



Study and Research on Election Media Coverage for 2018 Presidential Elections in Georgia

UNDP Training on Analyzing Social Media

Day 1 | Tuesday, 18 December 2018

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| 13:00 | Lunch |
| 14:00 - 14:45 | Opening Remarks & Introduction & Expectations <ul style="list-style-type: none">• Tea Nutsubidze, UNDP• Rasto Kužel, MEMO 98 |
| 14:45 – 15:15 | Presentation of social media monitoring results |
| 15:15 - 15:35 | Coffee Break |
| 15:35 - 16:00 | The role of social media during elections <i>Is social media good for democracy & elections? Experience from other countries Regulation & standards</i> |
| 16:00 - 17:00 | Practical exercise |
| 17:00 – 17:45 | Monitoring social media & Internet <i>Social media as an object of scrutiny for observers What can we capture in each platform? Insights from WhatsApp, Facebook and Twitter Different types of “Fake news”: Misinformation, Disinformation and Malinformation</i> |
| 17:45 – 18:15 | Quantitative and qualitative indicators |
| 19:00 | Dinner |

Day 2 | Wednesday, 19 December 2018

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| 09:30 - 11.15 | Monitoring gender |
| 11:15 – 11:30 | Break |
| 11:30 - 13:00 | Monitoring social media during elections <i>Determining monitoring sample</i> <i>Collecting general info</i> <i>Monitoring sample</i> |
| <i>13:00 – 14:00</i> | <i>Lunch</i> |
| 14:00 – 14:45 | Practical exercise |
| 14:45 – 16:00 | Content analysis <i>Monitoring narratives</i> <i>Internal and external factors</i> <i>Concrete examples</i> |
| 16:00 - 16:15 | Coffee Break |
| 16:15 – 17:00 | Social media monitoring as part of election observation |
| 17:00 | Conclusions, end of workshop |
| <i>19:00</i> | <i>Dinner</i> |