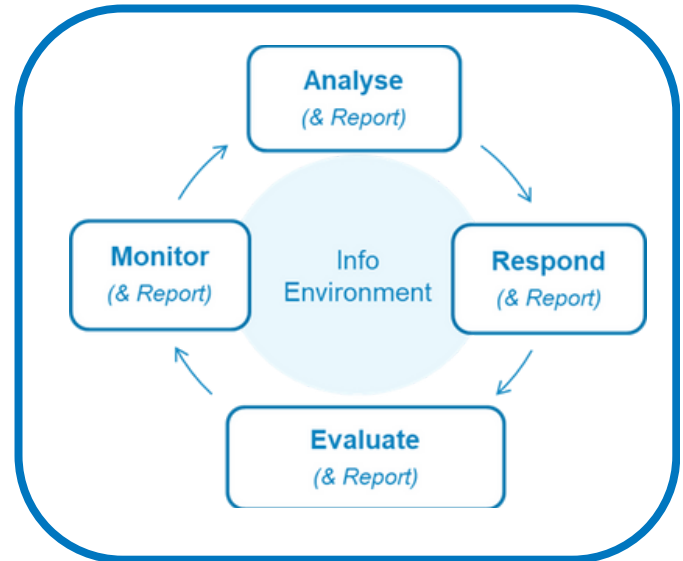## Monitoring and Analysing the Information Environment

The **DPO Policy on Information Integrity** outlines the monitoring, analysis, response and evaluation cycle, which should guide peacekeeping missions' approach to addressing mis/disinformation and hate speech (MDH).

Monitoring and analysis of the information environment are the foundation of effective action against harmful information. They provide crucial insights into the information environment, enabling missions to understand contextual dynamics, ensuring responses are well-informed and relevant.

Monitoring

Harmful information that constitutes mis/disinformation and/or hate speech targeting individuals, communities, organizations, or values, **must be documented**. This may come in the form of false, manipulated and/or misleading content transmitted on- or offline.

Monitoring of the **online information environment** should be **conducted regularly (preferably daily)**. The focus should be on relevant narratives, actors, and how they are communicating information.

Monitoring the **offline information environment** - including radio, print press, word-of-mouth - for MDH should also be conducted on a regular basis. This monitoring can be **incorporated into existing peacekeeping monitoring** conducted by Human Rights, Political/Civil Affairs, Strategic Comms, Force and Police amongst others.

Guidance for Force and Police patrolling should include MDH information-gathering, with relevant details **reported through daily field and component reports.**

Analysis

In isolation, a narrative alone may not cause significant harm, but when it is propagated and amplified using inauthentic means, the narrative may be weaponised.

Patterns in digital behaviour are important because they can **reveal markers of inauthenticity**, which in turn signal information manipulation and potentially an intent to do harm.
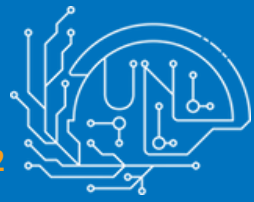
A combination of **quantitative and qualitative analytical approaches should be applied** to connect online behaviour and real-world developments, in order to inform mitigation, defensive or responsive actions.

The **ABC Framework** (pg. 2) outlines a structured approach for such analysis.

Applying the ABC Framework

Identify and understand the **actors** involved in proliferating false content, **behaviour** consistent with info manipulation tactics and the narrative **content** in order to have a basic idea of the anatomy of harmful information. Further research into **degree** (what is the distribution, audience and reach?) and **effect** ("what is the impact?) may also be conducted.

Identify the **actors** that may be propagating MDH, including accounts, affiliations, identities.

Analyse **behaviour** - tactics, techniques and procedures - to generate and amplify information (e.g. copypasta, distributed amplification, manipulating audiovisuals).

Identify narrative **content** put forward, which may provide insights into the motivations/objectives of the MDH actor.

Degree - what is the distribution, audience, reach?

Effect - what is the impact?

Assessing Risk Factors

Identifying relevant factors to assess information against the risk of harm can help determine what course of action to take (for additional information, see the two pager on Responses).

Risk Factors	Both Online and Offline
Languages	Which languages are used? Which audiences are targeted?
Mainstream media	Has the narrative broken into mainstream media?
Disinformation actors	Is the disinformation spread by known actors?
Call to action	Does content incite violence, discrimination, hostility, protest, harassment?
Imminence	Is there imminent risk of harm?
Context (political, historical, social...)	Does the current context increase the likelihood of harm?

	Online	Offline
Engagement || Perception & Attitude	# of shares/reactions	Pre-existing negative sentiment?
Trend of engagement || Trend of perception & attitude	Shift in # of shares/reactions	Shift in community perception?
Exposure	# of views/impressions	Community aware of narratives?
Tactics, Techniques, Procedures	E.g., copypasta, bots	E.g., forgeries, front organizations
Platforms	Media outlets used & audience	# Communities