



# UN 75<sup>th</sup> Anniversary

## Secondary Analysis

*Prepared by Edelman Intelligence*  
August 2020

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A grid of various national flags is displayed on a dark background. The flags are arranged in a grid pattern, with each flag mounted on a small black square. The flags are of various colors and designs, including the flag of the United Kingdom, the flag of the United States, the flag of the European Union, and many others. The flags are slightly blurred, suggesting they are in motion or the camera is slightly out of focus. The overall effect is a dense, colorful pattern of national symbols.

# Background & Objectives

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# OUR OBJECTIVES

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To support the United Nations 75<sup>th</sup> Anniversary global dialogues initiative and research program by:

- Analyzing the current media landscape and visibility drivers for the United Nations
- Understanding the significance and relevance of six global key issues at large and how they are presented in the media across countries of interest
- Identifying the United Nations' current place in the conversation around these global key issues
- Uncovering potential opportunities for the United Nations by analyzing how the Organization is currently presented and perceived across different regions in relation to these key issues



# OUR APPROACH

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- 1 Define issues and sub-issues
- 2 Develop, test and refine search queries to capture relevant data across key issues and sub-issues
- 3 Collect the data from online, print and broadcast publications, including social media platforms
- 4 Analyse coverage dedicated to UN + Covid-19 messaging at a global level
- 5 Analyse coverage dedicated to key issues – at a local, regional and global levels
  - Quantitative analysis and KPIs performed in an automated way on exhaustive coverage
  - Qualitative analysis performed by local native analysts, on a sample of strategic media articles

# DETAILS OF METHODOLOGY 1/3

## 1 Define issues and sub-issues

Based on the UN key priorities and preliminary landscaping research on global challenges, we have defined and agreed 6 global issues and associated sub-issues to be analysed across all countries:

KEY ISSUES					
CLIMATE CHANGE/ ENVIRONMENT	CONFLICT AND VIOLENCE	SHIFTING DEMOGRAPHICS	INEQUALITIES	TECHNOLOGY OPPORTUNITIES AND THREATS	HEALTH
SUB-TOPICS					
Global warming and its consequences	Major power relations	Overpopulation, ageing population, youth bulges	Inequalities between countries	Emerging technologies – biotechnology, AI, blockchain, robotics/automation	Health systems and (infra)structures (access to)
Natural resources scarcity / shortage	Weapons	Migration	Domestic Economic Inequalities	Access to information and communications technology	New diseases, pandemic
Biodiversity (wildlife and plantlife)	Unrest	Displacement	Identity-based Inequalities	Misinformation	Non-communicable diseases
Water, air and soil pollution	Political violence	Urbanization – cities and megacities	Access to basic services (health, education, water, food and sanitation)	Cybercrime/Cyber attacks	Antimicrobial resistance
Renewable energy	Organized crime		Access to justice	Child / sexual exploitation and abuse	Mental health
	Violence against women and girls		Access to decent work with fair and equal pay		Child and maternal mortality
	Cyber violence				Sexual and reproductive care, family planning
	Cyber Conflict / Warfare				Affordable vaccines and medicines
					Early warning systems for global health

# DETAILS OF METHODOLOGY 2/3

## 2 Develop, test and refine search queries to capture relevant data across key issues and sub-issues

Once finalized, each issue and sub-issue has been developed into a Boolean taxonomy to scrape and clip publicly available online, print and broadcast publications, and social media platforms accordingly.

Taxonomies have been tested and improved in an iterative manner, to enhance clipping relevance while reducing noise.

Each taxonomy has been translated and adapted to encompass local language specifics by local native analysts, to cover the following countries:

LATIN AMERICA	EUROPE & CENTRAL ASIA	ASIA & AUSTRALIA	MIDDLE EAST/ NORTH AFRICA	SUB-SAHARAN AFRICA	NORTH AMERICA		
Argentina	France	Serbia	Afghanistan	Israel	Botswana	Uganda	Canada
Bolivia	Germany	Spain	Australia	Lebanon	Ethiopia	Angola	USA
Brazil	Greece	Sweden	Cambodia	Morocco	Ghana	Namibia	
Chile	Hungary	Netherlands	China	Tunisia	Kenya	Zimbabwe	
Colombia	Italy	Ukraine	India	Turkey	Nigeria	DRC	
Dominican Republic	Kazakhstan	UK	Indonesia	Egypt	Senegal	Cameroon	
Mexico	Poland	Austria	Thailand		South Africa	Cote d'Ivoire	
Peru	Romania	Czech Republic	Vietnam		Tanzania	Mauritius	
Venezuela	Russia	Portugal	Japan				
Cuba	Latvia	Ireland	Philippines				
	Albania	Norway	South Korea				
		Moldova	Singapore				
			Hong Kong				

## 3 Collect the data from online, print and broadcast publications

Data collection has been performed through a mix of tools: Talkwalker for online publications (figures and content), Factiva for print publications (figures only), Critical Mention for broadcast (figures only). Data pull spans May 2019 – May 2020.



# DETAILS OF METHODOLOGY 3/3

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## 4 Analyse online coverage dedicated to UN + Covid-19 messaging at a global level

Analysis performed at a global scale, focusing on how the UN is discussed and perceived in online media. Key questions for analysis included: key drivers defining the conversation around the UN; how is the UN being perceived globally; deep dive on Antonio Guterres, Covid-19 messaging, 'Decade of Action' and 'UN75'

## 5 Analyse coverage dedicated to issues – at a local, regional and global levels

Quantitative analysis performed through automated figures based on meta data from tools, to show general awareness, volume of conversation, engagement levels.

Qualitative analysis details:

For each country, a sample of articles has been designed and pulled, to allow a more granular understanding of coverage by local native analysts.

For each issue in each country, 20 articles have been sampled, based on the same taxonomies used for quantitative analysis (120 articles per country).

The sampling was done based on following criteria:

- Articles hand-picked from top-tier publications in each country
- Articles receiving high engagement from readers (e.g. sum of likes, shares and comments)
- Articles selected from moments in time when there was a spike in conversations on a particular issue in the country

For each article, analysts coded the following metrics: general sentiment, lens on issue (present or future), cause of the issue, prioritization and/or mention of solutions, mention of global cooperation (if so, which entities), mention of UN or UN bodies and associated sentiment, mention of KOLs.



**DEEP DIVE ON THE  
UNITED NATIONS**



# WHAT WE COVER IN THIS SECTION

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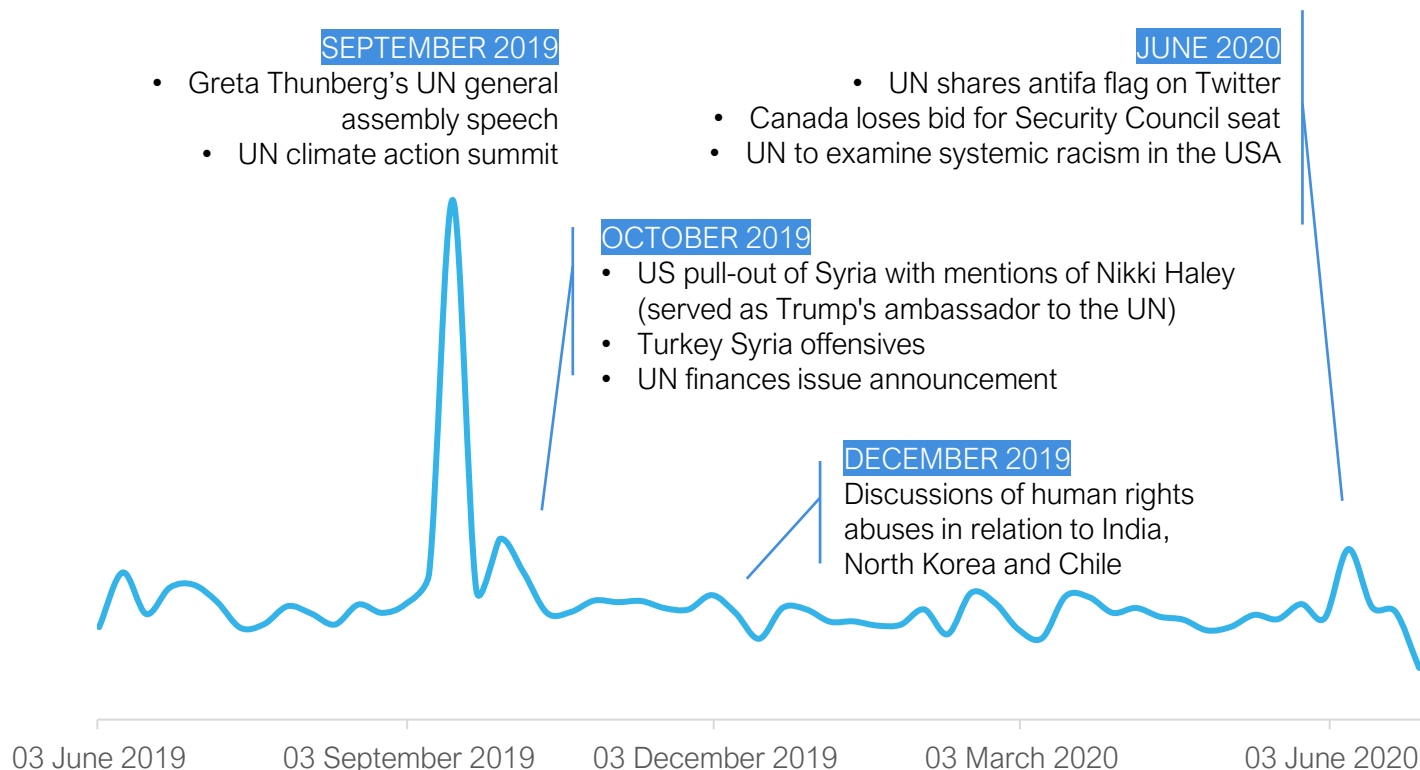
- 1 Perception of the UN globally
- 2 Deep dive on Antonio Guterres
- 3 Deep dive on Covid-19 messaging
- 4 Deep dive on 'Decade of Action'
- 5 Deep dive on 'UN75'





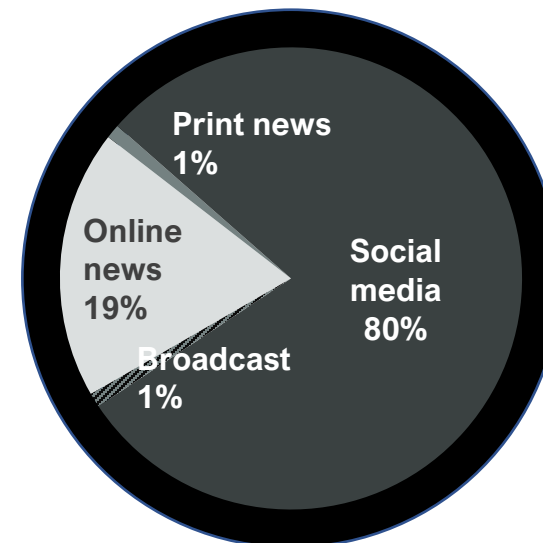
# UN EVENTS, UN ANNOUNCEMENTS AND CONFLICTS DRIVE VISIBILITY FOR THE ORGANIZATION

## Total Mentions of the UN



Social media is a key channel contributing to the UN’s increased visibility globally

## Share of Voice by Media Type



Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: June 2019 – June 2020



# ASIA & AUSTRALIA IS WHERE THE UN IS MOST VISIBLE, WITH CHINA, JAPAN AND INDIA DRIVING COVERAGE OF THE ORGANIZATION

	Total number of mentions	Top 3 countries where the UN is most mentioned per region		
	UN	1 <sup>st</sup> country	2 <sup>nd</sup> country	3 <sup>rd</sup> country
Asia & Australia	31M	China	Japan	India
North America	23M	United States	Canada	-
Latin America	14M	Venezuela	Brazil	Mexico
Europe & Central Asia	14M	Spain	UK	France
Middle East & North Africa	2.7M	Turkey	Egypt	Israel
Sub-Saharan Africa	2.3M	Nigeria	Kenya	South Africa

Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020

# KEY STORIES BY REGION

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Across regions, similar stories around the **UNGA** in September 2019 and **Greta Thunberg's** speech are resonating.

**Latin America:** Key stories focus on **climate change** and **Covid-19** response. Climate news focus on critics towards Bolsonaro, his response facing the **Amazonia** fires and his discourse in the UNGA. Covid-19 coverage focuses on Guterres's warning about the pandemic in March and his appeal to the US to stop the **blockade towards Cuba and Venezuela** in face of the pandemic.

**Europe & Central Asia:** Key stories focus on **climate news** with mentions of **COP 25** and Antonio Guterres' warnings about reaching the 'point of no return' when it comes to climate change. **Covid-19** is also driving coverage, highlighting Guterres's plea for a **global ceasefire** during the pandemic as well as Trump's decision to leave the WHO.

**Asia & Australia:** Key stories focus on India news and highlights the help provided by the Indian government to fight Covid-19. Several articles also cover Guterres' concerns about **protests and violence in Dehli**, as well as UN concerns regarding India's '**Citizenship Act**', considered by the UNHCR as 'fundamentally discriminatory'.

**Middle East & North Africa:** Key stories focus on concerns over rising tensions between Iran and the US as well as India and Pakistan. The **US/Iran** coverage is driven by the US's withdrawal from the nuclear agreement, while **India/Pakistan** news focus on events in **Kashmir** with calls from Pakistani prime minister Imran Khan for a de-escalation of tensions and a focus on diplomacy and the implementation of **Security Council Resolutions**.

**Sub-Saharan Africa:** Key stories focus on the impact of Covid-19 on African countries, with Guterres commending **Nigeria's** and **South Africa's** measures. The **US withdrawal** from the WHO is also covered across the region. More local news include coverage of Nigeria's participation in the UNGA with the intervention President Buhari and **Ambassador Muhammad-Bande's** new role as the Assembly President.

**North America:** Key stories focus on the US and Trump's decision to halt **WHO funding** and the consequences of this decision. Withdrawal from other international agreements such as the Paris Agreement and the **Iran nuclear deal** are also covered, as well as his absence at the **G7** meeting to discuss **climate change**.

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Source: Edelman Intelligence Discovery+ | Global | Search terms in English, Spanish & French | May 2019 – May 2020

## Greta Thunberg's UN General Assembly speech



## Trump cuts WHO funding

## Iran to continue scaling back commitments to nuclear deal



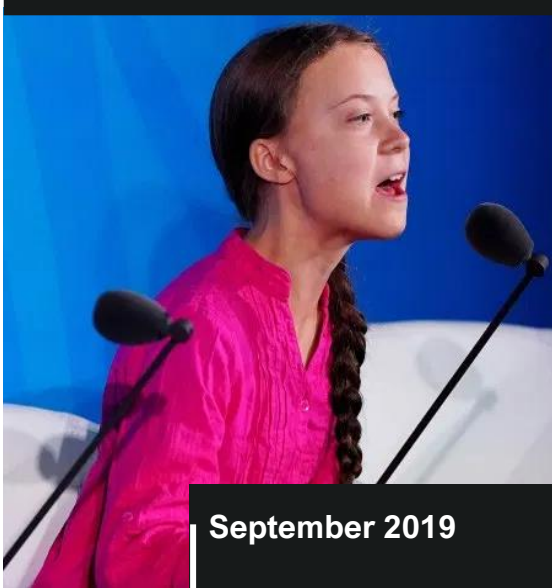
## Covid-19 could kill millions in Africa without immediate action





# KEY STORIES OVER THE PAST YEAR

826k mentions  
37M engagements



## September 2019

- Greta Thunberg's UN General Assembly speech
- UN Climate Action Summit

163k mentions  
6M engagements



## October 2019

- US pull-out of Syria
- Turkey Syria offensive
- UN finances issue announcement

76k mentions  
2M engagements



## December 2019

- Discussions of human rights abuses in relation to India, North Korea and Chile

323k mentions  
7M engagements



## June 2020

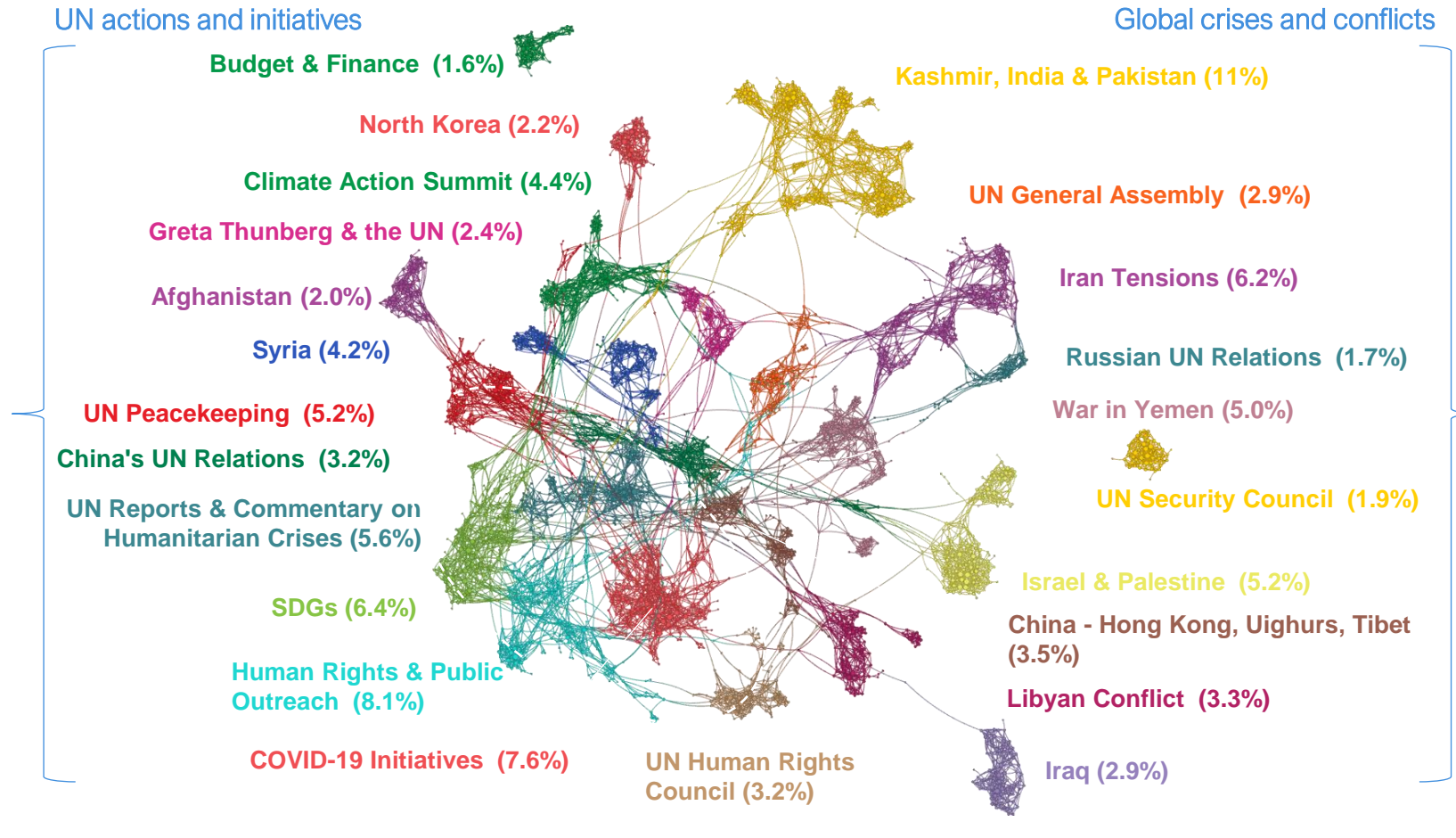
- UN shares Antifa flag on Twitter
- Canada loses bid for security council seat
- UN to examine systemic racism in the USA

Source: Edelman Intelligence Discovery+ | Global | Search terms in English, Spanish & French | May 2019 – May 2020



# HUMAN RIGHTS AND CONFLICT & VIOLENCE NEWS ARE KEY COVERAGE DRIVERS FOR THE UN

UN actions and initiatives with reports on humanitarian crises, SDGs, human rights, and COVID-19 makes up around 36% of the UN coverage. These clusters are much more interconnected, implying coverage is more interlinked.



Global crises and conflicts make up about 45% of UN coverage with Kashmir, India and Pakistan the largest conversation drivers. Clusters related to these issues are not well interconnected, implying that coverage of these issues is often specific and isolated.

Source: Quid | Global | English | Colored by clusters. Sized by degree. Labelled by clusters.









# AS AN ORGANIZATION, THE UN RECEIVES MINIMAL CRITICISM, DESPITE BEING INVOLVED IN THE MOST CONTENTIOUS TOPICS

**UN coverage** is majoritarily neutral to positive with UN bodies raising awareness of societal issues driving positive sentiment as well as UN prizes received.

**Negative coverage** tends to not be directed at the UN itself, but instead reflects the subject matter (e.g. violence against women, human rights abuses, food shortages etc.).

Specific criticism is **sparse**, and focuses on the organization's budge as well as **calls for it to be more active** in dealing with pressing issues (e.g. Imran Khan calling for the UN to intervene with regards to India's imposed curfew in Kashmir).

The organization is also regularly facing criticism with regards to certain countries accessing the **UN Human Rights Council**.

The **cyberattack** that hacked UN servers in January also drove some negative commentary with regards to data protection.

United Nations Honors Female Aid Workers On Tenth Anniversary Of World Humanitarian Day **Forbes**

**The long, sad decline of the United Nations** **THE HILL**

'There Will be a Bloodbath': Imran Khan Says 'Inhuman' Curfew in Kashmir a Test for United Nations **NEWS 18**

**The United Nations' latest sick 'human rights' joke** **NEW YORK POST**

United Nations Confirms 'Serious' Cyberattack With 42 Core Servers Compromised **Forbes**



# KEY VOICES DRIVING UN VISIBILITY ON SOCIAL MEDIA ARE VARIED: FROM POLITICIANS TO AMBASSADORS AND BRANDS

The majority of coverage focuses on sharing news of attendance at UN events as well as positive posts raising awareness of UN campaigns. The Covid-19 pandemic and the SDGs are leading brands to share their support for the UN.

## POLITICIANS



**Imran Khan**

[Facebook](#) | 10M followers

Posts multiple times on his Facebook page focusing on his speech at the UNGA and attendance at UN events (i.e. Global Refugee Forum).



**Narendra Modi**

[Facebook](#) | 946M followers

[Twitter](#) | 60M followers

Posts about his UNGA address multiple times across his social media channels driving very high levels of engagements (330K).



**Nicolas Maduro**

[Twitter](#) | 946M followers

Leverages his Twitter account to celebrate Venezuelas accession to the UN Human Rights Council earlier as well as his UNGA attendance.



**Eduardo Bolsonaro**

[Facebook](#) | 2M followers

Regularly shares his attendance at UN events, celebrating Brazils work within the organization.

## INFLUENCERS/AMBASSADORS/BRANDS



**Greta Thunberg**

[Twitter](#) | 4M followers

Multiple posts on her Twitter account focusing on her UNGA attendance and driving very high levels of engagements (370K).



**Pope Francis**

[Twitter](#) | 19M followers

Post showing support for Antonio Guterres s call for a global ceasefire during the Covid-19 pandemic by tweeting about it.



**Shakira**

[Facebook](#) | 99M followers

Post on her Facebook page about #WorldDayofKids celebrating the 30 years of the Convention on the Rights of the Child.



**David Beckham**

[Facebook](#) | 51M followers

Post about #WorldChildrensDay and attendance at UNICEF event for the occasion.



**Demi Lovato**

[Facebook](#) | 36M followers

Post pledging to donate money for frontline workers through the United Nations Foundation in partnership with Fabletics.



**Leo Messi**

[Facebook](#) | 90M followers

Post on Facebook page about #WorldDayofKids celebrating the 30 years of the Convention on the Rights of the Child.



**Gucci**

[Facebook](#) | 19M followers

Sharing news on their Facebook page announcing they were supporting the UN Foundations Covid-19 Solidarity Response Fund.



**Coca Cola (Pakistan)**

[Facebook](#) | 106M followers

Sharing news on their Facebook page announcing their #CocaColaReplenish initiatives in Pakistan working towards the UN SDG Targets.

Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020

# NEWS OUTLETS FROM ACROSS THE GLOBE ARE KEY PLATFORMS MAKING UN NEWS MORE VISIBLE ALL YEAR LONG

International events such as UNGA and Covid-19 drive coverage across news outlets globally. The rest of UN coverage shared by top news outlets tends to take more of a regional or national perspective with the UN mentioned as an expert or commentator on a more local issue.

## NEW OUTLETS



### **BBC (UK) | 180M potential reach**

Coverage is shared throughout the year with increased activity around UNGA in September 2019. The rest of the coverage focuses on climate change and human rights news.



### **UOL (Brazil) | 2M potential reach**

Coverage focuses on UNGA in September 2019, reporting on Greta Thunberg's and Bolsonaro's speeches.



### **DailyMail (UK) | 58M potential reach**

Coverage is decreasing since Covid-19. Content tends to be more sensational and peaked in September for UNGA focusing on Greta Thunberg.



### **DailyWire (US) | 5M potential reach**

Less articles are shared throughout the year, but engagements are high with articles being more partisan and involving US politicians.



### **Al Jazeera (Qatar) | 4M potential reach**

Coverage is shared throughout the year with increased activity around UNGA in September 2019. Coverage focuses on conflict news and human rights abuses in Asia and the Middle East.



### **LCI (France) | 2M potential reach**

Coverage picks up during Covid-19 focusing on WHO recommendations with regards to the pandemic.



### **Globo (Brazil) | 5M potential reach**

Coverage peaks in September 2019 during UNGA, focusing on Bolsonaro's speech at the General Assembly.



### **ABS CBN (Philippines) | 7M potential reach**

Coverage is shared throughout the year with increased activity around the UN resolution on reviewing the country's illegal war on drugs as well as the UNGA in September.



### **USA Today (US) | 43M potential reach**

Coverage focuses on UNGA in September 2019, as well as more general news sharing around events such as World Population Day and national news around US detention centers.



### **Washington Post (US) | 78M potential reach**

Coverage focuses on UNGA in September 2019, as well as more international conflict news around Afghanistan and Donald Trump's policies.



### **The Guardian (UK) | 115M potential reach**

Coverage is shared throughout the year with increased activity around UNGA in September 2019. The rest of the coverage focuses on climate change and Covid-19 news.



### **CBC (Canada) | 13M potential reach**

Coverage is shared throughout the year with increased activity in September 2019 for UNGA. Coverage focuses on national news (First Nations, Security Council seat) and national political figures (Mark Carney)

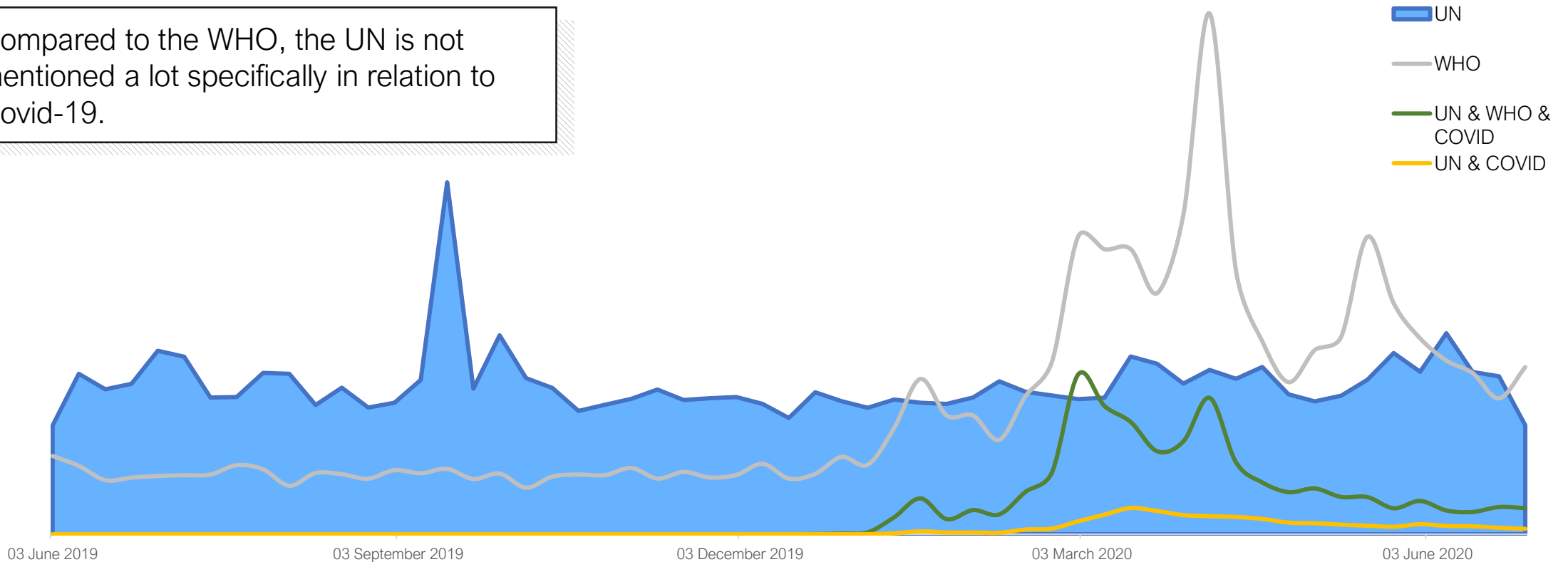
Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020



# UN COVERAGE REMAINS CONSISTENT SINCE COVID-19, WHILE THE ROLE AND VISIBILITY OF THE WHO INCREASES SIGNIFICANTLY

Mentions over time of UN, WHO, UN & WHO & COVID, UN & COVID only

Compared to the WHO, the UN is not mentioned a lot specifically in relation to Covid-19.



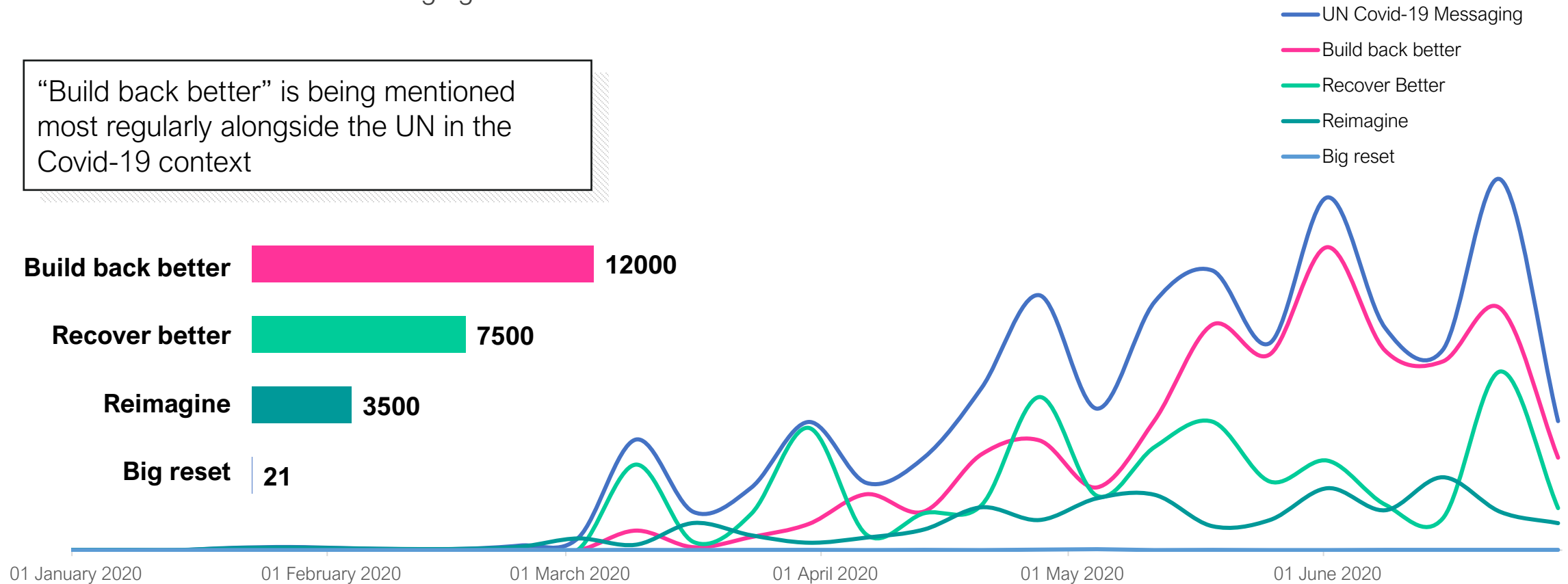
Source: Edelman Intelligence Discovery+ | Global | Search terms in English | Date range: June 2019 – June 2020



# UN COVID-19 MESSAGING AROUND ‘BUILD BACK BETTER’ AND ‘RECOVER BETTER’ IS RESONATING THE MOST ACROSS PLATFORMS

Mentions of UN Covid-19 messaging

“Build back better” is being mentioned most regularly alongside the UN in the Covid-19 context



Source: Edelman Intelligence Discovery+ | Global | Search terms in English | Date range: Jan 2020 – June 2020



# COVID-19 SPECIFIC MESSAGING DID NOT CUT THROUGH IN THE UN CONVERSATION ABOUT THE PANDEMIC

Compared to the UN's broader mentions alongside Covid-19, Covid-19 messaging pull-through is low.

**Build back better** features most effectively in coverage. It is used as a punchy subheading or talking point in top tier media and generates far more engagements than the other messages.

**Recover better** is mentioned by António Guterres and other owned channels such as the UN website leading to increased mentions but less used in top tier outlets talking about the pandemic.

World faces worst food crisis for at least 50 years, UN warns

Halt destruction of nature or suffer even worse pandemics, say world's top scientists

Climate change: Could the coronavirus crisis spur a green recovery?

UN secretary general: recovery from the coronavirus crisis must lead to a better world

Humanity must take this chance to find a new 'normal' - and safeguard our planet

**Fight Against Coronavirus Is Everyone's Business**

# <1%

of UN coverage related to COVID-19 includes UN Covid specific messaging

Countries where Covid specific messaging is most mentioned

- 1 **United States – 37%**  
(North America)
- 2 **UK – 11%**  
(Central and Eastern Europe)
- 3 **India – 7%**  
(Asia & Australia)
- 4 **Canada – 3%**  
(North America)
- 5 **Australia - 3%**  
(Asia and Australia)

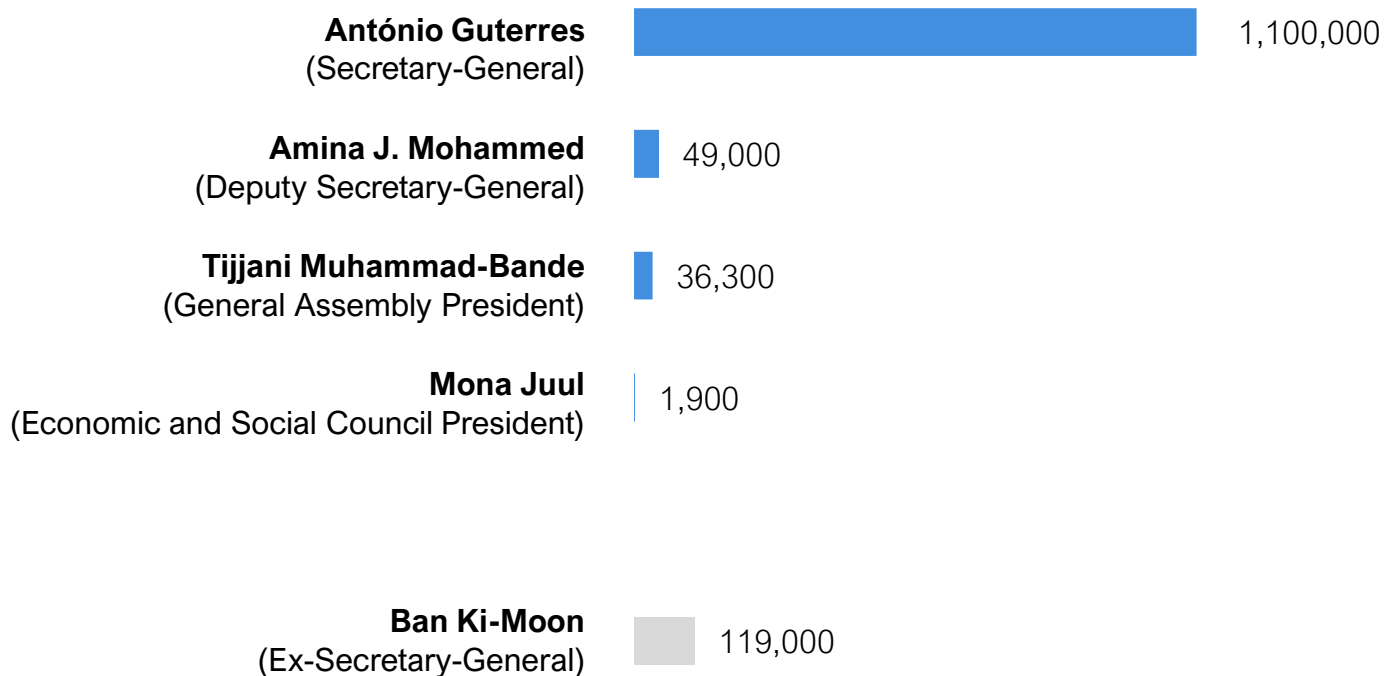
Source: Edelman Intelligence Discovery+ | Global | Search terms in English | Date range: Jan 2020 – June 2020





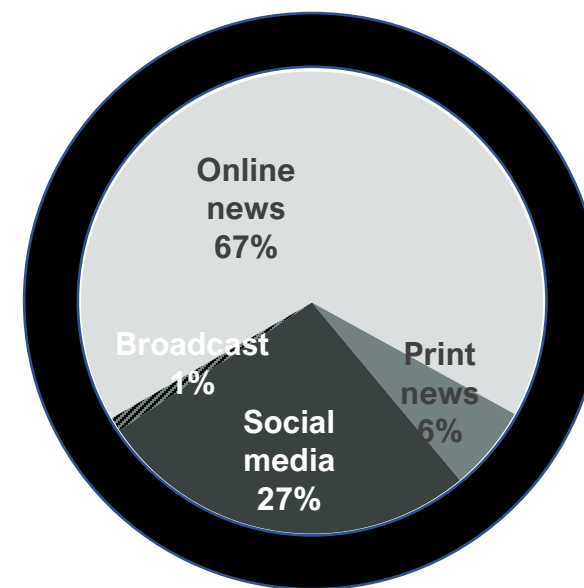
# GUTERRES MOST VISIBLE AMONG UN LEADERSHIP, EARNING MOST COVERAGE VIA NEWS, WHILE ON SOCIAL MEDIA VISIBILITY IS DRIVEN BY OWNED CHANNEL ACTIVITY

Total Mentions of UN Leadership



Online news raise the visibility of Guterres by sharing news of announcements and attendance at key events

Share of Voice by Media Type for Guterres

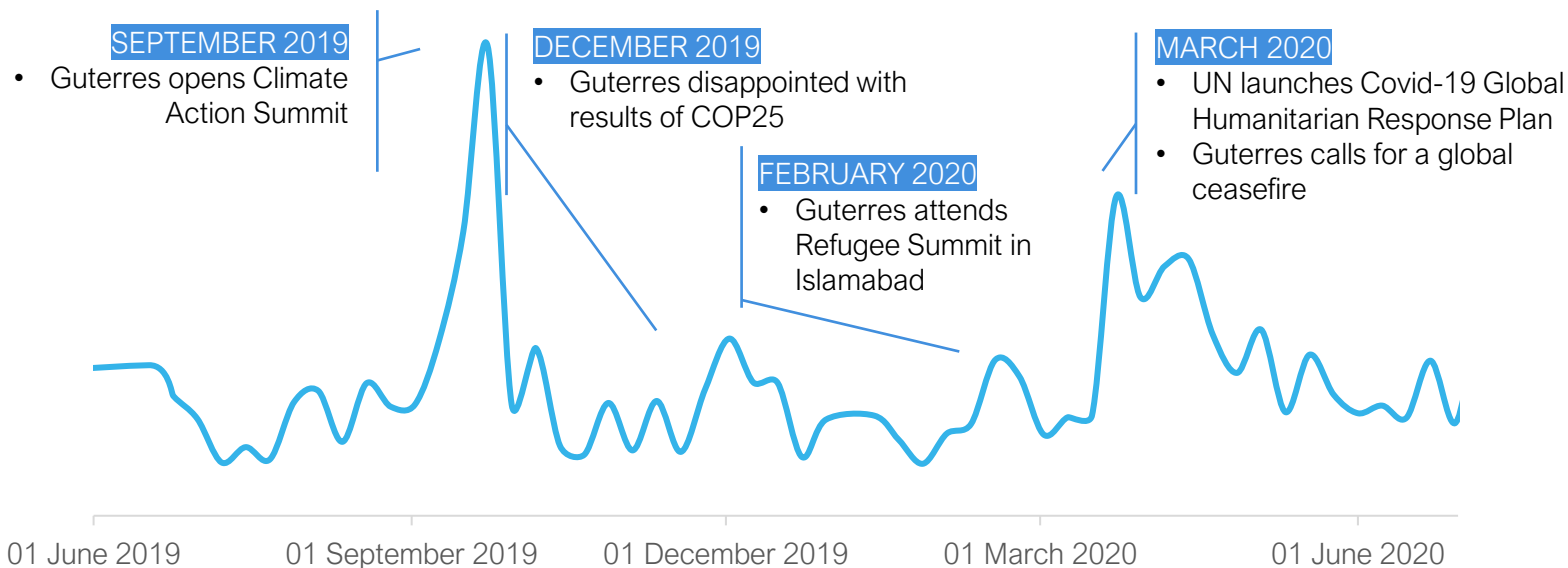


Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: June 2019 – July 2020



# VISIBILITY OF GUTERRES WITHIN UN CONVERSATION IS LOW, DRIVEN BY KEY EVENTS AND ANNOUNCEMENTS

Total Mentions of Antonio Guterres



# <1%

of UN mentions reference 'Antonio Guterres'

Online visibility of Antonio Guterres is driven by attendance at key UN events. Over the past year, the UNGA has been the main driver of online visibility for the Secretary General, as well as Covid-19 related announcements around the need for humanitarian responses and calls for a global ceasefire. Human rights and climate change are key issues often associated with Guterres.

### Countries where Antonio Guterres of Action is most mentioned

- United States – 25%**  
(North America)
- Germany – 9%**  
(Central and Eastern Europe)
- India – 6%**  
(Asia & Australia)
- Spain – 5%**  
(Central and Eastern Europe)
- France - 4%**  
(Central and Eastern Europe)

Source: Edelman Intelligence Discovery+ | Global | Search terms in English, French, Spanish | Date range: June 2019 – June 2020

# GUTERRES OFTEN ASSOCIATED WITH GLOBAL WARMING AND HUMAN RIGHTS ISSUES IN MEDIA COVERAGE

18k mentions  
2M engagements



**September 2019**

Guterres opens Climate Action Summit

20k mentions  
586M engagements



**December 2019**

Guterres disappointed with results of COP25

1k mentions  
23K engagements



**February 2020**

Guterres attends Refugee Summit in Islamabad

10k mentions  
445K engagements



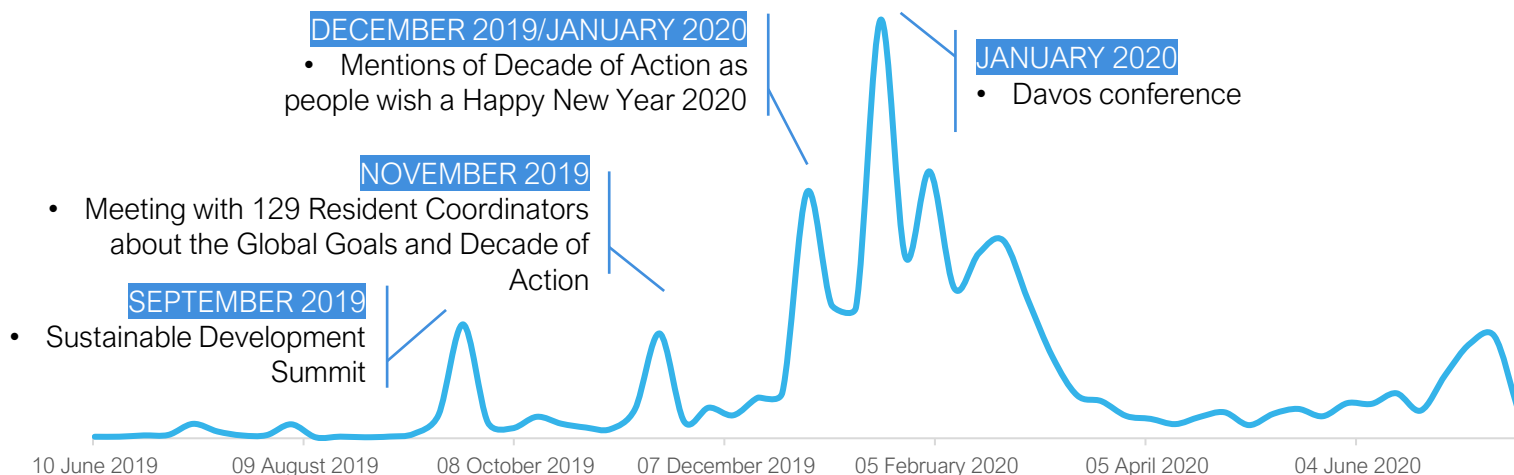
**March 2020**

- Guterres calls for a global ceasefire
- Launch of Global Humanitarian Response Plan

Source: Edelman Intelligence Discovery+ | Global | Search terms in English, French, Spanish | Date range: June 2019 – June 2020

# 'DECADE OF ACTION' COVERAGE DRIVEN BY INITIAL ANNOUNCEMENT AND REFERENCES AT THE WORLD ECONOMIC FORUM

Total Mentions of Decade of Action



Key spikes over the last 12 months include the General Assembly, where [António Guterres announced the initiative](#), followed by a spike around New Years linked to the [beginning of the Decade of Action](#) led by UN owned social channels. This was followed by mentions alongside the World Economic Forum in Davos, with references to the Decade of Action in speeches by world leaders and prominent figures (e.g. [Prince Charles](#)).

# <1%

of UN mentions referenced  
**'Decade of Action'**

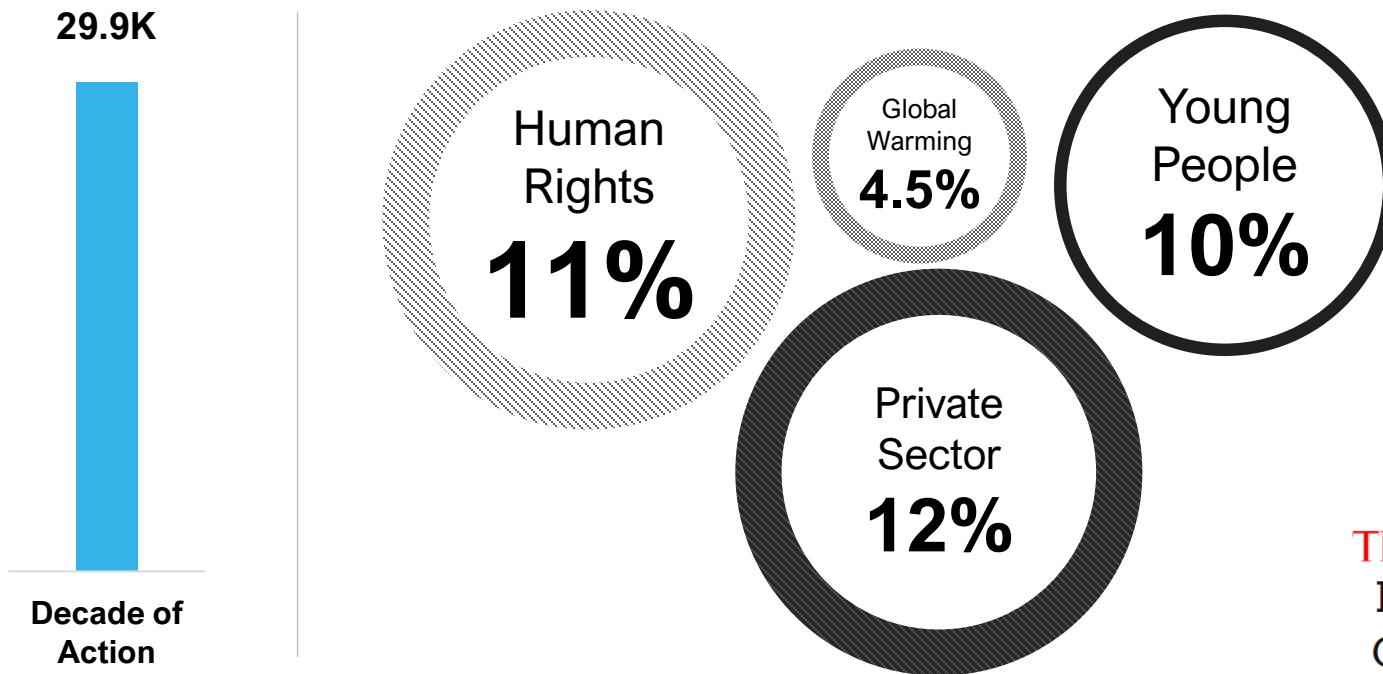
### Countries where Decade of Action is most mentioned

- 1 **United States – 27%**  
(North America)
- 2 **Nigeria – 9%**  
(Sub Saharan Africa)
- 3 **Ghana – 6%**  
(Sub Saharan Africa)
- 4 **India – 4%**  
(Asia and Australia)
- 5 **Kenya – 4%**  
(Sub Saharan Africa)

Source: Edelman Intelligence Discovery+ | Global | Search terms in English, French, Spanish | Date range: June 2019 – June 2020

# THE SDGS ARE AN INTEGRAL PART OF THE 'DECADE OF ACTION' CONVERSATION WITH HUMAN RIGHTS AND GLOBAL WARMING MOST ASSOCIATED WITH THE INITIATIVE

Total Decade of Action Mentions by SDG



# 27%

of 'Decade of Action' reference the SDGs

Plans Outlined for SDG Moment, Decade of Action 

TIME

Prince William Announces Environment Prize, Calls For 'Decade of Action to Repair the Earth'

Source: Edelman Intelligence Discovery+ | Global | Search terms in English, French, Spanish | Date range: June 2019 – June 2020





# TWITTER DRIVES VISIBILITY FOR ‘DECADE OF ACTION’ , WITH UN LEADERSHIP POSTING ABOUT THE #GLOBALGOALS

# 84%

of the ‘Decade of Action’ conversation takes place on Twitter

Top Hashtags used on Twitter



António Guterres @antonioguterres  
The #GlobalGoals are our blueprint for a fair globalization.

But we are far from where we need to be. We are off track.

That’s why, today, I’m calling for a decade of action to deliver the SDGs by 2030.

We must step up our efforts. N

[un.org/sg/en/content/...](https://un.org/sg/en/content/...)



Amina J Mohammed @AminaJMohammed  
Time to activate!  
Everyone, everywhere—we need you and your solutions for the #SDGs. Let this be the Decade of Action to end poverty and leave no one behind, close the gender equality gap, demonstrate our climate ambition and reach the 17 #GlobalGoals #ForPeopleForPlanet



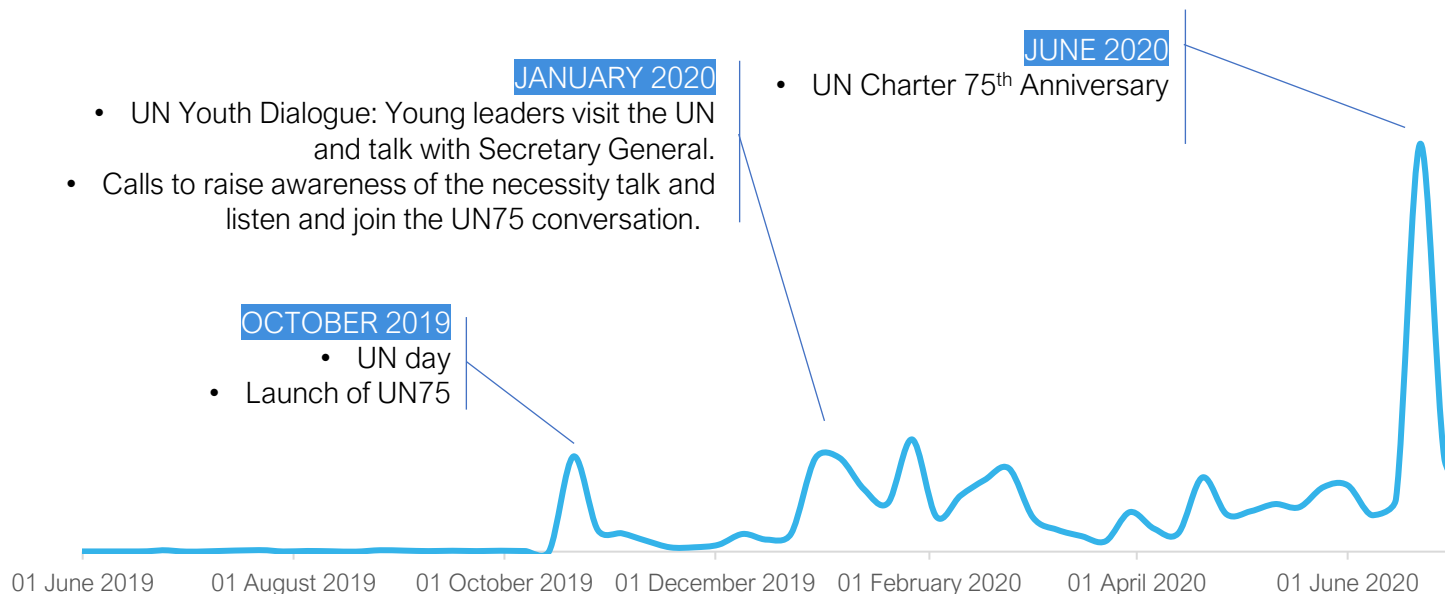
Achim Steiner @ASteiner  
The #GlobalGoals are the most ambitious plan the world has ever known. There is no time to be lost. We must be the generation to end extreme poverty, win the race against #climatechange & conquer injustice & inequalities. Join us for the @UN Decade of Action! #ForPeopleForPlanet



Source: Edelman Intelligence Discovery+ | Global | Search terms in English, French, Spanish | Date range: June 2019 – June 2020

# 'UN75' COVERAGE DRIVEN BY INITIAL ANNOUNCEMENT AND RECENT CHARTER ANNIVERSARY

Total Mentions of UN75



Mentions of UN75 are low compared to the total UN conversation.

Currently, visibility for the initiative is driven by the initial launch in October last year as well as the UN Charter 75<sup>th</sup> anniversary in June.

# <1%

of UN mentions referenced 'UN 75'

### Countries where Decade of Action is most mentioned

- 1 United States – 34%**  
(North America)
- 2 India – 7%**  
(Asia & Australia)
- 3 UK – 6%**  
(Central and Eastern Europe)
- 4 Nigeria – 4%**  
(Sub-Saharan Africa)
- 5 Switzerland - 3%**  
(Central and Eastern Europe)

Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: June 2019 – June 2020

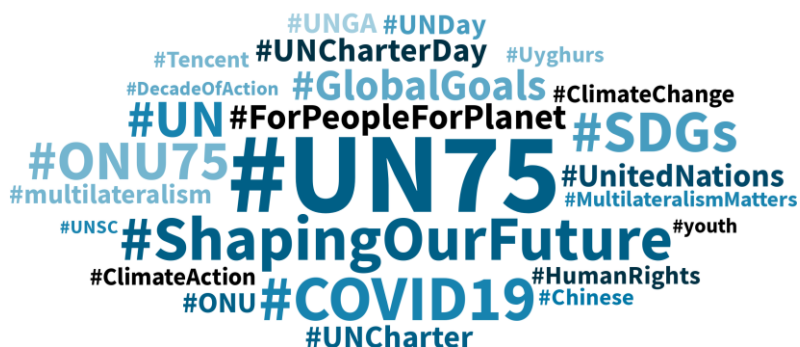


# THE MAJORITY OF 'UN75' CONVERSATION TAKES PLACE ON TWITTER, DRIVEN BY ACTIVITY FROM UN OWNED ACCOUNTS

# 78%

of the 'UN75' conversation takes places on Twitter

Top Hashtags used on Twitter



## UN Twitter Accounts Driving Conversation (ranked on posts)

		Posts	Engagements
	<b>JoinUN75</b> <a href="#">Twitter</a>   6.6K followers	161	3.7K
	<b>UN Geneva</b> <a href="#">Twitter</a>   529.3K followers	64	3.6K
	<b>UN</b> <a href="#">Twitter</a>   12.7M followers	43	27.7K
	<b>UNDP</b> <a href="#">Twitter</a>   1.5M followers	29	3.8K
	<b>ONU Info</b> <a href="#">Twitter</a>   118.4K followers	29	1.8K

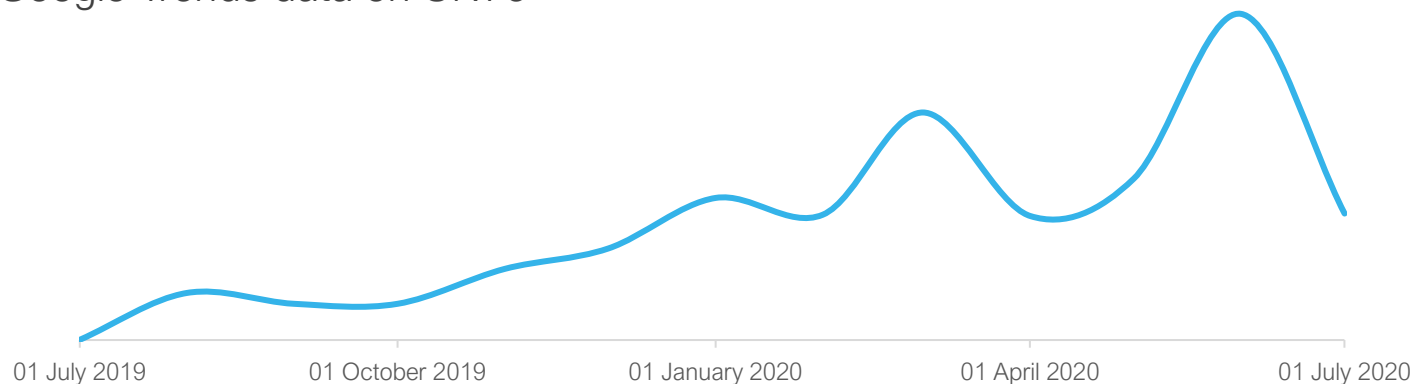
Source: Edelman Intelligence Discovery+ | Global | Search terms in English, French, Spanish | Date range: June 2019 – June 2020



# INTEREST IN THE INITIATIVE IS RISING, WITH MORE AND MORE PEOPLE SEARCHING FOR IT ON THE INTERNET

There is interest in the initiative, showing an opportunity to increase visibility by sharing news and updates to sustain the appetite.

Google Trends data on UN75



## CISION

Tencent and United Nations announce global partnership to hold thousands of conversations online through platforms including VooV Meeting for the UN's 75th anniversary

## UN75 Initiative Releases IISD Findings from First Three Months of Global Dialogue

## THE IOC JOINS GLOBAL UN DIALOGUE, REITERATES ROLE OF SPORT IN POST-COVID WORLD

On United Nations' 75th anniversary, PM Narendra Modi to virtually deliver keynote address in New York **DNA**

## UN Marks 75th Anniversary With Biodegradable Mural Art At Geneva Office **NDTV**

Source: Edelman Intelligence Discovery+ & Google Trends | Global | Search terms in English, French, Spanish | Date range: June 2019 – June 2020



# GLOBAL OVERVIEW / EXECUTIVE SUMMARY





# WHAT WE COVER IN THIS SECTION

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1

Overview of our six key issues

2

Sentiment

3

Importance of key issues by region

4

Key voices

# GLOBAL SUMMARY BY ISSUE

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## Conflict & Violence

Conflict & Violence is by far the largest issue discussed across all regions. There is a common pattern across regions, with local/regional news focusing on discussions around **violence against women**, and **political and social unrest**; while international news tend to be more concerned with **major power relations** and tensions between various players across regions.

The **UN and affiliated organizations** get visibility on this issue mainly across Latin America, Middle East and Africa regions. Due to its mission, the UN have full licence to be the key voice on the issue, and considering the vast public interest, there is potentially a greater role for the organization.

## Tech Opportunities & Threats

There is a fair and balanced approach on this issue of **both positive and negative coverage** across regions. **Positive** coverage tends to focus on the solutions brought but tech innovations solving issues triggered by the Covid-19 pandemic; improvements in access to information and better education; or remote medical diagnosis, consultation and treatment. **Negative** coverage is mainly outlining cybercrime and data privacy vulnerabilities, and an increase in misinformation, fake news, and conspiracy theories.

This issue is the second most discussed after Conflict & Violence where the **UN can make itself more visible** and become a key voice, especially when it comes to cybercrime issues, or aspects linked to Covid-19 and additional risks people have been exposed via tech solutions.

## Health

Health is the third most discussed issue across regions, and the **UN receives its highest visibility via WHO and the leading role the organization is playing in managing the Covid-19 pandemic globally.**

As expected, the Covid-19 pandemic is the core driver of conversation on this topic, with all the ramifications linking back to it. Some of the more prominent themes emerging relate to **access to healthcare systems and the resources available to governments across regions, and mental health issues** due to new lockdown environments such as working from home/isolation.

**WHO is portrayed in a positive light** most of the time for its efforts in tackling new diseases globally. However, it does receive **some criticism in some regions** due to its role and decisions on Covid-19.

# GLOBAL SUMMARY BY ISSUE

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## Climate & The Environment

The most common driver of concern on this issue across all regions tends to be **global warming and the impact it has on biodiversity and pollution, as well as societal and economic impact**. Due to its global and widespread nature, most of the media coverage is reflective of that, but the solutions discussed and proposed are very much inward and locally focused. This is mainly due to limited resources and governments being able to tackle areas under their direct control, with the exception of bigger countries in the Western Europe, USA and Canada who are more outward focused due to their larger remit.

The UN receives a good representation on the topic, and is **often referenced as a trusted expert, and source of authority**.

## Inequalities

There are less clearly defined topics that drive coverage on this issue, however the focus tends to be on **Identity-based and domestic economic inequalities across all regions**. Despite this, the types of conversations within these themes **vary between emerging and developed countries**. In less developed regions such as Latin America and Sub-Saharan Africa, the discussion tackles mainly concerns around access to work, poverty, as well as the wider corruption phenomena. While in more developed regions such as Europe and North America, wealth disparities are top of mind.

The UN is sometimes referenced in conversations mainly **in relation to human rights** – a theme also emerging in Conflict & Violence coverage. But there is very limited presence across the more visible themes such as identity-based and economic inequalities.

## Shifting Demographics

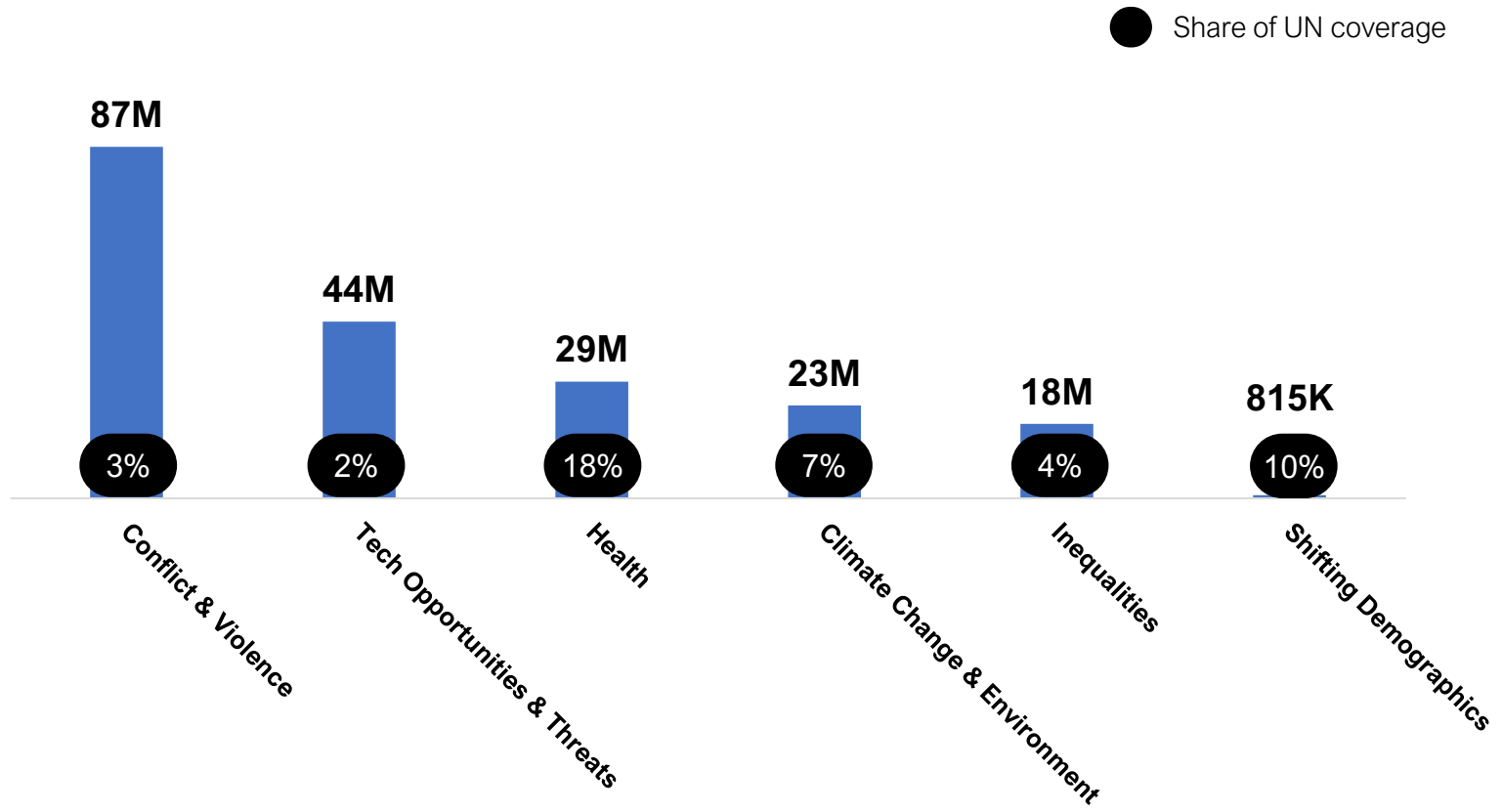
Conversations tend to group into outward and inward-looking angles across regions. Outward looking discussions tend to focus on displacement and refugee related coverage, while inward looking discussions are dominated by ageing population, overpopulation and urbanization.

The refugee related coverage tends to be positive and compassionate in nature, **except the regions where this has an impact on the local communities (e.g. Turkey)**. While all inward-looking themes are quite negative in nature, **raising concerns around the economic impact and sustainability of the current trends longer term**.

UN is rarely referenced on this issue, but assets such as the World Population Prospects report play a key role in driving conversations.

# CONFLICT & VIOLENCE IS THE LEADING DRIVER OF MEDIA COVERAGE GLOBALLY, AND CAN BE LEVERAGED MORE WHILE THE UN IS ONLY PRESENT IN 3% OF THE CONVERSATION CURRENTLY

Total Mentions of Global Issues

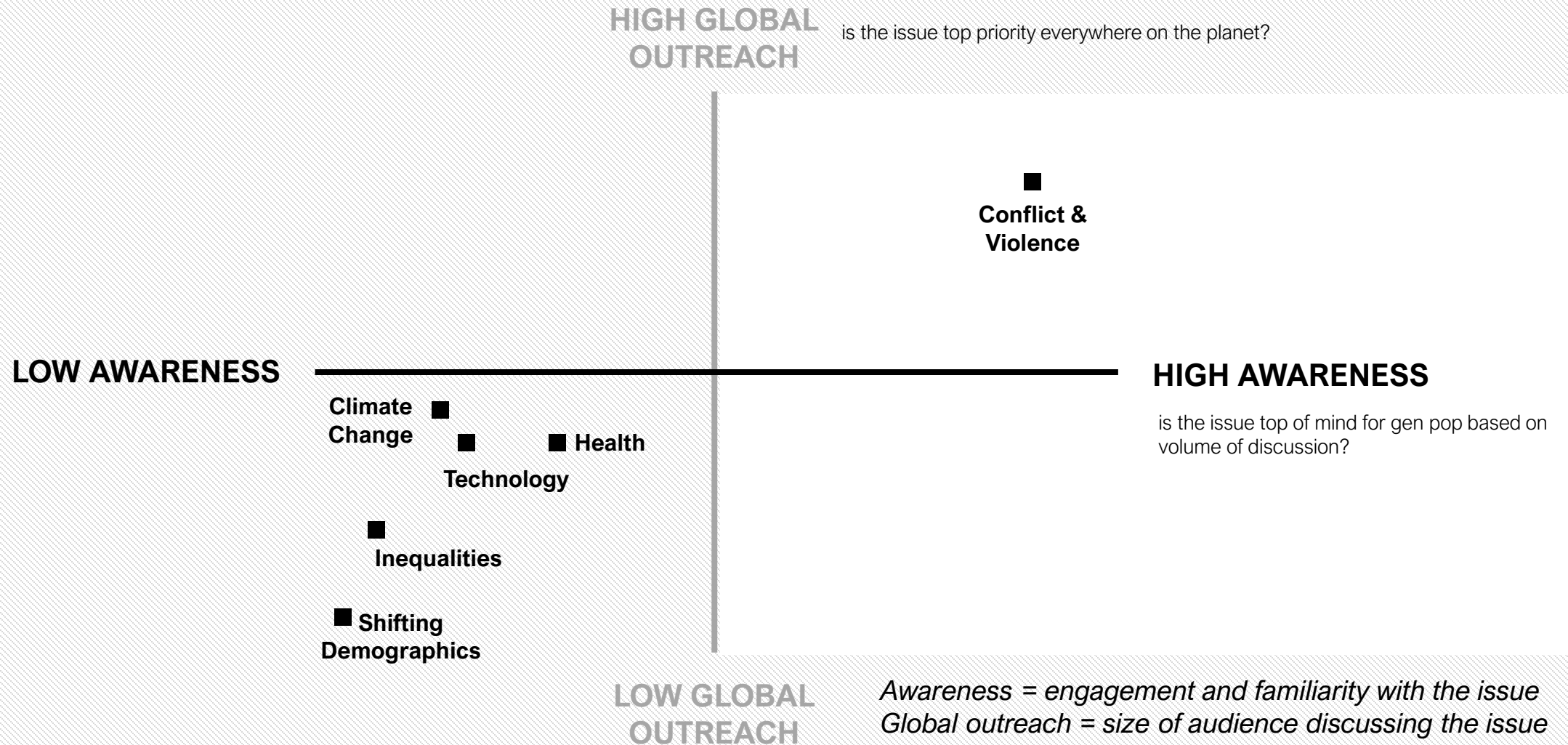


# 5%

UN coverage across the key global issues

Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020

# CONFLICT & VIOLENCE IS A TRULY GLOBAL ISSUE AND THE UN HAS FULL PERMISSION TO LEAD THE WAY DUE TO ITS MISSION





# SENTIMENT IS MIXED ACROSS REGIONS, WITH CLIMATE CHANGE BROACHED POSITIVELY & NEGATIVELY ACROSS REGIONS

Latin American countries are consistently negative across key issues, while the Middle East & North Africa are most positive when it comes to Climate, Conflict or Tech issues

■ Positive ■ Negative

Global	Asia-Australia	Europe & Central Asia	Latin America	Middle East & North Africa	North America	Sub-Saharan Africa
Climate Change & Environment	13% Positive 17% Negative	14% Positive 20% Negative	13% Positive 14% Negative	14% Positive 16% Negative	14% Positive 20% Negative	14% Positive 14% Negative
Conflict & Violence	8% Positive 36% Negative	10% Positive 37% Negative	7% Positive 40% Negative	11% Positive 35% Negative	5% Positive 39% Negative	7% Positive 36% Negative
Shifting Demographics	10% Positive 13% Negative	9% Positive 16% Negative	7% Positive 20% Negative	8% Positive 19% Negative	6% Positive 19% Negative	7% Positive 13% Negative
Inequalities	9% Positive 37% Negative	12% Positive 30% Negative	11% Positive 30% Negative	11% Positive 29% Negative	8% Positive 32% Negative	10% Positive 25% Negative
Tech Opportunities & Threats	15% Positive 16% Negative	19% Positive 17% Negative	17% Positive 20% Negative	20% Positive 16% Negative	16% Positive 12% Negative	16% Positive 14% Negative
Health	11% Positive 24% Negative	15% Positive 31% Negative	12% Positive 29% Negative	12% Positive 25% Negative	10% Positive 31% Negative	14% Positive 19% Negative

Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020 | Automated sentiment

# CONFLICT & TECHNOLOGY ARE THE LEADING ISSUES ACROSS MOST REGIONS, WITH HEALTH INCREASINGLY VISIBLE

■ Largest issue in region
 ■ Second largest issue
 ■ Third largest issue

	Conflict & Violence	Tech Opportunities & Threats	Health	Climate Change & Environment	Inequalities	Shifting Demographics
Asia & Australia	Largest issue in the region	2 <sup>nd</sup> largest issue in the region	4 <sup>th</sup> largest issue in the region	5 <sup>th</sup> largest issue in the region	3 <sup>rd</sup> largest issue in the region	6 <sup>th</sup> largest issue in the region
Europe & Central Asia	Largest issue in the region	2 <sup>nd</sup> largest issue in the region	3 <sup>rd</sup> largest issue in the region	4 <sup>th</sup> largest issue in the region	5 <sup>th</sup> largest issue in the region	6 <sup>th</sup> largest issue in the region
Latin America	Largest issue in the region	2 <sup>nd</sup> largest issue in the region	3 <sup>rd</sup> largest issue in the region	5 <sup>th</sup> largest issue in the region	4 <sup>th</sup> largest issue in the region	6 <sup>th</sup> largest issue in the region
Middle East & North Africa	Largest issue in the region	2 <sup>nd</sup> largest issue in the region	4 <sup>th</sup> largest issue in the region	3 <sup>rd</sup> largest issue in the region	5 <sup>th</sup> largest issue in the region	6 <sup>th</sup> largest issue in the region
North America	Largest issue in the region	3 <sup>rd</sup> largest issue in the region	2 <sup>nd</sup> largest issue in the region	4 <sup>th</sup> largest issue in the region	5 <sup>th</sup> largest issue in the region	6 <sup>th</sup> largest issue in the region
Sub-Saharan Africa	Largest issue in the region	2 <sup>nd</sup> largest issue in the region	3 <sup>rd</sup> largest issue in the region	4 <sup>th</sup> largest issue in the region	5 <sup>th</sup> largest issue in the region	6 <sup>th</sup> largest issue in the region

# KEY VOICES INFLUENCING CONVERSATIONS ACROSS THE SIX KEY ISSUES AT A GLOBAL LEVEL

## Conflict & Violence

While high political figures are getting traction on this issue, overall it is much more diversified, driven by a range of activists, campaigners, opinion leaders and reporters.

Some of the most visible names include:

- [Robert Reich](#)
- [Anonymous](#)
- [Anshul Saxena](#)
- [Frederick Joseph](#)
- [Matt Gonzales](#)
- [Bree Newsome Bass](#)
- [Aditya Raj Kaul](#)

## Tech Opportunities & Threats

Due to a wider diversity of topics falling under this issue, spanning from fake news, to IoT, AI and innovation, the key voices are coming from a wider variety of fields as well, from journalism to tech innovation, and governmental officials:

- [Ronald van Loon](#)
- [Paula Piccard](#)
- [Julia Norton](#)
- [Elon Musk](#)
- [Dr.Omkar Rai](#)
- [Mark Dice](#)
- [Jordan Sather](#)

## Health

Due to the Covid-19 pandemic during the past few months, political figures and global organizations tend to dominate the space. Beyond that, there are very few clearly defined opinion leaders or influencers breaking through the discussion.

## Climate Change & Environment

Most vocal and visible voices on the issue consist of two core groups:

- high profile politicians and local officials representing their constituencies, including [Bernie Sanders](#), [Charlie Kirk](#), [Alexandria Ocasio-Cortez](#), [Elizabeth Warren](#).
- Climate activists and social media influencers, such as: [Greta Thunberg](#), [Eric Holthaus](#), [Paul Joseph Watson](#).

## Inequalities

The most visible forms of inequality discussed by online influencers include racial and financial inequalities.

Some of the most visible voices tend to vary from opinion leaders, activists to columnists and journalists focusing on inequality subjects specifically:

- [Alexandria Ocasio-Cortez](#)
- [Clint Smith](#)
- [Monica Hesse](#)
- [Andrew Yang](#)
- [Ryan Knight](#)
- [Equal Justice Initiative](#)

## Shifting Demographics

As the issue has a greater impact in some geographic regions more than the others, the most visible voices here stem from countries like Turkey and Pakistan, ranging from political figures to activists and opinion leaders:

- [Ibrahim Kalin](#)
- [Reno Omokri](#)
- [Marvi Memon](#)
- [Moeed Pirzada](#)
- [HumanProgress.org](#)



# DEEP DIVE ON THE KEY ISSUES

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**Conflict & Violence**

**Technology Opportunities & Threats**

**Health**

**Climate Change & the Environment**

**Inequalities**

**Shifting Demographics**

*\*in order of most to least prominent issue*





A photograph of a destroyed urban area. In the foreground, there is a large pile of rubble, including broken concrete, rebar, and debris. A dirt path leads through the wreckage. In the background, several multi-story buildings are visible. One building on the right is heavily damaged, with its structure exposed and windows missing. Another building on the left appears to be a more intact but still damaged structure. The sky is overcast and grey. The overall scene conveys a sense of devastation and conflict.

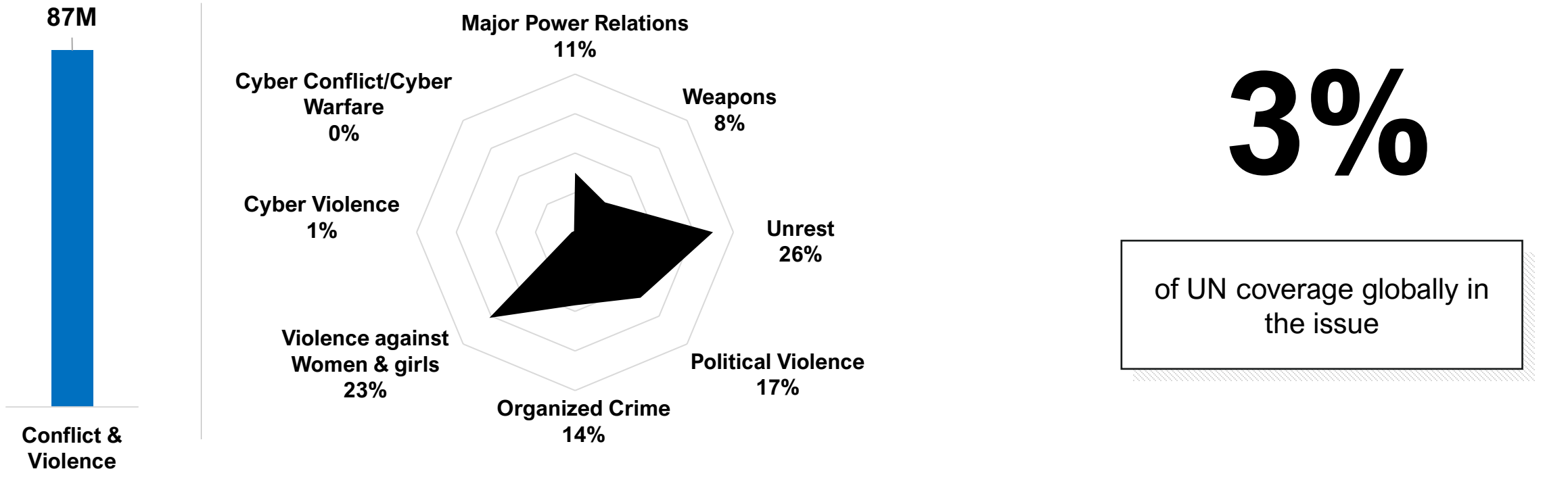
# CONFLICT & VIOLENCE

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# CONFLICT & VIOLENCE STANDS AS THE #1 KEY ISSUE DISCUSSED ACROSS REGIONS, WITH UNREST AND VIOLENCE AGAINST WOMEN & GIRLS COMPRISING HALF OF ALL MEDIA COVERAGE ON THE TOPIC

## Conflict & Violence Mentions



Source: Edelman Intelligence Discovery+ | Global | All Languages | Date range: May 2019 – May 2020

# VIOLENCE AGAINST WOMEN & GIRLS AND UNREST ARE KEY ISSUES WITH HIGH VISIBILITY ACROSS REGIONS



	Conflict & Violence (total)	Major Power Relations	Weapons	Unrest	Political Violence	Organized Crime	Violence Against Women & Girls	Cyber Violence	Cyber Conflict/Warfare
Asia & Australia	<i>Largest issue in the region</i>			Largest	Third largest		Second largest		
Europe & Central Asia	<i>Largest issue in the region</i>			Second largest	Third largest		Largest		
Latin America	<i>Largest issue in the region</i>			Third largest		Second largest	Largest		
Middle East & North Africa	<i>Largest issue in the region</i>			Third largest	Second largest		Largest		
North America	<i>Largest issue in the region</i>			Largest	Second largest		Third largest		
Sub-Saharan Africa	<i>Largest issue in the region</i>			Largest	Third largest		Second largest		

Conflict & Violence (total): ranking of the Conflict & Violence issue in terms of size of conversation compared to the other 5 issues of Climate Change & Environment, Shifting Demographics, Tech Opportunities & Threats, Health and Inequalities.

Source: Edelman Intelligence Discovery+ | Global | All Languages | Date range: May 2019 – May 2020

# SUMMARY BY REGION

## Asia & Australia

Conflict & Violence is the **top issue discussed** in half of the countries in the region, appearing as a second or third key issue across the others. Media coverage in the region is **largely rooted in domestic news** – while some regional or international stories do emerge – and **tends to focus on the present situation**, with the exception of a few stories linked to the future of weapons and defense systems.

**Political unrest**, driven by the pro-democracy protests in Hong Kong, is a top driver in the region across all countries, with some countries such as Vietnam highlighting **domestic support for students in Hong Kong**.

**Violence against women** also appears as a top driver, focused on **domestic violence**, specific cases of **sexual assault** or broader ongoing issues between Japan and South Korea due to the history of comfort women.

**Political violence & major power relations** are mostly discussed in regional or international contexts.

## Europe & Central Asia

Conflict & Violence in countries across Europe & Central Asia is driven by **violence against women**, especially in Western European countries as media highlight the **EU's worsening domestic violence epidemic**, and **growing unrest** both locally and globally. The topic is largely rooted in current affairs and present issues, with journalists seldom reporting on solutions.

Growing **opposition against governments and calls for policy change** are front and center, as French and Spanish citizens consistently demonstrate across various issues (e.g. transport strikes, Catalanian independence, Gilets Jaune, race and gender equality, women's march, etc.).

Major **power relations** also play an important role, though media are often discussing broader international relations and issues abroad, including **USA tensions with Russia, Iran or China** and **refugee crisis related violence**, particularly on the Greece-Turkey border.

The UN is minimally visible, though **Italian media tends to reference the UN more frequently** as a key actor guiding solutions on the issue.

## Latin America

**Conflict & Violence is the number one issue** discussed across all countries in the region, with **more than half of coverage** across key issues related to this theme in every country.

Media focus across the region is heavily driven by **violence against women & girls**, ongoing issues of **organized crime** and social and **political unrest** throughout the region.

Stories of ongoing **femicides**, sex trafficking, drug trafficking and political violence are often reported on from a **domestic or regional perspective**, often tied to growing civil unrest against governments and a **lack of action** from governments on key societal issues.

International news does emerge, yet it is linked mostly to **major power relations and tensions** between Latin American countries and other countries across the globe.

**Organizations related to human rights** are somewhat visible, such as the Inter-American Commission on Human Rights, Amnesty International and the **UN Human Rights Council**.

# SUMMARY BY REGION

## Middle East & North Africa

Conflict & Violence is the **leading key issue discussed** across all countries in the region, with articles reporting on **present conflicts** discussing few solutions and skewing somewhat negative.

Media outlets are **mixed between reporting on domestic, regional and international news** and are largely focused on **violence against women & girls, political violence and unrest**; though, major power relations and organized crime are also key issues within strategic media coverage.

**Tensions** between the USA-Iran, the USA-Turkey, Israel-Palestine and wars/conflicts in Syria, Yemen and Libya are often referenced in outward-looking reports; while domestic news across countries is focused on **political dissent and social unrest** as well as issues related to political violence such as **human rights and discrimination**. The issue of **corruption in government** also fuels unrest and controversy.

The **UN**, along with **Amnesty International**, appear in some strategic media reports when discussing news about **international conflicts & the need for cooperation** or **violence against women & girls**.

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## North America

Conflict & Violence stands as **the top key issue in the region's** media coverage, which is focused on the **present state of affairs**.

Media attention is largely driven by **domestic political violence and unrest** in both Canada and the USA, as marginalized groups face ongoing discrimination and demonstrations erupt urging for **systemic change**.

**Violence against women** and **major power relations** also rise as key drivers, related to issues for women accessing domestic violence shelters in Canada and USA relations abroad, such as the USA's involvement in Afghanistan as the USA and the Taliban reach a peace treaty.

## Sub-Saharan Africa

**Unrest** throughout the region, **violence against women & girls** and **political violence** are the most discussed topics surrounding Conflict & Violence in the region.

Civil unrest is largely **domestically oriented** and focused on issues within the countries, including political opposition, election-driven demonstrations and **violent crackdowns on civilians** in the context of protests.

Violence against women is also highly discussed, due to news related to **sex trafficking** or **gender-based violence**. In some countries, positive news of government or social **action is highlighted** to combat the issue.

**Political violence** and **major power relations** are also central, focused on issues within the region or abroad, and **largely rooted in human rights abuses** and violations.

The **UN** is mentioned in passing and sometimes highlighted as a watchdog in relation to human rights or for its conventions against organized crime, along with **Amnesty International, Human Rights Watch** and **UNICEF**.

# UNREST (1/2)

## Asia & Australia

As the top driver of discussion in the region, unrest is largely driven by the pro-democracy protests in Hong Kong, discussed in all countries of the region. Civil unrest linked to Covid-19 (Thailand), student or workers' protests (Philippines, Indonesia) and high-profile demonstrations and protests both in favor and against the Citizenship Amendment Act (CAA) bill in India also contribute to the topics' visibility.

## North America

Protests are prominently covered across Canada and the USA for varying reasons throughout the year, with unrest as a top driver of coverage about Conflict & Violence in the region. Most notably are the "chaotic protests" against the Alberta pipeline in Canada, leading to the introduction of a new law, and various protests about gun violence, shootings, the Covid-19 lockdown protests and the more recent Black Lives Matter and race demonstrations throughout the USA at the end of the period.

## Europe & Central Asia

Unrest is among the top drivers of discussion across countries in the region, especially within strategic media where it appears among all countries analyzed, with a mix of domestic and international news. Local strikes and protests (i.e. Yellow Vests/Gilets Jaunes in France, coronavirus protests, riots in Catalonia, anti-government protests and election boycotts) are hot topics of discussion, largely presented in a negative light as solutions are rarely discussed. Unrest globally is equally highlighted, including the Hong Kong protests, USA demonstrations & unrest in Chile.

## Channel News Asia (Singapore)

As it happened: Hong Kong police fire tear gas after protesters trash legislature



## CBC (Canada)

'It's none of their business': The Wet'suwet'en people who want the protesters to stop

## El Pais (Spain)

Keys to the protests in Chile: the pressure cooker bursts in the oasis



## El Mundo (Spain)

Riots in Barcelona: José, the grandfather of the club who defends the Police from the violence of the CDR



# UNREST (2/2)

## Latin America

Unrest is the third largest driver for Conflict & Violence in the region, with mass protests taking place across most countries. Causes include union protests and unrest due to the release of prisoners during Covid-19 outbreaks (Argentina), news of former Bolivian President Evo Morales leaving the government (Bolivia), anti-government protests in Brazil, Chile and Ecuador, demonstrations against femicide in Mexico as well as reports of unrest globally – in France, Turkey and the Philippines.

## Middle East & North Africa

A top focus in the region, unrest is featured in strategic media reporting on Lebanon's anti-government protests – highlighting clashes with riot police leaving dozens wounded in Beirut – as well as gender violence related social unrest in Turkey fueled by domestic violence, an increasing number of violent murder cases, sexual abuse of children and political scandals and the lack of punishment. Broader political dissent against corruption, inequalities and the legal system are also drivers of turmoil in Turkey, while Moroccan media highlight recent unrest sparked by the Covid-19 epidemic, as the country faces various violations of health regulations imposed by the government.

## Sub-Saharan Africa

Unrest is the leading subtopic in Sub-Saharan Africa, driven by: a volatile political context in Ethiopia – with news of violent crackdowns on civilians in protests – the Anglophone crisis generating tensions between different regions of Cameroon, politically driven opposition (DRC, Zimbabwe), election-driven demonstrations (Ivory Coast, Botswana) and student protests in South Africa.

### Los Tiempos (Bolivia)

Police and Armed Forces go out to patrol streets from today



### Annahar (Lebanon)

Downtown Beirut is a battlefield ... Why don't the security forces reveal the identity of the "infiltrators"?



### Birgun (Turkey)

Police attacked women marching against violence



### News Day (Zimbabwe)

'Zim could fall into anarchy'



# VIOLENCE AGAINST WOMEN & GIRLS (1/2)

## Europe & Central Asia

As the leading subtopic in the region, media are paying attention to the issue of domestic violence as it appears to be worsening in recent months amidst the coronavirus lockdowns and is referred to as the “EU epidemic of domestic violence”. Western European countries seem to be most vocal on the issue and either criticize the government’s lack of solutions or celebrate some solutions such as a mobile app developed in Italy to support women facing violence at home or new helplines that have been established. A few countries also focus on issues of child abuse and sexual violence, however the topic is largely driven by specific cases and not focused on future solutions.

## Latin America

As the leading subtopic in Latin America, news of violence against women & girls drives coverage, yet is largely presenting current issues rather than solutions. Massive mobilizations on International Women’s Day in protest against feminicides (Mexico), rapes and aggressions against girls and women during the Covid-19 lockdowns (Argentina, Peru), controversial government claims and actions on the issue (Brazil, Chile) and specific cases of sexual violence (Colombia, Dominican Republic) are among key stories.

## Asia & Australia

As the second largest driver of Conflict & Violence related news in the region, particularly in Australia and South Korea, this topic is driven by gender violence (Australia), the issue of comfort women in Japan (South Korea) and either high profile or specific cases of sexual assault and violence (Cambodia, China, Singapore, Thailand). Positive news emerges in Indonesia, as the National Women's Commission rules forced sex within marriage as marital rape.

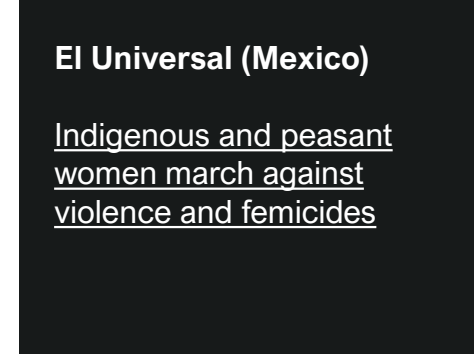
## Visao (Portugal)

Domestic violence: a European epidemic



## Il Mattino (Italy)

Violence against women, the app arrives for help: “Disclose the use of this tool”



## El Universal (Mexico)

Indigenous and peasant women march against violence and femicides



## Kompas (Indonesia)

National Women's Commission rule forced sex within marriage as marital rape



# VIOLENCE AGAINST WOMEN & GIRLS (2/2)

## Sub-Saharan Africa

The second largest driver in the region, news across countries report on issues of gender-based violence and femicide (South Africa, Uganda), sex trafficking (Namibia, Zimbabwe e.g. raid in South African brothel, freeing more than 30 Zimbabwean women) and increased domestic violence (Ghana, Kenya, Mauritius). In a few countries, positive news is highlighted of government action including Botswana's activism & proposed solutions against gender-based violence and 62 new platforms to combat gender-based violence installed across the Ivory Coast with UN branches also participating in the building of safe places and schools.

## North America

This topic appears within top engaging content for both Canada and the USA; however it is focused more so on specific cases in the USA (e.g. Jeffrey Epstein case) while it is among the key drivers in Canadian media for Conflict & Violence, as journalists emphasize the issue of a high rate of women being turned away from domestic abuse shelters in the country and the need for a federal plan and funding to build more shelters.

## Middle East & North Africa

While it is the leading driver of Conflict & Violence related news in the region, violence against women & girls does not arise in the most strategic media coverage, except for in Turkey and Morocco. Turkish media report on the alarming increase in the number of femicides and sexual abuse of children, generating widespread dissent. Meanwhile, Moroccan articles highlight sexual violence mentioning the UN through a survey issued in order to delve into sexual or gender-based violence in the country.

## IOL (South Africa)

Bushiri urges government to take a stand against gender-based violence



## Chronicle (Zimbabwe)

SA police raid notorious brothels . . . Zimbabwean sex slaves freed



## CBC (Canada)

Women, children turned away from shelters in Canada almost 19,000 times a month



## Ileri haber (Turkey)

The woman who threw a bag at the man she has been subjected to for 17 years has been sentenced to prison!

# POLITICAL VIOLENCE (1/2)

## North America

A top driver in both Canada and the USA, political violence related coverage is driven by forms of discrimination towards certain social groups and news relating this to human rights issues. Media coverage of racism and violence against indigenous groups in Canada emerges while American media discuss issues of immigration and sanctuary cities in the USA as well as issues of race at large, often bringing in politically partisan debates.

## Middle East & North Africa

Political violence is a top driver of media attention in the Middle East & North Africa and is highly discussed in strategic media. Stories span the impacts of the war with Taliban forces in Afghanistan on its citizens, the Turkish intervention in Libya, black slavery in Muslim-Africa, calls for the government to end corruption and overhaul the political system in Libya, Hamas' planned attacks in Israel and tensions between deputies in the Tunisian government, among other news. Terrorism and human rights issues are also prominent, highlighting religious or ethnic conflicts in Turkey and rising authoritarianism in the country along with Hezbollah related news in Israel due to Mossad informing Germany of terrorist activity.

## Asia & Australia

Among the top three drivers of Conflict & Violence related news in the region, it appears in strategic media for almost all countries discussing either domestic or national news. The Citizenship Amendment Act (CAA) exacerbating pre-existing religious tensions in India is highlighted, while issues of freedom of expression are also underlined in Thailand. Human Rights related violence is also discussed, particularly in relation to human rights violations of ethnic Uyghurs in China with Indonesian media relaying government calls to the UN to investigate and condemn China's actions.

## Daily Wire (USA)

[Trump Win: Court Rules Trump Can Withhold Funds To States With 'Sanctuary Cities'](#)



## Afghanistan Analysts (Afghanistan)

[US-Taliban talks: An imminent agreement without peace?](#)



## Tuoitre (Vietnam)

[China criticized UN leaders for investigating Hong Kong police](#)



## Israel National News (Israel)

[Black Slavery exists today in Muslim-dominated African nations](#)





# POLITICAL VIOLENCE (2/2)

## Europe & Central Asia

A prominent subtopic within strategic media, political violence is driven by human rights related news such as increased crimes and aggressions towards migrants, police violence, often in the context of growing unrest, and allegations of corruption in government including calls for changes in government related to human rights – particularly in Serbia and Kazakhstan.

## Sub-Saharan Africa

The third largest driver in the region, political violence-related news is driven by discussions of government corruption, terrorism (e.g. Nigeria's battle against Boko Haram) and human rights violations especially in the context of xenophobia and violent hate crimes (e.g. discriminatory attacks in South Africa, Modi ideology in Mauritius that has led to violent ethnic clashes in the past, religious hostilities in Ethiopia). Some publications report on the region at large, with Tanzanian media reporting that "Conflict is still Africa's biggest challenge in 2020" highlighting political violence as a root systemic issue. The UN is mentioned as it calls on Sudanese authorities to restore freedoms and investigate rights violations.

## Latin America

Political violence, while not among the top three drivers, is still an important topic in the region, notably driven by the Colombian armed conflict, President Duque's alleged corruption and government relations with the FARC – highlighting ongoing murders of social leaders by remaining armed groups in the country – as well as the fleeing of Evo Morales from Bolivia, populist support for Brazilian President Bolsonaro and the civil unrest and police violence in Chile.

## Vanguard (Nigeria)

Military power alone can't defeat Boko Haram, says Buratai



## France Bleu (France)

Marseille-Nimes: Nimes Club supporters denounce police violence

## IPP Media (Tanzania)

"Conflict is still Africa's biggest challenge in 2020"



## El Espectador (Colombia)

The murders of social leaders masked by the coronavirus outbreak



# ORGANIZED CRIME (1/2)

## Latin America

Organized crime emerges as the second most visible subtopic in the region, driven by news of drug trafficking – either domestically rooted or about other neighboring countries (reported on in Argentina, Brazil, Dominican Republic, Mexico) – the migrant crisis in Venezuela as a breeding ground for sex trafficking and gang activity, the murder of children as a new tactic of cartels to spread terror (Mexico) as well as the former Colombian armed conflict and dissident organized crime groups drawing media attention, with continued violence reported.

## Asia & Australia

Cambodia leads coverage on this topic in the region, as “Amnesty International’s investigation into Cambodia’s war on drugs highlights corruption in the judicial system, criticizing Cambodia’s human rights record” and as police in the country clamp down on money laundering. A handful of other countries are visible in the topic, due to coverage related to drug trafficking (China, Thailand), money laundering (Philippines) or gang violence (Singapore). In Vietnam, coverage is driven by news of human trafficking of Vietnamese in the UK. Despite this, it is among the least discussed key issues in the region.

## Europe & Central Asia

Emerging as a top subtopic in a few Eastern European countries – Albania, Moldova & Romania – strategic media publications report on investigations into government ties with Albanian mafia, Epstein’s network in Romania & the need to raise awareness and call for policies to fight organized crime. The topic appears among a handful of other countries across Europe; however they are either focused on issues abroad including drug or weapons trafficking (from media in Serbia, Spain, Italy) or gang related violence (Sweden).

## Expresso (Peru)

More than 20 criminal gangs from Venezuela have entered the country



## Proceso (Mexico)

Murder of children, a new tactic of the cartels to spread terror



## VOA Cambodia (Cambodia)

Rights Group Criticizes Cambodia’s ‘Failed War on Drugs’



## Tirana Times (Albania)

A state sinks into the mafia swamp



# ORGANIZED CRIME (2/2)

## Middle East & North Africa

Organized crime is moderately discussed, though it does not appear among the most visible subtopics in the region. Strategic media highlight drug trafficking pervading some regions in Morocco, through foreign investments in cannabis cultivations. In Turkey, news appears that a police chief in Istanbul is charged with corruption and affiliating with a criminal organization involved in activities including running a prostitution ring.

## Sub-Saharan Africa

Some coverage on organized crime is driven by an alleged money laundering case involving the former president's son in Angola, smuggling operations of illegal arms across Africa (Ghana) and specific cases of drug trafficking (Cameroon), human trafficking (South Africa, Namibia) or animal poaching (Namibia). The UN is highlighted in Namibian media reporting on two conventions against Transnational Organized Crime and Corruption.

## North America

This topic did not emerge in the strategic media coverage within this region, though it does receive important visibility overall due to stories including high profile crimes such as R. Kelly's arrest on federal sex trafficking charges and drug trafficking found on a cargo ship owned by JP Morgan Chase.

### Le 360 (Morocco)

Foreigners cultivate a new type of cannabis in the north of the Kingdom



### Siyaset Café (Turkey)

Police chief of the Kadikoy district in Istanbul is charged by affiliation with criminal organization

### New Era Live (Namibia)

Namibia to actualize human trafficking regulations



### IOL (South Africa)

Organ trafficking linked to SA men's disappearance in Vietnam



# MAJOR POWER RELATIONS (1/2)

## Europe & Central Asia

Major power relations is referenced quite often in top engaging content, even though it is not a top driver overall, due to international tensions involving global powers such as the USA, China and Russia. International cooperation within the EU is also highlighted in relation to conflicts and violence against Roma or migrants and tensions at the Greece-Turkey border, with the refugee crisis and human rights issues also highlighted. Growing political tensions for post-pandemic policies are also widely discussed, and the influence of the UN Secretary-General in obtaining ceasefire initiatives amidst the Covid-19 pandemic in conflicts abroad is positively highlighted in Italian media.

## North America

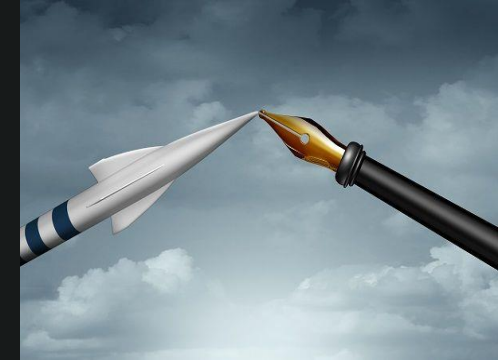
This stands as a key driver in USA media, while it is not as prominent in Canada. Coverage is focused on international relations between the USA and other countries and highlights key milestones such as the USA-Taliban peace treaty to remove all American troops from Afghanistan earlier in the year as well as international affairs focused events or topics between President Trump and other leaders.

## Asia & Australia

Though it is not a top driver in the region overall, publications related to major power relations are discussed in strategic media coverage, focused on international news. Stories cover global and regional tensions – between China and Taiwan, between the USA and Iran, between Japan and South Korea and Filipino President Duterte's power relations – and highlight the UN Security Council in the context of the Saudi-led coalition in Yemen (reported on in China).

## Liberal (Greece)

Discouragement or War?



## Repubblica (Italy)

Ceasefire proclaimed in countries at war for fear of pandemic

## The Washington Post (USA)

U.S. signs peace deal with Taliban agreeing to full withdrawal of American troops from Afghanistan



## Asahi (Japan)

Iran calls for military action - killing of general is "equal to a declaration of war"

# MAJOR POWER RELATIONS (2/2)

## Latin America

While it is not a top driver, it is still discussed in strategic media as journalists report on international affairs and tensions, including news of Brazil's support to the USA for the killing of Iranian General Qassem Soleimani and Iran's response, tensions between the USA and Cuba and political tensions between Venezuela on one side and Colombia and the USA on the other. The UN Security Council is mentioned in the context of some of these key stories.

## Middle East & North Africa

This subtopic remains important in strategic media, even though it is not among the top drivers of conflict-related news overall. News is focused on regional tensions as well as the involvement of global powers in the region, such as USA-Iran tensions. Strong tensions with Palestine and strong ties with the USA are underlined in Israel, while calls for the creation of a new UN anti-corruption body are relayed in Lebanese media. The Yemen war and the killing of Iranian General Qassem Soleimani are key stories, with some articles from Lebanon mentioning UN Secretary-General Antonio Guterres alongside developments from the Saudi-UAE alliance in Yemen. Finally, Turkish media focus on the country's position as a locale of conflicting interests in major power relations – with shifting international alliances and tensions with the West, and the USA specifically.

## Sub-Saharan Africa

Major power relations are driven by regional or international tensions. Articles highlight that collaboration between parties, leaders and citizens is needed to ensure viable peace, and reference Sudan where the UN asked to restore freedoms and investigate rights violations. Human rights is a central theme for this subtopic as well, as the USA imposes economic sanctions on Zimbabwe in response to government's human rights abuses. Reports also look at geo-political tensions around the assassination of Qassem Soleimani, highlighting how Kenyan soldiers could be targeted, as well as increasing tensions between UK and Mauritius over the Chagos Islands. Finally, Covid-19 causes tensions between some countries in the region due to border closures or bans on medical supplies.

## teleSUR (Venezuela)

President Maduro: "Colombia and the US work jointly to attack Venezuela while we tackle the Covid-19"



## The Times of Israel (Israel)

UN chief proposes military force to protect Palestinians from Israel



## Al Akhbar (Lebanon)

Soleimani and Engineer: martyrdom: It is war



## Inside News (Mauritius)

Visits to Chagos: Mauritius deeply deplores the British attitude



# WEAPONS

## Europe & Central Asia

This subtopic does not appear among the top drivers in the region, though some exceptions appear. In Serbia, it is a focus in strategic media as journalists report allegations of weapon trafficking organized by people connected to politicians in the country, while Austrian media report on increased stabbings across the EU in the past decade. A few passing mentions of weapons trafficking and allegations of Covid-19 as a biological weapon emerge amidst USA-China.

## Asia & Australia

While rarely discussed within strategic media of the region, media in Cambodia, Hong Kong & South Korea are regionally focused on this topic from a future-thinking perspective, reporting on drones and the future of warfare (Cambodia), alleged proof of Japan's use of chemical weapons on China (Hong Kong) and South Korea's need to respond to the security environment in the recent changing era, in terms of the development of military and defense systems. Positive news in Cambodia highlights that "Cambodia commits to Anti-Financing of Proliferation of Weapons of Mass Destruction".

## North America

While weapons-related conversations are not among the top drivers in the region for this key issue, they still appear within strategic media coverage due to political debates around gun control in the USA and weapons imports/exports in Canada, as well as changes in Canadian gun law.

## Sub-Saharan Africa

Some media report on international conflicts involving weapons of war, including air strikes in Libya (as Ethiopians are feared to be victims) and Iran's launch of "more than a dozen" missiles at US bases in Iraq. A few stories involving countries in the region also appear in strategic media, notably American-Cameroonian military cooperation and news of an illegal arms shipment network uncovered in Accra.

## Middle East & North Africa

Weapons-related news is not prominent in the region. Despite this, a few reports are published in Egypt of the US State Department's agreement to sell Morocco 36 warplanes.

## Latin America

This topic did not emerge in the strategic media coverage within this region.

## Kronen Zeitung (Austria)

Number of knife attacks tripled since 2009



## South China Morning Post (Hong Kong)

Japan used chemical weapons during war against China and for the first time there's a military report to prove it



## Investir au Cameroun (Cameroon)

In 2020, the Cameroonian Navy plans to purchase two American patrol boats



## CTV News (Canada)

More than 1K models of assault-style weapons now prohibited in Canada: PM Trudeau





# CYBER VIOLENCE

## Europe & Central Asia

Cyber violence appears in Italian media coverage, though other European and Central Asian countries are not as focused on the topic. Articles highlight a case involving lawyer Cathy La Torre who began a campaign against hate speech online, also discussing the broader issue of politically driven online hate speech.

## Asia & Australia

While the topic does emerge in the region, it is among the least discussed topics and only appears within strategic media in Cambodia and Thailand, where the focus is on children's online activities – advocating for digital literacy education for parents to help protect children from cyber violence – and some specific cases of hate speech on social media.

## Latin America

The subtopic is not visible here, except for Cuba where an analysis of the counter-revolution's use of manipulation on social media to incite violence and chaos emerges within strategic media.

## Sub-Saharan Africa

Minimally discussed in the region, cyber violence is driven by a few stories related to specific cases, including the cases of Dr. Stella Nyanzi and cyber harassment in Uganda and singer Nadia Mukami who faced online harassment in Kenya. A few broader analyses focus on political discourse online and issues of privacy (Mauritius), the need to improve digital literacy against online harassment (Namibia) and Julius Malema, leader of the EFF political party in South Africa, whose rhetoric has encouraged cyber harassment by his followers on journalists leading to increased divisive politics and hate speech.

## North America

This topic did not emerge in the strategic media coverage within this region. Though, overall visibility is driven by discussions around online violence and hate speech in political contexts.

## Middle East & North Africa

This topic did not emerge in the strategic media coverage within this region.

## La 27 ora (Italy)

Agriculture Minister Teresa Bellanova insulted on social media: words like stones, it's time to change vocabulary



## IO Donna (Italy)

Women of 2020: Cathy La Torre, the lawyer against online hatred



## The Phnom Penh Post (Cambodia)

Children gain opportunities but face risks in age of social media



## Tuko (Kenya)

Nadia Mukami succumbs to pressure, quits social media after being bullied by female fan

# CYBER CONFLICT/WARFARE

## Europe & Central Asia

This topic is minimally discussed in strategic media coverage in the region, though some articles do mention the potential for cyber conflict or warfare in the context of the coronavirus pandemic, particularly in Greece, as local media report on famous Israeli historian and thinker Yuval Noah Harari's position on surveillance and monitoring measures in the time of Covid-19, and the dangerous potential of biometric surveillance measures.

## Latin America

This topic is not visible in the region; however, one Venezuelan article reports on "Five strategies of hybrid warfare in Bolivia" claiming that "The fall of the Evo Morales government is a new chapter in the hybrid war" defining this as a combination of regular forces and non-state actors, cyber attacks, espionage and propaganda tasks, destabilization campaigns and other tools to depose government.

## North America

This topic did not emerge in the strategic media coverage within this region. Though, references to cyberwarfare do appear in overall coverage due to increased USA-Iran tensions.

## Asia & Australia

This topic did not emerge in the strategic media coverage within this region.

## Middle East & North Africa

This topic did not emerge in the strategic media coverage within this region.

## Sub-Saharan Africa

This topic did not emerge in the strategic media coverage within this region.

## Tele Sud TV (Venezuela)

Five strategies of hybrid warfare in Bolivia



## Iefimerida (Greece)

Israeli historian: "The world after corona virus – Are we going to sacrifice privacy in the fight of the pandemic?"



## CNews (France)

Russia tests its own internet, to survive in cyberwar



## The New Yorker (USA)

Donald Trump's Iran problem

# KEY LESSONS LEARNED

1

Conflict & Violence stands as the **leading issue across all regions**, driven globally by civil unrest, violence against women and political violence **often tied to human rights**. Subtopics are often inter-related, especially around political violence & unrest.

Media are largely **domestically or regionally focused**, except for political violence & major power relations where countries' media either report on news abroad or international relations with other countries.

Journalists often report on the **current situation**, seldom reporting on future solution-oriented initiatives.

2

Anti-government protests, demonstrations against **social inequities and social or political change** are key stories throughout the year, with unrest most visible in Asia, North America and Sub-Saharan Africa.

Violence against women is also increasingly visible, particularly in Latin America, Europe and the Middle East, due to **rising femicides, domestic violence or sex trafficking**.

Other subtopics remain critical, with **organized crime a top driver in Latin America** while political violence is prominent in the Middle East and North America, though still important in other regions such as Sub-Saharan Africa.

3

Internationally focused reports drive mentions of **major power relations**, either within regions or highlighting tensions with major world powers – such as the USA-Iran, USA-China and Israel-Palestine tensions, among others.

The **United Nations** is mentioned alongside political violence or major power relations-oriented news within the context of human rights or global cooperation.

Other key voices include **local or global leaders**, Amnesty International, Human Rights Watch and UNICEF.

4

The UN is overall minimally mentioned in the Conflict & Violence conversation, with 3% share of voice.

Countries where the UN is most mentioned in relation to Conflict & Violence:

- **Cameroon**
- **Cambodia**
- **Angola**





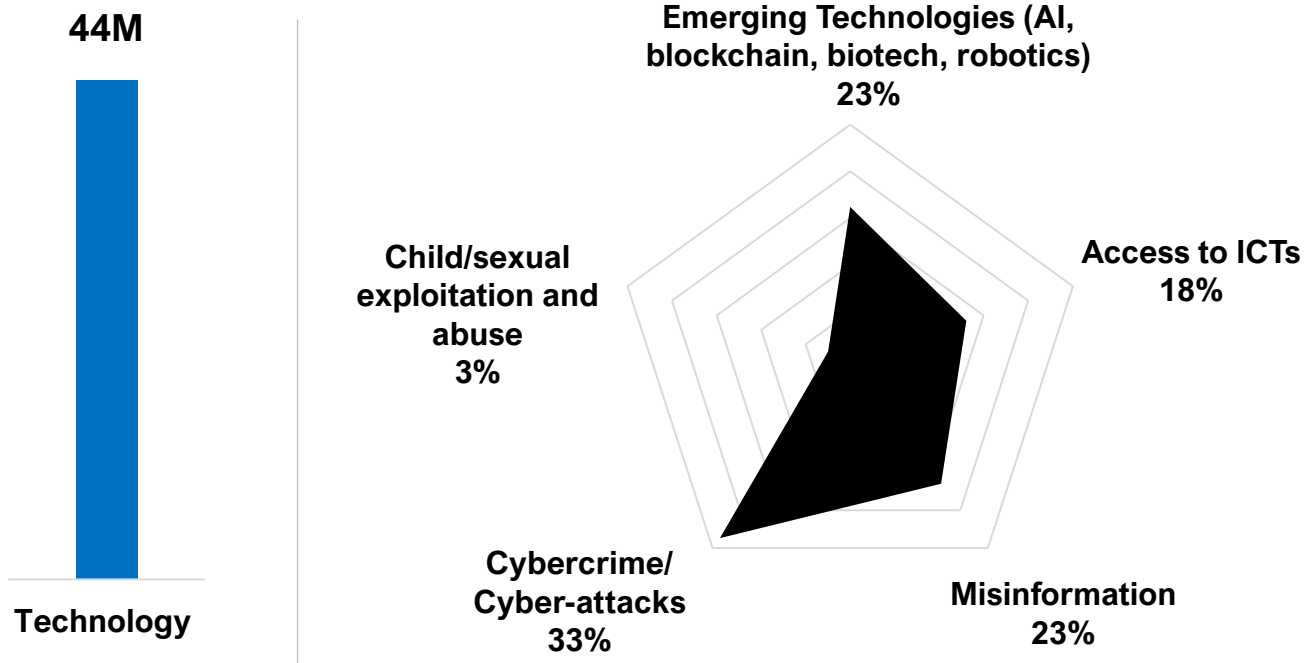
# TECHNOLOGY OPPORTUNITIES & THREATS

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# EMERGING TECH, CYBERCRIME /CYBER ATTACKS AND MISINFORMATION DRIVE THE BROADER TECH OPPORTUNITIES AND THREATS CONVERSATION

## Technology Mentions



2%

of UN coverage globally in the issue

Source: Edelman Intelligence Discovery+ | Global | Languages | Date range: May 2019 – May 2020



# CYBERCRIME /CYBER ATTACKS AND MISINFORMATION ARE THE MOST VISIBLE TECH SUB-ISSUES ACROSS REGIONS

■ Largest sub issue in region  
■ Second largest sub issue  
■ Third largest sub issue

	Tech (Total)	Emerging Technologies	Access to Information & Communications Technology	Misinformation	Cybercrime/Cyber-attacks	Child/Sexual Exploitation and Abuse
Asia & Australia	2 <sup>nd</sup> largest issue in the region					
Europe & Central Asia	2 <sup>nd</sup> largest issue in the region					
Latin America	2 <sup>nd</sup> largest issue in the region					
Middle East & North Africa	2 <sup>nd</sup> largest issue in the region					
North America	3 <sup>rd</sup> largest issue in the region					
Sub-Saharan Africa	2 <sup>nd</sup> largest issue in the region					

Tech (total): ranking of the Tech issue in terms of size of conversation compared to the other 5 issues of Climate Change & Environment, Conflict & Violence, Shifting Demographics, Health and Inequalities.

Source: Edelman Intelligence Discovery+ | Global | All Languages | Date range: May 2019 – May 2020

# SUMMARY BY REGION

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## Asia & Australia

Technology opportunities & threats has **high visibility** across the region with a focus on strategic media content related to cybercrime/cyber-attacks. In countries like **South Korea**, this subtopic is being driven by scandals taking place on platforms such as **Telegram**.

News outlets have also been focusing their attention on discussions around the spread of **misinformation** related to the **ongoing health crisis**.

**Access to information and communications technology** is less visible, with journalists highlighting the importance of technology in order to overcome challenges such as **working from home and daily communications**.

## Europe & Central Asia

This key issue receives **strong visibility** across the European and Central Asian region, with **Covid-19** leading to increased visibility of the issue in recent months.

Many outlets report on the **rise of misinformation and conspiracy theories shared on social media** especially during Covid-19. Top-tier media sources across Europe and Central Asia report on a theory linking **5G** with the spread of **Covid-19**.

Other articles positively highlight **the rapid adoption of digital technologies** due to the pandemic which aims to help citizens facing mobility restrictions as a result of the crisis.

Media across the region also position the Covid-19 outbreak as a catalyst that **re-emphasized the importance of remote medical diagnosis, consultation and treatment**.

## Latin America

This issue generates **fairly high levels of conversation** in strategic media from Latin American countries.

News articles in Latin America **are strongly focused on discussions regarding access to information**, especially in the **education sector**, with those discussions heightened during the pandemic in several countries across the region.

The topic is being **negatively** relayed by top engaged sources as a **major issue in the region**, with an emphasis put on the **failure of governments to provide students with adequate technology**.

Meanwhile, technology remains closely linked to the current health crisis, as news outlets across the region shed **positive light on health advancements in testing and developing new vaccines for Covid-19**.

# SUMMARY BY REGION

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## Middle East & North Africa

This issue has **high resonance** in the region, as the second most discussed topic following conflict & violence.

Positive conversation is driven by sources reporting on **new initiatives and technological developments aiming to fight against Covid-19**.

Meanwhile, some countries' media a particularly focused on technological threats, namely the rise of **disinformation and fake news in political contexts**.

**Cybercrime** is another issue highlighted in the region, as strategic media report on **data privacy issues**, warning the public over several applications on smartphones that could pose potential counter-intelligence threats.

## North America

Within discussion on technology, North American coverage is strongly boosted by **stories related to Covid-19**.

Canada and the USA face several issues during the pandemic, such as an **increase of online child sexual exploitation** as well as **the rise of fake news** surrounding measures taken by political leaders to fight the global health crisis.

Meanwhile, some positive light is shed on the topic, as both Canadian and American strategic media sources highlight **the emergence of new technologies in sectors such as Health and Education**.

## Sub-Saharan Africa

This issue has **high visibility** in the region.

Editorial coverage across countries of Sub-Saharan Africa is mainly focused on discussion around **technological solutions and advancements** that improve life of citizens and customers, especially amid the ongoing health crisis.

In addition, **access to information and communication technologies** becomes a key topic discussed across countries, as journalists shed light on the **implementation of several digital accessibility programs** through investments in Artificial Intelligence and high-speed networks to improve access to **health system and education**.

Meanwhile, other reports unveil the increase of **misinformation about Covid-19** in the region.

# CYBERCRIME / CYBER-ATTACKS

## Asia & Australia

As the top driver in the region, strategic media coverage focuses on warnings to the public to be careful about the information and data they share online. South Korean media is particularly focused on this issue, following the “Nth Room cybercrime case” unveiled by several sources, in which a shocking number of women and minors have been subject to pornographic enslavement through the social media platform Telegram.

## Sub-Saharan Africa

The cybercrime and cyber-attacks conversation is also a top driver in this region, increasing in visibility during the Covid-19 pandemic, as some sources report on the rise in the number of cyber-attacks, fueled by fear of Covid-19 and exacerbated by a reduced level of security within some companies.

## Europe & Central Asia

Strategic media reports across the region are mostly linked to the pandemic’s impact on data privacy, protection and security. Several Eastern European countries such as the Czech Republic and Hungary are deeply affected by a rise in cyber-attacks. In this context, news outlets provide factual details, stating that cybercriminals are now targeting government agencies, healthcare facilities and medical professionals since the beginning of lockdowns, as well as share broader security advice.

## North America

The cybercrime conversation in Canada is linked to health with coverage reporting of potential risks of insulin pumps being hacked. News outlets in Canada and the USA have also been reporting on the increasing number of cyber-attacks during lockdown with companies losing customer data.

## Latin America

In Latin America, the cybercrime/cyber-attacks conversation is linked to the pandemic with incidents of cyber-frauds, such as in Colombia where cases have increased during lockdown.

## Middle East & North Africa

This subtopic is only visible in some countries in the Middle East and North Africa, such as in Morocco and Egypt with strategic media outlets sharing news of hacking incidents, malware and online fraud spreading across digital networks.

## ABC News (Australia)

Inside a massive cyber hack that risks compromising leaders across the globe



## SOHU (China)

New cybersecurity review measures to be implemented from June 1

## Daily Post (Nigeria)

Our national, economic security is at stake – Min of Communications



## PBS (USA)

Senate report: all 50 states were targeted by Russian interference ahead of 2016 elections



# EMERGING TECHNOLOGIES

## Middle East & North Africa

Across the region, articles frequently report on technological advancement in the medical field especially following Covid-19, highlighting discoveries of cures and vaccines worldwide. In this context, Israeli media positively highlights that the country emerges as a technology hub, leading advancements across several industries especially during the pandemic.

## Asia & Australia

Emerging technologies is not only mentioned in discussions around health advancements and developments to combat Covid-19, but also in articles reporting on the impact of technology in improving the region's economy. China is especially cited throughout articles, characterized by continuous technological development across sectors.

## North America

Emerging technologies are positively praised by journalists in the region, as a result of various developments taking place following Covid-19. In Canada, news is focused on domestic advances in education allowing students to have access to distance and online learning. In the USA, strategic media reports focus on the need to digitize health and medical resources.

## Europe & Central Asia

Editorial coverage across Europe and Central Asia focuses on reports around health advancements and how to apply new technological developments to the fight against the Covid-19 outbreak.

## Latin America

The development of new technologies across several countries in the region is commonly related to advances in medicine dedicated for Covid-19 vaccines and tests as well as treatments for other diseases, such as cancer.

## Sub-Saharan Africa

Technology-related coverage is primarily driven by Covid-19 as journalists argue that the significant rise of digital services in the region is playing a crucial role in keeping society functional and improving the life of citizens. This is the case in areas such as health and education, especially relevant during lockdown.

## SOHU (China)

Three new coronary pneumonia vaccines enter phase II clinical trials



## N-TV (Germany)

Söder supports corona vaccination



## Forbes (USA)

Coronavirus Stimulus Offered By House Financial Services Committee Creates New Digital Dollar



## Global News (Canada)

First person gets experimental coronavirus vaccine

# MISINFORMATION

## North America

Misinformation is largely discussed in the USA and Canada, rising as the top driver of technology-related coverage, due to the ongoing health crisis. Outlets share negative articles about the threat of “fake news” on Covid-19 and report on the published misinformation regarding some governmental measures taken by political leaders to fight the disease.

## Latin America

The top driver in the region with an international focus, strategic media report on misinformation related to Russia’s interference in campaigns around the world such as Catalonia elections and Brexit. Misinformation is further discussed within the context of the rise of “fake news” regarding Covid-19.

## Europe & Central Asia

Misinformation is highly discussed as the global spread of Covid-19 has been mirrored by a global outbreak of false information and fake news across social media platforms. Strategic media highlight this concern, with measures taken from some tech companies, such as WhatsApp limiting the forwarding functions in Germany amidst the spread of misinformation.

## Asia & Australia

The issue of misinformation is widespread across the region, as articles frequently report on social media posts spreading misinformation about Covid-19 such as false cures, anti-vaccination propaganda and conspiracy theories around 5G.

## Sub-Saharan Africa

Misinformation is among the top three drivers in the region, as most countries face a regular spread of “fake news” around political topics, and most recently Covid-19. Nigeria is one of the countries affected by the spread of political fake news following the rise of rumors and conspiracy theories during the country’s election in 2019.

## Middle East & North Africa

News sources in the region are increasingly vocal when it comes to reporting on political misinformation faced by several countries during presidential elections and other political events. In Afghanistan, fake Facebook pages associated with different candidates have emerged, sharing fake and negative information against rivals to manipulate public opinion.

## CNN (USA)

Three Russian doctors fall from hospital windows, raising questions amid coronavirus pandemic



## Vanguard (Nigeria)

‘Bad people’ have taken over the country from us — Aisha Buhari



## HuffPost (Japan)

Misinformation that coronavirus can be prevented by drinking hot water



## CTV News (Canada)

What is 'fake news' and how can you spot it?



# ACCESS TO INFORMATION & COMMUNICATIONS TECHNOLOGY

## Latin America

This subtopic represents a major issue in the region, as strategic media negatively unveil the poor living conditions of students in Argentina and Bolivia who have had no access to technology during the Covid-19 crisis, with journalists underlining that it is essential for online learning.

## Middle East & North Africa

In the region, strategic media coverage on the subtopic are focused on government policies to implement digital transformation measures in education following lockdown. Meanwhile, Turkish sources denounce the inequality in access to technology infrastructure and tools based on economic and regional inequalities.

## Sub-Saharan Africa

Across Sub-Saharan Africa, online learning has become the main way to obtain knowledge and keep up with classes for students during Covid-19, with news outlets highlighting governments' plans to invest in AI and high-speed internet networks in several countries such as Ethiopia and the Democratic Republic of the Congo.

## Asia & Australia

Within discussions of Covid-19, news outlets across the region shed light on new ways and measures taken by companies and governments to enable remote working across sectors and adopting digital learning capabilities. Meanwhile, India's internet shutdown imposed in Kashmir is widely criticized by several sources accusing the government of depriving citizens from access to information.

## Europe & Central Asia

Most strategic media sources report on digital transformation in the educational sector during Covid-19, negatively highlighting unequal access to remote schooling for some children – especially in Poland and Serbia.

## North America

Discussion of this subtopic is limited in the region within strategic media and is driven in large part by the pandemic. News outlets report on the need for widespread reliable and affordable internet access, to facilitate remote working and learning.

## BirGün (Turkey)

Inequalities in access to tech were normalized by authorities



## Misiones Online (Argentina)

A rural teacher from Santa Ana prints homework and walks around farms to distribute to her students who do not have Internet

## The News Minute (India)

Internet access a fundamental right, can't be suspended indefinitely: SC on J&K lockdown



## Frat Mat (Ivory Coast)

Fight against Covid-19: Moov CI mobilizes alongside child welfare and assistance institutions

# CHILD/SEXUAL EXPLOITATION AND ABUSE

## North America

USA coverage of this subtopic tends to focus on individual cases of child sexual abuse, with arrested predators discovered to have troves of child abuse images taken from the dark web as news of the takedown of the largest child pornography site in the world. Canadian news outlets are similarly active in sharing articles of sexual abuse online, as local publishers shed light on abusers that have been taking advantage of children spending more time online during the lockdown.

## Asia & Australia

Most of the strategic media coverage from this region centers on activity in the Philippines. A study from the International Justice Mission (IJM) finds the country to be a global hotspot for child sexual exploitation, and the same organization reports the arrest of Nelson Siacor Torayno, a Filipino man known as Europe's most wanted online child sex offender. Australian news centers on successful investigations into rings of online abusers, and the children rescued as a result.

## Latin America

Strategic media coverage of this theme is boosted by reports of child pornography that have proliferated in Latin America during the pandemic, with news outlets exposing the dangers hackers pose regarding online sexual exploitation of minor victims.

## Europe & Central Asia

Coverage of this theme is low in this region and tends to have a global focus. Key stories emerging include abuse rings uncovered in Australia, the exploitation of children in the Philippines, and a proposal in the UK to allow lifetime sentences for offenders with the goal of targeting the owners of abuse websites.

## Sub-Saharan Africa

Discussion of this topic is minimal in the region, and generally consists of passing mentions of the dangers of online predators. In Ghana, a UNICEF report is referenced in discussion around children's exposure to inappropriate images online.

## Middle East & North Africa

This topic generates little coverage, however there is some discussion in Israeli outlets about a systemic failure to prioritize this issue, at both an individual and institutional level.

## Forbes (USA)

[IRS Followed Bitcoin Transactions, Resulting In Takedown Of The Largest Child Exploitation Site On The Web](#)

## Rappler (Philippines)

[Tip from Australian police leads to arrest of online sex trafficker in Rizal](#)

## O PAÍS (Angola)

[INAC registers 18 cases of trafficking and sexual exploitation of children](#)

## RTL Nieuws (Netherlands)

[Pedo activist Nelson M. arrested for child pornography possession](#)



# KEY LESSONS LEARNED

1

Amid the global pandemic, **digital technologies** have captured the attention of news outlets across regions.

Editorial coverage is mostly driven by discussions on **applying tech to current health challenges** to try and curb the impact of the ongoing crisis.

Across some regions, such as North Africa and the Middle East, tech has proved a **useful and necessary tool** to help countries improve their situation in sectors such as **health and education**.

2

Overall, and particularly in **Europe and Asia**, access to information is emphasized by news outlets, underlining the importance of access to technology and ICTs for remote learning and working.

Meanwhile, the issue has reached an impasse for **less developed countries**, where access to technology is **highly unequal** and often limited by **lower financial resources**. This has led to entire segments of the population being **cut off** during the pandemic and **not being able to work or study**.

3

**Misinformation** during lockdown has become a common threat and is causing **negative visibility** across all regions.

In the **USA**, **media** focus on the rise of **misinformation** around government decisions amid the Covid-19 pandemic.

**Cyber attacks** and **online sexual abuses** are discussed across all regions. There has been a spike in reports of **phishing attacks, Malspams and ransomware attacks** during Covid-19 as well as the spread of fake news in general.

4

The UN is overall not very prominent in the Technology conversation, with only 2% share of voice.

Countries where the UN is most mentioned in relation to Technology:

- **Afghanistan**
- **Angola**
- **Netherlands**

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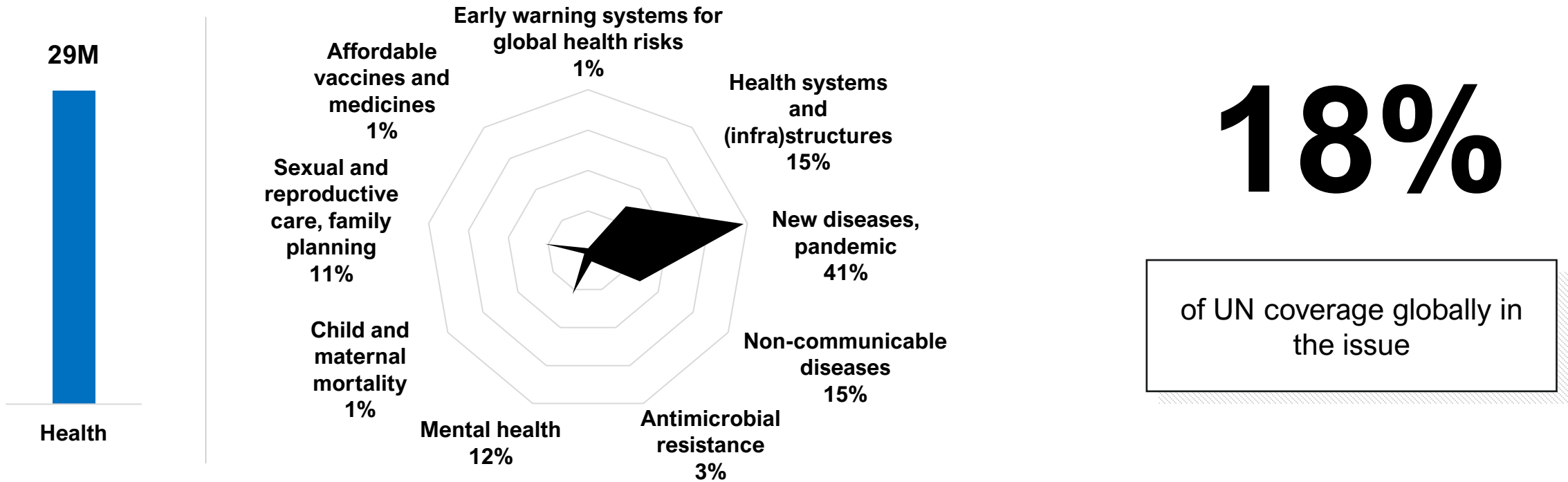
**HEALTH**

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# DUE TO COVID-19, NEW DISEASES AND PANDEMIC LARGELY LEADS IN VISIBILITY, WITH HIGH ASSOCIATED VISIBILITY OF THE WHO

## Health Mentions



Source: Edelman Intelligence Discovery+ | Global | All Languages | Date range: May 2019 – May 2020

# COVID-19 RAISES THE VISIBILITY OF NEW DISEASES AND SPARKS STRUCTURAL CONVERSATION AROUND HEALTH SYSTEMS ACROSS REGIONS

■ Largest sub issue in region  
■ Second largest sub issue  
■ Third largest sub issue

	Health (total)	Early warning systems for global health risks	Health systems and (infra)structures	New diseases, pandemic	Non-communicable diseases	Antimicrobial resistance	Mental health	Child and maternal mortality	Sexual and reproductive care, family planning	Affordable vaccines and medicines
Asia & Australia	4 <sup>th</sup> largest issue in the region									
Europe & Central Asia	3 <sup>rd</sup> largest issue in the region									
Latin America	3 <sup>rd</sup> largest issue in the region									
Middle East & North Africa	4 <sup>th</sup> largest issue in the region									
North America	2 <sup>nd</sup> largest issue in the region									
Sub-Saharan Africa	3 <sup>rd</sup> largest issue in the region									

Health (total): ranking of the Health issue in terms of size of conversation compared to the other 5 issues of Climate Change & Environment, Conflict & Violence, Shifting Demographics, Tech Opportunities & Threats and Inequalities.

Source: Edelman Intelligence Discovery+ | Global | All Languages | Date range: May 2019 – May 2020



# SUMMARY BY REGION

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## Asia & Australia

In Asia, the **World Health Organization** is highly visible and mentioned in strategic media outlets, especially due to the **declared state of emergency**, while some articles are also published **against US President Trump's decision** to stop funding the WHO.

Another important topic in the region is **non-communicable diseases**, especially in Vietnam, Indonesia and Japan where links are established between **chronic diseases and ways of life**. Drug or tobacco **dependency** is also frequently mentioned.

Finally, **mental health** generates interesting content across all countries in the region within strategic media, where the rise of mental health is noted **due to social isolation, new ways of working** (Japan), **game addiction** (in South Korea) and **lack of awareness** or appropriate medical centers.

## Europe & Central Asia

Covid-19 is a key focus in coverage and raises fears across the region about **domestic health systems' capabilities in facing the crisis efficiently**, and to what extent they are provided with the means to manage the situation by authorities.

Some coverage is also driven by discussions on **Mental Health issues**, especially as consequences of anxiety and family issues that could lead to depression or suicides.

Another topic mentioned in most European & Central Asian countries, within strategic media, is **sexual and reproductive care**, through the lens of **abortion**: a few **criticisms are raised against UN bodies**, as they are accused of promoting contraception too much.

A **trend is also appearing in some countries**, with coverage about **alternative treatments** (herbs and plants most of the time) for **chronic diseases** (cardiovascular disease or cancers).

## Latin America

Health Coverage is mainly **dominated by Covid-19** in all countries of the region: the pandemic has an impact on several other subtopics including **health systems, access to healthcare** and **mental health** – especially among the health professionals.

The disease is quite **politicized** in the region, through coverage about how it impacts **poorer communities**, and about the attitudes of government towards the pandemic. Articles highlight the **strong criticism in Brazil and Mexico** whose governments decided not to follow the WHO recommendations (e.g. President Jair Bolsonaro's position against WHO's recommendations on social distancing).

When mentioned, whatever the disease or issue at stake, **the WHO and the UN are displayed as expert voices**, providing recommendations and information, or raising awareness about diseases that remain minimally visible within media or society at large.

# SUMMARY BY REGION

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## Middle East & North Africa

As in all regions, the **Covid-19 pandemic** generates most of the coverage around Health issues in Middle East & North Africa. The disease is broached from a general point of view, with mentions of the **socio-economic consequences of the disease** and the **urge to find a vaccine**.

Often related to Covid-19, some publications focus on **Health systems at large**, and how they should be more **inclusive towards minorities**, with journalists also highlighting the **solutions implemented by governments or supranational organizations** to balance the weaknesses of current national systems.

Finally, while not very visible in strategic media and only appearing in Moroccan and Tunisian media, **chronic diseases** such as Cardiovascular disease and Alzheimer's are also discussed. In Morocco, the authorities are called on to make Alzheimer's a health policy priority.

## North America

In this region, as in others, the **Covid-19 pandemic leads the conversations** about Health. The **access to health systems & infrastructures, sexual & reproductive care and mental health** are also subtopics that generate strong attention from the American and Canadian media.

Across these different subtopics, the media highlight **several already noticeable impacts or future impacts still to come on the economy** (such as elimination of healthcare positions or privatizations) and relay some solutions that could be taken to **improve the national health system** (opening of specific infrastructures to focus on mental health for young people).

While the UN specifically is rarely referenced within the media coverage, the WHO is frequently referenced as a leading **expert voice** on Covid-19.

## Sub-Saharan Africa

The health theme attains **high visibility** in Sub-Saharan Africa – ranking amongst top issues.

Within the Health issue, **New diseases/Pandemic** gathers the largest share of media coverage (especially in Angola and Cameroon) with highlights on the **government policies to address the coronavirus outbreak**, on the healthcare needs or on the **economic impact of shutting down borders**.

Reports of **access to health systems** are key to coverage (and particularly prominent in Nigeria and South Africa) as media are positioned as **alarmists about infrastructure poverty** and its impact on the population.

Coverage also tend to focus on **affordable vaccines and medicines as well as sexual care**, highlighting some situations in countries and the solutions to consider (e.g. asking for accessible new birth control solutions in Uganda).

# NEW DISEASES, PANDEMIC

## North America

As in all other regions, the Covid-19 pandemic is by far the leading subtopic driving visibility of Health-related coverage. Journalists focus on the ways the outbreak will impact the economy, also highlighting the controversial story about US President Trump cutting off the supply of N95 respirators to Canada as well as suspending funding to the WHO. In the region, the WHO is frequently referenced as an expert voice.

## Europe & Central Asia

Covid-19 is the key topic driving health coverage, and articles cover the pandemic through various angles: domestic news covers governments' actions and measures taken, and at a regional and global perspective reports focus on vaccine developments and the impact the pandemic will have at different levels (economy, digitalization, infrastructures, etc.). The WHO is commonly mentioned for official recommendations and global statistics.

## Asia & Australia

Covid-19 is the leading topic in health coverage. As in other regions, media covers national and international news reporting on the evolution of the pandemic. While, in general, the WHO is mentioned neutrally to share updates, some Hong Kong media present a negative view questioning the WHO's role.

## Latin America

Covid-19 drives the health conversation across Latin American countries. Articles cover national, regional, and international events, with frequent references to the WHO. At a regional level, the decision by Mexican and Brazilian governments not to follow WHO guidance is criticized, while international articles focus on the global development of the crisis and the impact in economy and mental health.

## Middle East & North Africa

Not surprisingly, the coverage exclusively deals with Covid-19, with a socio-economic point of view. Measures taken by governments or United Nations Relief are positively perceived when mentioned, with frequent mentions of WHO. Positive coverage is also visible in Israel where media highlight the progress made by local researchers.

## Sub-Saharan Africa

The pandemic is also the main driver in this region, among its evolution and impacts both locally and abroad.

## ADN (Chile)

WHO reiterated that mask does not protect against coronavirus: disease is not transmitted by air



## ES Diario (Spain)

Sánchez admits that he ignored the warnings and was late to fight the virus

## The Star (Canada)

Hospitals warn they can't cope if coronavirus outbreak worsens in Canada



**CORONAVIRUS CRISIS**  
EXPERTS WARN OF A SCENARIO WHERE THERE'S A LARGER VIRUS WAVE THIS FALL/ WINTER AND SMALLER WAVES IN 2021

## CNN (USA)

Expert report predicts up to two more years of pandemic misery

# NON-COMMUNICABLE DISEASES

## Asia & Australia

The coverage within the region offers a predominantly domestic focus, discussing issues such as smoking, drug dependency of patients or a general lack of knowledge about healthcare.

## Europe & Central Asia

Visibility of this subtopic is varied throughout countries in Europe and Central Asia, while it is the second largest driver in the region overall. Several articles are focused on diabetes and cardiovascular diseases because of sedentary ways of living or abuse of alcohol and unhealthy foods.

## Latin America

News from strategic media tends to be domestic in scope, covering a variety of issues: from obesity in Brazil to the rise of alcohol consumption among young people in the Dominican Republic or the approval of a “dignified death” policy for terminally ill people by the Mexico Senate.

## Sub-Saharan Africa

This theme generates moderate visibility within the region, with some articles focusing on how some countries want to raise awareness about chronic diseases and set up solutions (e.g. Botswana Multi-sectoral National Strategy for the prevention and control of NCDs, or the adoption of a resolution on emergency and trauma care by World Health Assembly in Tanzania). Other articles are also warning about the cost of specific treatments, including ones for cancers.

## Middle East & North Africa

The only chronic diseases mentioned in the region are Alzheimer’s in Morocco, where media relay a call to make combatting Alzheimer’s a priority for the government. In Tunisia, one article also mentions cardiovascular diseases due to an excessive consumption of sugar.

## North America

While the topic does not emerge in Canada’s strategic media coverage, in the USA the topic appears in a few articles through a study published in June 2019 by JAMA Internal Medicine which reveals that commonly prescribed drugs are tied to nearly a 50% higher dementia risk in older adults.

## Globo Science & Health (Brazil)

More than half of the Brazilian population is overweight, says Ministry of Health



## DM-NET (Japan)

"Low Carb Diet" Reduces Diabetes Risk But Long-Term Safety May Be Questionable

## The Citizen (Tanzania)

World Health Assembly adopts a resolution on emergency and trauma care



## CNN (USA)

Commonly prescribed drugs are tied to nearly 50% higher dementia risk in older adults, study says



# HEALTH SYSTEMS AND (INFRA)STRUCTURES

## North America

Access to health systems and infrastructures is among the top drivers discussed in North American media. While in Canada, concerns are mainly centered on the impacts of privatizations and the elimination of healthcare positions, in the USA the media focus is highly political emphasizing the Democratic party's proposition to remove private health insurance and give free health insurance to illegal immigrants.

## Sub-Saharan Africa

This subtopic is often the second largest theme across countries in the region, after the pandemic. Reports are mainly neutral to negative, warning on the impoverished state of infrastructures and stressing the need for more financial investment to increase stability. Senegal is the only country in which healthcare systems arises as the main theme within strategic media, rather than the pandemic.

## Europe & Central Asia

The pandemic highlights the importance of health systems and, in many countries, the necessity to enhance infrastructures and invest in resources. This is most observable in Southern and Eastern European countries while Northern countries tend to criticize the USA's system.

## Asia & Australia

This theme generates moderate visibility within the region, with concern about the capacity of health systems in some countries (e.g. Cambodia, Indonesia). Other issues such as the advance in technology and need to treat homeless people are discussed in Singapore.

## Middle East & North Africa

In this region, the coverage focuses on how minorities have or should have access to healthcare: remote or rural areas, women, prisoners, are the key populations that are deprived from an easy access to healthcare in most countries of the region, while the topic is enhanced by the Covid-19 context.

## Latin America

Articles in Brazil and Venezuela cover the difficulties faced in Brazil to access health services by poor and marginalized communities and for Venezuelans that fled to Brazil.

## Libertatea (Romania)

The Council of Europe warns that Roma people are vulnerable to COVID-19



## Bio Spectrum (Singapore)

How Digital is Accelerating Healthcare



## St. Catharine's Standard (Canada)

Attempted privatization of health care is moving ahead, stealthily



## News24 (South Africa)

Can SA rescue its health system?

# SEXUAL AND REPRODUCTIVE CARE, FAMILY PLANNING

## North America

In North America, this subtopic is mainly discussed around the theme of abortion, and initiatives requested to be taken (for example, a bioethicist called for medical schools to deny applicants who object to providing abortions in Canada). HIV is also discussed in the USA, as scientists discover a first new HIV strain in nearly two decades.

## Asia & Australia

This topic is of moderate coverage and has a national approach. The abortion bill is a visible topic in Australia, while other countries focus on the need to enhance sexual and reproductive education (e.g. Indonesia), the danger or rising of HIV cases (e.g. Philippines), or use of the internet to diagnose STDs (e.g. Singapore).

## Europe & Central Asia

Abortion is the focus in the region, covered from different angles: from its legality or illegality, ethic-based discussions, to women feeling ashamed or pressured. Other issues cover government actions regarding sexual and reproductive care, LGBTQ+ rights and the WHO's promotion of sexual and reproductive education.

## Latin America

Abortion is the most salient subject across the region, with strategic media coverage of Argentinian abortion reform, while in Colombia reform has been rejected.

## Sub-Saharan Africa

Sexual and reproductive care receives moderate coverage within the region. While abortion is mainly discussed, other themes such as sexually transmitted infections and sex among teenagers are also covered. Moreover, media relay the willingness of government to fight against a lack of awareness about sexual diseases.

## Middle East & North Africa

This topic did not gather coverage in strategic media in the region.

## Clarín (Argentina)

Alberto Fernández announced that in the next ten days he will present the legal abortion bill



## The Sydney Morning Herald (Australia)

Abortion bill introduced as hundreds protest outside NSW Parliament



## New Vision (Uganda)

Hold gov't accountable for reproductive health commitments - Kadaga



## News 24 (South Africa)

This local HIV+ mothers program has a 4-year success record of HIV-free babies



THE JOURNEY OF AN HIV POSITIVE MOTHER



# MENTAL HEALTH

## Europe & Central Asia

This issue is a growing concern within the region, and several problems are highlighted across countries, such as: mental health for healthcare workers under pressure, especially during the pandemic, consequences of lockdown, anxiety, as well as depression among young people and among the LGBTQ+ community.

## North America

While in Canada, the media welcome the initiatives taken to enhance the national mental health system (better understanding of cultural backgrounds to improve assistance to people of color, opening of new mental health center for youth in Calgary), coverage is negative in the USA, with criticism being brought on by the impact on mental health for migrant families who are separated at the border, due to Trump's zero tolerance policy.

## Asia & Australia

There is strong media coverage on this theme, with articles focused on both local and international situations. Top issues covered are anxiety and depression, together with the difficulties to access therapy or appropriate help. This is particularly observable in the Philippines where a stigma around mental health is rising and the number of psychologists in the country remains low.

## Latin America

In this region, mental health receives a moderate coverage. The most common topic is stress/anxiety generated by the pandemic, with special concerns about health workers. Other articles raise awareness about suicide rates (e.g. Mexico) and a need for society to be more open about mental health (e.g. Chile).

## Sub-Saharan Africa

In Sub-Saharan Africa, mental health is being explored as an emerging crisis and as an explanation for the poor productivity across the workforce (especially in Botswana). Articles mostly focus on depression and highlight that African countries have become more health conscious in recent times.

## Middle East & North Africa

The visibility of this topic is quite low within strategic media coverage, while it was discussed in Egypt through the lens of suicide rates, as well as in Tunisia, where the coverage deals with depression, a key issue in the country (third country in Africa with highest depression rates). UN and WHO are mentioned as experts on these topics.

## CNN Español (Mexico)

A person commits suicide every 40 seconds, according to the WHO



## Der Tagesspiegel (Germany)

The Dangerous Consequences of Mindfulness

## Phil Star (Philippines)

Remove stigma on mental health, experts urge government



## The Midweek Sun (Botswana)

To have mental illness or HIV?

# ANTIMICROBIAL RESISTANCE

## Europe & Central Asia

Western European outlets discuss increased antibiotic resistance in the context of Covid-19, reporting that high levels of increased meat consumption increase the chances of pandemics, due to widespread use of antibiotics in factory farming. Journalists in Italy and Portugal relay that there is excessive consumption of antibiotics, and deaths due to antibiotic resistance are expected to increase.

## Asia & Australia

Concerns around this topic are evident across the region. Filipino outlets reported on the newly introduced 'National Infection Prevention and Control Week', which acknowledges the growing issue of antibiotic-resistant microbes. In Singapore, articles encourage people to examine their own antibiotic use, while in India the focus is on the scientists and researchers exploring potential solutions.

## Latin America

Coverage within this region highlights the use of antibiotics to treat Covid-19 as a risk factor in the fight against antimicrobial resistance. In Brazil in particular, drug-resistant microbes are viewed as a looming public health threat, while in Colombia the focus is on scientific advancement.

## Middle East & North Africa

Outlets in this region have a strong focus on the work being done by local scientists to find solutions to antimicrobial drug resistance. Examples include Israeli researchers reported to have won a grant to continue their promising work in this field, and a Saudi scientist reported to have been appointed as the Assistant Director-General for Antimicrobial Resistance at the WHO.

## Sub-Saharan Africa

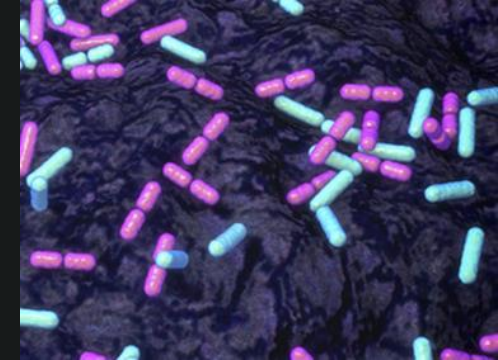
News outlets across the region warn against the use of antibiotics to treat Covid-19. In South Africa, coverage focuses on specific outbreaks, highlighting deaths at several hospitals as the result of various drug-resistant infections (e.g. an outbreak of carbapenemase-producing enterobacterales which killed 10 babies).

## North America

This topic had relatively low strategic media prominence in the region. Canadian outlets report on investment in research to combat drug resistance, while antibiotic-resistant strains of STIs cause concern in the USA.

## AGI (Italy)

Antibiotic resistance has become a global emergency

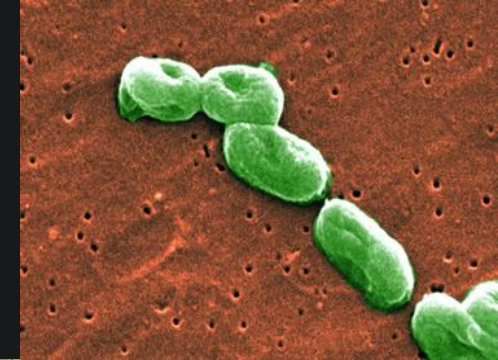


## Khmer Times (Cambodia)

Lack of new antibiotics threatens global efforts to contain drug-resistant infections

## Observador (Portugal)

Bacteria are increasingly resistant to antibiotics



## Post Today (Thailand)

Global warming has made bacteria resistant. Humans risk entering an era without medication



# AFFORDABLE VACCINES AND MEDICINES

## Middle East & North Africa

The country where the discussion is the most visible around affordable vaccines and medicines is Afghanistan, where a large campaign to immunize children from polio is led in partnership by the WHO, UNICEF and the Ministry of Health. One article in Tunisia mentions vaccination in the context of Covid-19, as the pandemic reinforces the nations efforts towards vaccines (against Covid-19 but also other diseases).

## Sub-Saharan Africa

This subtopic generates a moderate interest across the region. When discussed, affordable vaccines/medicines are related to various situations, but all linked to innovative treatments and research (e.g. innovative testing technology for Hepatitis B in Kenya, organic treatment based on Artemis inspired by a Congolese researcher).

## Latin America

Relevance of this topic is low in the region with limited strategic media articles in Peru covering governmental efforts to reduce obstacles to the use of generic drugs.

## Europe & Central Asia

Coverage for this topic is relatively low within strategic media discussions, with some discussion around Covid-19 vaccines and access to affordable healthcare services.

## Asia & Australia

The coverage for this topic is low in strategic media. Articles in Japan focus on the decision to no longer cover over-the-counter analogous drugs by public medical insurance in order to relieve public budget. On the other hand, in Thailand the distribution of vaccines to school children to fight against dengue is positively received.

## North America

This subtopic is minimally visible in the region's strategic media coverage, and only in the USA. Media relay that the HPV vaccine benefits "exceed expectations" and may lead to elimination of cervical cancer.

## La Republica (Peru)

Doctors who do not prescribe generic drugs may be penalized



## PPTV Online (Thailand)

Announce! 10 Jan 63 "Chase away mosquitoes" Awaken Thai people to get rid of dengue carriers.

## Monitor (Uganda)

Health Ministry investigates measles-rubella vaccine side effects



## Dakar Actu (Senegal)

Dr Munyangi, the Congolese researcher inspiring the Malagasy Covid-organics speaks: "This is my project (...)"

# CHILD AND MATERNAL MORTALITY

## Europe & Central Asia

Articles addressing this topic tend to be negative, highlighting that disparities persist across income, education and social groups. Reports from the WHO highlight that children are not given a healthy life and a safe environment for the future, as well as risks caused by Covid-19 with the high risk of mortality for pregnant women. In relation to the virus, the Kawasaki disease is also mentioned.

## Sub-Saharan Africa

This subtopic has a moderate visibility in the region, and the strategic media publications are particularly focused on the risks of Malaria disease on pregnant women and their children. Within this topic, the WHO is particularly visible, thanks to its action of advocacy for more efforts to combat the disease, as well as its declarations that if more people are protected from Malaria, the progression of infections will remain stalled.

## Asia & Australia

This is a relatively small topic in the region. While maternal mortality is not mentioned in the region, child health is a concern, especially in Thailand where the Dengue epidemic is growing. Growing childhood obesity in Asia is also highlighted, stressing the risks for the population.

## Middle East & North Africa

A quite small topic in the region, with little attention from strategic media. Articles in Morocco relay a statement from the WHO that establishes a link between the reduction of child mortality and the improvement of the healthcare systems since 2000.

## Latin America

Coverage about this subtopic is low, in some countries maternal death is a serious public health problem (e.g. Bolivia) and challenges of child and maternal mortality emerge as a common theme in the Dominican Republic.

## North America

Whether in Canada or in the USA, this topic did not emerge in the strategic media coverage, the main preoccupations centered on other themes.

## Kids News (Romania)

WHO-UNICEF-Lancet: Children are not given a healthy life and a safe environment for the future



## Sanook (Thailand)

Dengue outbreaks hit more than 4,000 cases. Child cases occupy the highest championship

## Doingbuzz (Cameroon)

Coronavirus: A vaccine in the experimental phase on Africans according to Dr. Jérôme Munyangi



## Daily News (Tanzania)

Maternal Surgery Free, State insists



# EARLY WARNING SYSTEMS FOR GLOBAL HEALTH RISKS

## Europe & Central Asia

This subtopic is related to the Covid-19 pandemic within strategic media publications throughout countries. News focus on measures applied throughout the region and the general lack of preparation and resources.

## Sub-Saharan Africa

This subtopic is discussed only in Angola and Senegal within the strategic coverage. While Senegal is focused on the solutions that could be adopted to minimize the impact of the pandemic (such as the suspension of flights), Angola concentrates on Ebola, as well as Malaria impacting pregnant women.

## Middle East & North Africa

This subtopic is discussed in strategic media in only two countries in the region (Israel and Tunisia). In Israel, genetic screening gathers some coverage, while in Tunisia, the (very light) coverage deals with the expected risks of an excessive consumption of sugar.

## Asia & Australia

This subtopic has the lowest volume in the region. Thailand's coverage mentioned China's government reaction to Covid-19 at the beginning of the outbreak and the need to raise awareness among parents regarding the measles outbreak.

## Latin America

The topic is only mentioned in Venezuelan media, following the WHO's alert about a global measles outbreak.

## North America

Whether in Canada or in the USA, this topic did not emerge in strategic media coverage.

### Tvi24 (Portugal)

Coronavirus: Portugal "not prepared" for a pandemic



### Ch3Thailand News (Thailand)

China urgently finds pneumonia After the outbreak - Asian countries Surveillance for virus infections

### Seneweb (Senegal)

Coronavirus: Senegal suspends flights from France, Spain, Italy, Belgium...



### SahelTV (Tunisia)

Horrible things happen to the body when eating a lot of sugar

# KEY LESSONS LEARNED

1

Unsurprisingly, the coverage around Health issues is largely dominated by the global outbreak of **Covid-19**.

In the context of the pandemic, the WHO is mentioned as an **expert voice** giving recommendations, with strategic media also highlighting the WHO's contrasting recurring criticism against local governments' initiatives (or lack of).

**Some criticism emerges in Asia** towards the WHO's role and decisions.

2

Regarding other Health issues, when UN or one of its bodies are mentioned, it is almost always in a **positive way, to insist on the initiatives set in place** in order to face global key health issues and to support local governments.

The second most important topic broached in the media is mostly **Health systems**, usually in developing countries (Middle East, North America, Latin America, Sub-Saharan Africa). In these geographies, strategic media underline **the difficulties for some minorities to have access to healthcare**.

3

**Non-communicable diseases** is the third key driver of Health-related discussions, despite a lower volume (highest presence in Europe and Asia).

The most mentioned **chronic diseases** are cardiovascular ones, often accounted for by patients' unhealthy and sedentary ways of living and a general lack of awareness.

**Mental Health** is also strongly emphasized in strategic media, and is driven by impacts of lockdowns, anxiety, depression & stigmas or a lack of access to care.

4

The UN is most prominent in the Health conversation, with **18% share of voice globally**.

Countries where the UN is most mentioned in relation to Health:

- **South Korea**
- **Tunisia**
- **Egypt**



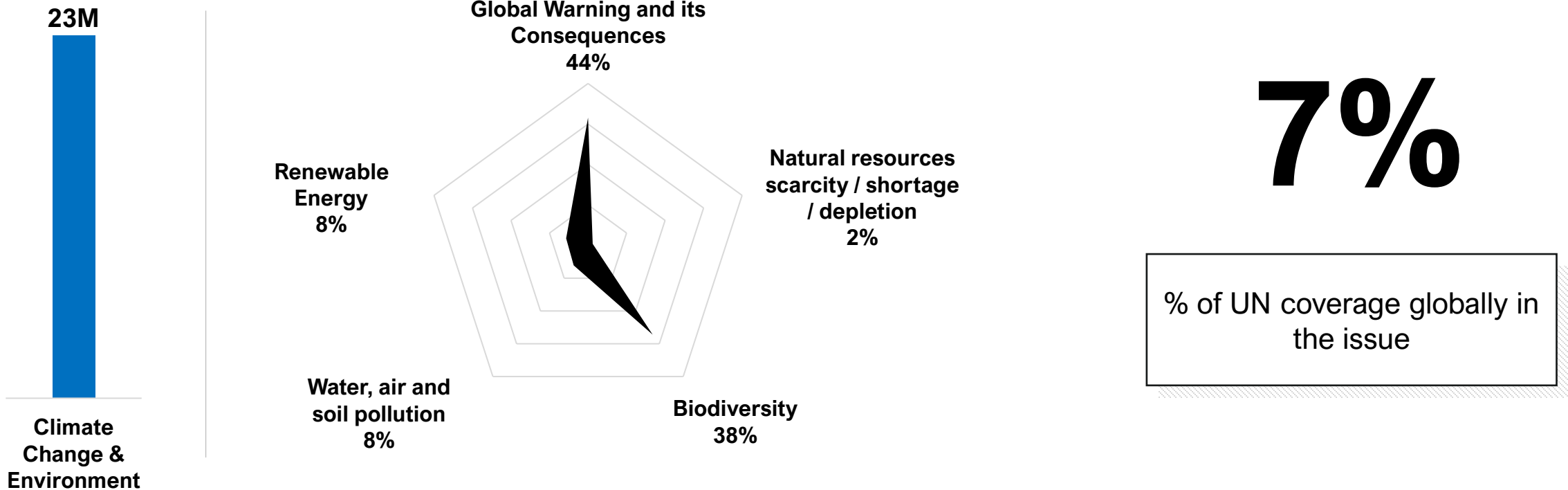


**CLIMATE CHANGE & THE  
ENVIRONMENT**

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# GLOBAL WARMING AND BIODIVERSITY ARE THE MAIN DRIVERS OF THE BROADER CLIMATE CHANGE CONVERSATION

## Climate Change & Environment Mentions



Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020

# EXCEPT IN EUROPE AND CENTRAL ASIA, GLOBAL WARMING AND ITS CONSEQUENCES IS THE MOST VISIBLE ISSUE GLOBALLY



	Climate Change & the Environment (total)	Global warming and its consequences	Natural resources scarcity / shortage / depletion	Biodiversity (wildlife and plant life)	Water, air and soil pollution	Renewable Energy
Asia & Australia	5 <sup>th</sup> largest issue in the region	Largest sub issue in region		Second largest sub issue	Third largest sub issue	
Europe & Central Asia	4 <sup>th</sup> largest issue in the region	Third largest sub issue		Largest sub issue in region	Second largest sub issue	
Latin America	5 <sup>th</sup> largest issue in the region	Largest sub issue in region		Second largest sub issue	Third largest sub issue	
Middle East & North Africa	3 <sup>rd</sup> largest issue in the region	Largest sub issue in region		Second largest sub issue		Third largest sub issue
North America	4 <sup>th</sup> largest issue in the region	Largest sub issue in region		Second largest sub issue		Third largest sub issue
Sub-Saharan Africa	4 <sup>th</sup> largest issue in the region	Largest sub issue in region		Second largest sub issue	Third largest sub issue	

Climate change & Environment (total): ranking of the Climate Change & Environment issue in terms of size of conversation compared to the other 5 issues of Inequalities, Conflict & Violence, Shifting Demographics, Tech Opportunities & Threats and Health.

Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020

# SUMMARY BY REGION

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## Asia & Australia

As with other regions, the level of discussion of this theme varies from country to country. Countries which are more developed, or those that are facing the greatest **climate-related threat** appear to express the most interest in this topic.

The most visible subtopic is **global warming** and its consequences, with **biodiversity** a close second. Notable drivers of the conversation around climate change are **rising sea levels**, and the **Australian wildfires**, which are commonly discussed as a direct result of global warming.

Coverage leans towards having a more **domestic focus**, highlighting local environmental challenges and initiatives. The **UN** has relatively low representation within strategic media articles from this region and is usually mentioned in passing, in the context of global events and statistics.

## Europe & Central Asia

The emphasis on climate and environmental issues **varies greatly** within this region. The subject generates a high level of discussion within Western European countries, with significantly less focus coming from Eastern Europe and Central Asia.

**Global warming** and its consequences is the leading subtopic within most countries, with issues around **biodiversity** also generating high levels of interest. Other subtopics are often mentioned in connection to global warming, resulting in significant overlap.

A split between Eastern and Western perspectives is also apparent when it comes to journalistic focus; Eastern European countries are more likely to **look inward**, considering the environmental issues that are relevant at a national/local level, while Western European countries adopt a more **global perspective**.

## Latin America

This issue generates **moderate levels of conversation** in Latin American countries.

**Wildfires in the Amazon** contribute greatly to the prominence of the **global warming** and **biodiversity** subtopics. Global warming emerges as a factor that could have worsened the fires, while concern over their impact on the region's biodiversity is strong.

News articles tend to have a **regional focus**, positioning national issues through a lens which incorporates neighboring countries and the interplay of their governmental policies. Widespread concern over **political corruption** within the region is evident, with speculation around the potential impact of a lacklustre approach to climate policy on **regional economic development**.



# SUMMARY BY REGION

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## Middle East & North Africa

This theme has **moderate to low significance** in the region, with a great deal of variation between countries' areas of interest.

**Global warming** emerges as the most prominent subtopic, and **pollution** also drives concern across several countries. Due to variations in national development, preparation for handling these issues is inconsistent, which is reflected in the sentiment of articles.

Most countries are **inward-looking** in their discussions around climate and the environment, except Israel, which is more likely to participate in the global conversation.

The UN is largely mentioned in passing within this coverage, however references to the 2019 **UN Climate Action Summit** do gain some traction in Egypt.

## North America

This theme is relatively significant in North American news, with **highly polarized opinions**.

The leading subtopics are **global warming** and **biodiversity**. Concerns around the impact of climate change at a global level are evident in both Canadian and American coverage; however, it is around the potential impact of preventative measures on **local economies** that the strongest debate emerges. Governments are discussed as needing to walk the line between making necessary changes to **safeguard the planet** for their citizens, while also needing to consider peoples' immediate financial needs, for instance when considering the future of **Canada's oil industry**.

As an institution, the **UN** is discussed with neutral sentiment, most often as encouraging/**providing a forum** for global conversations about the anticipated impact of climate change.

## Sub-Saharan Africa

The topic generates **moderate attention** in this region, where geopolitical issues rise to the forefront.

**Biodiversity** is the leading subtopic, driven by concerns over the impact of pollution, climate change and corporate exploitation on the region's wildlife. Poaching and illegal trading of animals are also among threats driving this conversation.

Coverage generally has a **national focus**, although international bodies such as the UN and various NGOs are held up as **trusted experts**, and sources of authority in the region's journey towards an environmentally safe future.

The conversation is comparatively **solutions-focused**, with local initiatives and environmentally-focused bodies frequently referenced.

# GLOBAL WARMING AND ITS CONSEQUENCES

## Asia & Australia

This is the leading driver of media attention for many countries in the region. News focus is split between effects that are already being seen (e.g. Australian wildfires, more severe floods in Thailand) and the anticipated future consequences (e.g. effects of rising sea levels). The tone of news is generally negative.

## Sub-Saharan Africa

As the leading subtopic within the region, coverage is relatively solutions-focused, with initiatives including Namibia's Vision 2030 and World Water Day in the DRC highlighted. The region is perceived to be at greater risk from climate change due to economic instability and geographic location.

## Europe & Central Asia

The topic is prevalent across countries. Domestic issues such as climate protests in France and the Hungarian government's failure to support the EU 2050 goals on carbon-neutrality are reported. International concerns include the need to stop sea levels rising, and to provide safe havens for climate refugees.

## North America

This theme is significant, with the need for robust climate change policy being a key topic. Regulatory rollback under the current US administration (e.g. rules to limit pollution from coal plants) fuels political debate, and there is notable emphasis on stories around young people, such as Greta Thunberg, driving change.

## Latin America

Global warming is theorized by media to have worsened wildfires in the Amazon, driving conversation across the region. Articles criticize governmental policy for being too lax in Brazil and Chile. An environmentalist in Colombia calls for Leonardo DiCaprio to support afforestation in a region suffering from drought due to climate change.

## Middle East & North Africa

News from Israel and Turkey fuels mentions of this topic, with Greta Thunberg's appearance at the Climate Summit a key story. Speculation that the pandemic will cause a significant fall in carbon emissions also generated interest in these two countries.

## The New York Times (USA)

[E.P.A. to Roll Back Rules to Control Toxic Ash from Coal Plants](#)



## UOL (Brazil)

[With cities in mud, politicians ride in a helicopter and blame victims](#)



## Le Parisien (France)

[Yves Cochet: "Humanity could have disappeared in 2050"](#)



## RCN (Colombia)

[The urgent call to Leonardo DiCaprio from Casanare, due to the climate crisis](#)

# BIODIVERSITY (WILDLIFE AND PLANT LIFE)

## Europe & Central Asia

The topic is prominent in the region, fueled by a wide range of local stories. Reports in Portugal and Poland focus on protective actions taken by NGOs, while in Norway there are concerns around the gradual shrinking of nature areas. The declining wolf population is highlighted in Kazakhstan.

## Sub-Saharan Africa

Direct human interference, such as through wildlife trading and poaching, fuels high coverage levels. Across the region, an emphasis is placed on the need to educate local populations about the importance of conservation.

## Asia & Australia

This topic is significant within the region's coverage. News is overwhelmingly domestic in focus, covering the impact of pollution (e.g. radioactive water following the Fukushima incident in Japan), poaching (e.g. of tigers in Indonesia) and wildfires (in Australia).

## Latin America

Discussion of this topic is notable. The impact of ecological destruction by wildfires in the Amazon is a standout driver of coverage. In Bolivia, the shortened timeline for approving genetically modified (GM) crops causes concern. World Ocean Day, and the need to protect marine diversity, is mentioned in Argentina.

## North America

This is a moderate topic in the region. Proactive efforts to support biodiversity in Canada include a wild turkey relocation plan to boost numbers, and citizens being encouraged not to rake leaves over the autumn and winter months, to create a habitat for insects.

## Middle East & North Africa

This topic only appears in one strategic media article from Morocco. The piece uses the example of dwindling bee populations to highlight the impact that human habits are having on the ecosystem, stating that in order to maintain the world as it currently exists, behaviors must be changed.

## ABS-CBN News (Philippines)

Losing Nemo: Clownfish 'cannot adapt to climate change'



## Montreal Gazette (Canada)

Once driven near extinction, wild turkeys make a comeback in Quebec

## Informburo (Kazakhstan)

There are half the number of wolves in Kazakhstan in 10 years. Why is their extermination dangerous?



## Clarín (Argentina)

More than a billion animals died in Australia from fires



# WATER, AIR AND SOIL POLLUTION

## Asia & Australia

The topic is of moderate significance to this region. Air pollution is a concern across almost all countries, but it is hoped that the pandemic will help to lower levels due to lockdowns. Waste reduction efforts in Singapore include a recycling app and an initiative to cut plastic bag use. In Japanese news, possible water pollution from Fukushima is reported.

## Europe & Central Asia

This theme generates moderate attention within the region. Reductions in air pollution due to pandemic lockdowns are reported positively across multiple countries. Strategic media coverage is otherwise largely negative in focus, highlighting polluted beaches in Spain, over-use of plastics in Germany, oil spillage in Serbia and plastic glove waste in Italy.

## Middle East & North Africa

This theme has moderate significance, generating news in Turkey, Egypt, Lebanon and Afghanistan. Mentions are largely negative (e.g. air pollution in Afghanistan, water pollution and littering in Turkey). In Egypt, concern is counteracted with positive action (such as a planned ban on plastic bags).

## Sub-Saharan Africa

Coverage within the region offers a predominantly domestic focus. The impact of pollution on local water sources (e.g. Lake Victoria in Kenya and Kalk Bay in South Africa) is reported with some frustration. The need for corporations to be socially responsible in terms of pollutants is mentioned in Angola and Cameroon, while Senegal announces a ban on plastic bags.

## Latin America

Attention to this theme is moderate to low. Air pollution is a common topic in articles, from both a negative (e.g. pollution from wildfires in the rainforest) and a positive (e.g. pollution levels falling in China during pandemic) standpoint. In Cuba, an initiative to maintain environmental health in coastal communities is reported.

## North America

This topic generates low levels of coverage within the region, generally with a domestic focus. Within the USA, reports highlight the Environmental Protection Agency's rollback of regulation. The improper disposal of plastic is a key focus in Canada, where concerns are also raised around sewage being pumped into waterways.

## CBC (Canada)

We asked 3 companies to recycle Canadian plastic and secretly tracked it. Only 1 company recycled the material



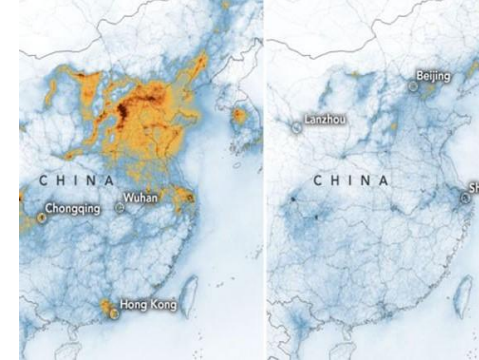
## Eco-Business (Singapore)

Singapore's new waste app provides free door collection service to bypass contaminated recycling bins



## Utopia (Germany)

17 plastic packaging solutions that cast doubt on humanity



## La Republica (Peru)

NASA Shows How Coronavirus Pollution Reduced In China



# RENEWABLE ENERGY

## North America

The topic is of moderate significance in this region. Politics drives discussion in the USA, with support for and opposition to the Green New Deal largely in accordance with party lines. In Canada, the potential impact of a shift towards green energy on jobs is debated. In both countries, calls for an increased emphasis on renewable energy from public figures including Jane Fonda, Leonardo DiCaprio and Greta Thunberg amplify interest.

## Europe & Central Asia

Mentions of the theme are minimal within strategic coverage. In Norway there is some debate about whether local municipalities should have the right to refuse construction of wind turbine farms. In Kazakhstan, articles report on a joint statement from C5+1 member countries to partner on issues including renewable energy.

## Sub-Saharan Africa

Mentions of the subtopic are relatively low within the region and are generally positive. Strategic media highlight Angola's participation in the 10<sup>th</sup> Assembly of the International Renewable Energy Agency. Meanwhile, a Kenyan outlet reports that, at the 2019 United Nations General Assembly, plans were announced to construct a solar zone in the Sahel desert with the potential of generating 10GW from solar energy.

## Middle East & North Africa

This theme has a low number of mentions within strategic media coverage. The launch of Turkey's first solar-powered station is reported with enthusiasm, as is news that the third phase of Akköy Solar Power Plant has been completed. In Israel, news that Israeli nationals based within the US have developed a piston engine that runs on water and alcohol is similarly well-received.

## Latin America

The topic generates very few mentions within strategic media coverage. Most articles have a focus on initiatives taking place in other countries (Germany to abandon coal-based energy, Canberra to use 100% renewable energy, strategic use of solar energy in Singapore). In Havana, Cuba, an electric tricycle project aims to cut down on carbon emissions, and uses renewable sources of energy to offset electricity consumption.

## Asia & Australia

This theme has low significance, with an emphasis placed more on energy efficiency than on renewable energy sources. Articles highlight progression of plans towards the construction of Cambodia's first wind turbine farm.

## Khmer Times (Cambodia)

Winds of change for energy industry



## NRK (Norway)

The parliament should override the municipalities



## El Espectador (Colombia)

Australia's capital will get 100% of its energy from renewable sources



## Kenyan Wall Street (Kenya)

Coal not a Priority for Africa's Ambitious Plans in Renewable Energy, AfDB

# NATURAL RESOURCE SCARCITY/ SHORTAGE/ DEPLETION

## Sub-Saharan Africa

The subtopic is of moderate significance. Across the region, concerns around water shortage are evident, and drought is discussed as a result of climate change. In Cameroon, the issue has gained urgency during the pandemic, while in Zimbabwe there is speculation that Victoria Falls could dry up, impacting tourism. Coverage focus is usually national, with South African outlets also reporting on some global stories.

## Europe & Central Asia

There is relatively low discussion of this topic. Western European outlets have a global focus, reporting on drought in Australia and Africa as the result of climate change. A pact between world leaders to protect the Brazilian rainforest from threats including deforestation is reported in Ireland.

## Latin America

Coverage of the topic is relatively low within this region. Articles tend to have a global focus, with the Australian wildfires frequently referenced as a result of climate change-induced drought. Central Chile is reported to be suffering through a 'mega-drought'. Cuban outlets report that the country has been recognized by the UN for its protection of natural resources.

## Asia & Australia

This topic has moderate significance in the region, and news has a domestic focus. The wildfires in Australia drive a significant portion of coverage, with outlets calling them a result of climate change. Authorities in the Gansu region in China are exploring solutions to drought-induced water shortages. Articles report concern in the Philippines that China will deplete fish stocks in the West Philippine Sea.

## Middle East & North Africa

The topic appears in little strategic coverage for this region. Israeli outlets blame climate change on declining rainfall in the region. Turkish news highlight the country's challenges around deforestation and water shortage.

## North America

The topic is not significant in this region. Articles largely focus on wildfires in the Amazon and Australia, as resulting from human disregard for the environment.

## Rappler (Philippines)

[Stop putting China over Filipinos – Del Rosario](#)



## Granma (Cuba)

[UN highlights Cuba's work and its State plan in protecting the environment](#)



## The Journal (Ireland)

[Seven South American countries sign pact to protect the Amazon](#)

## 237 Online (Cameroon)

[Cameroon: A borehole for more than 1,000 people](#)

# KEY LESSONS LEARNED

1

**Global warming and its consequences** is the most visible topic with the conversation focusing both on effects that are already evident as well as anticipated **future consequences**.

**Covid-19** is being discussed in relation to the issue, with hopes that the pandemic will help lower **pollution levels** and delay some expected negative consequences. The main challenge here being to ensure that the issue continues to be top of mind.

2

Despite the issue being of global prevalence, solutions proposed to address it tend to **look inward**. They focus on **domestic policies** to protect biodiversity and try to curb the impact of global warming.

Varying levels of **development** between countries also impact the **priority** given to the issue within national policies, with some countries devoting greater resources than others.

3

From a global warming perspective there is a sense of **frustration with governments in many developing countries** for not moving fast enough to safeguard the future (e.g. placing pollution limitations on corporations, or regulating the dumping of waste in the environment, as opposed to initiatives that would spend public funds). In those countries, the **UN** is viewed as a **leader and a needed supporter**, whereas in more developed countries it is viewed more so as a partner.

4

The UN is moderately prominent in the Climate & Environment conversation, with 7% share of voice.

Countries where the UN is most mentioned in relation to Climate & Environment:

- **Dom. Rep.**
- **Cuba**
- **Bolivia**



# INEQUALITIES

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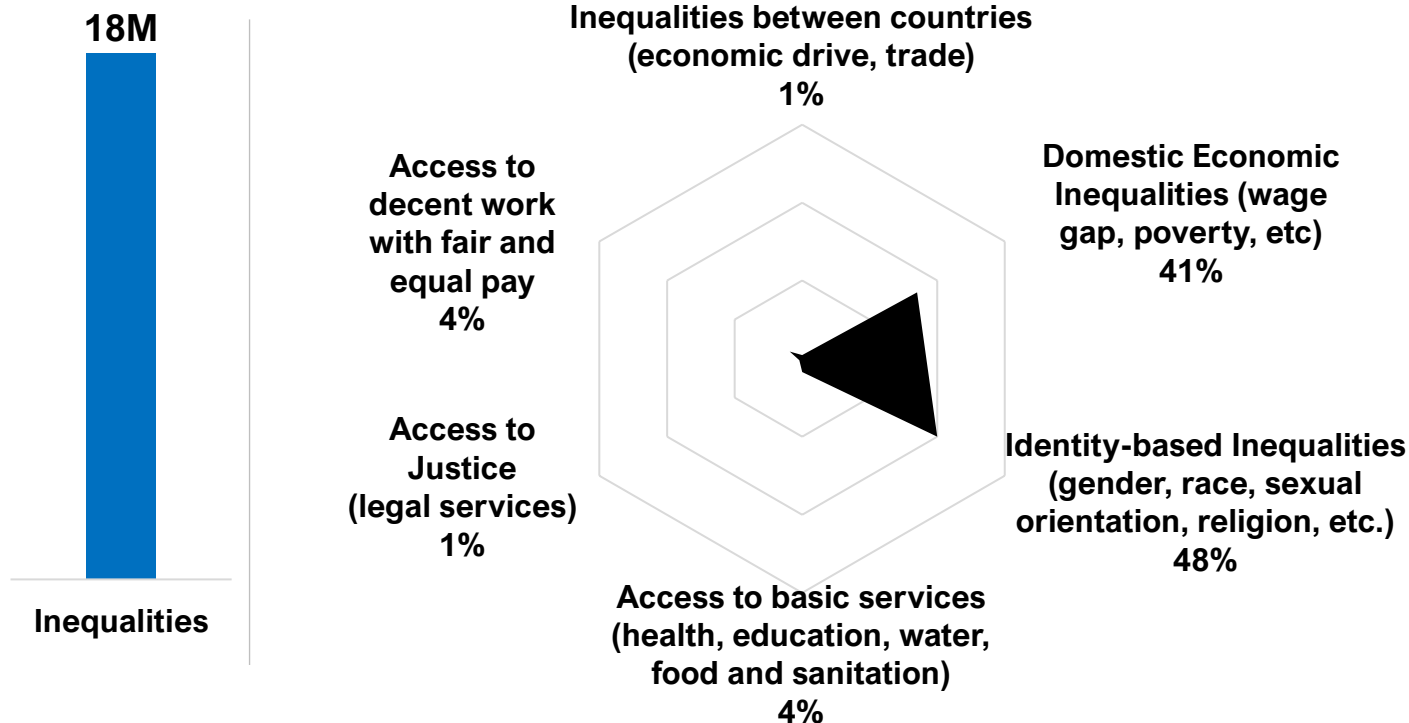
IF YOU  
ARE NEUTRAL  
IN SITUATIONS  
OF INJUSTICE  
YOU HAVE CHOSEN  
THE SIDE OF  
THE OPPRESSOR.

The image shows a protest on a city street. In the foreground, a person is holding a large, hand-drawn sign on a piece of cardboard. The sign contains the text: "IF YOU ARE NEUTRAL IN SITUATIONS OF INJUSTICE YOU HAVE CHOSEN THE SIDE OF THE OPPRESSOR." In the background, several orange cars are visible, and other protesters are holding signs. One sign in the background says "HOW MANY MORE THINGS?". Another sign further back says "THEY'RE NOT THE OPPRESSOR". The scene is set on a street with yellow double lines, and there are trees and buildings in the distance.



# IDENTITY-BASED AND DOMESTIC ECONOMIC INEQUALITIES WITHIN COUNTRIES ARE THE MAIN FOCUS OF CONVERSATION

## Inequalities Mentions



# 4%

**UN share of voice within Inequalities**

Source: Edelman Intelligence Discovery+ | Global | Languages | Date range: May 2019 – May 2020

# IDENTITY-BASED INEQUALITIES IS A PROMINENT TOPIC ACROSS REGIONS

■ Largest sub issue in region  
■ Second largest sub issue  
■ Third largest sub issue

	Inequalities (total)	Inequalities between countries	Domestic Economic Inequalities (within countries)	Identity-based Inequalities (within countries)	Access to basic services	Access to Justice	Access to decent work with fair and equal pay
Asia & Australia	3 <sup>rd</sup> largest issue in the region						
Europe & Central Asia	5 <sup>th</sup> largest issue in the region						
Latin America	4 <sup>th</sup> largest issue in the region						
Middle East & North Africa	5 <sup>th</sup> largest issue in the region						
North America	5 <sup>th</sup> largest issue in the region						
Sub-Saharan Africa	5 <sup>th</sup> largest issue in the region						

Inequalities (total): ranking of the Inequalities issue in terms of size of conversation compared to the other 5 issues of Climate Change & Environment, Conflict & Violence, Shifting Demographics, Tech Opportunities & Threats and Health.

Source: Edelman Intelligence Discovery+ | Global | All languages | Date range: May 2019 – May 2020

# SUMMARY BY REGION

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## Asia & Australia

This theme is of **low to moderate significance** in news across Asia and Australia.

The single largest topic is **economic inequalities**, but this varies across countries (e.g. key to South Korea). **Identity-based inequalities** coverage remains significant across different locations.

News from strategic media on access to **work and wealth inequalities** tends to be more **domestic**, covering issues of poverty, low wages, and their impact on the poor and at risk communities. There are also reports that **Covid-19** may intensify these problems. News of **identity-based discrimination** can be both **national and international**, either following domestic current events (e.g. racism against Muslims) or the problems faced by relevant groups abroad (e.g. crime against Asians due to Covid-19).

Linking to issues of justice, a number of countries are debating **discrimination-related legislation** and its potential impact.

## Europe & Central Asia

Inequalities is a theme of **comparatively low importance** across the region, only accounting for a small share of coverage.

Within the theme, **identity-based inequalities are the most important** drivers of discussion, but this varies by locale, with some countries' media leaning more towards **economic issues** (e.g. access to work in Kazakhstan).

Coverage centers on **local issues**, particularly relating to **marginalized groups** or immigrant populations prevalent in a specific country (e.g. refugees in Greece, Roma people in Romania). News often concerns acts of **discrimination, poverty, or access to services** relating to these groups.

**The Covid-19 pandemic** is frequently mentioned as an issue exacerbating problems of access to basic services (e.g. health, education) and poverty (e.g. loss of jobs).

## Latin America

Comprising only a **relatively small share of news**, the theme of inequalities is of relatively low significance in the region, especially within strategic media coverage.

**Identity-based inequalities are the most important** drivers sparking media attention by some margin. Access to work is key in countries such as Venezuela, whilst economic inequalities are featured at moderate levels across Latin America.

News largely covers **domestic issues**, but can also take a more regional perspective. An important subject featured across different topics is the **poor treatment of women and girls**. This includes reports of direct discrimination (e.g. high levels of violence), but also discussion of how bias impacts access to work and basic services (e.g. education).

News largely **focuses on impact and problems**, with some claims that governments are not doing enough.

# SUMMARY BY REGION

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## Middle East & North Africa

The inequalities theme is of **moderate to low importance** in this region, only making up a relatively **small proportion of news** across all countries.

**Access to work** is the largest single topic, mostly due to large volumes of coverage in Turkey. For other countries (e.g. Israel, Egypt), **identity-based inequalities are key** to news.

Important topics frequently referenced include **local humanitarian crises and local conflicts**, often with **international interests** involved. These are further linked with reports of **discrimination or prejudice** towards particular minority groups. Coverage is **regularly critical of actions** taken by neighboring nations or other relevant actors.

There is also more **global news**, such as reports on discrimination against Muslims around the world.

## North America

Inequalities is a theme of comparatively **low volume** in both the USA and Canada. In both countries, **identity-based inequalities**, followed by **domestic economic inequalities**, are the most prominent subtopics.

Strategic media coverage tends to focus **internally on the region**, with Canadian news often reporting on issues taking place in the USA. **Domestic incidents of discrimination** are important drivers of news, particularly those based on ethnicity, gender or sexuality.

The **impact of inequalities on disenfranchised groups** is often emphasized (e.g. lack of healthcare for the elderly).

Conversations often include a **political element**, and are frequently critical of opposing views and policies for contributing to problems.

## Sub-Saharan Africa

Inequalities-driven news is of **some significance** in Sub-Saharan Africa, but it does not make up a large proportion of coverage in any of the region's countries.

Within the theme, **identity-based inequalities** is the largest subtopic in volume, with **access to work** and **economic inequalities** of secondary prominence in strategic media publications.

Reports of **poverty** and **wealth inequalities** are key to coverage, with issues of discrimination based on identity often linked through into poverty.

The majority of coverage focuses on **inequalities issues and their impact** (e.g. lack of healthcare infrastructure, incidents of racism), while a minority of positive, forward-looking news speaks more to **solutions** (e.g. the possibility of universal health care).



# IDENTITY-BASED INEQUALITIES (WITHIN COUNTRIES)

## Latin America

The largest driver of inequalities-related news by a significant margin, with strong concentration on gender inequality. Coverage tends to stress the impact of bias (e.g. violence against women, teen pregnancy), but also features the solution-orientated advocacy emerging in the area (e.g. protesting violence against women).

## North America

The largest subtopic in the region by a substantial volume, news from both the USA and Canada emphasizes domestic racism and gender discrimination. This includes reports on incidents of racism, and to a lesser extent articles on broader structural biases. American media is highly political, criticizing opposing policies and politicians.

## Europe & Central Asia

This region's largest subtopic, subjects are wide ranging, featuring stories of discrimination against immigrant populations, LGBTQ+ and ethnic minorities. There is debate around local policies to protect against bias and discussion of poverty amongst disenfranchised groups.

## Sub-Saharan Africa

Identity-based inequalities is the highest volume topic in the region and is important across countries. News reports on domestic discrimination of women and minorities, as well as structural issues of poverty and access to education and healthcare amongst these groups. There is also some strategic media coverage of incidents of racism taking place abroad.

## Asia & Australia

Identity-based inequalities news is significant here, with coverage of discrimination against relevant groups (e.g. gender, Asians) both at home and abroad. A number of countries also debate legislation that could have an impact on discrimination, driving domestic news (e.g. Australia, India, Philippines).

## Middle East & North Africa

This topic is of moderate importance here, but is key to certain countries (e.g. Israel, Egypt). Reports are varied, featuring issues of local discrimination (e.g. Arabs in Israel), but also global news (e.g. Uyghurs in China).

## La Jounada Maya (Mexico)

Women around the world mobilize despite the coronavirus



## The New Yorker (USA)

A Racist in the White House



## CNN (USA)

East Asian exchange student suffers assault in London: racial discrimination due to new virus



## News 24 (South Africa)

We are tired, we do not like this South Africa anymore, says asylum seeker



# DOMESTIC ECONOMIC INEQUALITIES (WITHIN COUNTRIES)

## North America

This subtopic is the second most prominent in the region, with the media reporting on the growing wealth divide and wage gaps. A key story is the American McDonald's strike for higher pay, which is linked with America's low minimum wage and the effect this has on workers.

## Latin America

A topic of moderate importance in most of this region's countries, news tends to be negative and on the impact of wealth divides and poverty on marginalized groups, particularly women or the poorest. Solutions are not frequently referenced, with governments criticized for not doing enough.

## Europe & Central Asia

A topic of moderate volume, news tends to be on domestic issues of poverty and wealth division. There is frequently debate of possible solutions for those in poverty, particularly policies being introduced by governments. The potential impact of Covid-19 on economic inequalities is frequently mentioned.

## Middle East & North Africa

This topic is of moderate prominence in the region, with the media reporting largely on local stories. This includes corruption and its impact, poverty and the efficacy of government and other actors at addressing poverty.

## Asia & Australia

Of some importance to the region, but vital to some countries (e.g. South Korea). National wealth inequality and wage gaps are key, with the impact often highlighted and limited discussion of solutions (e.g. minimum wage).

## Sub-Saharan Africa

Of limited significance to inequalities news in this region, coverage focuses on domestic poverty and wealth inequalities, especially amongst disenfranchised groups (e.g. women, migrants). Some policy solutions are debated, and concerns are raised that the Covid-19 pandemic will worsen economic inequalities.

## Legit (Nigeria)

Despite economic growth, poverty level still high in Nigeria



## Sud Ouest (France)

41 billionaires and 9.8 million poor: in France, inequalities are gaining ground



## Perfil (Argentina)

According to the UCA, more than half of children and adolescents are poor in Argentina



## Otokitashun (Japan)

Is basic income a way to save Japan?

# ACCESS TO BASIC SERVICES

## Sub-Saharan Africa

This topic is of moderate significance here, with reports on the lack of access to sanitation, food and water in some countries (e.g. Angola) and Internet/tech access in others (e.g. Kenya). Some news is more solution-orientated, covering improving infrastructure. There are concerns the pandemic will impact basic services.

## North America

A topic of medium importance to the region, domestic news in both Canada and the USA focuses on the provision of healthcare to vulnerable groups (e.g. elderly). Potential solutions, often political policies, are debated. There are also reports on the lack of basic services available to the world's poor hit by the Covid-19 pandemic.

## Latin America

Of moderate importance to this region, news tends to be domestic in scope. News reports on the lack of access to particular services for certain groups, often women, and how this can worsen other problems these groups face (e.g. lack of education leads to child pregnancy).

## Europe & Central Asia

A topic of medium volume tending to focus on local issues, news frequently mentions the lack of education available to certain marginalized groups. The impact of the pandemic is also important, with concerns it will limit education and health services. Others argue quarantines may be infringing human rights.

## Asia & Australia

Of significance in some countries (e.g. Thailand), coverage focuses on national issues, such as access of certain demographics (e.g. poorer people) to education, or access to the internet. Impact is emphasized, with possible solutions also sometimes discussed (e.g. new healthcare or education policies).

## Middle East & North Africa

Of lower importance to inequalities news in this area, strategic media coverage of this subtopic is limited, with some reports on the lack of basic services available to the poor emerging in particular countries (e.g. Tunisia).

## Channel STV (Nigeria)

['Africa Is Short Of Funds To Fight Coronavirus Pandemic'](#)



## Standard Media (Kenya)

[Parents, pupils not ready for home schooling, Kenyan State told](#)

## Forbes (USA)

[Video Raises Questions About Bloomberg's Views On Health Care For Older Americans](#)



## Baomoi (Vietnam)

[Hai Phong supports tuition fees for students from pre-school to high school](#)



# ACCESS TO DECENT WORK WITH FAIR AND EQUAL PAY

## Middle East & North Africa

This is the largest subtopic of the region within strategic media and the third largest overall; however, while volumes of news are high for certain countries (e.g. Tunisia, Morocco, Egypt) they are low in others (e.g. Turkey, Lebanon, Israel). Coverage is largely domestic and is driven by the availability of work, minimum wages and workers' rights.

## Sub-Saharan Africa

This topic is relatively high in volume and is of particular significance to certain nations (e.g. Senegal, Namibia). News tends to either report steps taken to improve employment or working conditions (e.g. reduced child labor), discuss the labor market, or highlights lack of work available for marginalized groups (e.g. women).

## Europe & Central Asia

A relatively prominent subtopic, coverage is driven more so in some countries (e.g. Ukraine, France, Kazakhstan) and to a lesser extent in others (e.g. UK, Spain). News tends to report on domestic issues, including the poverty of poorly paid workers and the lack of job opportunities due to poor economic conditions.

## Latin America

Key to particular counties (e.g. Venezuela), but less significant to others (e.g. Mexico, Peru), news is often on the lack of job opportunities or extreme wage gaps between the rich and poor. There are also concerns about the impact of Covid-19 on levels of employment. Some articles also debate employment policy (e.g. minimum wage).

## Asia & Australia

Access to work is of moderate significance within strategic media coverage, with concerns about wage gaps and poverty wages in certain nations (e.g. South Korea, Vietnam), and the potential impact of Covid-19 on the availability of work, especially amongst disenfranchised groups (e.g. women).

## North America

With minimal focus from strategic coverage, news from both Canada and the USA covers American workers' struggle to get by on the low minimum wage. Reports on the McDonald's workers strike for higher basic pay are prominent.

## New York Times (USA)

McDonald's Workers in Denmark Pity Us



## Proceso (Mexico)

The increase in the minimum wage is a "historic debt" not a gift



## CBS News (USA)

House approves \$15 minimum wage for workers



## KOACI (Ivory Coast)

Côte d'Ivoire: Latest report on child labor





# ACCESS TO JUSTICE

## Europe & Central Asia

A relatively small subtopic in this region, strategic media articles cover human rights abuses and false arrests around the world, or local legislation impacting discrimination either positively (e.g. new LGBTQ+ rights laws), or negatively (e.g. elderly people disadvantaged by legislation).

## North America

This is a relatively small subtopic, with strategic media publications often reporting on issues of justice linked to migrant populations in the USA. Canadian and American coverage of US migrant detention centers is critical, with reports highlighting the potential infringement of human rights.

## Asia & Australia

Access to justice-related news is minimally reported. Coverage often leads with current events taking place nationally. These are sometimes more negative controversies linked to breaches of human rights (e.g. Duterte's war on drugs), or debates around legislation impacting discrimination (e.g. Citizenship Amendment bill in India).

## Latin America

Of lower importance to countries of this region, there is some coverage of suspect election results (e.g. Bolivia) and some limited news on those fighting for the rights of migrants and the poor.

## Middle East & North Africa

This subject is of minimally discussed in this region and did not emerge in strategic media coverage, other than limited reports of the imprisonment of journalists in Morocco.

## Sub-Saharan Africa

Access to justice receives minimal media attention in Sub-Saharan Africa. There is some coverage of domestic labor laws (e.g. child labor legislation) and discrimination legislation abroad (e.g. LGBTQ+ laws in the USA).

## Proceso (Mexico)

NOM 035 comes into effect: obligation of employers to "improve working conditions"



## NBC News (USA)

Supreme Court appears divided over LGBTQ job discrimination



## Live Law (India)

State of Kerala files suit challenging Citizenship Amendment Act



## CBC (Canada)

UN human rights chief 'appalled' by conditions in U.S. migrant detention centres

# INEQUALITIES BETWEEN COUNTRIES

## Middle East & North Africa

This topic is very important to coverage in Turkey, but less for other countries in the region. News focuses on economic divides between the East and West, as well as on conflicts and humanitarian crises with international interests involved (e.g. Hezbollah's attacks in Israel). News is on events and issues, not solutions.

## Asia & Australia

A minimal focus in the region, news is often on a country's relationship with neighbors, or events taking place nearby. This includes discrimination or violations of human rights, or more neutral economic comparisons. International crises related to inequalities lead to coverage in the countries involved (e.g. Pakistan/India).

## North America

A relatively small subtopic here, with USA strategic media focusing on events taking place internally, rather than comparing countries or taking a more global perspective. Some Canadian news report on issues in the USA, with Canadian media critical of America's treatment of migrants and migrant detention centers.

## Sub-Saharan Africa

A low focus in the region, there is limited discussion of the impact of colonialism on Africa (e.g. France and Senegal), the global effect of Covid-19 on economic inequalities and following of inequalities-related news from the USA (e.g. LGBTQ+ work discrimination).

## Europe & Central Asia

This is the least discussed subtopic in the region in strategic media, with news often reporting on broader, global inequalities (e.g. human rights issues, world hunger) or specific incidents of discrimination abroad (e.g. Uyghurs in China).

## Latin America

Inequalities between countries is the smallest driver in inequalities news here, with only limited reports on the state of broader, global inequalities appearing in strategic media (e.g. economic inequalities around the world).

## The Guardian (UK)

IMF boss says global economy risks return of Great Depression



## Business Insider (India)

22 countries signed an 'unprecedented' letter condemning China's oppression of Muslims.

## The Times of India (India)

Discrimination amid pandemic, Pakistan refuses to give food to Hindus as coronavirus rages



## The Times of Israel (Israel)

Omar says US should halt aid to Israel until it gives Palestinians 'full rights'

# KEY LESSONS LEARNED

1

Identity-based and domestic economic inequalities within countries are the main focus of conversation.

**Domestic situations** greatly impact the conversation with regards to inequalities.

Conversations often include a **political element** especially when solutions are proposed, include changes in **legislation**. This often gives rise to **debates**.

2

Economic and political **instability** is giving rise to discussions around access to work as well as poverty in less developed regions such as Latin America and Sub-Saharan Africa. **Corruption** is often cited as contributing to this situation.

In more developed regions such as Europe and North America, **wealth disparities** are top of mind and regularly covered in the strategic media coverage.

**Covid-19** is regularly cited as exacerbating current problems.

3

Coverage of identity-based inequalities primarily focuses on **marginalized groups**. Although news tend to be domestic, the groups targeted are the same across countries: LGBTQ+, migrants as well as women and girls.

When coverage is more international, it tends to focus more on how identity-based inequalities are translations into **human rights abuses**.

While the UN is minimally visible overall, it is sometimes referenced **due to human rights** discussions or data driven publications.

4

The UN is somewhat referenced in the Inequalities conversation, with 4% share of voice.

Countries where the UN is most mentioned in relation to Inequalities:

- **Vietnam**
- **Cambodia**
- **Angola**



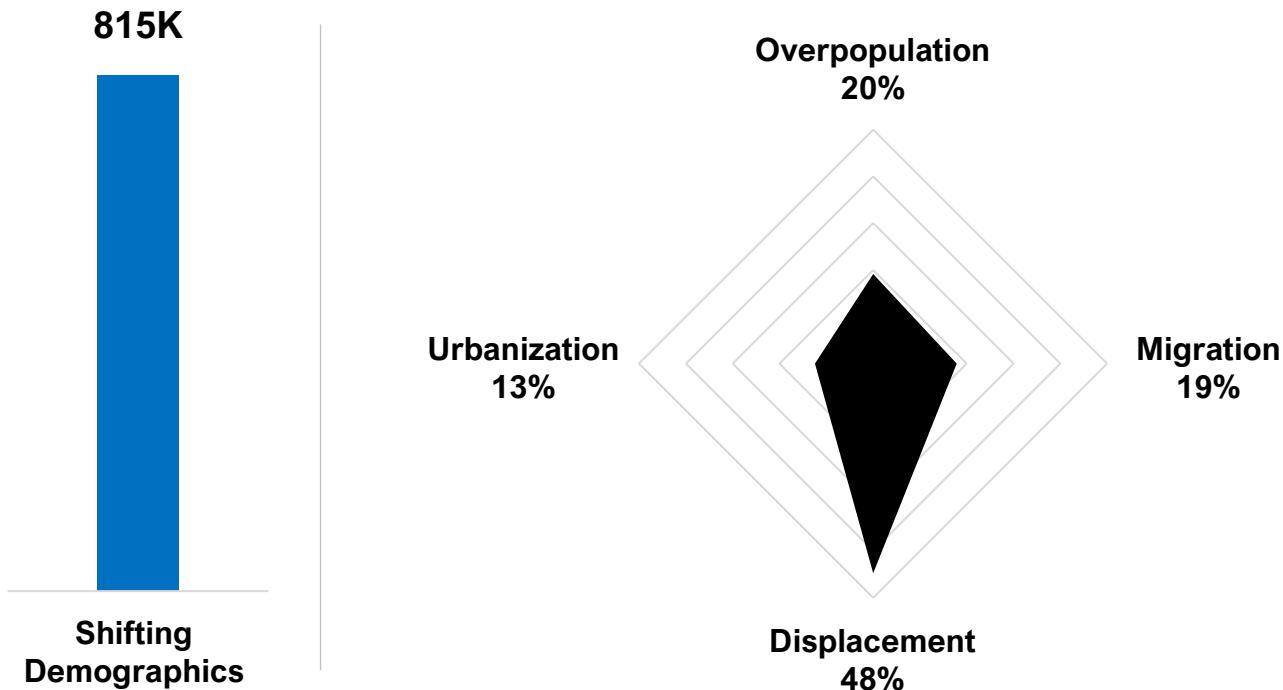
An aerial photograph of a densely packed urban area, likely a city center, showing a variety of building heights and colors. The image is overlaid with a dark gradient on the left side, which fades into the city scene. The text 'SHIFTING DEMOGRAPHICS' is prominently displayed in white, bold, sans-serif font on the dark background.

**SHIFTING  
DEMOGRAPHICS**



# DISPLACEMENT IS THE MAIN DRIVER OF THE BROADER SHIFTING DEMOGRAPHICS CONVERSATION

## Shifting Demographics Mentions



10%

of UN coverage globally in the issue

Source: Edelman Intelligence Discovery+ | Global | Languages | Date range: May 2019 – May 2020

# SHIFTING DEMOGRAPHICS IS THE SMALLEST ISSUE GLOBALLY, WITH DIFFERENT FOCUS AREAS BY REGION



	Shifting Demographics (total)	Over population	Migration	Displacement	Urbanization
Asia & Australia	6 <sup>th</sup> largest issue in the region	Second largest sub issue	Third largest sub issue		Largest sub issue in region
Europe & Central Asia	6 <sup>th</sup> largest issue in the region	Third largest sub issue	Second largest sub issue	Largest sub issue in region	
Latin America	6 <sup>th</sup> largest issue in the region	Largest sub issue in region		Third largest sub issue	Second largest sub issue
Middle East & North Africa	6 <sup>th</sup> largest issue in the region	Second largest sub issue		Largest sub issue in region	Third largest sub issue
North America	6 <sup>th</sup> largest issue in the region	Largest sub issue in region	Third largest sub issue	Second largest sub issue	
Sub-Saharan Africa	6 <sup>th</sup> largest issue in the region	Largest sub issue in region		Third largest sub issue	Second largest sub issue

Shifting Demographics (total): ranking of the Shifting Demographics issue in terms of size of conversation compared to the other 5 issues of Climate Change & Environment, Conflict & Violence, Inequalities, Tech Opportunities & Threats and Health

Source: Edelman Intelligence Discovery+ | Global | All Languages | Date range: May 2019 – May 2020

# SUMMARY BY REGION

## Asia & Australia

The topic is of **moderate significance** to the region, and coverage is factual to negative in tone.

**Urbanization** is the most covered subtopic, with concerns growing in many countries that infrastructure is not in place to handle the increase in city-dwellers. **Ageing populations** drive discussion across the region, with speculation over how governments and younger generations will provide for elders. This subject is especially prominent in China, Japan and South Korea.

Strategic media coverage has an overwhelmingly **domestic focus**, with the exception being conversations around **displacement**, which often mention the likelihood for climate change to displace huge numbers of people globally.

The **UN** does not appear often in the conversation, and is usually cited as a source for statistics.

## Europe & Central Asia

This topic generates **moderate levels of coverage** in the region.

**Ageing populations** drive conversation in Western Europe, where there is concern about their anticipated demand on resources, and the cost of supporting the elderly. **Overpopulation** is another source of concern, with discussion around a need to ensure adequate resources for all, as well as the impact that greater numbers of people will have on the environment.

Articles demonstrate both a **national and domestic focus**, with many local stories contextualised within the wider region/the world in general.

Mentions of the **UN** are largely in connection with the SDGs and various reports.

## Latin America

There is **relatively low** attention to this topic in the region.

The need for adequate resources to care for **ageing populations** is a notable theme in strategic coverage, generally reported with a factual to negative tone. **Migration** also emerges as a prominent subject. Both internal and external migration are reported favorably, as a key element of personal and national development.

Coverage tends to have a **national/regional** focus, with some reporting of global statistics.

The **UN** is usually referenced in connection with its reports, especially the World Population Prospects report and its report on the Development of Water Resources.

# SUMMARY BY REGION

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## Middle East & North Africa

This subject generates **moderate to low** discussion in the region.

**Displacement** is a notable driver of conversation, with the plight of **Syrian refugees** attracting particular attention. Turkish outlets generate negative articles about the impact of the refugees on their country, with statements from the Turkish government echoed across the region.

Articles tend to have a **regional focus**, with news stories from each country also being picked up by neighbouring and nearby countries.

The **UN** is not often mentioned in coverage, however its **World Population Prospects** report gains traction in multiple countries. In Israel, news that UNRWA is in need of funding generates some factual conversation.

## North America

This subject generates **low levels of discussion** in the region.

The leading subtopic is **migration**. In Canada this conversation is largely positive, focusing on the benefits of immigration. In the USA, however, there is much more debate around the issue, with far-right outlets such as Breitbart publishing extremely strong critiques.

There is a mix of **global and national** focus in this content, and the **UN** is rarely mentioned.

## Sub-Saharan Africa

The topic is of **moderate significance** to the region.

The leading subtopic is **overpopulation**, with concerns growing around how African nations will provide current and future citizens with adequate food, water, shelter and employment. Conversations around **migration** vary in sentiment; sometimes the subject is discussed as a positive way to better one's life, but a lack of resources in the region's cities is also highlighted.

Coverage often has a **regional focus**, and some unity of thought is evident in content from neighboring countries.

The **UN** is generally mentioned in passing, with statistics cited and some references to its work on-the-ground.



# OVERPOPULATION

## Sub-Saharan Africa

The topic is significant in this region's strategic media. With high rates of reproduction, discussion centers on the need to ensure resources are in place to support growing populations. In Ethiopia it is reported that the population is expected to double by 2050.

## Latin America

A top driver in the region, the subtopic is of moderate significance within strategic media. Articles in Chile discuss the implications of an ageing population on the workplace, while in Cuban articles center on the need to prepare for the country's healthcare needs. In Argentina, concern around overpopulated cities emerges.

## Europe & Central Asia

This topic generates moderate levels of strategic coverage in the region. Concerns about overpopulation are evident across the region, with fears around the environmental impact of such growth, and the need to ensure resources such as housing will be available. In Western Europe ageing populations are also an area of concern, with speculation as to how younger generations will be able to provide for the elderly.

## Asia & Australia

Discussion of this topic varies in the region. News outlets from countries including Australia and Indonesia focus on challenges stemming from overpopulation, while those from countries such as Japan and South Korea are more concerned with how to provide for an ageing population. Immigration is discussed both positively and negatively, as a key factor driving population numbers.

## Middle East & North Africa

The topic is of moderate to low significance. In Israel, concerns about overpopulation due to migration and increasing rates of fertility are apparent. Lebanese strategic media outlets discuss a UN report predicting a 2 billion increase in the global population by 2050.

## North America

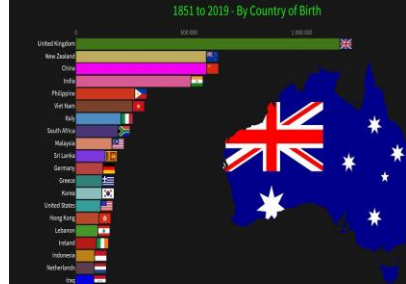
Despite overall resonance of the subtopic, it is of low strategic media significance in the region. In Canada, articles discuss a lack of preparedness for an anticipated population boom. In the USA, concerns center on how to sustain a growing global population.

## Daubao (Vietnam)

Consequences of population decline in Japan



## Australia's Immigration History



## Macro Business (Australia)

Population growth surges past 400,000 on rising immigration

## The Reporter (Ethiopia)

Experts, academia express concern about population explosion



## RTE (Ireland)

Ireland's population reaches highest level since 1850s – CSO

# MIGRATION

## Europe & Central Asia

There is moderate discussion around this subtopic. In Western Europe there is evidence of conflict around immigration, with polarized opinions on whether it is good or bad for countries. In Eastern Europe the conversation focuses more on internal migration and migration to other countries.

## North America

This subtopic generates moderate levels of conversation. In Canada, discussion is predominantly positive, with mentions of the positive economic impact of immigration. In the USA, conversation is highly polarized along party lines, with a great deal of antipathy expressed towards immigration by the right.

## Latin America

The subtopic is of moderate significance. In Mexico, a notable theme is Mexico-USA migration, with speculation that an influx of young people could prove beneficial to the USA. In Chile, a report from the Instituto Nacional de Estadísticas explores factors influencing the choice to migrate.

## Sub-Saharan Africa

The topic is of relatively low significance in strategic coverage. Internal migration is discussed in many countries, with residents moving to cities from rural areas, in search of employment. South Africans are reported to be reacting to migration from other African countries with violence.

## Middle East & North Africa

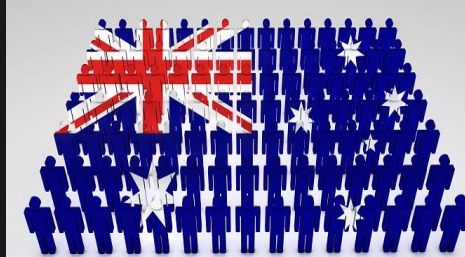
The topic generates low attention in this region. Coverage from Turkish outlets highlights concerns around the impact of Syrian refugees on the demographics of the Turkish population. Politician Umit Ozdag refers to the influx of Syrians as “strategic migration”, suggesting that the purpose of the Syrian conflict is for the country’s citizens to take over Turkey.

## Asia & Australia

There is minimal strategic media discussion of this subtopic in the region. Asian news outlets discuss an Australian report indicating that increasing house prices in the country are the result of internal migration rather than (as previously assumed) immigration. In Cambodia there are concerns that drought could force farmers to migrate away from their homes to earn a living.

## Nuocuc (Vietnam)

Migration within Australia -  
The main cause of rising  
home prices



## EI Universal (Mexico)

Mexican migration: a  
remedy for the demographic  
challenges of the United  
States?

## The Standard (Kenya)

Anti-migrant violence is sign  
South Africa may soon  
implode



## BNN Bloomberg (Canada)

Immigration could help  
Canada top U.S. in  
economic growth this year



# DISPLACEMENT

## Middle East & North Africa

The subtopic is significant in this region's strategic media. Coverage across countries is largely driven by discussion of displaced Syrians and Palestinians. Efforts from Turkey to move Syrian refugees to other countries, or return them to Syria, are mentioned factually in multiple countries.

## Europe & Central Asia

This subtopic is of low significance in the region. Articles primarily discuss the displacement of people outside the region, such as Syrian refugees, Palestinians and Kurds. There is some conversation around the need to prepare for a huge number of climate refugees in the future.

## Latin America

There is relatively low discussion of this subtopic, with just one key story driving attention across the region. The potential for climate change to result in the loss of land and homes fuels concern, particularly in Mexico and Cuba.

## Asia & Australia

The subtopic generates low levels of conversation in this region's strategic media, with concerns generally focused on the potential for climate change to force people out of their homes. A report from the Breakthrough National Center for Climate Restoration suggesting that more than a billion people could be displaced by 2050 was picked up in Vietnam and the Philippines.

## North America

There is little strategic media conversation around the subtopic in this region. A Canadian outlet reports that more than a million Syrians have been displaced due to conflict in the Idlib region, while an American outlet highlights displacement in northern Syria due to violence between Turkey and Kurdish forces.

## Sub-Saharan Africa

Strategic media conversation around the subtopic has two main drivers in this region. The displacement of people due to conflict is a consistent theme, although mentions are low. Increased concerns about the future of climate refugees is another notable theme across countries, although South African outlets are the most vocal on the subject.

## CNN Philippines (Philippines)

Climate change could pose 'existential threat' by 2050: report



## Terrorism Info (Israel)

The fight against the spread of COVID-19 in the Palestinian refugee camps in Lebanon

## El Periscopio (Chile)

The cities that could partially disappear due to the rising sea levels



## CBS News (USA)

Civilians caught in the crossfire as Turkey's Syria assault escalates

# URBANIZATION

## Asia & Australia

This subtopic is significant, with coverage generated across countries. Articles tend to skew negative, with a focus on the failure of infrastructure to keep up with burgeoning city populations. In the Philippines, “catastrophic” traffic issues are said to have been predicted more than 40 years ago. In Japan, articles have a greater focus on solutions that are already being implemented.

## Sub-Saharan Africa

The subtopic is significant in this region’s strategic media. Residents across the region are moving to cities from the countryside, in search of employment. In Kenya this is reported to have caused an increase in the number of people residing in slums. In South Africa, urbanization is presented as both enabling opportunities and contributing to overpopulation.

## North America

Coverage of this subtopic is relatively low within strategic media. In the USA, conversation centers on the effect of urbanization on plants and wildlife, as well as infrastructure challenges (e.g. waste disposal). Infrastructure concerns are also evident in Canadian articles, which question whether Toronto is prepared to meet the needs of a population forecast to hit 8 million within the next 10 years.

## Middle East & North Africa

The subtopic generates relatively low levels of discussion, with Turkey, Israel and Afghanistan leading coverage. A lack of resources to handle an increasingly urbanized population fuels news articles in Afghanistan, while Turkish and Israeli news outlets report on updates to infrastructure.

## Europe & Central Asia

Discussion of urbanization is relatively low in the strategic coverage. In Western Europe, there is discussion around the need for green spaces in an increasingly urban world, and in Spain articles point out that this will likely only benefit the richest in society. The negative effect of urbanization on plant life and wildlife is also discussed.

## Latin America

There is little conversation around this subtopic in the region. In Mexico and Argentina, increasing urbanization fuels concerns around a lack of resources and infrastructure.

## ABC (Australia)

Infrastructure Australia says roads and transport must 'catch up' to keep pace with population



## Nikkei (Japan)

Faraway compact cities - growth in newly developed areas the size of Osaka



## The Reporter (Ethiopia)

Ethiopia experiences 5.4 percent urban population growth annually



## AA (Turkey)

Transport and Infrastructure Minister Turhan: An average of 365 thousand passengers a day benefit from Marmaray



# KEY LESSONS LEARNED

1

**Displacement** is the leading topic, with the plight of Palestinians and Syrians generating a significant share of coverage.

Articles are overwhelmingly **sympathetic** towards the displaced, apart from some Turkish outlets displaying notable animosity towards Syrian refugees.

The expectation that the future will see huge numbers of **climate refugees** highlights concerns that there is insufficient planning to make sure these people will be provided for.

2

**Ageing populations** are a concern in many countries, where questions arise about how older generations will be provided for.

Although some outlets make the connection between **falling fertility rates** in the more developed countries and high fertility rates among immigrant populations, the potential for immigration to serve a function by helping to boost the numbers of young people is seldom called out.

3

Fears over a **lack of adequate resources and infrastructure** emerge in the overpopulation and urbanization conversations. Across most countries and regions there is a feeling that governments are not prepared to meet the needs of burgeoning populations, or for more and more people to relocate to cities.

The UN's **World Population Prospects** report is cited quite often in the overpopulation conversation, with strategic media referring to the report's forecasts for 2050.

4

The UN is overall moderately mentioned in the Shifting Demographics conversation, with 10% share of voice.

Countries where the UN is most mentioned in relation to Shifting Demographics:

- **Namibia**
- **Chile**
- **Cameroon**