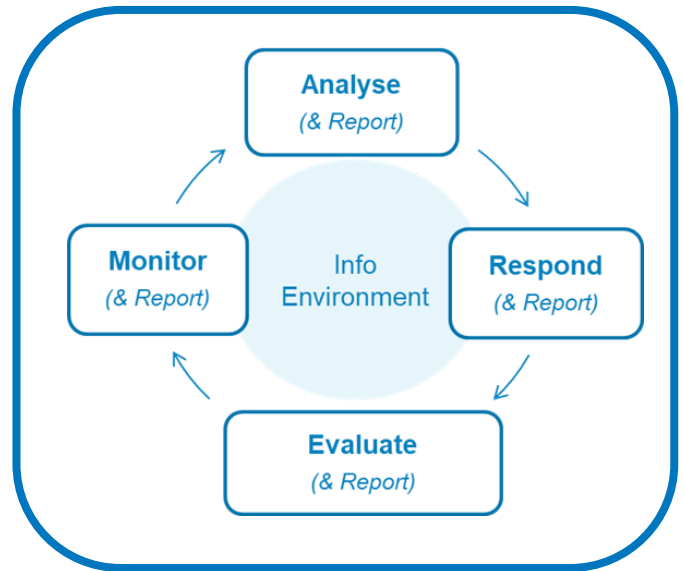## Responses, Evaluation and Reporting on the Information Environment

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).

Selecting appropriate **responses** to MDH requires thoughtful consideration and the use of insights derived from daily monitoring and analysis. Continuous impact **evaluation** is essential to track progress and inform decision-making, while **reporting** remains a critical component at every stage of the cycle.

Reporting

Monitoring and Analysis Reports
Daily online monitoring shall be conducted by the Strategic Communications component, in coordination with Human Rights, JOC, JMAC and others. A **summary of relevant MDH aspects will be submitted to the JOC for integration into regular reporting**; JOC will also include info on MDH in sit reports, early warning reports, alerts.

All substantive components at mission HQ and field office/sector levels shall **integrate information on MDH in their reporting chain.**

Working with missions, DPO will develop **standardised and mission-specific MDH indicators** to incorporate into relevant reporting databases

Reporting on Responses
This process should be **integrated into periodic reporting prepared by the JOC,** and separate stand-alone reporting, **assessing the impact of responses.**

Evaluation

Impact evaluation should be conducted in an ongoing manner, taking at least two forms:

1) **Tracking key performance indicators** (KPIs) related to information integrity strategic objectives.

2) **Tracking of operational metrics** related to day-to-day operations, which provide insights into how campaigns and activities are performing, including in relation to other actors or narratives.

Machine-generated sentiment analysis should generally be avoided, as they can lead to misleading or erroneous assessments.
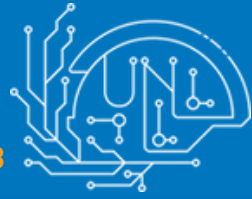
Examples of approaches that can be used:
- ✓ Track social media engagement
- ✓ Track online engagement
- ✓ Perception surveys
- ✓ Proxies for consent (e.g., trends in SOFA violations, such as restricting freedom of movement, may be indicators of consent)

Responses

A range of responses should be considered and selected based on the diagnosis from monitoring and analysis work. A combination of responses should be implemented for greater effect, within the parameters of the mission's mandate. A full suite of responses to online disinformation are captured in the DISARM Blue Framework.

Political outreach and commitments
Monitoring and analysis may reveal the involvement of key state or non-state actors in harmful narratives. In such cases, missions or UN entities may engage with these actors to highlight the harm and request actions to mitigate or stop MDH.

Strategic communications
Effective strategic communications is a critical part of the prevention and response to MDH. Consider multi-channel advocacy, people-centered and data-driven storytelling, pre-bunking and proxy communicators.

Protection of journalist, human rights defenders, media workers
National authorities should be supported in upholding human rights obligations to protect media workers, and others exercising free expression. Missions should also provide protection to these actors in line with mandates.

Community engagement
Community engagement aims to build trust in the UN, understand local concerns, share accurate, inclusive information, manage harmful narratives, and empower credible local voices to counter information harms.

Accountability for Incitement to Discrimination or Violence
Where instances of MDH reach the threshold of incitement under the Rabat Plan of Action, missions should advocate for impartial, prompt and thorough investigations as well as actions to bring perpetrators to justice.

Public reporting
Missions can shed light on harmful information, through documentation and debunking. The mission can use ongoing reporting to the Security Council, strategic communications, and support from DPO's Information Integrity Unit and SCS.

Reporting to Technology Platforms
Harmful content that violates platform's "community standards" or suggests coordinated inauthentic behaviour should be reported as a matter of course.

Building societal resilience
Harmful information is less likely to thrive in a strong civic space. Actions supporting resilience include media capacity-building, media literacy, improved capacity of public institutions, and empowering fact-checking organisations.