Methodology for the Barometer of Misinformation and Hate Speech against Migrants

A four-step methodology was designed for the present study. The methodology focuses on understanding, from as many angles as possible, the way hate speech against migrants functions and its impact as well as how such speech is connected to common misinformation processes. The information in the three parts of this report includes analysis of news and hoaxes in Spain, testimonies and opinions of citizens of different ages and from geographical areas, quantitative data, social media analysis, and criteria and opinions of experts from different fields who helped design the study.

Methodology step 1: Contextualising the problem

This first step had three phases:

- *Identifying and categorising fake news against migrants in recent months in Spain:* Based on Maldita's previous everyday work, all the fake news alluding to hate speech against migrants were analysed and grouped into six large thematic categories accounting for 20 total narratives.

- *Interviews with experts:* Seven experts from different fields (journalism, state security forces, public institutions, activists etc.) were asked to participate, with the aim of benefiting from their perspectives and knowledge when creating the quantitative questionnaire and validating the narratives detected, analysing the relevance according to four areas: permeability, centrality, influence and credibility.

- *Search for studies and previous articles on the subject:* This search was carried out through the Pappers platform, Twitter and think tanks linked to the European Parliament with the aim of supporting future research stages.

Methodology step 2: Quantitative measurement

- *CAWI (online) survey:* A survey of 2,000 people throughout Spain was conducted. A questionnaire of about 20 minutes combined questions from previous Oxfam studies (2017, 2019) on attitudes towards migrants, so that the evolution of racist trends over these years could be assessed. New thematic categories were included with a greater focus on misinformation, hate speech, and social media platforms and networks. The permeability, centrality and credibility of the 20 narratives detected in the first stage were also tested to see their

impact on the population. The population was grouped into four profiles based on their positioning vis-à-vis migrants: for, somewhat-for, somewhat-against and against according to the work done by Oxfam and Cualigrama in the previous studies.

The results were divided by age, gender, place of residence, and nationality, maintaining the following quota distribution:

	Distribución
Levante	500
Sur / Andalucía Canarias	500
Centro AMM (Área Metropolitana Madrid)	500
Noreste / Catalunya y Balears Noroeste Norte Centro AMB (Área Metropolitana Barcelona)	500
Hombre	977
Mujer	1.023
18-24	238
25-34	303
35-44	446
45-54	407
55-64	343
>=65	263
Sin estudios (Estudios primar	128
Primer Grado	248
Segundo Grado - 1º ciclo	574
Segundo Grado. 2º Ciclo	436
Tercer Grado. 1er Ciclo (Equiv	614
<10000	407
10000-49999	534
50000-99999	258
100000-499999	476
>=500000	325

The sampling error was 2.1%, under the usual sampling conditions with p=q=0.5 and a confidence level of 95.5%. All privacy and anonymity standards regarding responses were met according to the ISO 20252 standard, certified by AENOR and the ICC/ESOMAR International Code of Conduct.

A purely quantitative report was then produced with various results not collected for the final deliverables. If interested, please get in touch with the Oxfam or Maldita contact persons.

Methodology step 3: Qualitative analysis

To more fully understand the emotions, biases, taboos and feelings underlying hate speech and behaviour against migrants in Spain, we developed two qualitative methodological approaches:

- *Online conversation groups:* Based on an anthropology-inspired approach and co-creation techniques, we conducted two 90-minute sessions with four participants each. The sessions were conducted online and used interactions tools such as Mentimeter and Miro. They sought to go beyond the pre-established narratives through generative and projective techniques that would allow participants to achieve a greater degree of abstraction.

- *Calatea research workshops:* For the second approach, we worked with the Calatea Group, which is specialised in research through the performing arts. Calatea held two 90-minute sessions, also with four participants each, in which tensions felt by each person were further explored with regard to their positions against migrants and hate speech. Different exercises were used: role-playing, visual stimuli, associative-thinking dynamics, and the creation of WhatsApp groups where participants recreated different behaviours related to sharing and verifying information.

Methodology step 4: Social media analysis, still under development