



**elephant  
talk**

# AGENDAS



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# DAY 1

## Module 4.2

### Data Gathering Methodologies: Theory and Practice

Led by Impact Hub participants had the opportunity to get a recap on the methodologies discussed during the training in Palermo. In addition, all participants participated to the pilot of the questionnaire in order to both test it and gather some demo data to experiment with on the second day of the training

Outline Welcome and ice-breaking activity 10:00-10:30

Overview of the programme. 10:30-10:45

Recap from Palermo's international training 10:45-11:15

Coffee break 11:15-11:30

Visualisation & Expectation Activity 2 (draw your peer) 11:30-12:00

Take the Questionnaire. 11:30-11:45

Chat GPT exercise. 11:45-12:30

Translate your data sets. 12:30- 13:00

## Module 4.3

### Data Gathering in the Digital Era

An expert on digital data gathering led an informative session, including both theory and examples, about tools and methodologies on digital data gathering

#### 1. Introduction

- Presenter introduction:
  - Role, experience, and career path
- Introduce yourselves and fun fact
- Overview of career milestones
- Key research and projects:

- [Investigating Greek far-right discourse](https://www.academia.edu/127226468/Silent_wave_Exploring_Greek_Far_Right_Discourse_and_Networks_in_the_Digital_Public_Sphere?source=swp_share) [https://www.academia.edu/127226468/Silent\\_wave\\_Exploring\\_Greek\\_Far\\_Right\\_Discourse\\_and\\_Networks\\_in\\_the\\_Digital\\_Public\\_Sphere?source=swp\\_share](https://www.academia.edu/127226468/Silent_wave_Exploring_Greek_Far_Right_Discourse_and_Networks_in_the_Digital_Public_Sphere?source=swp_share)
- [Covid-19 discourse in Greece](https://ejournals.epublishing.ekt.gr/index.php/ekke/article/view/38498) <https://ejournals.epublishing.ekt.gr/index.php/ekke/article/view/38498>
- [Mental health and social inequalities in Europe](https://www.tovima.com/science/mental-health-in-greece-the-geography-of-depression-inequalities-in-greece-and-europe/) <https://www.tovima.com/science/mental-health-in-greece-the-geography-of-depression-inequalities-in-greece-and-europe/>

#### 2. Theory - Digital and Data

- Concepts:
  - Definition of digital, data, and gathering
- Context:
  - Growth in global data volume
  - Social media's role in data collection:
    - Users as consumers/producers
    - Visual-centric platforms
    - Data and power dynamics of GAFAM
- Challenges like online gender-based body shaming:
  - Amplification by algorithms, Anonymity, Content moderation

#### 3. Theory - Data Types and Sources

- Types of data:
  - Structured, Unstructured, Semi-structured
- Key data sources:
  - Social media, web scraping, APIs
  - Open data portals, surveys

#### 4. Methodology

- Three-step framework:
  1. Data Collection:
    - Tools: Web scraping (Beautiful Soup, Scrapy, ParseHub), APIs, surveys
  2. Data Analysis:
    - Statistical/qualitative methods for insights
  3. Data Visualization:
    - Tools like Flourish, Datawrapper and Wobby for accessible representations

#### 5. Discourse Analysis

- Definition and relevance:
  - Examines language's role in societal contexts
- Methods:
  - Critical Discourse Analysis (CDA), Corpus Linguistics, Thematic Analysis
- Applications:
  - Uncovering harassment patterns
  - Informing anti-harassment policies
  - Promoting awareness

#### 6. Hands-On Tools and Examples

- Tools for analysis:
  - Voyant Tools, Sketch Engine etc.
- Practical examples:
  - Word frequency and cloud visualizations
  - Trump's inaugural speech analysis
- Visualization:
  - Charts: Word clouds, bar charts, donut charts

#### 7. Conclusion

- Goals:
  - Apply ethical data practices in projects
  - Contribute meaningfully to respective fields
- Next steps:
  - Stay connected for collaboration and discussions

# DAY 2

## Module 5.

### Visualising Data for Social Transformation - Theory

Led by Impact Hub, participants acquired basic tools to create visually engaging stories from data with Q & A and debriefing session

## Module 5.3

### Visualising Data for Social Transformation -Practice

Led by Impact Hub, participants had the opportunity to practice with data visualization tools

#### Morning Session 10:00-13:00

10:00-10:30

#### Step 1: Theory and Showcasing Examples

- Introduction data visualization
- Examples - study cases including:
  1. Greek Examples in connection with contemporary events: Greek Statistics/ Skai Statistics,(example for failure/misuse) Jodi Graphics (example for amateur but impactful data driven advocacy), Forensic Architecture plus mention of Who Owns the Media to introduce Solomon for next day
  2. Contemporary Activism: Forensic Architecture's investigation on murder of Fissas, Zack as well as specific introduction in physical installations.
- Interactive Q&A to clarify concepts.

10:40-11:00 **Break**

11:00-11:30 **Basic Principles of Data visualization**

11:30 - 12:00 **Data tools Flourish Data Wrapper on survey data**

12:00 - 13:00

#### Step 2.1: Group Formation, design brainstorming and production

- 23 Participants divided into 3 groups to work on outputs:
  - Group A: Two Social media posts (Canva+ Flourish).
  - Group B: One AI assisted animation explainer (Render forest).
  - Group C: One (5 min) mini Podcast episode discussing data findings.
  - 2 Observers assigned to each group to document workflows and processes + guide for observations.

- Each group starts brainstorming and creating initial drafts based on:
  - Results from the previous day's data gathering.
  - Personas of online body-shaming that will be gathered the previous day.

13:00-14:00 **Lunch Break**

**Afternoon Session** 14:00-17:00

14:00-16:00

#### Step 2.2: Output Development (one rep per group -> Qs)

- Groups continue refining their outputs:
  - **Group A:** Design visually engaging social media posts targeting specific audiences.
  - **Group B:** Develop an animation .link <https://www.renderforest.com/home/templates/videos/infographic-videos>
  - **Group C:** Script, record, and edit a short podcast (10-15 minutes).
- Observers document workflows, team dynamics, and tool usage.

16:00-17:00

#### Step 3: Preparation and Presentation

- Groups finalize outputs and prepare for presentations.
- Each group rehearses a brief explanation of their work presented by them and/or their observers:
  - Key points of their output.
  - Challenges and solutions encountered.
  - Lessons learned.
  - Groups present their outputs to the entire cohort.
  - Short feedback on the creative process and its implications for the project.

# DAY 3

## Finalisation of data gathering methodology and national plans on the basis of all sessions

### Expert Speakers - We Are Solomon

Finalisation of data gathering methodology and national plans on the basis of all sessions.

The methodology drafted in Palermo and finalised in Athens was reviewed and enriched with knowledge and capacities built from ulterior learning sessions so that it is finalised and ready to implement in each different cultural context. The daily session included also the review of a step by step action plan for each cultural context's data gathering actions, as well as a Q&A session to answer any queries on the next steps.

**Morning** 10:00-11:00 We are Solomon - Guest speakers, investigative journalists presented their research report on 'Who owns the media', discuss visualisation methodologies and Q&A

11:00-13:00 The methodology drafted in Palermo and finalised in Athens was reviewed and enriched with knowledge and capacities built from ulterior learning sessions so that it is finalised and ready to implement in each different cultural context. Review of a step by step action plan for each cultural context's data gathering actions and Q&A session to answer any queries on the next steps.

## Planning session for the International Data Presentation Event in the EU Parliament

This is a session to fine tune the planning efforts for the final event in Brussels, including MEPs invitations etc.

### Afternoon 15.00-17.00

- Imagined timeline of action with reference to the EU MEPs' calendar, where possible
- Continuing our strategy to initiate and nurture dialogue with MEPs and, crucially, their assistants - locally and as international unit
- Organisation of and participation in international virtual involvement meeting
- Extra information and tips about how we can make the event as meaningful as possible (possibility of taking advantage of MEPs' young people visit to parliament budgets; organisation of one on one moments between young people and the MEPs of their countries during the events and more!)
- Time for questions, doubts, feedbacks comments.