



Hochschule Neubrandenburg  
University of Applied Sciences

## DAAD Dialogue with the arab world



AL-BALQA'  
APPLIED  
UNIVERSITY



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Sub-project 2020:  
Representation of refugees in the media.  
Critical analysis from the social work perspective

together with  
Al Balqua, Jordan



1. State of research
2. Workshops
3. Joint research
  - 3.1 Facebook
  - 3.2 Instagram
4. Results



## 1. State of research

- Seminary group research  
Almost done with workshops  
Open: finish workshop with refugees  
+ evaluation
- Joint research done



## 2. Workshops

1. Michael Elgaß – studio manager NDR
2. Jürgen Mladek – chief editor Nordkurier
3. Thomas Freitag, Michael Heincke – state CID

Still in progress:

4. Refugees in Neubrandenburg



## 2. Workshops



### 1st workshop: Michael Elgaß, studio manager NDR

- public north German broadcast station NDR (Norddeutscher Rundfunk)
- Facebook + Instagram
- Necessarily neutral

### Migration

- nowadays more weighing up than in 2015 („Wir schaffen das!“)
- Mecklenburg Western Pomerania had never had migrants from the middle east before  
> the unknown frightens us



## 2. Workshops

### 2nd workshop: Jürgen Mladek, Nordkurier

- Chief editor of local News Paper
- 76000 follow on Facebook
- 20 000 on Instagram
- Social media could provide discussions but nobody dares to discuss

### Migration

- In 2015 mainly sad stories and welcome culture these days more detailed information





## 2. Workshops

### 3rd workshop: online meeting with Thomas Freitag and Christian Heincke (state CID)

- Responsibles for local media skill trainings  
(Dark net, abuse of minors, hate speech and fake news)
- Dark net: the only left possibility to express opinion
- Hatred as a “strategy to cope with fear”
- Fake news teach us to reflect critically,  
mostly the truth lies somewhere in the middle



Christian Heincke



Thomas Freitag



## 2. Workshops

### 4th workshop: refugees in Neubrandenburg

- Since “Cafe International” is closed, we use online meetings and eMail

*....in progress....*



## 2. Joint research with Al Balqua

View on refugees from three perspectives:

1. Media
2. Host community
3. Refugees themselves

By focusing on Facebook and Instagram





## 2.1 Facebook – general information

### Target group

- all ages (mainly 18-29)
- 26% worldwide
- 73% of 20-29 year olds in Germany

### Owner

- Facebook Inc (Manager Marc Zuckerberg)

### Financed

- Mainly by Advertisement
- Selling data, apps, games



## 2.1 Facebook

### Mission

”to give people the power to build community and bring the world closer together”

### Control

- 4500 employees delete illegal content

### Political Interest

- Estimates political attitudes of members by collected data



## 2.1 Facebook

### Impact on migration

- Groups for refugees
- Groups for charity organizations
- Groups for exchange between migrants
- Keep contact to family and friends
- Share news and information



## 2.1 Facebook



- Moabit Hilft e.V. connects refugees, organizations, social workers and volunteers.

Moabit Hilft e.V. connects refugees, organizations, social workers and volunteers.

Moabit Hilft e.V. Facebook page screenshot showing the profile picture, cover photo, and various posts related to refugee support and advocacy.

The cover photo features a collage of diverse people and the text: **Die überparteiliche Lobby für Geflüchtete!** and **MOABITHILFT**.

The profile picture is a green circle with a white map of Berlin and the text: **MOABITHILFT**.

The left sidebar shows navigation options: **Startseite**, Info, Spenden, Veranstaltungen, Fotos, Videos, Gruppen, Beiträge, Spendenaktionen, and Community.

The main content area includes a 'Fotos' section with a photo of a person holding a red sign that reads: **! ABFÜLLORT FÜR HEISSES WASSER ! Montag - Freitag 11 - 16 Uhr Moabit hilft e.V.**

Below the photo is a post titled: **Keine Abschiebungen nach Syrien ! SYRIEN IST UND BLEIBT EIN FOLTERSTAAT !**

The right sidebar contains 'Our Story', 'Community', and 'Lade deine Freunde ein, diese Seite mit „Gefällt mir“ zu markieren'.



## 2.1 Facebook

### Fake news and hate speech about refugees

- “they’re getting 1000€ cash for rent...”
- Before illegal content (murder fantasies, violence, racism...) is deleted it has already spread around the world



## 2.2 Instagram – general information



### Target group

- Mainly 18-34 year olds
- 1 bil. worldwide (500mio per day)
- 25 mil. in Germany (31%)

### Owner

- Facebook (Marc Zuckerberg)

### Financed

- Advertisement
- Sell data





## 2.2 Instagram

### Self definition

- „Closer to things and people you love“

### Control

- Filter system to ban illegal content (social bots)

### Political interest

- unpolitical



## 2.2 Instagram

### Impact on migration

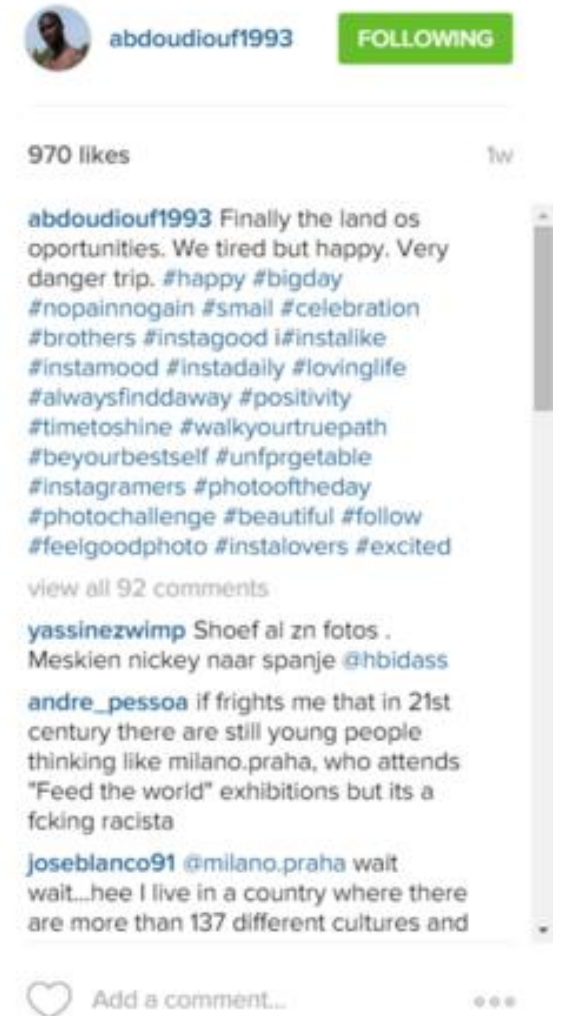
- Organizations inform followers about current affairs and possibilities to volunteer or donate
- Contact to NPO's
- Free discussion in comment sections
- Stay in contact with family and friends
- Exchange information, pictures, videos
- Get in contact to others



## 2.2 Instagram

### Fake news on Instagram

Fake refugee:  
**@abdoudiouf1993**  
faked his journey from Senegal to Spain by sharing pictures and videos with followers



## 4. Results

### Picture of refugees on social media

- Information is filtered by organizations, influencers and friends/followers
- Polarizing: crime or tragedy
- Selfaffirmative quality (algorithms create your filter bubble)
- Every picture is an individual mosaic
- Possible to buy political advertise?





## 4.Results

### Perception by the host community

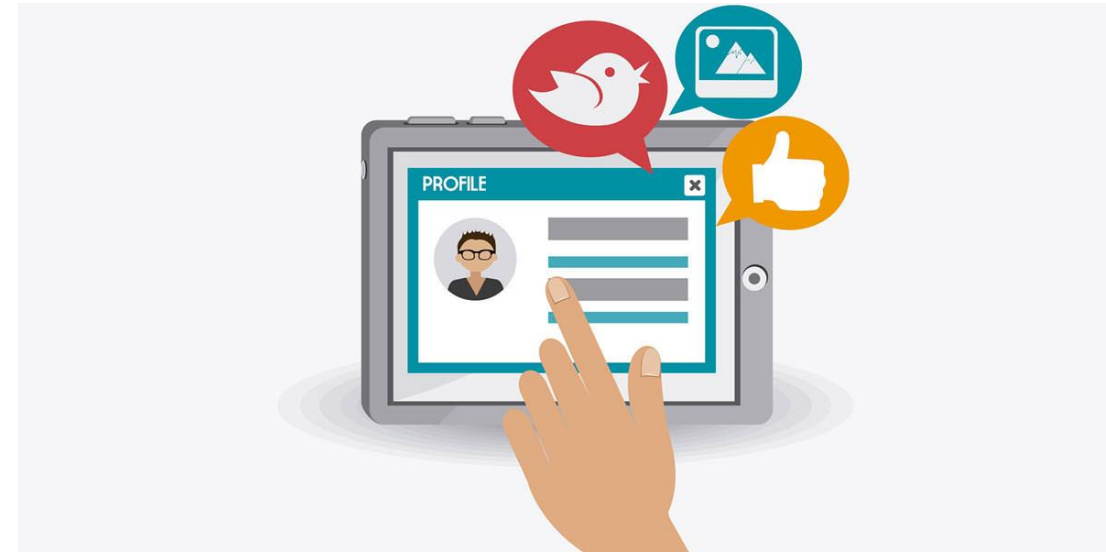
- Depends on content shared by followers and friends
- If you're not in touch with the topic in real life you won't get in touch on Facebook or Instagram
- Polarizing (far left to far right)
- The unknown is frightening and hatred is a strategy to cope with fear.



## 4. Results

### Perception by refugees themselves

- Most refugees in 2019 were under 25 years
- Modal age in Germany: 50-60 years (Boomers)
  - > many don't feel represented in the media
- “I feel like a guest, but I'm your roommate.”
- Depends on social perception and filter bubble



[illegible]

December 2020  
Prof. Northoff