



# **Bakamo Migration Narratives Research Mapping Conversations in EU 28**

**Scalable, measurable, meaning-driven Insight**





**28 Country Reports**

**Pan-EU Report**

**Online Heatmap**

**Recommendations**

**31 July 2017 - 1 August 2018**

**Keywords:  
“migration”  
& “migrant”**

**45M posts  
over 12  
months**

**10,000+  
sample per  
country**

**100+  
native  
analysts**







# Qualitative Analysis

Discernible,  
narrative frames



**Qualitative Analysis**



Context &  
Markers





Migrants were stopping me on the street asking where they can get a social security number. You see, with the social security number they get a 400 euro benefit per person. The daughter of a friend of mine, while being a student in the last year of highschool, lost her 100 euro orphan's pension because she turned 18. SOMEBODY EXPLAIN!

*Cyprus, economy*

Most immigrants, legal or illegal, have much lower levels of education than the native population of Western democracies. A democrat who insists that people who did not finish high school or college, can bring more significant benefits to an economy than the host country's qualified citizens, does not seem to think too rationally.

*Romania, demography*

Uncontrollable epidemics did not exist before migrants came to Europe! So we can also thank Merkel because migrants brought diseases that doctors never even heard of! Get them out of the EU!!!

*Czech Republic, security*

Anyone who has read at least a few passages of the Qur'an simply has to know that Muslim culture is generally incompatible with our European one

*Czech Republic, identity*

## Economy

*"We just can't afford these people anymore!"*

## Demography

*"Can migration soothe the demographic crisis?"*

## Humanitarianism

*"Refugees deserve help – especially if they stay in their own country"*

## Identity

*"Soon enough we'll all be living under Sharia law"*

## Security

*"These people will rape my daughter"*

urgency & importance

english summary?	interesting comment?	like a thread?	ETC.
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# Supervised Learning

english summary ?!	interesting comment	bit thread ?	ETC.
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# Supervised Learning

The image shows a person with glasses and a grey turtleneck looking down at a laptop with a distressed expression, hand on their forehead. A white box at the top contains the text 'Supervised Learning'. Two blue arrows point from this box to two green boxes below. The left green box contains the text 'Scalable Quantification across 28 markets' and the right green box contains 'More Context & Local insight'. In the background, a whiteboard has handwritten notes in a table.

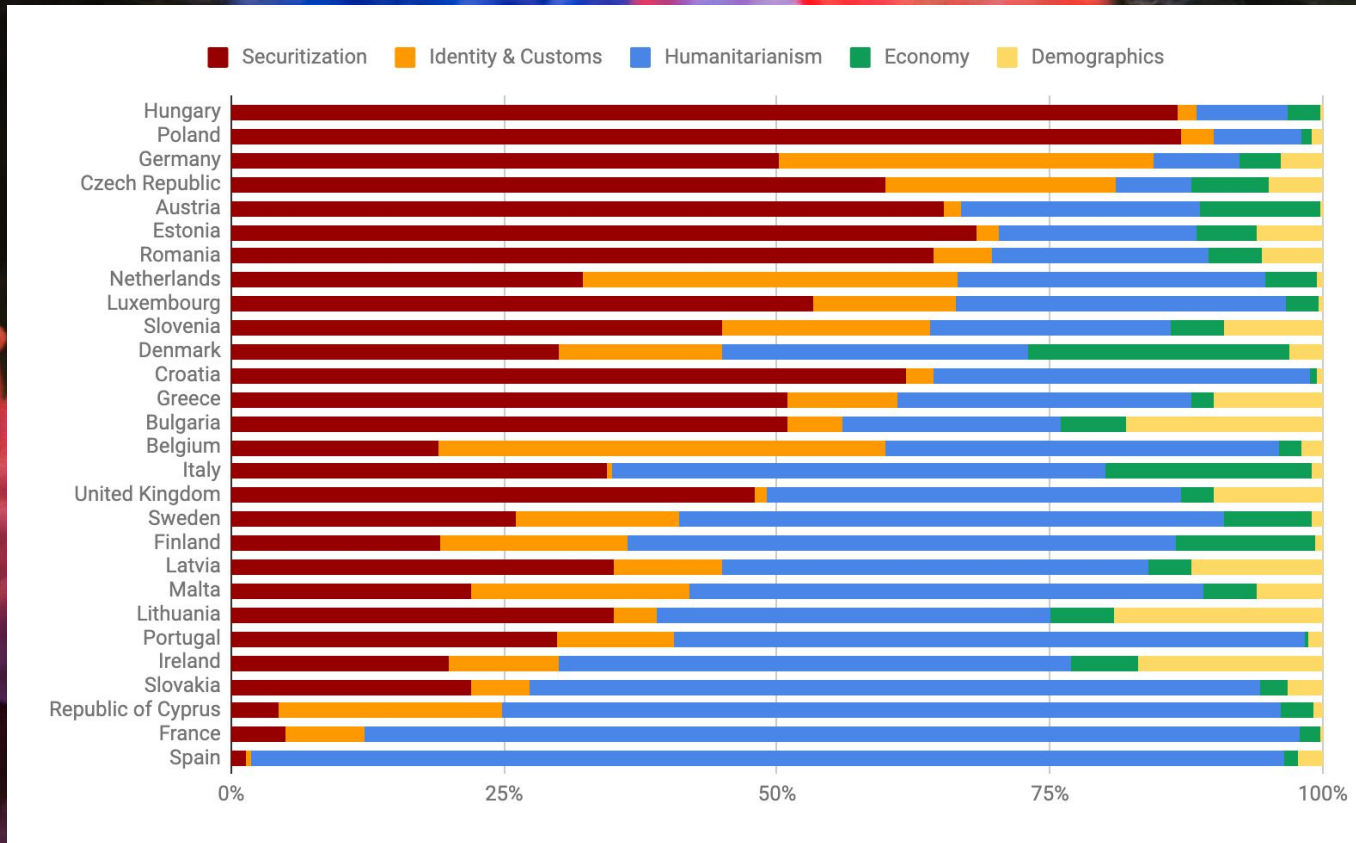
english Summary ?!	interesting comment	bit a thread ?	ETC.
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Scalable  
Quantification  
across 28  
markets

More  
Context &  
Local insight



# Narrative Sizes



**Security and identity subverts other narratives**

**identity**

**security**

**humanitarianism**

**economy**

**demography**





**security**

**identity**

**Personal safety**

**Economic safety**

**Cultural-communal  
safety**







Migration Crisis is not about migration

“Local” issues and tensions are the real drivers

Migration is a communicative “vessel”

Emergence of a united European discourse





● [www.bakamosocial.com/2018-eu-migration-study](http://www.bakamosocial.com/2018-eu-migration-study)

● Explore healthcare, emigration, labour market, education, local far right

● Disinformation is key to identify local tensions

# Migration Constructed to be an Existential Problem



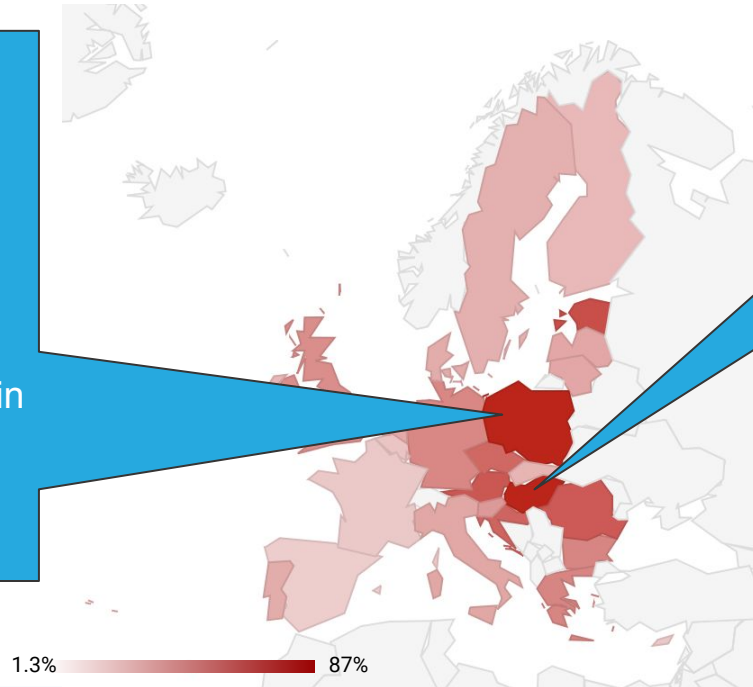
Poland and Hungary both host a small number of migrants. However, the migration crisis was co-opted by politicians in both countries, keeping the issue afloat in order to gain political power.

## Poland: Rimini Rape Case

Four people with immigrant background raped a Polish woman and beat up her husband in the beach of Rimini, which triggered hate in Poland against migrants

## Hungary: 2018 Parliamentary Elections

Election campaign built on one issue only: fear migrants. The governing Fidesz posed as the only entity who's able to protect the country





# The Populist Toolkit



Anti-migrant political actors incite anxieties by exaggerating fears of loss. These losses are connected with **problems experienced locally** and are part of the immediate vicinity of the addressed voter groups.



*All images represented in this report appeared as attachments to posts on public social media platforms, and are used here as illustrations of the public online conversation.*



**Turning the  
page**

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- **Acknowledge communication war; go on the offensive**
  - **Values are ideological-ized and thus ring hollow**
  - **Link back to underlying existential anxieties**
  - **Solve local issues, shape the Pan-EU discourse**
  - **Disrupt the conversation segregation**
  - **Start listening for narratives that give “facts” a meaning**
  - **Reframe, and elevate the plateau to subsume security and identity**






**Europe is  
the #best  
place in  
the world**

**Positive Vision  
@ the core**



**Take Ownership**





- The anxieties are real, the narratives are simple, but it is these that voters are influenced by

- National security and citizen's safety have to be accentuated

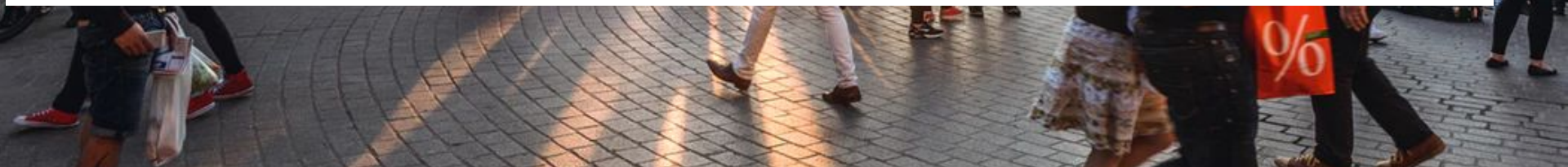
- No bureaucratic language

- Immigration security
- Mandatory integration





**Focus on local problems**



- The migration crisis is not about migration, it cannot be solved with policy that deals with migration.
- People use migration so you hear their problems. Policies have to address everyday, local problems

- Romanian exodus
- Finnish welfare state
- Flemish independence
- Spanish economic inequalities
- Danish ghetto-laws



# EU to speak to the anxieties

**Economic  
safety**

**Cultural -  
communal  
safety**

**Personal  
safety**





# Economic safety

- Equal pay across EU
- Collect taxes from multinationals
- Protect from China, Russia, Crazy Trump
- Regulate AI, robotics, pharma, biotech, budget airlines
- Support EU-level solidarity

# Cultural - communal safety

- EU to protect national identity in a hostile world
- EU grow local presence
- Direct funding for local culture to celebrate and respect it
- No discrimination of smaller member states

# Personal safety

- GDPR against identity theft
- FRONTEX enforces border security
- Regulations keep you safe, food, chemicals, vaccinations
- EU military capability



**There is always a good  
and an evil**



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- **Expose the actors behind the anti-migrant rhetoric as villains.**
  - **They use migration divert from the real problems and they hide their motives:**
    - **Theft: Personal enrichment, Corruption, oligarchs, diverted EU funds**
    - **Betrayal: Cambridge Analytica, Golden Visa, Russian Money**