012, so it had really been up and running for six or seven months.

In order to gather information on the delivery of the activities in the Catalogue, the Anti-Rumour Strategy Technical Office has created a series of evaluation forms. There is a specific form for the entities that request the activities, another for the entities that carry out the activities ("catalyst" entities) and lastly, one for the participants in the activities (there is a form for the participants in activities aimed at young people and another for the general population).

The first aspect worth highlighting is the form completion level. In the case of the entities that requested activities, 55 entities completed the form, along with 60 of the catalyst entities. If we consider that the total number of activities carried out was 65, then this could be seen as a high response level. The situation is somewhat different for the people who participated in the activities. From the participants we received a total of 359 completed forms (239 from young people and 120 from the general population). Although we need to bear in mind that forms were only handed out to participants in activities carried out in enclosed spaces (the logistics are somewhat trickier in open spaces) and that it is always difficult handing out manual surveys, this is still rather a small number considering that 2,440 people took part in the activities.

Based on these results, some interesting data has emerged on the socio-demographic background of the participants. First, of all the participants, 21% were youth, 25% were elderly people and 54% were adults. Also, 55% of all the participants were women and 45% men. This distribution between the sexes is much more balanced than we have seen in the previous chapter in relation to the Anti-Rumour Agents. However, we need to bear in mind the breakdown of these numbers by age group. There appears to be a significant difference between the young population and the rest of the participants. Among the young people, the figures "favour" males, with 55% men as compared to 44% women. In contrast, among the adult population, the percentage swings in favour of women, with 68% women and 22% men (10% did not answer this question).

The explanation surely lies in the fact that the majority of activities for young people are activities carried out with secondary schools where there is a natural balance between male and females. In contrast, the activities for adults are ones that people sign up for "voluntarily". This

leads us to conclude that, as in the case of the Anti-Rumour Agents, the Strategy struggles to attract adult males to its activities. Lastly, 63% of the participants were Spanish nationals and 37% were not. Although the percentage for non-Spanish participants is very high, the explanation could be the same as that for the distribution between the sexes (weight of the young school age population).

Another interesting piece of data concerns who has requested the activities and where they are carried out. Here, the demand could be organised as follows in terms of typology and percentages:

- Municipal amenities and services (32%)
- Educational centres (adult education centres, secondary schools, etc.) (29%)
- Entities from the Barcelona Anti-rumour network (21%)
- Other entities from the city (16%)
- Youth centres (2%)

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As was noted in the 2012 Catalogue Report, it is interesting that the entities that form part of the Network only accounted for 21% of all applicants. This confirms the fact that, through the Catalogue, the Strategy is reaching spaces and associations beyond those in the Anti-Rumour Network.

One final significant piece of data concerns the territorial distribution of the activities. One of the aims set in the Action Plan for 2012- 2014 was to implement the Strategy on a territorial basis, so it is interesting to see the impact of the Catalogue and its territorial distribution. Here, it emerges that the activities are mainly concentrated in three of the city's districts: Ciutat Vella (20%), Nou Barris (20%) and Sant Martí (18%). Meanwhile, there is a particularly low level of uptake in the districts of Gràcia, Sarrià-St Gervasi and Les Corts.

The activity evaluation forms also included a series of questions that aimed to gather the participants' opinions on various aspects of the activities. The first basic question asked them how they would rate the activity overall. The result was mainly positive, with 87% rating the activity as "very or quite good". Likewise, 100% thought the activity "had managed to transmit the anti-rumour messages". Among both the young people and adult participants, a very high percentage believed there is a need to combat rumours and 90% of all participants said they would like to take part in activities of this nature again. With regard to the entities who had requested the activities, 99% said they were useful. However, they said there was a need to carry out more sustained work over time to ensure the activities were not just a one-off foray into the subject of rumours.

The results of the evaluation are certainly very positive. Both for the participants (young people and adults) and for the entities that requested the activities. Having said this, it is precisely this unanimity in the evaluation that makes us think we need to further investigate the way the Activities Catalogue is put into practice. It is for this reason, among others, that we decided to conduct a survey on the Activities Catalogue, which we will discuss in the following section.

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*Activities Catalogue Results 2013*¹⁸

The 2013 catalogue was in operation from April to December last year. Therefore, we need to bear in mind that the data presented covers 9 months (2 more than in 2012). The number of activities available through the Catalogue was 36 (13 more than in 2012). As in 2012, the activities can be subdivided according to the age group they

¹⁸ The results presented here are taken from a report prior to the Activities Catalogue Report for 2013. Therefore, there is not the same volume of data as there was in the 2012 Report.

were targeted at. However, in addition to the activities for "young people", "adults" and "elderly people" that were offered the previous year, there were also some "children's" activities included in this catalogue.

Over the nine month period, 123 requests for activities from the Catalogue were received and 88 activities were carried out with the participation of a total of 3,929 people. In comparison to 2012, the number of activities carried out was up by 23%. If we take into account the fact that this catalogue covered two months more than the 2012 catalogue then the volume of activities was actually similar to that for 2012. In contrast, the number of participants increased significantly, from 2,440 to 3,929.

As regards the distribution of participants by age group, the results show that 22% were "children", 24% were "young people", 50% were "adults" and 4% were "elderly people". These percentages are significantly different from those for 2012.

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The number of elderly people participating in activities fell from 25% to 4%, young people fell from 24% to 21% and adults from 54% to 50%. Of course, these percentages will have been affected by the introduction of the "children's" category, with children accounting for 22% of the total number of participants.

With regard to distribution by sex, 65% of the participants were women, 29% men and 6% did not answer this question. If we consider that in 2012, women accounted for 55% of the participants, this shows that their predominance has increased. And once again, we need to take a look at the differences by age group as the majority of young participants were male (54%), which leads us to conclude that

there must have been a huge imbalance in favour of women among the adult and elderly population groups.

In terms of nationality, 69% were Spanish nationals, 22% were foreign nationals and 9% did not answer the question. This shows a decrease in participation among the non-Spanish population, which fell from 37% in 2012 to 22% in 2013. This is quite a remarkable fall if we consider that one of the aims set out in the Action Plan for 2012-14 was to ensure the Strategy reached the non-Spanish population. This figure is even more significant if we take into account the fact that the foreign national participants mostly fall into the youth category (where they account for 33% of the total). This shows the difficulties the Strategy is having in reaching the non-Spanish adult population (particularly men). If we look at the figures for non-Spanish nationals we see that the vast majority are from Latin America. This shows that, as in the case of the Agents, the activities from the Catalogue are struggling to attract people from countries such as China, Pakistan and Morocco.

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The territorial distribution by district in the city of Barcelona is as follows: Ciutat Vella 26%, Horta-Guinardó 18%, Nou Barris 15%. If we consider that in 2012, the distribution was Ciutat Vella (20%), Nou Barris (20%) and Sant Martí (18%), beyond the changes in the percentages for each district, what stands out is the fact that the three main districts account for 59% of all activities compared to 68% in 2012.

With regard to who is requesting the activities, 41% were "municipal services and facilities" (32% in 2012), 32% educational centres (29%) and 21% were entities from the city (37% in 2012). As for the physical spaces where the activities were held, the three main

locations were secondary schools (31%), civic centres and neighbourhood centres (19%), and in the street (14%).

6.2. Survey conducted with entities requesting activities from the Anti-Rumour Catalogue

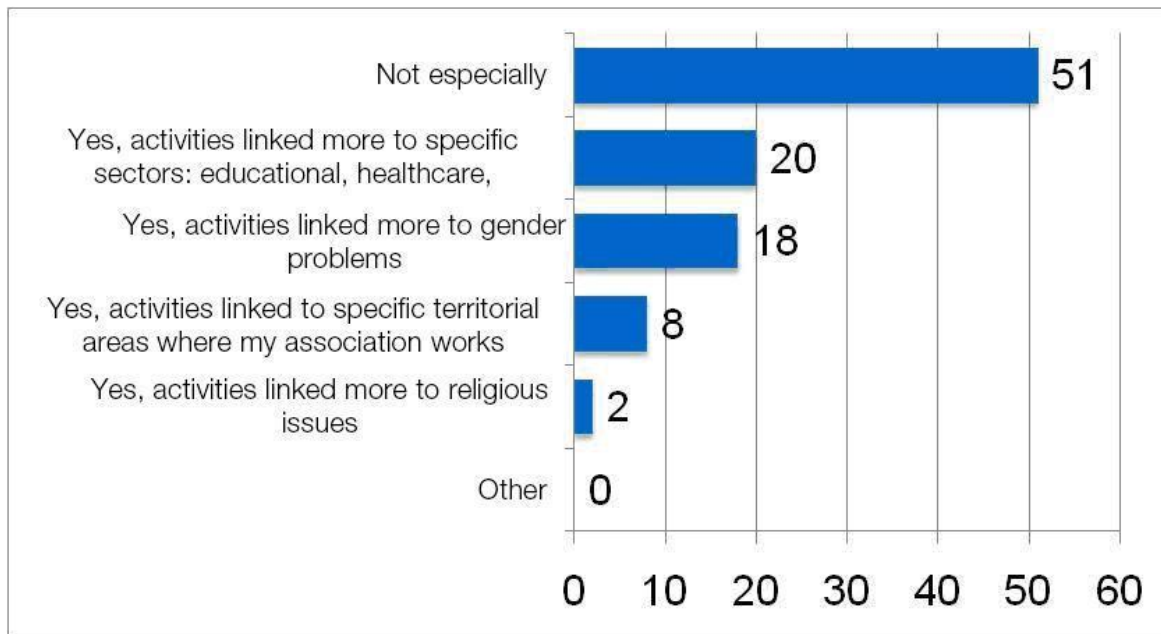
To evaluate how well the Activities Catalogue operates and find ways to improve it, it was decided to hand out a survey to the key people from all the entities that had requested and carried out activities from the Catalogue. We believed that these people would have experience that would be of interest and useful information on the delivery of these activities and also on the rumour-related work carried out by their entity. In this regard, it is important to bear in mind that many of the entities that have requested an activity do not belong to the Anti-Rumour Network and therefore have another perspective on the matter. As regards the survey questions, as with the previous surveys, there was a particular focus on the Activities Catalogue itself but they were also asked more general questions related to the Anti-Rumour Strategy. Lastly, it should be noted that 44 surveys were completed correctly.

First of all, we will look at the entities' evaluation of the range of activities available in the catalogue. The range was rated very positively with 53% rating it as "very positive" and 43% as "positive". When asked if they thought any kinds of activities were lacking from the catalogue, 51% said "not particularly" (a high percentage) and the rest did choose some of the options for improving the catalogue, which were presented with the question. As we can see in the graph, among those who said they would like to see other types of activities included, it is notable that 20% chose the option "activities linked to

specific sectors: education, health care, commerce" and 18% chose

"activities linked to gender-related problems".

Do you think there are any types of activities missing from the catalogue?

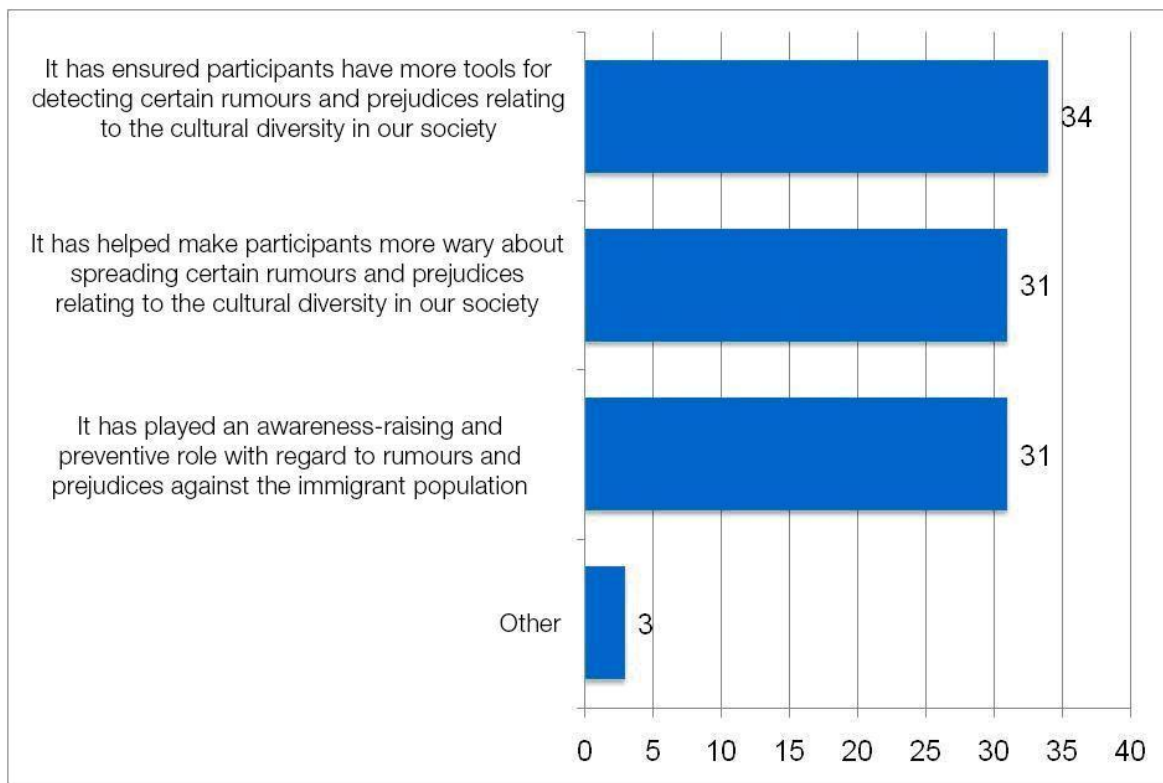


Below are a series of questions that aim to explore the entities' opinions on the specific activity from the Catalogue requested by their entity. First, we should point out that the overall rating of the delivery of activities requested is very positive with 56% rating it as "very positive" and 44% as "positive". As regards the participants, they rated the activities as positive (60%) or very positive (37%). Also, when asked is they considered the activity to be a "useful tool for raising awareness of the issue of rumours", 49% said "yes, absolutely", and 49% said "yes, up to a certain point". When asked if it is a "tool that helps to combat rumours", around 98% said yes, it is. Lastly, when they were asked if the activities from the catalogue were a good tool for addressing subjects that are "difficult to work on as an entity" all the respondents said they were. In short, the entities'

experiences of the Catalogue received extremely high levels of approval.

The following question tried to find out exactly what kind of effect the activity had on the participants over the rumours. As we can see, there is a great division in opinions on the effects of the activities. In all cases, there is a clear perception that the activities provide the participants with more tools when they are faced with rumours about the immigrant population.

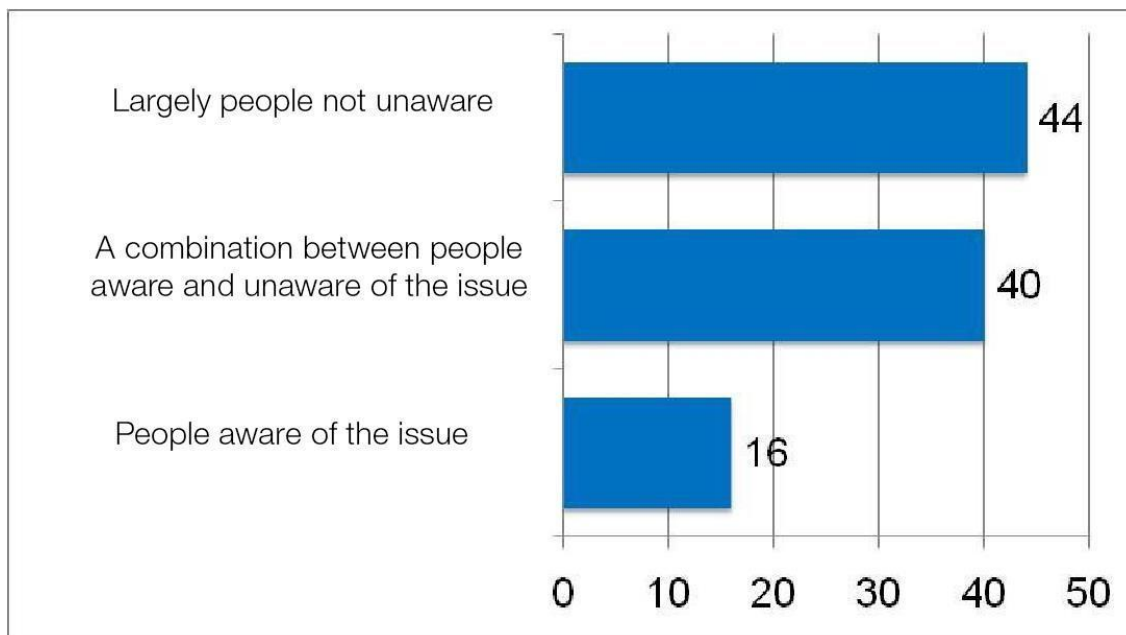
What effects do you think the catalogue activity you delivered might have had?



One aspect we were keen to find out about was the background of the participants and what effects the activity might have had on them by the end. With regard to the background of the participants, as we can see in the graph, 44% say they were mostly people who were "not aware", 40% say they were a combination of those who were already

aware and those who were not, and 16% said they were mostly people who were "already aware". It therefore seems that the activities reach more people who were not previously aware than people who had some prior awareness of the issue. This is a particularly significant piece of data. More so if we take into account the fact that in the previous surveys (with entities and agents) the perception was that the Strategy was reaching people who were not aware but to a lesser extent than it reaches people who are already aware.

What type of public do you think participated in the activities delivered by your entity?

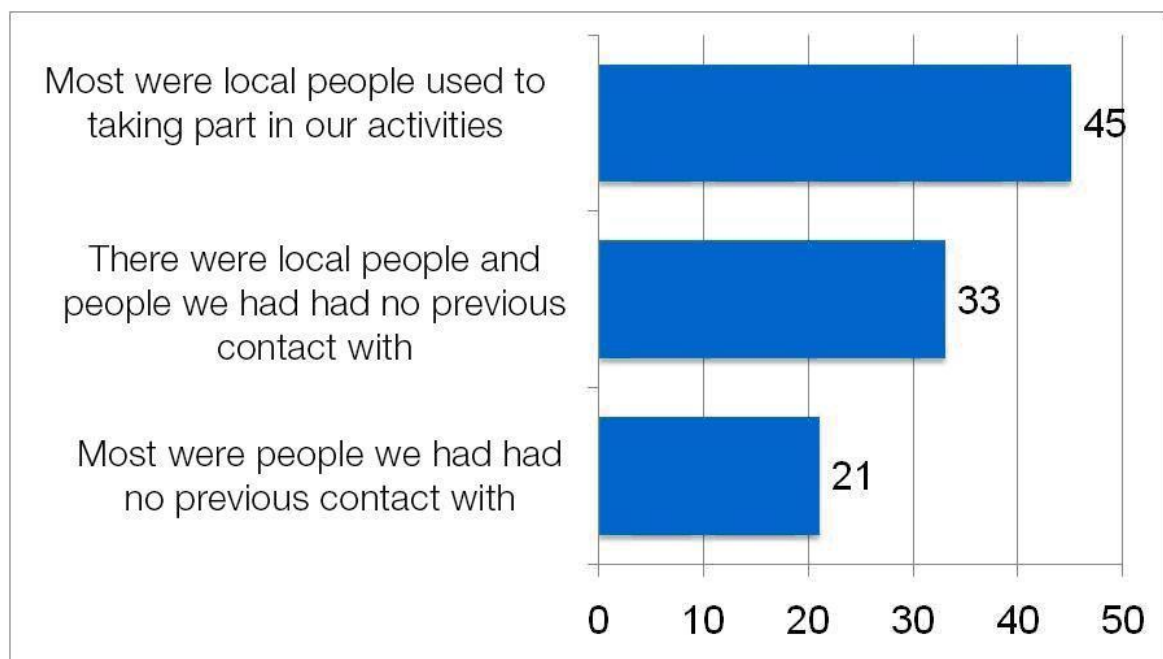


We were interested in finding out if the activities might have the effect, beyond the activity itself, of increasing the participants' interest in the anti-rumour data and tools. In this regard, when asked if they found that, after the activity, the participants had shown an interest in "staying informed and finding out more about the subject" 33% said "Yes" and 77% said "No". Although most respondents had not come across people who were interested, we nonetheless think that 33% is a significant number. Particularly if we consider that, as

we showed in the previous graph, a high percentage of the participants were people who were "not aware".

To find out more about the type of people who were drawn to the activities from the catalogue, they were asked what kind of relationship the participants had with the entity that had requested the activity. As we can see in the following graph, the responses are rather varied. The most popular answer was that they were people who were close to the entity in question (45%). However, 33% said the activities had attracted both people who were close to the entity and those who were not and 21% said that the majority of the people taking part in the activities were people who had had no prior contact with the entity.

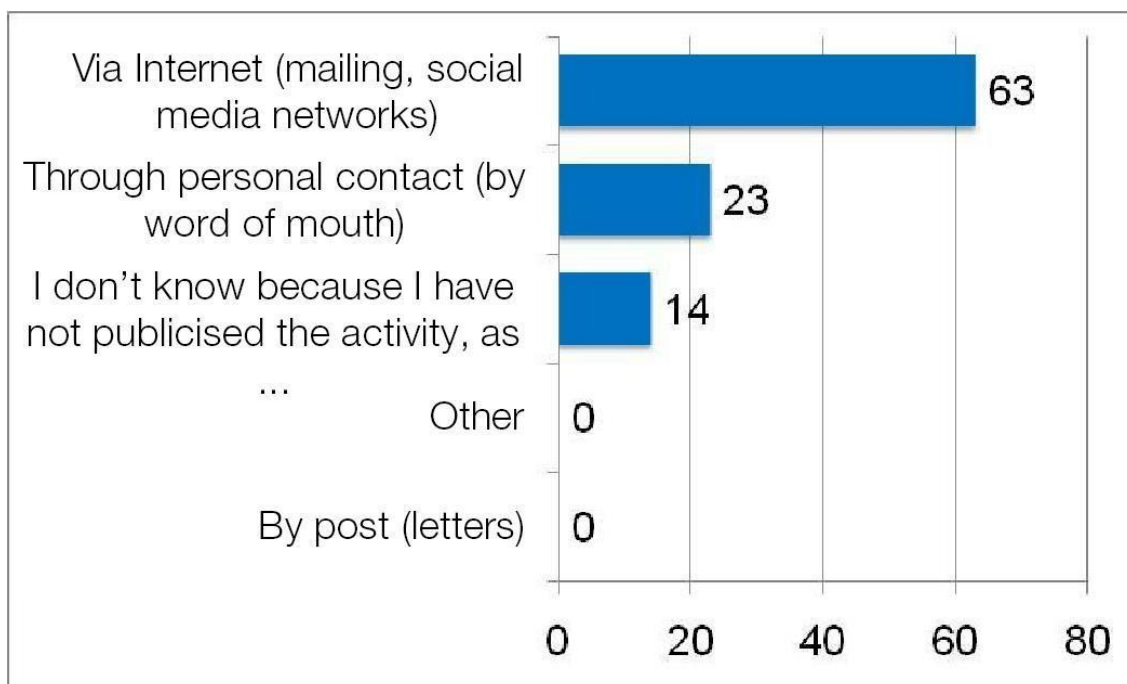
What relationship did the participants have with your entity?



Given the respondents' experience of organising activities from the Catalogue, we thought it would be useful to ask them which dissemination channels they had found most effective for publicising the activities carried out. The results are certainly significant (see

graph), with 63% saying the internet was the most effective channel compared to 23% who said personal contact (word of mouth). This high score for the internet as a dissemination tool is even more significant if we remember what we said in previous chapters about the internet being a key aspect for the future development of the Strategy.

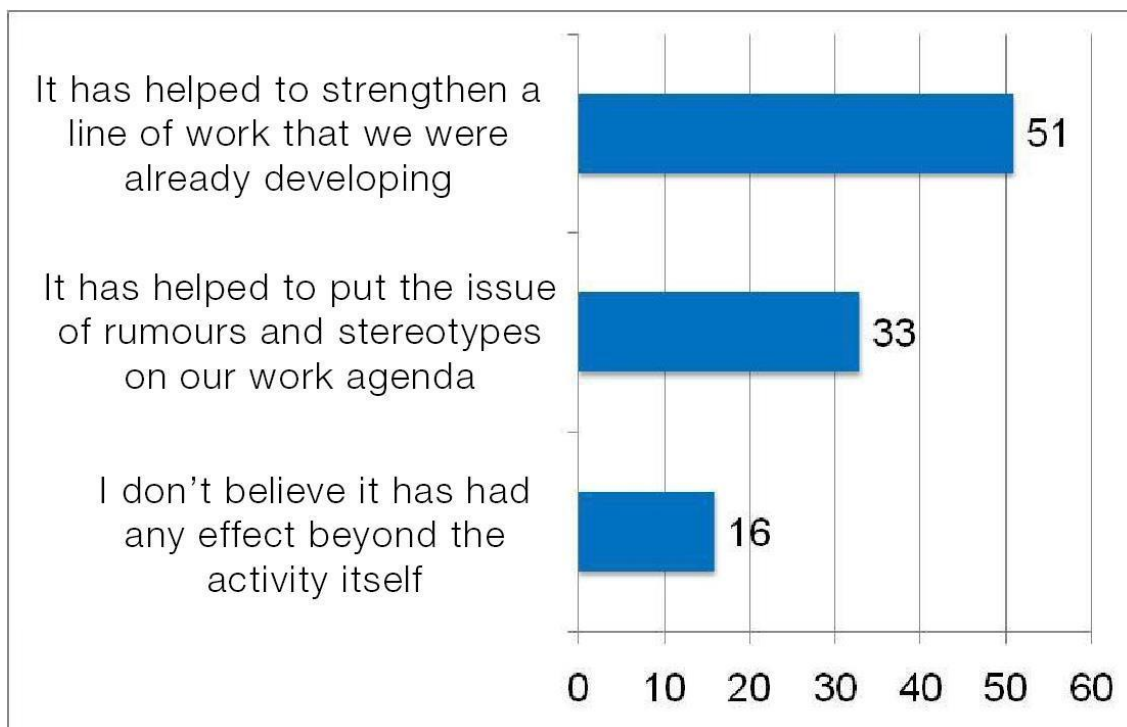
Based on your experience, which dissemination channels do you consider to be the most effective for publicising the activities from the catalogue?



One aspect we were particularly interested in addressing was the impact of the activity on the entity itself and those around it. The graph shown below implies that the impact of the activity was quite high with just 16% saying they did not believe it had any effect beyond the activity itself. In contrast, 51% believed it had helped to reinforce the work they were already doing in this area and 33% said it had served as a means of introducing the subject to their work agenda. This is without a doubt one of the key results from the survey as it shows that the effects of the Catalogue should be measured not

only according to their impact on the citizens who take part in the activities, but also in terms of the impact (which is positive in terms of the aims of the Anti-Rumour Strategy) they have on entities outside the Anti-Rumour Network. In short, it is helping entities who are not directly involved in the Strategy to reinforce this area of work or incorporate it into their work agenda.

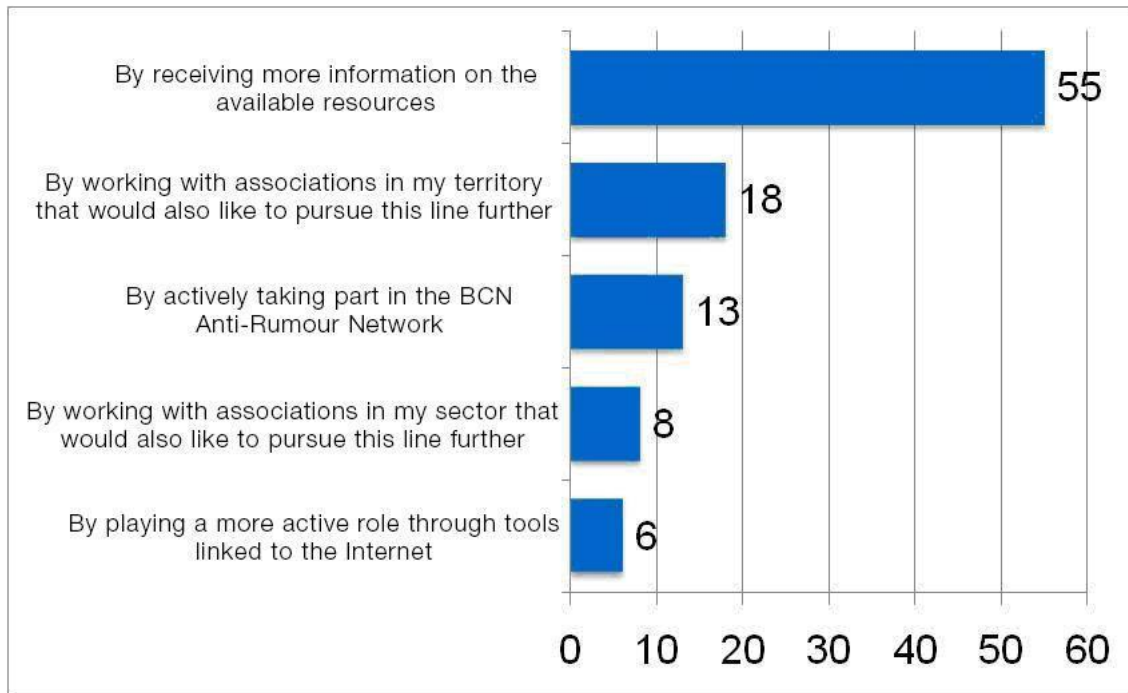
What effect has carrying out this activity had on your entity?



Another aspect we were interested in finding out about was their level of knowledge of the Barcelona Anti-Rumour Strategy and their contact with the strategy as a whole. First of all, the survey showed that 33% of the entities had found out about the Barcelona Anti-Rumour Strategy through the Activities Catalogue (67% already knew about it). A total of 90% said the activity carried out had increased their interest in having greater contact with the Strategy and, when asked specifically what type of involvement they would want to have with the Strategy, as we will see in the following graph, a clear majority

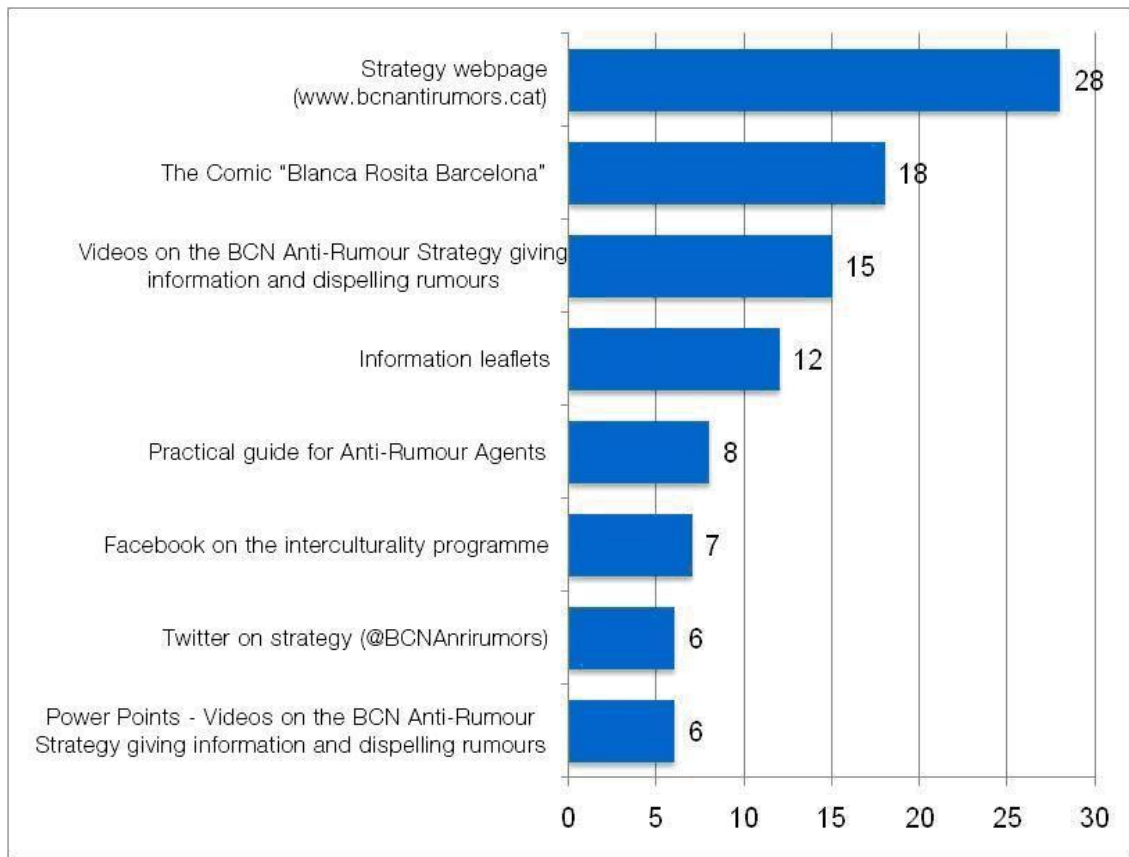
said they would like to receive more information on the various resources available (55%).

In what way would you like to get more involved with the Barcelona Anti-Rumour Strategy?



This demand for more information on the various resources available fits in with the responses to the question about the level of knowledge of the Strategy tools and resources. As we will see in the following graph, the level of knowledge of the tools and resources is fairly low. This suggests that there is a long way to go in terms of disseminating and raising awareness of the anti-rumour tools offered through the Strategy.

Which of the following Network resources are you aware of?



Lastly, we were interested in finding out if the activities had an effect on the members of the entities that requested them and other entities that, up to that moment, had had no contact with the Strategy. The results show that 53% of those surveyed said that, as a result of the activity, members of their organisation had found out about and had used the Barcelona Anti-Rumour Strategy resources. This figure shows that also at a personal level, the activities have an effect that goes beyond the effects of the activity itself. Likewise, 37% said that, as a result of the activity carried out, they had come into contact with other entities that were already working on or that wanted to work on this issue. Lastly, 56% of the entities said that they had passed information about the Catalogue on to other entities to "encourage them to make use of the Catalogue". These figures show that a significant number of the entities become independent agents who

actively help to disseminate information on the Barcelona Anti-Rumour Strategy.

6.3. Conclusions on the Anti-Rumour Activities Catalogue

Below we list the main conclusions for the chapter on the Anti-Rumour Strategy Activities Catalogue. First we present the conclusions based on the data taken from the Activities Catalogue Reports for 2012 and 2013 and then the results from the survey.

Analysis of the Activities Catalogue Reports brings up some interesting data which is worth highlighting here. First of all, we observe that between 2012 and 2013 there was a significant increase in the number of participants in the activities. Although the number of activities increased in proportion to the amount of time the Catalogue was active (in 2013 it was active for two months more than in 2012), in terms of participants, the numbers shot up. This clearly shows that the Catalogue has increased its capacity to reach citizens.

But what type of citizens it reaches is a fundamental question that needs answering. In 2013 the main age group reached was adults (54%), followed by children (22%), young people (21%), and finally the elderly (4%) with a sharp fall in numbers compared to 2012 (25%). As regards distribution by sex, we saw that the activities reach a higher percentage of women than men. Furthermore, the disparity between the sexes has grown over time, with women accounting for 55% of the total in 2012 and 65% in 2013. This is an even more worrying trend if we take into account the fact that the percentage of men falls even further if we look specifically at the adult population (the majority of participants). Equally, the Catalogue's capacity to reach the non-Spanish population (one of the aims of 2012-2014 Action Plan) has also declined. So while in 2012 the non-Spanish

population accounted for 37% of the total, in 2013 it fell to 22%. And once again, among the adult population, the percentage for the foreign national population is even lower. Lastly, it is notable that among the foreign national population, there is a clear predominance of people from Latin America, and it appears to be much harder to attract participants from China, Pakistan and Morocco.

In short, the main population group attracted to activities from the Catalogue is (native Spanish) adult women and the hardest group to reach are (foreign national) adult men. This is a trend that seems to be growing over time and, to some extent, is in keeping with the profile of the Anti-Rumour Agents mentioned in the previous chapter.

Conclusions from the survey conducted on entities that requested activities from the Activities Catalogue

The various aspects of the Catalogue received a very positive rating. The entities rated positively both the Catalogue as a whole and their own experience of a specific activity. They also felt that the participants rated the activity positively and that the activity was useful and provided the participants with tools that would help them to identify and dispel certain rumours.

One of the main conclusions from the survey is that, at least among the entities that requested the activities, they are attracting sectors of the population that are very interested in the Strategy which, as we have seen in the previous surveys, are difficult to find. That is, the population we have defined as "not aware". The data shows this very clearly. According to 44% of those surveyed, the majority of the participants are people who were "not aware", 40% believe there were equal numbers of people who were "aware" and "not aware" and only 14% believe that most of the participants were people who were already aware of the issues.

The activities from the Catalogue are one-off activities. Therefore, it is difficult for the participants to leave the activities with a knowledge of and connection to the Strategy. In fact, this is not really the aim of the activities from the Catalogue. However, 33% of the entities came across participants who, once they had completed the activity, expressed an active interest in "finding out more and learning more about this subject". This figure suggests that the activities should incorporate (non-pushy) ways in which the participants can find out a bit more about the Anti-Rumour Strategy.

As in the case of the Entities that are members of the Network and their relationship with the Strategy, we believe that the effects of the Catalogue and its impact cannot be calibrated by only looking at the effects it has on the participants. The Catalogue can also have an effect on the entities that request the activities and the individuals who form part of the entities. The results of the survey confirm this belief. Some 51% of those surveyed said that the Catalogue had helped to reinforce the work they were carrying out in this area and 33% said that it had helped them to incorporate this subject into their work agenda (only 16% said that it had had no impact whatsoever beyond the activity itself). One of the main impacts of the Activities Catalogue is surely that, based on a one-off activity, different types of entities are becoming aware of the fact that the anti-rumour work is a good area to explore and are choosing to incorporate it into their agenda.

This possible means of expanding the Strategy is confirmed by the responses of the entities to other related questions. So, we find that a third of the entities are finding out about and coming into contact with the Strategy for the first time through the Activities Catalogue. And 90% say that, as a result of the activity carried out, they have

become more interested in being more closely connected with the Strategy. With regard to how this closer contact with the Strategy could materialise, it seems significant that although most respondents opted for "receiving more information" (55%), there is a group of entities that present a more proactive attitude and that are willing to "work on this issue with other entities from their area" (18%) and "participate actively in the Barcelona Anti-Rumour Network" (13%). Likewise, the possibility of turning these entities into active subjects in the dissemination of the Strategy's tools and data becomes clear when they are asked about their knowledge of the list of Strategy tools, where the percentages are particularly low. That is to say, the entities express a clear interest in becoming more active and at the same time show a lack of awareness of the tools that would enable them to become more active and disseminate the anti-rumour message independently.

Lastly, we feel it is significant that the impact the Catalogue has is not only on the entities as such. 53% of the entities said that individuals within their organisation had started to use the Anti-Rumour Strategy resources. Likewise, 56% said they had made other entities aware of the existence of the Catalogue. Therefore, it could be concluded that the entities are already developing an independent role as disseminators of the Barcelona Anti-Rumour Strategy.

7. Conclusions and recommendations

From our point of view, the report has produced a large volume of information. For this reason, we have opted to present extensive conclusions that cover everything considered to be significant as regards the results of the evaluation. Therefore, the chapter has been divided into five sections. The first section covers the conclusions on the basic principles on which the strategy is based. It is an attempt to understand how the Strategy has tried to tackle the problem it was created to address (rumours) and also how this has materialised in practice.

The following three sections cover, in a summarised and schematic way, the main conclusions on the Barcelona Anti-Rumour Network, the Anti-Rumour Agents and the Activities Catalogue. The large volume of information contained in each chapter and the particular characteristics of this information make this advisable. Equally, it is not a case of simply repeating the conclusions presented at the end of each chapter, but rather of selecting the most important points and incorporating reflections, and a final section with recommendations and means of improvement. Lastly, although over the course of the chapter a number of recommendations and ways to improve the Strategy are given, in the fifth section, certain aspects of these are underlined.

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7.1. Three premises for understanding the Anti-Rumour Strategy

Based on our work, we believe there are three key ideas, or premises, for understanding how the Anti-Rumour Strategy functions and how it has been implemented. These three points are as follows: "The origins

as a key variable”, “The theory of change: counteracting rumours with the logic of rumours”, and, “A dissemination strategy based on rings of influence”.

The origins as a key variable

To understand how the Anti-Rumour Strategy has been put into practice, it is essential people are aware of how it came into being. The Strategy was not launched with a design and clearly defined aims. At the same time, there are no other similar experiences on which to base conclusions (it is a "new" policy). The policy started out as a "minor" line of action but it quickly expanded due to the interest it awakened in different players (entities, the mass media, etc.)

From our point of view this has had, and continues to have, effects on the way the Strategy is developed. **It means the policy managers give the technical team a large degree of independence in terms of the action they take and also makes the team flexible and receptive to the demands and proposals put forward by other stakeholders (mainly the entities).** It is assumed that without the entities, this policy could not be a success and this means the entities view it as an open and attractive space in which to participate and become involved. This in itself reinforces the policy and makes it grow even more.

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Our work shows us that the "openness" of the Strategy is highly rated by the entities. Although it was an essential requirement for its initial growth, it has now become one of the hallmarks of the Strategy. However, as we have pointed out, it also has its downsides.

Specifically, we have identified problems in relation to three particular aspects. The Strategy's tendency to open too many lines of action, a degree of uncertainty over the priority aims of the

Strategy and a problem with managing the expectations of the players involved in the Strategy.

In relation to this last point, it should be noted that, on occasions, expectations seem to have been generated which are impossible to meet owing to the nature of the phenomenon in question (rumours) and the real capacities of the instrument with which they are being addressed (the Strategy). We believe that the 2012-2014 Action Plan implemented over the course of 2012-2013 was largely an attempt to establish and regulate the way the Strategy works and to establish a set of procedures and aims to make it more predictable. The importance of generating expectations is a question we will come back to in the last section of this chapter.

The theory of change: counteracting rumours with the logic of rumours

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Now we have established the importance of the origins of the Strategy and the impact this has on the way the Strategy is "done", it is time to look at how the Strategy is realised and implemented. First of all, we believe that in order to understand the logic of how it functions and the impact the strategy seeks to have and has had, we first need to understand the theory of change which, either implicitly or explicitly, informs all the work carried out as part of this public policy. All public policies have some kind of theory of change that guides their actions. This theory can be either explicit or implicit and needs to be reconstructed. The theory of change is the way in which it is believed the policy could lead to a social change which would resolve or improve the problem it was set up to tackle (in this case, rumours).

According to Sunstein, rumours are passed on as an information cascade: "when the rumour concerns a subject we know little about, it is highly likely we will give it credibility" (2009:8). **Rumours operate and thrive where there is a lack of information**, and take on a snowball effect, so the more people who accept the rumour, the more credibility it has. Similarly, rumours are quickly disseminated when there is no opposing argument.

Our conclusion, based on the analysis of the way the Strategy works and of the key players, is that the **strategy's theory of change can be summed up in the idea of "counteracting rumours with the logic of rumours"**. The anti-rumour strategy aims to fill any potential gaps as far as possible, following a logic similar to that of the rumours themselves. The logic of the policy is to generate a discourse about the various rumours (using a set of data and resources) and to have a team of players who disseminate the data and materials independently in numerous spaces and ways. The aim is to ensure there are no spaces where rumours can freely circulate and to generate an increasing number of spaces where the rumours are, at least challenged.

Communication plays a key role in this theory of change. It is what we have called **"Making visible for eradication"**. The authorities and, to some extent, members of the public have remained silent in the face of rumours as a strategy for not giving them publicity. The Anti-rumour strategy turns this logic on its head and is based on the belief that there is a need to draw attention to the issue and to speak openly about it, but from within other parameters and using other "data". The very existence of the strategy and its emphasis on communicating everything it does is a way of breaking the silence surrounding rumours. Breaking the silence by making it news means the anti-rumour task is not merely reactive or defensive. It enables us

to take the initiative and create our own discursive framework. In this regard, we could conclude that **a key concept for understanding the Anti-Rumour Strategy is the idea of “Making visible for eradication”**.

This idea impacts on the communication aspect of the strategy: talking explicitly about rumours could be a useful way to draw on a concept which can be understood by the population as a whole, based on which a communication campaign can be constructed that captures the attention and interest of citizens. It would be difficult for the strategy to have captured the interest of and involved so many citizens and entities if it used a language filled with euphemisms and technical terms that were far removed from the everyday practice and experience of the majority of the population. This is also the case for the mass media and their interest in a campaign that "breaks" away from the usual ways of intervening in campaigns related to living together and fears about the foreign population.

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A dissemination strategy based on rings of influence

The logic of the strategy is to penetrate as many spaces as possible and not to leave any gaps which can be filled exclusively by rumours. The analysis has shown that the strategy needs to be understood as a tool which is having a progressive effect on citizens, through the articulation of different layers of response. The strategy could be understood as a series of rings of influence which are being superimposed outwards, thereby reaching layers farther away from the hubs of players who already have an awareness of the issue. Below we explain what these different rings are.

First, we believe that the purpose of the strategy is to put on the table and "denaturalise" the phenomenon of rumours and prejudices

concerning immigration. The importance of this lies in the fact that rumour spreading is a phenomenon which, due to its porous or liquid nature, can be seen as inevitable or impossible to counteract. This understanding leads to inaction among entities and citizens and the naturalisation and spreading of the rumours. Therefore, the first aim of the Strategy has been to disseminate the idea that certain discourses and prejudices are not "natural" or inevitable and that instead they respond to certain social mechanisms and therefore can and should be challenged. This is the first essential step towards questioning the arguments incorporated in the rumours.

Second, it has tried to empower a core group of entities that were already working on or wanting to work on this issue. This entails the city council giving them the support and a set of specific tools and at the same time doing so in co-ordination with other entities that are also concerned about the phenomenon. Overcoming the feeling of isolation and impotence in the face of a phenomenon such as this, is a key aspect of the strategy. It is also a case of working continuously on rumours, following the entities' own agenda and not, as often happens, reacting when a specific problem emerges. This means becoming less "defensive" when faced with rumours (trying to dispel them) and developing activities and distributing materials that seek to find the sources of the rumour and to address these in a proactive way. The interviews clearly show that carrying out "positive" work on an ongoing basis (not in emergency situations) is key to gaining credibility among the population who tend to believe certain rumours.

Third, it has tried to get a whole group of entities and individuals not particularly involved in the effort to combat rumours to incorporate this issue into their work agenda and/or everyday lives. We are referring to the non-specialist entities that have joined the Network and the Anti-Rumour Agents. Most of them were not "carriers" of

rumours and already had a limited awareness of the issue (although we have seen that in some entities this was an ongoing debate). In this regard, the aim of the Strategy is not to raise their awareness but rather to show them the importance of combating rumours and providing them with the tools and the training to tackle them convincingly. The aim is to weave together a network of entities and citizens (which is continually growing) that disseminates the same discourse and resources and that are connected with each other and with the city council.

In fourth place, through the work carried out by the entities in the Network and the activities developed by the Strategy, the strategy's materials and discourses have managed to reach players such as public amenities, education and health centres, traders associations, etc. These players are outside the Anti-Rumour Strategy itself, but they are of great importance given that they have direct contact with the transmitters and recipients of rumours. Lastly, the mass media, by reporting on the strategy itself and/or its products, serves to amplify the Strategy as a whole. The role of the media also feeds back into the activity of the Strategy as the news featured in different media is used by the Strategy players in their dissemination work.

From our point of view, the Strategy has given impetus to the various points or rings of influence, as we mentioned. Another aspect is the extent of the impact this has had, how far these rings have reached in making contact with the population who are "not aware" and what problems there have been. These aspects will be discussed in greater detail in the following three sections.

7.2. Main conclusions on the Barcelona Anti-Rumour Network

- ✓ The Network is the space where two factors converge and feed off each other. One is the wish of a growing number of entities to work on an issue which they find concerning: the spreading of rumours on the immigrant population. The second is the authority's wish to tackle this phenomenon and to do so with the entities as its main allies.
- ✓ The growth of the Network cannot be understood without a key variable: its inclusivity. The Network is not composed of entities that were already working on this issue, but rather of all entities which wish to work on the issue to varying degrees.
- ✓ This is a key premise for a public policy based on the idea that the public authority on its own does not have the capacity/legitimacy in the eyes of the general public to dispel certain beliefs. The farther removed from this subject the entities or people who dispel the rumours are, the greater their chances of success.
- ✓ This does not mean that problems have not been detected. Specifically, we have noted:
 - A certain imbalance between entities that are part of the Network in their level of professionalism and, consequently, their capacity to follow the rhythm of the Network.
 - Difficulty in incorporating individuals who have joined the Network but are not part of any of the entities joined up to the Network.
 - Difficulty and delay in regulating the operation and competencies of the Network.

Evaluation and impact of the Network

- ✓ The entities that are part of the Barcelona Anti-Rumour Network give both the functioning and the usefulness of the Strategy a good overall rating. Given that they are openly critical of other aspects of the strategy, this needs to be kept in perspective.
- ✓ The strategy has been a success in what we call its "**internal impact**". That is, in putting an end to debates and offering tools of all kinds to enable entities to carry out anti-rumour work. The internal impact is essential for making an external impact possible.
- ✓ The Strategy has served to:
 - Close the debate on whether or not the rumours are true within a small but significant number of entities that form part of the Network (15% in total).
 - Get more than half of the entities to incorporate this issue into their work agenda (52%). This figure confirms the idea of inclusivity and its importance. This shows that a large number of entities were not working on this issue but are now.
 - Provide the vast majority of entities with a set of tools and specific materials for undertaking anti-rumour work (76%). This is key for some entities that previously felt defenceless and powerless when it came to tackling rumours.
- ✓ As regards the **external impact** we could conclude that the Strategy is NOT limited to particular social sectors. That is to say, the Strategy has the capacity to make an impact beyond the traditional circles and those that already share these convictions.
- ✓ 73% of the entities believe the Strategy has a "considerable" external impact, 68% believe it does reach people who

"participate in and spread rumours". These are percentages which, coming from entities that have spent years working on this matter, are quite convincing. However, it is believed that the Strategy has a greater capacity to reach people who are "already aware" than those who are not (80% reach this conclusion).

- ✓ Therefore, it seems the perception is that the general impact of the strategy is very high but with the important nuance that the Strategy has a greater capacity to reach people who are "already aware" than those who are "not yet aware".
- ✓ The evaluation has shown that as well as the "overall" impact of the strategy, it is worth looking at which **specific aspects** are making an impact and which are not. Below we show the results by setting, so we can compare the settings where the entities have intervened the most and where they believe their work has been most effective. They are listed in order from highest to lowest level of response:
 - Workplace: response (80%) Effectiveness (63%)
 - Friendship network: response (58%) Effectiveness (39%)
 - Family setting: response (51%) Effectiveness (33%)
 - Internet: response (40%) Effectiveness (46%)
 - On the street: response (18%) Effectiveness (17%)
- ✓ What is most striking is the high levels of response in the workplace and the perception of the effectiveness of these responses and the fact that the internet is a setting where there have been relatively low numbers of responses but it is perceived to be very effective.
- ✓ One thing is the opinion the entities have on the functioning and overall impact of the Strategy as a whole, another is their individual experience and their evaluation of this. In this regard, we have found that the entities seem to perceive their

individual effectiveness as greater than the collective effectiveness. The figures we have do not enable us to confirm this with full conviction and for this reason we believe it is a possibility that needs to be explored in other ways.

The Strategy's instruments and tools

- ✓ As for the various instruments and tools available to the entities for spreading the anti-rumour discourse, there are three conclusions worth noting:
- ✓ With regard to the complete list of tools available (videos, leaflets, comic, etc.), there is a **notable difference between awareness of and use of the tools**. That is, there is a high level of awareness but this does not translate into widespread use of the tools by the entities. The reasons for this imbalance are not clear and need to be explored further.
- ✓ This is not the case with the news on the Strategy featured in the **mass media**. Here we detected high levels of awareness and use. It is also notable that the entities make considerably more use of the news that appears in the local/neighbourhood media in comparison to news in the general media.
- ✓ The Activities Catalogue is seen as a particularly useful tool. However, even more striking from our point of view is that it seems it is considered to be **a more useful tool than all the rest when it comes to reaching "people who are not aware"**.

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Recommendations and means of improvement

- ✓ The main recommendation with regard to ways to improve the functioning of the Network concerns the channels through which

the individuals and entities in the Network are able to interact and connect with each other.

- ✓ The individuals who form part of the Network but who are not linked to any of the Network entities struggle to "be part" of the Network and find that they are left out.
- ✓ The entities are calling for ways to interact with each other directly. Both through face-to-face meetings and, particularly, through a specific internet space, they want more space to exchange experiences and information. The administration needs to facilitate the creation of these spaces but should not be involved with the transfer of information between entities, which needs to happen directly.
- ✓ Specifically, there are three areas that need highlighting: occasional meetings in which the entities and individuals can interact directly, an internet space where they can do the same and meeting spaces or platforms linked to geographical areas where they can work together.
- ✓ This conclusion links in with the debate we raised at the start of the conclusions on the difficult but necessary autonomy of the entities to operate independently from the Strategy Technical Office.
- ✓ Having spaces where both the individuals and the entities in the Network are able to exchange information, either in person or by virtual means, without the mediation of the administration, seems to be an essential requirement if the entities and individuals are to be able to act independently.
- ✓ The Technical Office is already taking steps in this direction. This therefore needs to be established as a priority, using the format (direct interactions) indicated here.

7.3. Main conclusions on the Anti-Rumour Agents

Evaluation and impact of the Anti-Rumour Strategy

- ✓ Overall, the functioning of Strategy as a whole and its usefulness is viewed to be positive by the Agents.
- ✓ As regards its impact on members of the public, 63% say that the materials and information associated with the Strategy reach people who are "not aware" while 37% say they do not. When asked more specifically which types of people the Strategy reaches the most, 64% said that it reaches people who are "not aware" but that it reaches more people who are "already aware". Likewise, 35% say that they "only" reach people who are already aware. Lastly, some 56% say that the strategy has a "considerable" or "high" impact while 43% believe it to be low or very low.
- ✓ These figures lead us to conclude that the Agents have a more pessimistic view of the impact of the Strategy than the individuals and entities in the Network. We cannot be certain of the reasons for this greater pessimism. However, we suggest it might be related to the weakness of their connection to the Strategy, which we will look at further on. This is an issue that needs to be investigated further in the future.
- ✓ However, it is important to note that this rather pessimistic view of the way the Strategy functions is not carried over to their own individual experience. 88% of those surveyed said that they had provided materials and information to people who had no previous awareness of the anti-rumour strategy and 77% said that the response from those people was good. Here once again we find a significant disparity between their own personal experience and their evaluation of the Strategy as a whole.

Evaluation of tools and materials associated with the Anti-Rumour Strategy

- ✓ With regard to the list of tools and materials associated with the Strategy, we find very similar results to those of the entities. In this regard, the web page is shown to be the most widely known and used tool among the various strategy stakeholders. While the Strategy's Facebook and Twitter accounts are at the bottom of the list of tools. This disparity between internet-based tools is rather significant (although, logically, not everyone has a Facebook account and even fewer have a Twitter account).
- ✓ Now let's look at the results by level of response and effectiveness in different settings. Once again, they are listed in order from highest to lowest level of response:
 - Friendship network: response (69%) Effectiveness (56%)
 - Workplace: response (60%) Effectiveness (51%)
 - Family setting: response (52%) Effectiveness (40%)
 - Internet: response (35%) Effectiveness (32%)
 - On the street: response (30%) Effectiveness (18%)
- ✓ Unlike the entities, where the workplace came top of the list, in this case it is the "friendship networks" where the levels of response and perception of its effectiveness are highest.
- ✓ As regards the news on the Strategy featured in the press, it is notable that the Agents come across and make less use of this news in comparison to the entities. In contrast, unlike the entities, they come across more news in the general press than in the local press. However, when it comes to making use of this with the aim of counteracting rumours they use the local press as much as the general press.

Recommendations and means of improvement

- ✓ The main conclusion emerging from the evaluation of the Anti-Rumour Agents, is that there is a serious problem with regard to their connection with the Strategy. This is a fact that, to a great extent, has a bearing on their work.
- ✓ First of all, it should be noted that the **Agents are satisfied with the training they have received.** They consider it to be useful and do not think any major changes need to be made with regard to the content of the training.
- ✓ **The problems arise "after" the training.** 57% say they do not feel particularly or at all connected to the Strategy and 72% want to play a more active role in it. Likewise, when asked what they would change in relation to the training, the most popular response had nothing to do with the content but rather with the Agents' need to "have stronger links with the Strategy once the training is completed".
- ✓ Now we have established where the problem lies, the question is how to resolve it. In this regard, it is striking that, when asked how this connection could be improved, the two most popular answers were through "their local area" and via the internet. In contrast, the two options relating to channels formally established to enable the Agents to become more involved with the Strategy, either as individuals joining the Network, or through entities that are members of the Network, were significantly less popular.
- ✓ This leads us to conclude that the Agents do want and need to be more closely connected to the Strategy but they need specific channels or ways in which to do so. The channels established up to now are not working adequately.
- ✓ There is a second point which links in with this first point (relationship between the Agents and the Strategy), but which

has its own specific issues. This is the relationship between the Agents themselves.

- ✓ The percentage of agents who wish to establish both in-person and, particularly, internet-based means of contacting each other is even higher than that of the entities. Likewise, they make it very clear that they want this communication to be directly between Agents and not limited to spaces where the communication flow is from the Authority to the Agents.
- ✓ Improving their links to the Strategy should enable the agents to receive and update the materials produced by the strategy and also to stay connected and keep the anti-rumour work present in their everyday lives. And improving the direct communication between the Agents, with the exchange of information and experiences, could facilitate greater autonomy and confidence when it comes to confronting rumours in the various settings of their everyday lives.
- ✓ Lastly, it should be noted that we are aware that these needs have been identified by the Strategy Technical Office and that they are working on these issues. The work developed needs to show the urgency of tackling these matters and how this should be done.
- ✓ It is also necessary to address whether the combination of the perception of the (relatively) low effectiveness of the Strategy as a whole and the feeling of being somewhat detached from said Strategy has an effect on the individuals' motivation to act as Anti-Rumour Agents.

7.4. Main conclusions on the Activities Catalogue

Evaluation of the Catalogue and its impact

- ✓ Those surveyed gave a very positive overall rating both for the Catalogue itself and their own experience of offering one of the activities from the Catalogue. They also believed that the participants rated it positively and that it had provided them with tools to help identify and dispel rumours.
- ✓ Also, when asked what types of activities they felt were missing from the Catalogue, most respondents said "none" (51%). This shows the high opinion people have of the Catalogue. Following this comes the call for activities linked to specific sectors (20%) and gender-related problems (18%).
- ✓ One of the most important conclusions from the survey is that the entities see the **Catalogue as a particularly useful tool for reaching people who are "not aware" of the issue.** 44% believe that "the majority" of the participants are people who are not aware, 14% say the activities mainly reach people who are "already aware" and 40% believe the activities reach both types of people in equal numbers. If we take into account the responses to these same questions in other surveys conducted as part of the evaluation, it seems clear that this is a tool that has a particular capacity to reach people from this population group. We should remember that in their survey, the entities implied that the Catalogue is a particularly useful tool in this regard.
- ✓ Another piece of data which is of interest, when asked which dissemination channels were the most effective for getting participants to take part in the activities, up to 63% said the internet and only 23% said "personal contact (word of mouth)".
- ✓ The tools and materials associated with the Strategy are not widely known among those who request activities from the

Catalogue. Less than 30% are aware of the most widely known tool, the web page www.bcnantirumors.cat. If we bear in mind that, as we will see below, there are clear indications that these entities want to play a more active role in the Anti-Rumour Strategy, then there is clearly a long way to go in this regard.

The impact of the Catalogue beyond the activities and ways it could be improved

- ✓ Another of the main conclusions is that **the effects of the Catalogue are not limited to the one-off activities** carried out. The effects go beyond the activities in various areas.
- ✓ First, 33% of those surveyed had come across participants who, once the activity had been completed, had expressed an interest in receiving more information and training on this issue. Also, 53% of the entities said that individuals from within their organisation had started to use the Anti-Rumour Strategy resources. This shows that the activities have the potential to activate people other than the participants to become more involved in the anti-rumour work and the Strategy should think about ways to make the most of this potential.
- ✓ Second, the one-off activities from the Catalogue have a direct impact on the entities that request them. So, 33% said it had served as a means of introducing the subject into their work agenda and 51% said it had helped to reinforce the work they were already doing in this area. Only 16% said it had had not impact beyond the activity itself.
- ✓ In this regard, 33% of the entities became aware of the existence of the Barcelona Anti-Rumour Strategy through the activity from the catalogue. And 90% say that, as a result of the activity carried out, they have become more interested in being more involved with the Strategy.

- ✓ When asked what form they would like this increased contact to take, the majority chose the option "receive more information" (55%). An option that means taking a rather passive role. However, 18% said they would be willing to work on this issue with entities in their area and 13% said they would like to formally join the Barcelona Anti-Rumour Network.
- ✓ Lastly, it is notable that some 56% of the entities introduced other entities to the Catalogue on their own initiative. That is, they did so independently and once they had carried out the activity, they became a disseminator of the Anti-Rumour Strategy and its tools.

Results of the implementation of the Catalogue in 2012 and 2013

- ✓ A similar number of activities were carried out from the Activities Catalogue in 2012 and 2013 but there was a significant increase in the number of participants in 2013.
- ✓ In 2013 the difficulties the Catalogue has in attracting adult males to the activities became more accentuated. Also, albeit to a lesser extent, there is some difficulty in attracting the non-Spanish population (particularly people from countries such as China, Morocco and Pakistan).
- ✓ The main population group the Catalogue activities attracted is (native) adult women and the hardest to attract are (foreign national) adult men.

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7.5. Recommendations and means of improvement: final notes

Work needs to be carried out on the way the Strategy aims are conceived and presented. This issue is closely linked to managing the expectations of the Strategy's stakeholders.

- ✓ Managing expectations:
 - The fact that the Strategy has an impact on entities from the city and people who are "already aware" of the subject matter should no longer be viewed as a "failure". On the contrary. It is the primary aim of the Strategy and, without it, it is impossible to achieve the second aim: for all these entities and individuals to make an impact on members of the public who have been identified as "not aware".
 - If the Strategy is seen exclusively as a policy for reaching people who are "not aware" and the measure of its success or failure is based on these parameters, this leads to disappointment among those who need to be motivated to extend the Anti-rumour work into their workplaces and living spaces (entities, individuals, agents). It is therefore important to present the way the Strategy works and its aims in an educational and realistic way.

- ✓ Increasing training and the internal impact of the Strategy
 - All those surveyed said that the Strategy very easily reaches people who are "already aware". It should be viewed as a success that now, as well as being aware, these people are to some degree ready to become disseminators of the anti-rumour discourses.
 - There is a danger of confusing a person or entities that do not spread rumours with a person or entity trained to tackle rumours and actively counteract them when they come across them. The Strategy needs to be understood as a device for transforming the former group into the latter. Its aim is to turn as many people and entities as possible into players with the ability to confront rumours.

It makes no difference if they already had an awareness of the issue or not.

- To give some examples, (without repeating what has been said in previous sections), the surveys showed that more than 50% of the entities that are currently members of the Network have gone from not addressing this issue in their work to doing so using a set of data and materials. And 77% say that they now have clear and practical materials which they didn't have before.
- 90% of the agents say that, beyond their opinion of the Strategy as a whole, they believe they are having an impact on people who were unaware of the Strategy and 78% say that the reaction of these people has been good.

The evaluation has shown that the Strategy does have an external impact, but that this has its limitations.



The strategy does not only reach one social sector

- All those surveyed perceived the Strategy as being useful and having a positive impact
- The entities, the Agents and the individuals that form part of the Network say that the Strategy has a considerable impact (around 70%) and that the Strategy does reach the population who are "not aware".
- We know that it has put an end to ongoing debates about the truthfulness of the rumours within the entities themselves and has got entities who previously did not work on this issue to incorporate it into their work agenda.
- According to those surveyed, the Activities Catalogue is seen as a particularly useful tool for reaching population groups who are "not aware".

- ✓ The Strategy as a whole is seen to have a limited impact and effectiveness
 - The various players involved in the Strategy say that it particularly struggles to reach people who are "not aware".
 - All those surveyed see their individual input as being more effective than the Strategy as a whole. The reason for this perception is something that needs exploring as it could have an impact on their motivation to participate in the Strategy.

Ways to improve the Strategy

- ✓ Internet as a tool with potential that needs exploring
 - Throughout the work carried out and the conclusions, the internet has emerged as a key space for resolving certain problems.
 - The strategy's web page is, invariably, seen by all those involved in the strategy as the most widely used tool and is considered to be the most efficient. Although it is not particularly surprising, it shows that those involved in the Strategy make a lot of use of this tool.
 - There is a need to promote the use of Social Networks as a space where the various players involved in the Strategy can communicate with each other more directly and also to promote more widespread dissemination of the materials. We have already underlined the need for a specific internet platform for boosting direct interaction between the various players.
 - Likewise, although it seems that the internet is increasingly becoming one of the key spaces where rumours are spread,

the results of the surveys show that it is a space where fewer of the players (entities and individuals) intervene.

- For these reasons, we would like to stress the need for an underlying approach which reinforces the link between the Strategy and the Internet.

The Strategy has the machinery to offer materials and training to a large number of players (entities of various kinds, individuals, agents, participants in the activities from the Catalogue). However, we believe it has difficulty getting the best out of these players once they have been contacted/trained. Although it materialises in various ways, depending on the subject (entities, agents, etc.), there is a problem which, to a certain degree, is common to all of them regarding the links and channels for interaction between the various players participating in the Strategy. We also believe that this problem is linked to the debate on the need for the various players involved in the Strategy to have greater autonomy.

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- ✓ The link to the Strategy and the need for new channels for interaction
 - There is a problem which specifically affects the individuals who are linked to the Anti-rumour strategy but who do not belong to any of the member entities. This affects both the Anti-Rumour Agents and the people joined up to the Network in an individual capacity.
 - We believe these individuals need to be offered a new way of linking to the Strategy which is adapted to their circumstances. The surveys and experience have shown that joining the Network as an individual or joining one of the entities in the Network does not work. And if we bear in mind that an increasing number of Agents are not

connected to any entity, this problem looks likely to get worse.

- One possible response to this problem is linked to another aspect identified in the evaluation. That is, the demand for autonomous spaces where the individuals who are linked to the Strategy but not to any entity can exchange information and experiences. The two issues are not the same but they could be resolved together nonetheless.
- There are three complementary formulas which could provide the answer to these two problems: occasional meetings focused on direct contact between the individuals, an internet space where they can exchange information and experiences and platforms linked to specific geographical areas where entities and individuals can work as a network.
- As regards the Entities, they do not have a problem with their links to the Strategy (they are connected through the Network) but they are calling for spaces where they can interact directly, which would be provided but not run by the authorities. In this regard, the three options proposed for the individuals (occasional meetings, local networks, internet) are also suitable for the entities.
- Lastly, the survey on the Activities Catalogue has shown that carrying out these activities is encouraging some individuals to take action, both participants and members of the entities requesting the activities, and these people also need to be given a means of becoming more involved. Once again, we believe that establishing these channels or autonomous communication spaces could be an attractive option for this group of people.

✓ The debate about the autonomy of the players in the Strategy

- We believe that the point made in the previous paragraph is directly connected to the debate on the autonomy of the various players involved in the Strategy. The authorities would like these players to operate relatively autonomously and the entities are aware that, up until now, they have been too reliant on the authorities' stepping in to make things happen.
- Therefore, it is not a case of blaming anyone for the fact that this issue remains unresolved. It is however, worth noting two factors that could help to address this situation.
- The first is to understand that autonomy does not necessarily mean entities and people having to operate individually, but rather enabling groups of entities and individuals to be connected and create spaces for autonomous action. It can only work by following this logic.
- The second is to abandon the debate about whether the two parties are "willing" to grant/put into practice this autonomy and instead to focus the debate on how to make this possible. If the tools are not in place for enabling the entities and individuals to meet and interact relatively autonomously, it makes little sense to suggest they work autonomously beyond the already existing structures of the Strategy.

ANNEXES

Annexe 1: field work conducted

Interviews with members of the technical team linked to the anti-rumour strategy

- Miquel Esteve i Brignardelli: Barcelona City Council's Commissioner for Immigration and Community Action
- Ramon Sanahuja: Director of Immigration Services and Interculturality
- Dani de Torres: Barcelona City Council's Immigration Commissioner until the second half of 2011
- Marifé Calderón: Technical manager of the Barcelona Interculturality and Mainstreaming Programme, Barcelona City Council.
- Kira Bermúdez, Barcelona Interculturality Programme team co-ordinator
- Carolina Astudillo: Barcelona Interculturality Programme team co-ordinator until December 2013
- Cristina Velásquez: Technical manager of the Barcelona Anti-Rumour Strategy
- Rafa Besolí: Technical Communication manager of the Barcelona Interculturality Programme

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Interviews with representatives of different entities that are members of the Anti-Rumour Network and Barcelona Anti-Rumour Strategy collaborators

- José Peñin, SOS Racisme – Catalunya
- Yolanda Soriano, Multicultural Interaction Group, Sagrada Família (GIM SA FA)

- Adriana Cabeceran, Secretariat d'Entitats de Sants, Hostafrancs i La Bordeta [i.e. coordinator of entities in the Sants, Hostafrancs and La Bordeta neighbourhoods]
- Saray Bazaga, Surt. Dones (Women's) Foundation. Private Foundation
- Elisabeth Díaz, Trinijove Private Foundation
- Toni Gassó, Connectats Co-operative
- Lola López, Centre for African and Intercultural Studies
- Rafael Crespo, Centre for African and Intercultural Studies
- Rodrigo Araneda, ACATHI - Catalan Association for the Integration of Homosexual, Bisexual and Transsexual Immigrants

Working meetings

Over the course of the evaluation, a series of meetings and gatherings were held with people linked to the Strategy which, on some occasions, were a source of ideas and tools that were key to understanding certain aspects of the Strategy and its overall "logic". These included the following:

- Three meetings with the heads of the Directorate of Immigration Services and Interculturality (Ramon Sanahuja and Marifé Calderón)
- Working meetings with Marifé Calderón, Carolina Astudillo and Cristina Velásquez
- Meeting with Dani de Torres, Barcelona City Council's Immigration Commissioner until the second half of 2011
- Participation in the meeting between the Management Committee of the Barcelona Anti-Rumour Network and the technical officers from the Barcelona Anti-Rumour Strategy's Technical Office (18 December)

- Participation in the 2013 Plenary meeting of the Barcelona Anti-Rumour Strategy

In July, intensive work was carried out with all the officers from the Barcelona Interculturality Programme in the city of Barcelona to create self-assessment indicators. The Anti-Rumour Strategy played a pivotal role in this work and it served as an opportunity to learn the opinions of the officers who have been implementing the strategy over recent years and to considerably improve my knowledge of the Strategy.

ANNEXE II: The strategy's presence on the internet

Below are some of the results of the analysis of tools associated with the Barcelona Anti-Rumour Strategy, such as the web page and the videos uploaded to YouTube. The Strategy's web page (www.bcnantirumors.cat) brings up several results for the two years for which data is available (2012 and 2013). In 2012 it received 17,652 unique hits with 137,642 pages viewed. There was an average of 7.8 pages visited per visit and each visit was for an average duration of 3.27 minutes. In 2013 the number of hits decreased to 14,920 and 117,364 pages were visited. However, the number of pages per visit remained the same (7.87) and, significantly, the average duration of the visits increased to 3.52 minutes.

To put the Strategy's web page results into perspective, they can be compared to those for the Intercultural Plan's website (www.interculturalitat.cat). This website received 5,334 hits in 2012 and 7,776 in 2013. As regards the number of pages visited, the figures were 16,322 and 21,283 respectively, equivalent to 3.06 and 2.74 pages per visit for each year. Lastly, the average duration of each visit was 2.24 and 2.02.

These figures show that the Strategy web page has achieved a much higher volume of hits than the Intercultural Plan web page. And not only has it received more hits, the visitors have clicked on more tabs and have spent longer browsing. That is, it has managed to capture the attention of visitors for longer and has got them to interact more with the site. However, the number of visits the Strategy web page receives is going down while the numbers visiting the Intercultural Plan website are going up

The Strategy's video channel on YouTube includes a total of 92 associated videos. In terms of the number of times the videos have been played, in 2012 there were 10,730 hits on videos associated with the *bcnantirumors* profile. In 2013, this number decreased significantly to 4,527 hits. In 2012 the "estimated number of minutes played" was 2,726 while in 2013 it was 8,672. This means that in

2013, although the number of hits decreased significantly, the visits to the channel were of a greater "quality" with viewing time quadrupling



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