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# CYBER GUARDIANS

## FINAL EVALUATION

Cyber Guardians: Empowering youth to combat online hate speech in Sri Lanka

**February 2020**

This Evaluation Report was produced at the request of Search For Common Ground. It was prepared independently by Ramanaish Katheravelu of Inno Consulting Service, Sri Lanka

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The views in this report are those of the author alone and do not necessarily represent those of the Search for Common Ground or Global Communities or USAID.

Front Cover: Cyber Guardian Image – Courtesy Search for Common Ground

# **FINAL EVALUATION REPORT**

## **CYBER GUARDIANS: EMPOWERING YOUTH TO COMBAT ONLINE HATE SPEECH IN SRI LANKA**

February, 2020

Commissioned by Search for Common Ground Sri Lanka  
Commissioned to Inno Consulting Service

Written by

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### **DISCLAIMER**

The author's views expressed in this report do not necessarily reflect the views of Search for Common Ground or United States Agency for International Development.

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# Executive Summary

## Project Background

Hate speech and misinformation is not a new phenomenon in Sri Lanka. With the introduction of internet and social media, dissemination of information and or misinformation spreads faster than in the past. In the recent past, Sri Lanka witnessed a rapid increase of violence arising from widely shared hate speech through social media. Social media has directly and indirectly contributed towards accelerating violence and hatred during incidents which took place in Digana in March 2018 and the Easter Sunday attacks in April 2019. In a bid to promote pluralism and peace through Social Media, Search for Common Ground (Search) has formulated a concept called 'cyber guardians' by empowering youth to combat hate and fake content in cyberspace. The project mainly targets four districts; Colombo, Puttalam, Kandy and Batticaloa which were identified as districts where racially and religiously motivated hate speech on social media are widespread.

## Evaluation Purpose

The objectives of the evaluation is (a) to explore the extent in which the 3 Cs: (Content, Countering and Champions) approach has contributed to create active mediators on social media mainly to counter hate speech; (b) to identify the effectiveness, strengths and weaknesses of the 3Cs model; (c) to document lessons learned, good practices, success stories and challenges to plan future work and to liaise with partners; and (d) to furnish specific recommendations to build on the results and achieve sustainability for similar future mediations. As per the TOR, the assignment had two components (1) an evaluation; and (2) production of a documentary.

## Evaluation Design, Methods and Limitations

The evaluation used both quantitative and qualitative methods of data collection. The data collection methods included desk reviews, online surveys, key informant interviews and a focus group discussion. A questionnaire was developed to (1) construct the baseline and (2) assess the result against the evaluation criteria and administer online survey. Boot Camp participants were invited to participate in the online survey. Although it was initially decided to include National Champions in the online survey, it did not materialize as evaluators had access to more reliable information than the information obtained from a perception survey. The evaluator analysed monthly reports from September to December 2019, submitted by National Champions to assess their engagement and contribution and evaluators also visited the randomly selected pages to validate the submitted reports.

Out of 76 youths from Boot Camp I & II, 49 youths were invited for online surveys as 27 participants' email addresses were not found in the list given to the evaluator. Out of 46 participants from the first two Boot Camps, 11 youth responded online, which is 23%. Out of 34 participants from Boot Camp III (held in December 2019), 30 youths were invited and 10 responded, which is 33%. In addition, evaluators administered the same questionnaire at the meetings conducted in Gampola (Kandy) and Badulla and collected 8 responses. Out of 8, three participants did not have access to social media and hence only 5 were considered for analysis. Hence out of 87 participants, 25 responses were considered for analysis, thus the response rate was 28%.

## Findings

1. Search for Common Ground partnered with Association of Youth Model United Nations (AYMUN) to mobilize Social media influencers at the national level and youths from the districts. Accordingly, the Cyber Guardian project identified and established a core group of 20 young social media influencers who were already well-established on social media in Sri Lanka and capable of promoting positive content through their existing platforms as the "national champions". Boot Camp participants were selected through advertisements and through known organizations such as Model UN and youth clubs. Out of 20 national champions, Sinhalese 13(65%) Muslim 04 (20%) and Tamil 03(15%).
2. Youths from the aforementioned districts participated at the three boot camps organized by Search with varying expectations and interests which include; to understand the Social Platform, how to use social media effectively, to know about cyber security, to learn about cyber-crimes, the name 'Cyber Guardian' impressed me, and to find a job. In addition, ethical hacking, obtaining a certificate for career development were some of their expectations as revealed in the focus group discussions. In the survey, 40% of the youth participants were female and ethnic distribution of youth is as follows; Sinhalese - 12%, Tamil - 40% and Muslim - 48%.
3. The project targeted Generation Z, the generation born between mid-1990 and mid - 2010. Grooming Generation Z as the social media champion is a challenging task with their varying expectations. Results indicated that the majority of them are driven by their interest in personal development.
4. Project aimed at equipping the National Champions with knowledge and skills 'to intervene effectively in hate-spreading social groups and harness peer networks to do the same'. The content of the boot camp training, mainly intended for youth, has focused on the power of social media, internet privacy, countering hate speech and fake news, understanding the audience and building an audience and digital storytelling. Participants noted that one three-day workshop was not sufficient to cover the intended content and youth and further highlighted that Generation Z, should be inculcated with more knowledge, skills within a timeframe to transform them to a ' mature' champion.
5. The revised work plan suggested 'introducing the participants about Do No Harm principles and giving access to mentors. However, it did not materialize due to the security measures after the Easter Sunday attacks. Hence, it is important to revisit the content of the workshop and processes if the project particularly decides to involve Generation Z in the future. Creativity, conflict sensitivity and cultural fluency are some of the areas that could be incorporated into the workshop content as hate content is generated along the conflict fault lines.
6. Based on the monthly reports submitted by the National Champions to Search, the participants could be grouped into three categories. Namely only positive (content creators), mostly positive (content creators) and countering hate and fake content. Accordingly, it was found that 31% of the participants are actively countering hate and fake content on social media.
7. The level of engagement of youth on social media has increased significantly. The responses to the questions posed to boot camp participants: How do you rate your usage of Facebook

and other forms of social media, indicated that the 'Very Active' category increased from 13% to 36% after they participated in the boot camps organized by the project.

8. The 3C approach itself is a theory of change that highlights the three main outcomes of the projects. Namely, creating positive **content**, crowding with positive content and **countering** hate speech and fake content on social media and sustain the process by retaining the cyber guardians as **champions**. 31% of the youth actually reached the status of 'advocate' as anticipated by the project.
9. The project imparted knowledge to National Champions on Search Engine Optimization (SEO<sup>1</sup>) and Cyber Security<sup>2</sup> Tools on Digital Marketing Strategy. In the case of youth, the survey results indicated that the active category in content creation has increased from 8% to 36% and sharing posts has increased from 16 % to 40% as the result of the Cyber Guardian project.
10. The response to the question 'Before participating at the Boot Camp, did you know photo editing and video editing?', indicates that around 48% did not know and the project equipped them with photo and video editing skills and further enhanced their knowledge on the power of social media, internet privacy, countering hate speech and fake news,
11. Reflective meetings, organized by the project with National Champions and other social media activists provided opportunities for developing networks. Boot camp participants at the district level were able to mobilize and sensitize their peers. There were attempts by a few participants to share interesting stories via WhatsApp Groups as well.
12. Cyber Guardian forums helped both National Champions and youth to work as a team. The project brought stakeholders on board, thus, sensitizing the National Champions and the youth. Three boot camp specific WhatsApp groups were formed and a majority of the youth were linked by a group administrator. In addition, there were some group members who formed sub WhatsApp groups within the main group and used that forum to organize district level activities. However, it was noted that there wasn't a common WhatsApp Group formed or maintained linking all the boot camp participants and national champions.

## Conclusions

- (i) Cyber Guardian project promoted 20 social media influencers as national champions. The project also engaged 108 youths who are social media users from several districts and who showed interest in the project.
- (ii) 20 National Champions were identified through networks and selected based on their performance on social media, while youths from the districts were selected generally based on their attitude and level of interaction on social media.
- (iii) Youths from districts participated in the Boot Camp with varying expectations. Majority of them were driven by the desire for personal development. It is noteworthy that the project

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<sup>1</sup> Young People Countering Hate Speech on Social Media in Sri Lanka, Rapid Context Assessment Report, June-Sep 2019

<sup>2</sup>

targeted Generation Z, the generation born between mid-1990 and mid- 2010 as their agent of change.

- (iv) The positive content, created by the National Champions and youth are promising and cover a range of areas including sports, social events participated by multi-religious leaders, health Information, exposing fake news, highlighting measures taken by leaders to address pressing issues, and quotes by celebrities etc. with an attractive design.
- (v) The boot camp participants, particularly, female participants from Puttalam, Badulla and Batticaloa became agents of change in their respective districts by sensitizing new youths, networking and transferring the knowledge they gained from the Cyber Guardian project to their peers.
- (vi) Developing video based contents demand time, creativity, continuous encouragement and money. It was highlighted that there should be a source of encouragement and support (financial, in-kind) to retain followers. It is true for both cyber guardians and hate content developers.
- (vii) Mini grants recipients, successfully mobilised and sensitized the youth in their respective areas and formed peer networks; developed videos, talks, web series and uploaded them onto YouTube, Instagram and Facebook with wider coverage, paid Facebook to boost their positive content to go viral. A significant number of National Champions positioned themselves as alternative voices, thereby risking attacks from hate-content developers.
- (viii) From the perspective of the 3C model, a significant number of National Champions were sensitised, equipped and positioned themselves with their real identity as advocates and role models. 31% of the National Champions actually reached the advocate status as anticipated by the project.

### **3.4 Recommendations**

- (i) It is recommended to add three more Cs to the existing 3C approach. i.e.: the 6C approach: Choose, Condition, Content, Counter, Champion and Connect.
- (ii) As transforming a youth to be a Social media Champion involves his or her Personality, Individual Image ('Brand'), Type of Profession and Risk of Losing the Business (or profession), it is recommended to develop a framework to create a win-win situation where the said person while pursuing his or her professional assignments/duties, could contribute to the common cause and mitigate possible harm.
- (iii) While capacity development, in-kind support and money motivate social media activists to be active to achieve the shared goals, it is recommended to compensate to meet the 'actual' or 'estimated cost' to produce the appealing products in order to sustain motivation beyond the project period.
- (iv) Considering the nature of the project and time required to realize the objectives, it is recommended to continue the same project or initiate another phase of the cyber guardian project particularly to sustain the results achieved in the Phase One and to expand its geographical coverage.



# Cyber Guardian Project

## 1. Project Background

The prolonged ethnic conflict caused division in the Sri Lankan Society along the social fault lines namely ethnic, religious and political lines. Prejudice built up over decades has contributed to communal violence; erupting periodically since 1958. Hate speech and misinformation is not a new phenomenon in Sri Lanka. However with the introduction of internet and social media, it is highlighted that dissemination of information and or misinformation spreads faster than in the past. According to the Central Bank, internet penetration (connections per 100 persons) stood at 33.5 by the end of 2018, compared to 27.5 at the end of 2017.

There were 5,454,000 Facebook users in Sri Lanka in June 2019, which accounted for 25.8% of its entire population. The majority of them were men - 67.8%. People aged 25 to 34 were the largest group of users (1,980,000). The largest difference between men and women is in the 25 to 34 age range, where men lead by 620 000<sup>3</sup>.

In the recent past, Sri Lanka witnessed a rapid increase of violence arising from widely shared posts containing hate speech through social media. Facebook acknowledged<sup>4</sup> that they made serious mistakes in not removing hate posts relating to certain races in Sri Lanka which has directly or indirectly added more fuel during the incidents in Digana in March 2018. A Rapid Assessment<sup>5</sup> commissioned by Search for Common Ground, noted that 'It is difficult to control hate speech in Sri Lankan social media with a mere ban on these platforms. The experience gained from March 2018 was that there was an increase in fake news and misinformation. While the ban on social media was active, the users have logged on via a VPN'

In a bid to control riots after the Easter Sunday Attacks in April 2019, the Sri Lankan Government blocked WhatsApp, Facebook, and other social media platforms to control the sharing of fake messages. However, legislation or banning social media is not the answer to combating hate and misinformation on social media as it is evident that various types of hate speech are disseminated through mainstream media; and law enforcement authorities will not take effective action against such practices<sup>6</sup>. In the context, the Rapid Assessment<sup>7</sup> highlighted that

'The youth under 25 to 30 years of age are the biggest demographic group represented as social media users. They are also not experienced and mature enough to critically examine what they see. They can be easily brainwashed by different political or nationalist forces. Moreover, the education system has not prepared them to assess anything critically'

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<sup>3</sup> Young People Countering Hate Speech on Social Media in Sri Lanka, Rapid Context Assessment Report, June-Sep 2019 , A study commissioned by Search For Common Ground

<sup>4</sup> SEO covers Identifying the Audience, Keyword Research – Google keyword planner , User Intent, Analytics and Reporting – Google Analytics, Mobile SEO, Crawling – Google Webmaster tool Indexing, Content, Digital Marketing Concepts, SEO, Social Media, Digital Awareness in Sri Lanka and Five eyes concept on web engineering

<sup>5</sup> Cyber Security covers : Introduction to Cyber Security, Common cyber-attacks and how to avoid them, Ethical Hacking How to protect privacy in cyber space & 2007 cyber act in Sri Lanka

<sup>6</sup> Young People Countering Hate Speech on Social Media in Sri Lanka, Rapid Context Assessment Report, June-Sep 2019 , A study commissioned by Search For Common Ground

<sup>7</sup> Questionnaires will be presented in English, Sinhala and Tamil. It will be administered online.

'There are only a limited number of Social media networks that promote peace and reconciliation in Sri Lanka when compared to hate provoking sites. Most of the organizations/individuals who promote peace and reconciliation in-ground are not active on social media networks'

'There are only a few youth who are working to promote peace and harmony in Sri Lanka. They are not grouped together'

In a bid to promote pluralism and peace on Social Media, Search for Common Ground has formulated a concept called Cyber Guardians by empowering youth to combat hate and fake content in cyberspace. The project targets mainly four districts Colombo, Puttalam, Kandy and Batticaloa which were identified as districts where racially and religiously motivated hate speech on social media are widespread.

## **1.1 The Project and its Objectives**

The overall objective of the project titled "Cyber Guardians: Empowering youth to combat online hate speech in Sri Lanka" is, (1) To develop the skills of youth to combat hate speech via social media and create social media content that promotes pluralism and peaceful messaging and (2) to create opportunities for collaboration among participating youth and with key external stakeholders in the Peace building and online arenas.

## **1.2 Project Activities**

The activities of the project are driven by youth and their peers to promote social cohesion and reconciliation by engaging across identity groups and creating changes in attitude towards engagement with social media. Search has started implementing the project activities in March 2019. The work plan of the Cyber Guardians project was revisited to address the current needs and the context after the Easter Sunday attacks in April 2019 as given in Annex VI. Search has entered into a partnership agreement in May 2019 with the Association of Youth Model United Nations (Guaranteed) Limited (NYMUN) to identify Champions for the project, to identify and mobilize youth from districts and to coordinate & mentor the youth groups. Search also commissioned a Rapid Assessment titled 'Young People Countering Hate Speech on Social Media in Sri Lanka, Rapid Context Assessment Report, and June-Sep 2019'

The project engaged two kinds of target populations in this pilot phase (March 2019-Feb 2020). Social media influencers who are proactive and have a considerable number of followers on social media, is one category and they were further trained and supported by the project and called National Champions. The second category are the social media users from the districts showing interest in social media.

### **Activities related to the National Champions**

Initially the proposal was to work with a group of 10-15 national champions. However, with the change of context, the role of the National Champions became much more important than previously envisioned. Hence, the group size was increased to 20.

- Three Training workshops on Cyber Security/Learning Platforms - Cyber Security and SEOs, Facebook Policies on Countering Hate Speech and Fake News and Digital Marketing Strategy.

- Two Reflective sessions in May in the aftermath of the Easter Sunday attacks and in November 2019
- Positive Content Generation by National Champions (from September to January, 18 National Champions have been given a budget of \$100 per month to develop at least 8 pieces of positive content per month and publish on their platforms)

### **Activities related to the Youth from the districts**

With the partnership of NYMUN, a group of 40 students from Puttalam, Batticaloa, Kandy and Badulla were expected to provide a platform for National Champions to network with trainees and also to give opportunities for peer learning. Due to the Easter Sunday attacks, it was difficult to mobilize and retain youth to attend multiple training events over a course of time. Therefore, the proposed series of three training sessions on the awareness/ orientation and countering hate speech were combined to one 3-day residential camp in order to maximize the utilizing of time and the commitment of the trainees. As of January 2020, the project mobilized and trained around 108 youth in three boot camps in July, August and December 2019.

- Regional mobilization workshops in Puttalam and Badulla
- Three Boot Camps
  - July for youth from Puttalam, Kandy, Batticaloa, Badulla - 76 youths
  - July 2019
  - December 2019 for youth from Puttalam, Batticaloa, Jaffna and Vavuniya - 32 youths
- Regional reflective meetings for participants from Puttalam, Kandy, Batticaloa and Colombo districts
- Internal reflection in December 2019 and NYMUN General Assembly for Boot Camp participants

### **Grant to the National Champions**

Twenty National Champions were given US \$100 to run at least 8 posts combating hate speech and fake news or to promote positive content per month for five months from September 2019 and the justification given by the project is as follows - 'The functionality of the National Champions has become more important in this context where the Cyber Guardians project needs to be responding to the social media environment immediately, than building capacities of regional youth who might be able to create content later on once they go through the training. Due to the urgency of content creation, the National Champions will be incentivized to be engaged with the Cyber Guardians project in the coming months as well. While the team of National Champions were very effective and organized during the immediate aftermath of the Easter Attack, retaining their interest during a quiet period like now can be tackled by giving them this financial support'

### **Seed Grant to National Champions and Youth Trainees**

It was proposed initially to offer 10 seed grants amounting to \$600 for National Champions or trained youth groups to pitch their creative ideas on generating positive content, encouraging National Champions to team up with trainees to work as a team to work on these projects as it would provide them a peer learning opportunity. The List of Seed grant recipients and the activities is given in Annex V.

## Networking and Advocacy

The networking and advocacy in the original proposal was planned at a local stakeholder level. However, with the recent developments and the discussions that followed, a learning point was to aim to engage with the social media platforms and advocating against hate speech and fake news at that level than on a local state institutional level to have any real impact. Therefore, the Cyber Guardian project's stakeholders will come together to advocate for changes in the social media platforms.

### 1.3 Design and implementation

This project has adopted an Approach called 3Cs: Content, Countering and Champions that included sensitization, knowledge and skill transfer and Behaviour Change (KAP- Knowledge, Attitude and Practice) and Mentoring and Networking to achieve the project objectives.

#### Theory of Change

3Cs Approach (Content, Countering and Champions Approach), the Theory of Change of the project aimed at giving adequate capacity building for social media activists and youth trainees that will lead to individual transformation and enable them to develop positive content and to counter hate and fake content and eventually become an influencer and a role model on social media .

**Content:** Through understanding how content can be mobilized to spread messages of prejudice, youth will also similarly understand how these same mechanics can be tapped for good, for positive content about peace, reconciliation and coexistence. The project empowers the youth to become positive content creators through training, ongoing learning processes, competition and awards. They will be turned from passive social media users into active mediators in their online spheres.

**Countering:** Through the training and ongoing learning sessions, youth will learn how to use such positive content as well as personal communication strategies to intervene in hate-filled groups. Rather than creating separate 'peace-making' groups, the youth will understand how to confront and constructively counter prejudicial content online.

**Champions:** By such interventions through content creation and countering, this youth will be social media champions. They will be the alternative voice within hate-filled environments that are able to create their own following champions of reconciliation and mutual understanding. Through their online persona, they will provide an alternative for many young users of social media out there who are simply passive users and for users who fall prey to hate-groups through pressure. These Champions will be the alternative peer leaders for such youth.

### 1.4 Target groups

The project aimed to target 157 participants. Selected youth between the ages of 16 and 25 have participated directly in the project activities (youth - cyber guardian ambassadors and National Champions) and over 1200 other youth through their peer network. As of 31<sup>st</sup> December 2019, the project covered 108 youths from the districts and 20 National Champions at the national level.

## 2. Evaluation Purpose and Evaluation Questions

### 2.1 Evaluation Purpose

The objectives of the end project evaluation (a) to explore the extent of the 3Cs: (Content, Countering and Champions) approach in contributing to create active mediators on social media specially to counter hate speech; (b) to identify the effectiveness, strengths and weaknesses of the 3Cs model; (c) to document lessons learned and good practices, success stories and challenges to plan future work and planning with Search and its partners and (d) to furnish specific recommendations to build on the results and achieve sustainability for similar future interventions. As per the TOR, the assignment had two components (1) An evaluation (2) Production of a documentary.

### 2.2 Evaluation Questions

The final evaluation is guided by the following Key evaluation questions and the project's theory of change.

- (i) Has the 3Cs approach (Content, Counter and Champion Approach) and the specific interventions used by the project been relevant to the current status and challenges surrounding fake and hate speech on social media in Sri Lanka, what are the strengths and weaknesses of this approach?
- (ii) To what extent have the project interventions contributed to increasing the understanding of the participating youth about the role of social media and how it can be mobilized and used for both negative and positive content?
- (iii) How has the project contributed to developing the capacity of selected youth to create social media content that promotes pluralism and peace and counter hate and prejudicial speech?
- (iv) How has the project empowered the National Champions and participating youth to become social media champions and become alternative voices within hate-filled environments? To what extent have they been able to create their own followers as champions of reconciliation and mutual understanding; (National Champions and cyber guardian ambassadors-Counter)
- (v) To what extent has the process adopted by the project, enabled networking between youth (National Champions and participating youth) and key stakeholders for promoting peace and countering hate speech?
- (vi) What are the lessons that could be learned, what are the good practices that could be advocated and what are the recommendations that could be made?
- (vii) What are the project sustainability mechanisms and processes, if any?

## **2.3. Evaluation Methods and Limitations**

### **2.3.1 Evaluation Methods**

The evaluation used both quantitative and qualitative methods of data collection as the majority of the outcomes of the project are intangible results namely KAP (Knowledge, Attitude and Practice) and Networking. It is also noted that there were proxy indicators such as number of posts and number of likes to measure the project outcome. After reviewing the type of process, output and outcome indicators it was decided to employ both quantitative and qualitative methods, including desk review, online surveys, Key Informant Interviews and Focused Group Discussions. Quantitative Methods mainly focus on process and outcome indicators, proxy indicators to measure the impact and demographic data. Secondary Data such as monthly reports submitted by the participants also used to quantify the outcome of the project such as level of engagement in respect to counting the fake and hate content.

#### **Desk Review**

The desk review included reviewing all the project documents including, project proposals, Rapid assessment and Monthly Reports submitted by National Champions etc. A list of reviewed documents is given in Annex II.

#### **Quantitative Data collection**

Quantitative methodology focused on measuring the performance of quantitative indicators. There are two types of participants namely 20 National Champions and 76 Boot Camp participants when the initial report was prepared and another 32 youth participated in the third Boot Camp conducted in December 2020 totalling 108 Boot Camp participants. A questionnaire was developed to (1) Reconstruct the Baseline and (2) assess the result against the evaluation criteria. Assuming that youth have access to the Internet and are familiar with the usage of computers, an online Google form was developed in English, Sinhala and Tamil Languages. Although it was initially decided to include National Champions in the online survey, it did not materialize as Evaluators had access to more reliable information than the information obtained from a perception survey. Evaluators analysed monthly reports from September to December 2019, submitted by National Champions to assess their engagement and contribution with random verifications of the same in web pages.

It is noted that in the list provided, that there were no email addresses for 27 out of 76 youth who have participated in the first two Boot Camp. From the 34 youth who participated in Boot Camp I (5-7 July 2019, 3 emails bounced back citing invalid email addresses. Out of 46 participants from the first two Boot Camps, 11 youth responded online, which is 23 %. Out of 34 participants from the third Boot Camp (December 2019), thirty were invited and 10 responded, which is 33%. In addition, the evaluator administered the same questionnaire in their mother tongue at the meetings conducted in Gampola (Kandy) and Badulla and collected 8 responses. Out of 8, three participants did not have access to social media and thus only 5 were considered for analysis. Hence out of 108 participants, 25 responses were considered, thus the response rate was 23%.

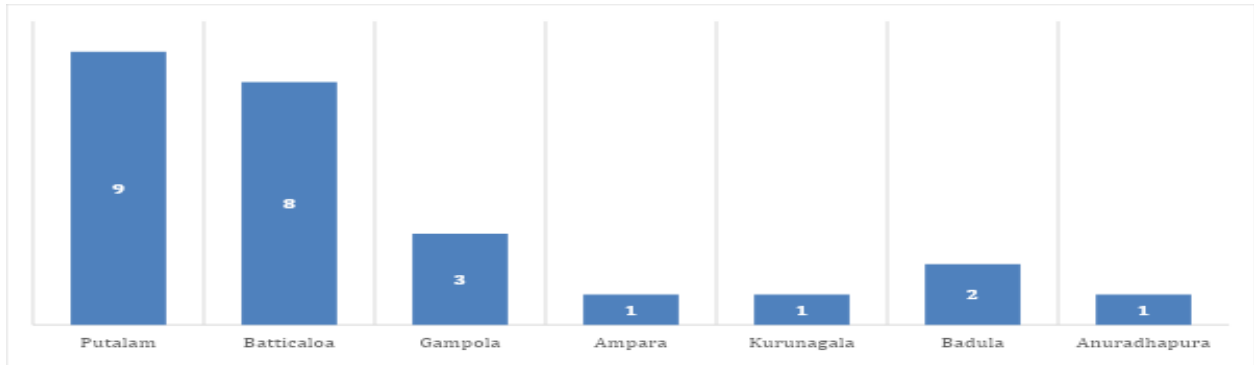


Figure: Response to the survey based on geographical location

N

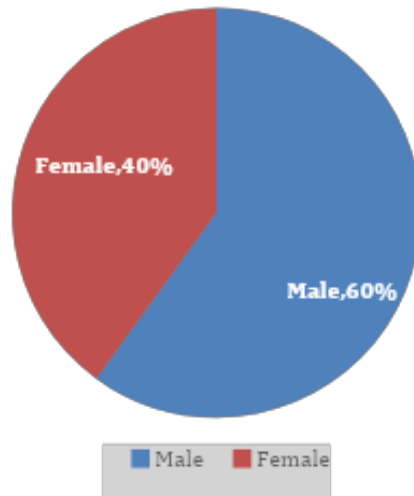


Figure: People who responded to the survey according to gender.

N

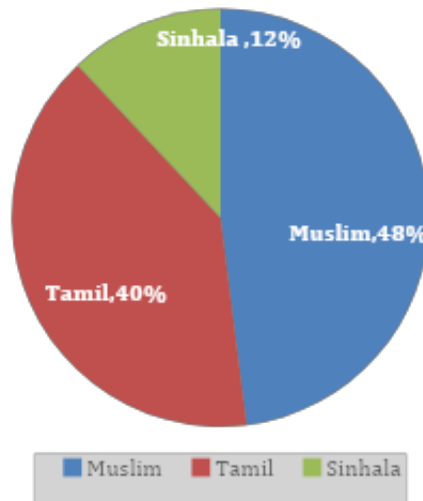


Figure: People who responded to the survey according to ethnicity.

## Focus Group Discussions

Focus group discussions were carried out with in-depth interviews with a group of 6-12 people on focused topics: Social Media trends with special reference to Hate Speech and Fake news as perceived by the participants, Change in KAP (Knowledge, Attitude and Practice) and participants' ability to assess the fake and hate content, How do participants internalize the 3C approach (Content, Countering and Champions ), How has the project empowered the National Champions and participating youth to become social media champions and become alternative voices within hate-filled environments? To what extent have they been able to create their own followers as champions of reconciliation and mutual understanding; (National Champions and cyber guardian ambassadors- Counter)? The schedule of the Focus Group Discussions are given below and the FGD Guidelines and list of participants is given in Annex II and Annex III respectively.

Venue	Date	Participants
Puttalam	05.02.2020	06
Batticaloa	11.01.2020	06
Badulla	18.01.2020	13
Gampola	19.01.2020	09

## Key informant interviews

Key informant interviews carried out with identified stakeholders who are either directly/ indirectly involved with the project or have a stake in the project and List of Key Informants is given in Annex II. This interview aimed to identify the effectiveness, strengths, weaknesses of the 3Cs model particularly its design, implementation. Impact, exit strategy and focused on thematic areas that are critical to replication and sustainability. Information gathered from key informant interviews was used to validate the findings from quantitative analysis.

### 2.3.2 Limitations

The data collection and field visits of the evaluation, although scheduled for the latter part of December 2019, actually commenced in January 2020 due to December holidays. Assuming that youth have access to the Internet and were familiar with the usage of computers, an online Google form was developed in the three main languages and participants were invited to take part in the evaluation. As noted in the section of quantitative data collection, out of 108 participants in the list provided by Search, only 77 participants' emails were found. Further, the response rate was lower than expected although evaluators repeatedly requested responses using phone calls. Hence evaluators also administered questionnaires during the FGDs in the field. The focus group discussion revealed that some of the Boot Camp participants did not have access to smartphones and social media and some of them are school students, preparing for their Advanced Level Examination.

### 2.3.3 Evaluation Team

The research team consisted of a Principal Researcher who was conversant with local languages and a Video Consultant. See Annex VI.



## 3. Evaluation Findings

### 3.1 Findings

**3.1.1 Selection Process:** Association of Youth Model United Nations (AYMUN), as per the service agreement, were involved in disseminating, coordinating and providing logistics to identify youth from the districts, conducting district mobilization and boot camps. Respondents participated in the survey noted various sources including word of mouth, e-mail, Facebook and online invitation as the source of information. As per the project document it was expected to recruit youth based on their social media skills; Basic familiarity and access to social media and nature of their social circles. Results from Key Informant Interviews indicated that the AYMUN was based in Colombo and does not have a physical presence and workforce in the regions. Search and AYMUN followed a selection criteria and worked together to screen the profiles of the applicants from the districts. However, results indicated that much attention is not given on social media access, their attitude towards social media and their circle or networks. Evaluators found that students who did not have access to smartphones and social media, were included.

**3.1.2 Participants' Expectations:** youth with varying expectations participated at the three boot camps organized by Search. In the Survey their expectations and interests were as follows: to understand the Social Platform, How to use social media effectively, to know about Cyber Security, to learn about cyber-crimes, the name 'Cyber Guardian impressed me, and finding a job. In addition, Ethical Hacking, obtaining a certificate for Career Development are some of their expectations as revealed in the Focus group discussions. Evaluators found that the majority of the participants were driven by personal development and not by a sense of social responsibility when they decided to apply for the Cyber Guardian project. It is noteworthy that the project targeted Generation Z, the generation born between mid-1990 and mid- 2010 as their agent of change. Grooming Generation Z as Social media champions is a challenging task as they have varying expectations.

**3.1.3 Workshop Content -** As per the project document, it aimed to equip Boot Camp participants with knowledge and skills 'to intervene effectively in hate-spreading social groups and harness peer networks to do the same'. Accordingly the content of the Boot Camp training has focused on the power of Social Media, Fake News and Hate speech, Internet Privacy, Countering hate speech and fake news, Understanding the audience and building an audience and Digital Storytelling. As noted above the project engaged with Generation Z and tried to mould them as agents of change or Cyber Guardians to achieve the project objectives. During the interviews and Focus Group Discussions, it was revealed that One Three-day workshop was not sufficient to cover the intended content and youth need to be inculcated with more knowledge, skills and a wider timeframe was needed to transform them to a 'mature' champion. Meanwhile the revised work plan suggested 'introducing the participants about Do No Harm principles' and giving access to mentors. Earlier the project planned to hold a series of workshops over a period of time. However it did not materialize due to the situation in the country at that time. Hence it is important to revisit the content of the workshop and processes if the project particularly decides to engage with Generation Z in the future. Creativity, Conflict Sensitivity and Cultural fluency are some of the areas that could be incorporated as hate content is generated along the conflict fault lines.

**3.1.4 Implementation:** Search partnered with AYMUN to identify and mobilize youth and to organize training programmes in the districts. A Project Coordinator (Part Time) and Social Media Consultant are entrusted by Search to execute the project activities. The project also brought experts on social media as resource persons for the boot camp, reflection forums and district

meet-ups either organized by Search, AYMUN or Seed Grant Recipients. Evaluators found that although the AYMUN executed the entrusted activities as per partnership agreement, some of the assigned tasks of AYMUN such as coordination with the target groups were done by Search at the latter stages. Three WhatsApp Groups were formed for each of the Boot Camps and another WhatsApp was formed for National Champions and Search maintained the four WhatsApp groups to communicate. When prompted by Evaluators, Participants observed that Search, Participants or AYMUN did not take action to bring all boot camp participants and National Champions into one WhatsApp group or any other channels of communication for better interactions among the participants.

**3.1.5 Social Media Engagement - National Champions** – The cyber Guardian project identified and established a core group of 20 young social media influencers who were already well-established on social media platforms in Sri Lanka and capable of promoting positive content through their existing profiles as the "National Champions".

The following table presents the page reach, engagement and type of engagement by followers of the National Champions from Sep – December 2019.

Month	Sep-19	Oct-19	Nov-19	Dec-19	Accumulative
<b>Page Reach</b>	759,967	1,878,394	1,540,042	1,504,829	<b>5,683,232</b>
<b>Page Engagements</b>	68,216	183,716	135,344	48,501	<b>435,777</b>
<b>Profile Engagement</b>	2,905	2,426	1,717	2,482	<b>9,530</b>
<b>Description</b>	Accumulative				
<b>Likes</b>	<b>122,811</b>				
<b>Shares</b>	<b>59,895</b>				
<b>Views</b>	<b>26,220</b>				
<b>Comments</b>	<b>6,025</b>				

Source: Search of Common Ground, Sri Lanka

Based on the monthly reports submitted by 18 out of 20 National Champions to Search for Common Ground, the following table was tabulated to assess the level and type of engagement of National Champions, where if at least one post is found in the monthly report related to hate or fake content, it is marked as 'Countering Fake' or 'Countering Hate'

#	Name	September 2019			October 2019			November 2019			December 2019			Cluster
		Type	F	H	Type	F	H	Type	F	H	Type	F	H	
1	I. A. Anas	P			P			P			P			Only Positive
2	Chamara Sumanapala	P	F		P			P			P			Only Positive
3	Dasuni Jayasinghe	P			P			P	F		P			Mostly Positive
4	Nadee Manikkage	P			P			P	F		P			Countering
5	Nisal Wickramasinghe	P			P			P	F		P		H	Countering
6	Nishantha Anthony	P			P			P			P	F		Countering

7	Nuwan Prasard	P			P			P		H	P			Countering
8	Pasindu Vidharshana	P		H	P			P			P			Mostly Positive
9	HM Shane		F		P			P			P			Mostly Positive
10	Sujith Annamale	P	F		-			P	F	H	P			Countering
11	K. Tharindu Dhanushka Perera	P			P			P	F		P			Countering
12	Arzath Areeff				P	F	H				P	F		Countering
13	Jeev Jeevithan				P			P			P			Only Positive
14	Krish Manoj Rajkumar				P			P			P			Only Positive
15	Sarmli Nadesapillai				P			P			P			Only Positive
16	F. A. Inshaf				P			P		H	P			Mostly Positive
17	Chamal Polwaththage				P		-	H		F	H			Mostly Positive
18	Mihindu Fonseka				P		-							Mostly Positive

Legend: P- Positive Content; H- Countering Hate; F- Countering Fake

Based on the information presented above, the National Champions could be grouped into three categories namely Only Positive (Content Creators), Mostly Positive (Content Creators) and Countering Hate speech and Fake news. Accordingly 31% of the National Champions who were recruited and financially supported were actively countering hate and fake content.

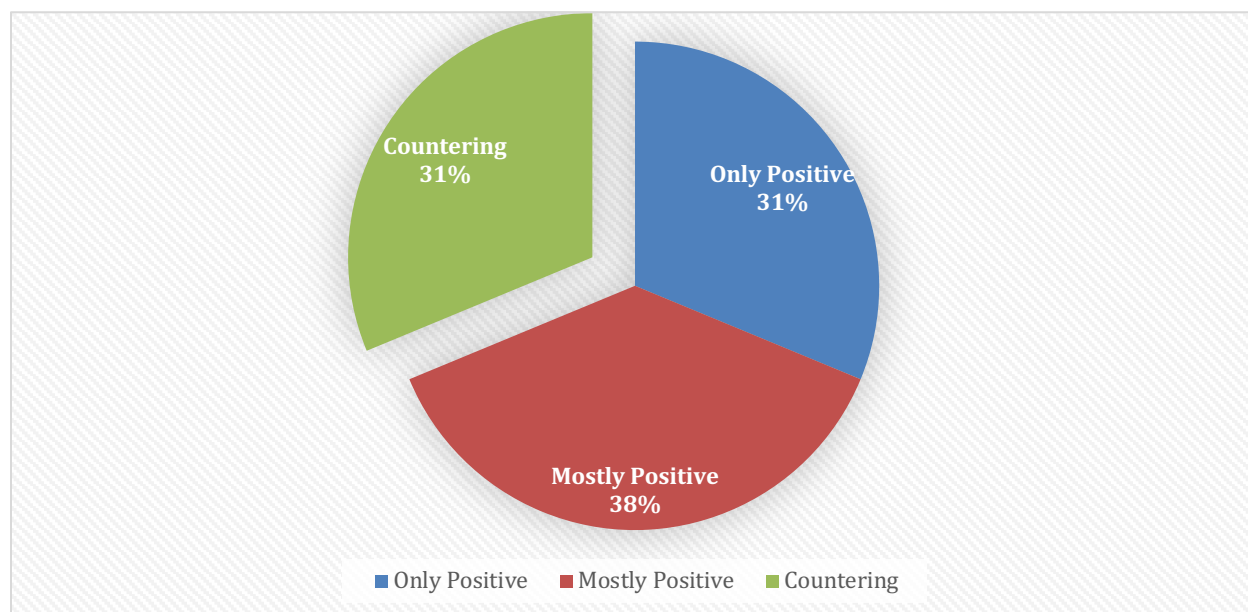
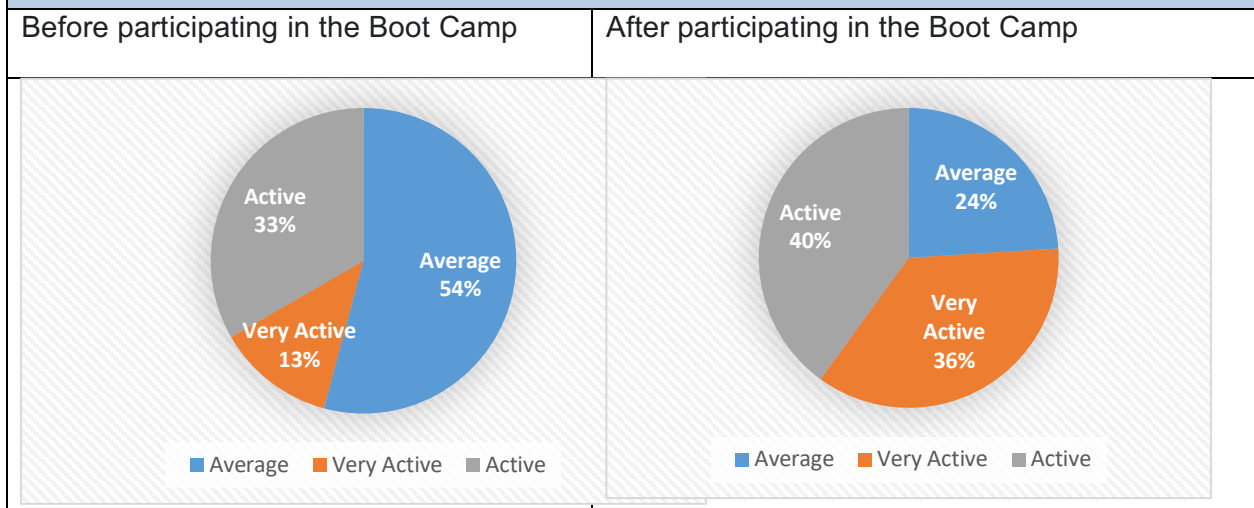


Figure: Social Media Engagement in respect of Content Creating and Countering

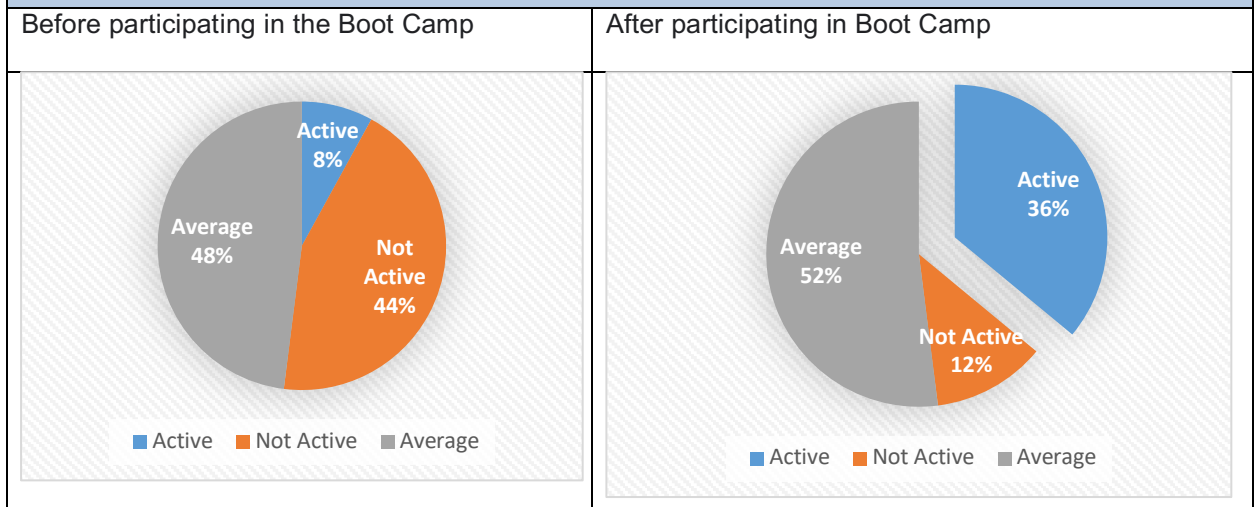
**3.1.6 Social Media Engagement – Boot Camp Participants** - Level of engagement of youth increased significantly. The Very Active category increased from 13% to 36% after they participated in the Boot Camps organized by Cyber Guardian as shown below.

The response to the question posed to Boot Camp participants: How do you rate your engagement on Facebook and other forms of social media?



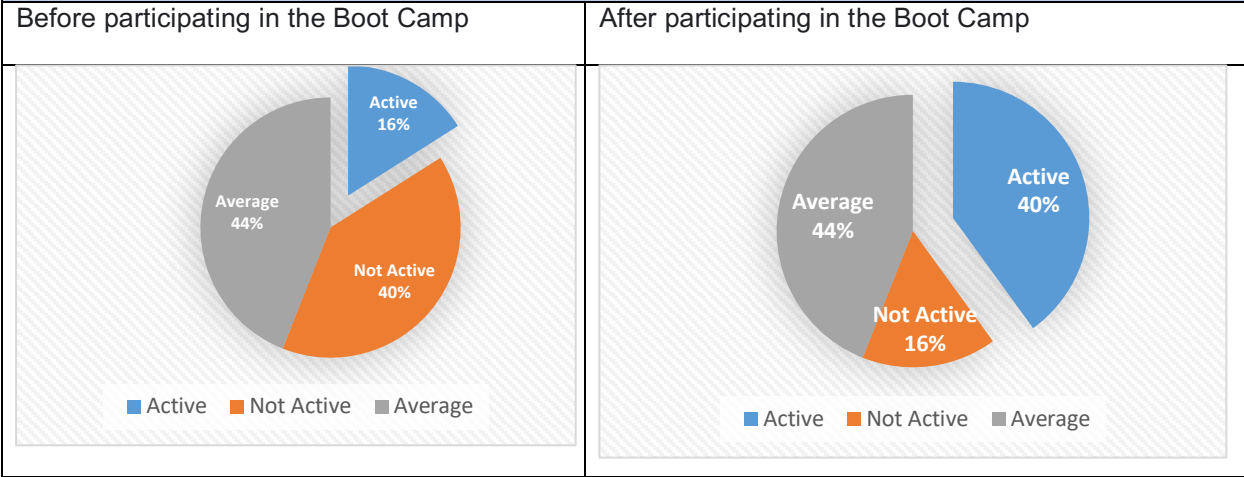
The responses by youth on creating their own posts indicated that they were sensitized and started creating posts related to common matters. Active cases increased from 8% to 36% after participation as shown in the chart given below.

The response to the question: “How do you assess yourself in respect of creating Own-Posts related to common matters(social, economic, cultural, political, environmental matters)?”



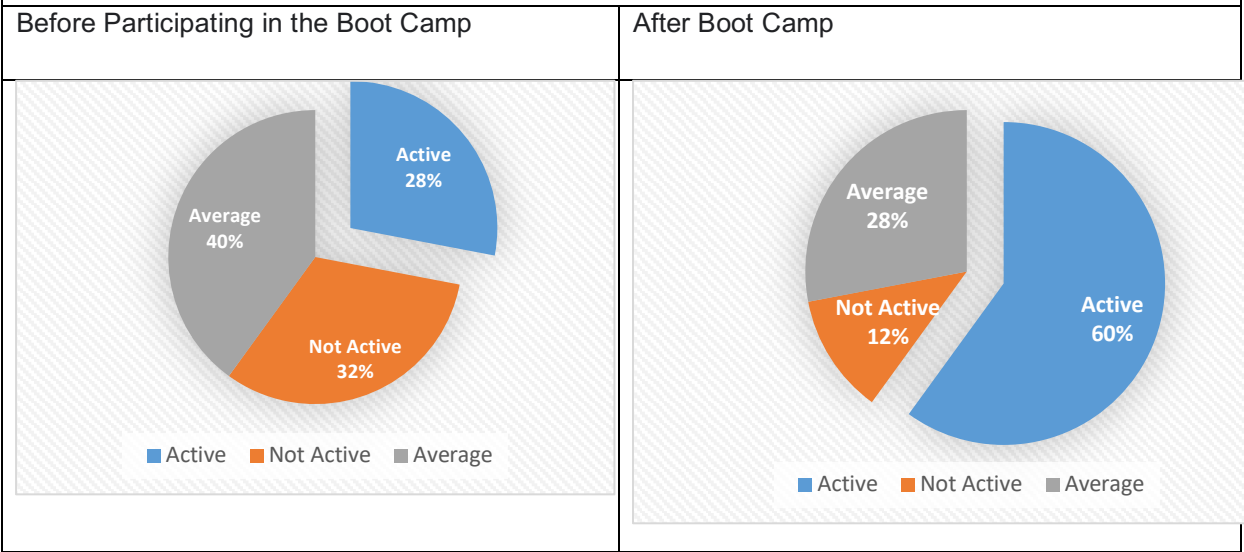
However, participants in the focus group discussed noted that the posts are related to; disseminating social events, inviting youth for up-coming meet-ups and activities. Only a few participants said that they have exposed one or two pieces of fake news by citing credible sources. Similarly sharing the posts from their network also increased gradually as shown in the chart given below.

The response to the question: “How do you assess your level of sharing posts related to common matters?”



Social media engagement by way of liking posts also increased among the Boot Camp Participants. Participants who participated in the Focus Group Discussion noted that they started review and assess the content before reacting to a post by another person. Tendency to like others’ posts increased from 28% to 60% as shown in the chart below.

The response to the statement: Tendency to like others posts related to common matters



**3.2 Evaluation Questions**

**3.2.1: Has the 3Cs approach (Content, Counter and Champion Approach) and the specific interventions used by the project been relevant to the current status and challenges**

## **surrounding fake and hate speech in social media in Sri Lanka, what are the strengths and weaknesses of this approach?**

The 3Cs Approach is the Theory of Change that highlights the three main outcomes of the projects namely

1. Positive **Content** Creating, Crowding with Positive Content;
2. Countering hate and fake content on social media and
3. Sustain the process by retaining the cyber guardians as **Champions**.

Evaluators found that National Champions and Boot Camp Participants were unaware of this approach. As presented in the results section, only 31% of the National Champions actually reached the status of Advocates as anticipated by the project. According to the 3Cs model, 36% of the Boot Camp participants were still at first C level, i.e. Content level. Meanwhile the 3Cs model as a tool helps to identify the appropriate interventions surrounding fake and hate speech on social media. Hence it is a necessary model but not a sufficient model.

Networking was identified as one of the outcomes of the project and activities were included to strengthen the network among the various stakeholders. However, definition of Content, Countering or Champions does not include this aspect. Results from the focus group discussion and interviews revealed that the Boot Camp Participants understood the importance of networking among the groups that were formed. The networking between the groups had to be facilitated by a third party as there was minimal effort from the participants to do so and the project played that role as noted above. Hence Search needs to place greater emphasis on networking in the existing model.

The 3Cs Approach in its present form successfully equipped the youth to understand Social Media and its dynamics and help them to assess and counter hate and fake content by imparting knowledge on Search Engine Optimization (SEO) and Cyber Security (20-21 July 2019), Tools on Digital Marketing Strategy (Nov 2019)

Meanwhile it is important to note that the project engaged Generation Z with varying expectations to promote them as advocates or cyber guardians focusing on change in KAP (Knowledge, Attitude and Practice). Boot Camp participants need more training, coaching and mentoring that focus on KAP. Understanding the Content, the first C of the 3C approach, alone does not guarantee suitable reactions from the youth. Hence, the 3Cs model needs to include components that aims to transform the youth such as Choose (Selecting the socially responsive youth) and Connect (networking).

### **3.2.2: To what extent have the project interventions contributed to increase the understanding of youth participants about the role of social media and how can it be mobilized and used for creating both negative and positive content?**

M.S. Shahid Abdul Hameed, Cyber Guardian Boot Camp Participant from Puttalam described how he applied the video editing techniques to develop his post attractive. Iyoobkhan Fatima Aksha, Cyber Guardian Boot Camp Participant said she is now confident to use mobile applications to edit posts and doing so to disseminate about the meet-up activities related to Silent Volunteers, an action group active in Puttalam and Social media. Boot Camp participants said that they have previously shared posts without a second thought. After participating in the Boot Camp organized by the Cyber Guardian project, we pay attention to the content and authenticity, noted Angela from Batticaloa.

When they first heard about the Cyber Guardian project, a significant number of applicants thought it was related to Cyber Security or Ethical Hacking and was interested. After participating in the Boot Camp I realized that it was about the negative consequences of misinformation and Hate Speech, noted Sathiyathan Sujiharan, a Boot Camp participant from Batticaloa.

Ms. Agarsha Manoharan, a participant from Badulla remarked that even her father who is from the Education Department was interested in what was discussed after realizing the harmful nature of Social Media and wanted to include a Module in the School Curricula or Extra Curricula aiming to sensitize and equip the students about the positive and negative aspects of social media and to equip them adequately to survive in the new platforms.

Mr. Mohamd Riyas, a participant from Puttalam observed that it is important to understand social media before entering a new platform. Mr. Sabreen Ahemed from Puttalam noted that trend marketing is the key on social media. Hate content developers are capitalizing every trend to propagate hate against minorities, thus we also need to use the same trend marketing to propagate positive content, he stated. The survey results presented above indicated that Active Category in respect to sharing posts, has increased from 16 % to 40% as the result of the Cyber Guardian project.

The Cyber Guardian project imparted knowledge and skills to the youth from the districts about the role of social media, its dynamics, techniques to create attractive visual posts and assessing the type and severity of a post and imparted skills to counter fake and hate content

### **3.2.3: How has the project contributed to develop the capacity of selected youth to create social media content that promotes pluralism and peaceful messaging and counter hate and prejudicial speech and messages (content development)?**

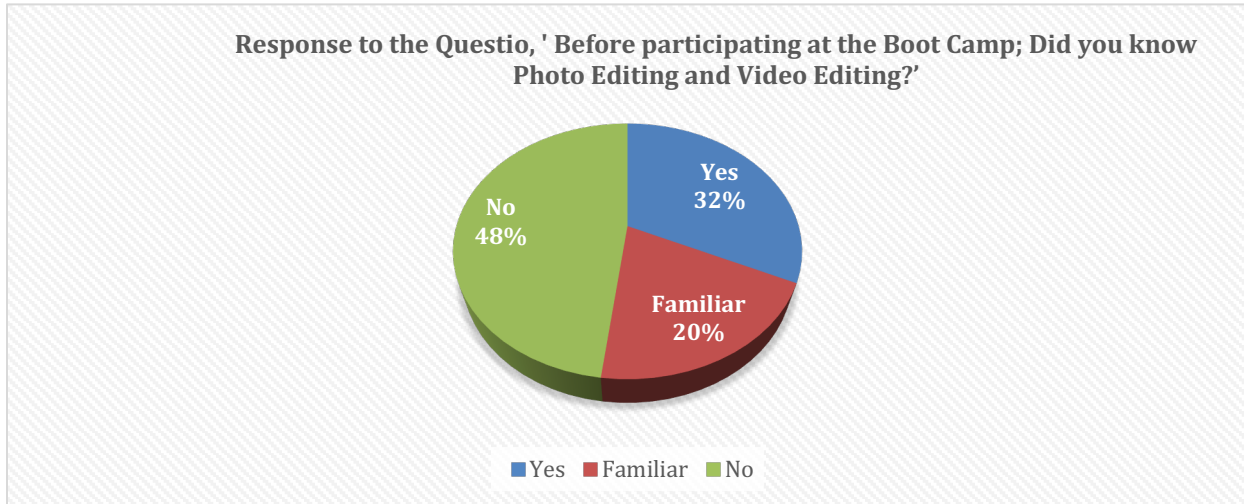
Male Boot Camp participants' Facebook accounts are public and they claimed that they countered fake content. Ranishian, a participant from Batticaloa and representing PAC (Psychology Advise Centre), cited a few examples including;

- Gotabaya's selfie at the Motor Traffic Department – After the President's sudden visit to the Motor Traffic Department, a selfie which was allegedly taken by the President, became viral on social media where a person was sleeping at an office table while the President walked in. However, it was fake as the original selfie was taken at a family get-together earlier.
- Social media reported during the bushfires in Australia that 10,000 camels were killed by people to save water in Australia,. However it was fake news.
- Pictures of garbage lorries from the Wannathavillu site in Puttalam from Colombo circulated on social media. However the pictures were not related to the Wannathavillu garbage site.

There was a tendency among the Boot Camp participants to analyze the posts before sharing on their Facebook timeline. Ms. Dilojini, who maintains her Facebook account with a limited circle remarked that she even removed friends from her profile after realizing the risks related to privacy and malicious content on their respective profiles. If a post is doubtful she hides them, said Ms. Sathya.

Ms Sahanaz, a Boot Camp participant from Puttalam and a Seed Grant Recipient successfully mobilized youth with the support of her team and conducted cyber meet-ups sensitizing new youth, networking with them and transferring the knowledge they gained from the project. Ms.

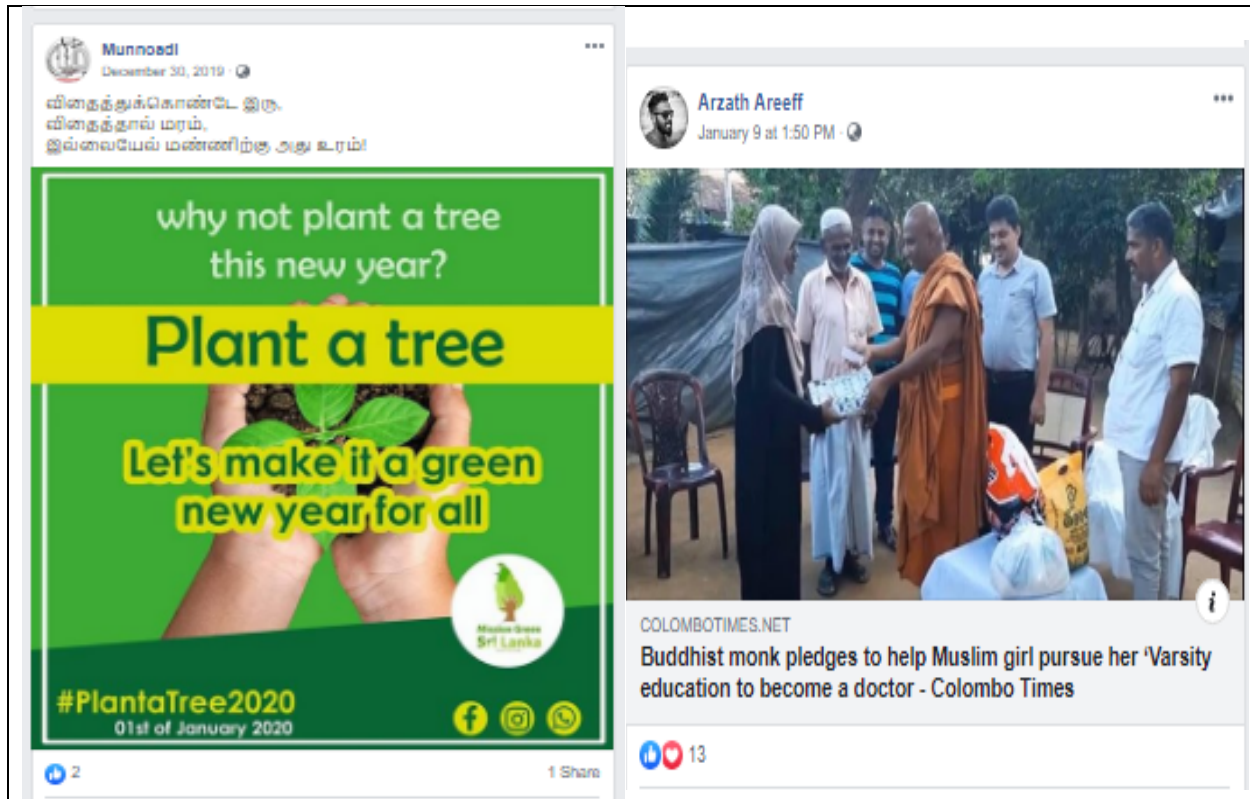
Agarsha Manoharan from Badulla, another Seed Grant Recipient also mobilized more than 15 youths and imparted knowledge on social media. The response to the question 'Before participating at the Boot Camp; Did you know Photo Editing and Video Editing?', indicates that around 48% did not know and the project equipped them with the skills related to Photo and Video Editing, as presented in the section above.



Participants were able to recall what they learnt from Boot Camp. The content of the Boot Camp training has focused on the power of social media, fake news and hate speech, internet privacy, countering hate speech and fake news, Understanding audiences and building an audience and Digital Storytelling.







Youth implemented activities to promote pluralism on social media and in their respective regions and some of the initiatives are as follows; Sanhindiya Paalama, One Nation, No More Hate, Digital Citizen, Salam Sri Lanka, Cyber Vibes, "Facebook samaja jaalaya sandaha dhanaathmaka anthargathayan nirmanaya", Cyber Security Meet up, Dark side of internet and Seeding the next generation etc.

Boot Camp participants understood the dynamics of social media, its' hate filled environment and the technical know-how to develop positive content to refute hate content. Thereafter they started applying this knowledge on their social media profiles.

**3.2.4: How has the project empowered the National Champions and participating youth to become social media champions and become alternative voices within hate-filled environments? To what extent have they been able to create their own followers as champions of reconciliation and mutual understanding; (National Champions and cyber guardian ambassadors- Counter?)**

Participants in Interviews and Focus Group Discussions noted that access to reliable information at times of crisis, is the biggest challenge. They started to follow trustworthy News Channels and individuals for reliable information after participating in the boot camps and networking.

One of the National Champions noted that during the crisis he and his team used to disseminate accurate information after double-checking from many sources such as BBC and trusted Twitter accounts etc. Eventually they started receiving comments appreciating their work openly and through messaging via Messenger on Facebook. Now, his followers recognize his page as a

reliable source of information. If they made errors in their posts they corrected them and apologized to their followers for any erroneous information, thereby reinforcing their followers' trust in the page.

Positive Posts by National Champions

<p>http://bit.ly/30MStrD</p> <p>“<b>කර්පවනායීරු අල්ලතු</b>  <b>කර්ණුකොටුப்பவනායීරු அல்லது</b>  <b>කර්පවනායීරු உதவி செய்பவனாயීரு</b></p> <p>www.fb.com/fbtamil</p> <p><b>நான்காமவனாய் இருக்காதே!</b>          - அண்ணல் தாயி (எனல்)</p>	<p><b>Nadee Manikkage</b>          23 Dec 2019 at 13:04 · 🌐</p> <p>මුදන් ඉන්නේ පත්පලේ විතරක් නෙවෙයි... ජේපු          ඉන්නේ පල්ලියේ විතරක් නෙවෙයි...          වෙසක් කුඩු හදන්නේ බෞද්ධයෝ විතරක්          නෙවෙයි... ගවලෙන් හදන්නේ කතෝලිකයෝ          විතරක් නෙවෙයි... See more</p> <p>42 7 comments</p>
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Posts Countering Fake and Hate Contents

<p><b>Chamara Sumanapala</b>          September 2 at 10:50 PM · 🌐</p> <p>මමිනි පුස්තකයේ දැනටමත් ලබාදෙන හමුත් මෙමටැනි කිසිදු තානායක පත්පලට          සිදුවී නැත. දැනට මම මේ මාර්ගයේ ඉන්නේ. 100%කින් පැදිදි පුවත්ක්          මම මගේ මත මගේමනේ</p> <p><b>2013 දී දැයට කිරුලෙන් මුහුදු මහා විහාරයේ</b>  <b>ගොඩ නගන ලද පිළිම වහන්සේලා</b></p> <p><b>2019 දී වහන්සේලා හැර විමට සමත්තලා කරලා.</b></p> <p><b>Fake News!!!</b></p> <p>www.facebook.com/Sumanapala</p> <p>👍👍👍 මම මේ මත. Rio Sagaroo and 14 others 1 Comment</p>	<p><b>Post Details</b></p> <p><b>කිමුලා - Kimbula</b>          December 26, 2019 at 12:50 PM · 🌐</p> <p>මුස්ලිම් ප්‍රදේශවල කුණු ඉවත් කිරීම සියලුම ප්‍රදේශය සඳහා නොවන බැවින් නිදහස          / පොදුවේ කටයුතු සඳහා සහතික කර ඇත. එක වරටදී කනහිටි. එමගින් එය</p> <p><b>Fact Crescendo Sri Lanka</b>          @factcrescendosl</p> <p><b>Fake Alert</b></p> <p>“මුස්ලිම් ප්‍රදේශවල කුණු ඉවත් කිරීම සහතික” නම් පත්පතට          යටතේ ඇති ප්‍රදේශවල සාපේක්ෂව කෙටි ලද්දක් බවත් සියලුම          ප්‍රදේශය සඳහා මුස්ලිම් ජාතිකයන් සිටින ප්‍රදේශවලින් කුණු          එකතු නොකිරීමට කීරණයක් නොවන බවයි.</p> <p>Fact Checked 📄  <a href="http://srilanka.factcrescendo.com/2019/12/25/fac...">srilanka.factcrescendo.com/2019/12/25/fac...</a>          #SriLanka #LKA #FactCheckLK</p> <p>Translate Tweet</p> <p>මුස්ලිම් ප්‍රදේශවල කුණු ඉවත් කිරීම සහතික - සියලුම ප්‍රදේශය සඳහා          ප්‍රකාශය</p> <p>සියලුම විහාර හමුදා සහතික කිරීමට මෙම පත්පතට          එම කුණු ඉවත් කිරීමයි</p> <p><b>FACT CHECK</b></p> <p>සාපේක්ෂව කෙටි ලද්දක්          සේයාවලින් පසුබිම් සහිතව          ඇති වර්ණ සහතිකයන්          කුණු එකතු කිරීමේදී සහතිකයන්          ප්‍රදේශවල පමණක් සිදු වූ ද මේ          සහතිකයන් සහතික කිරීමට සියලුම          ප්‍රදේශවල සඳහා සියලුම          විනාශයට නොවන බවයි.</p> <p><b>කිමුලා - Kimbula</b>          Comedian</p> <p>Send Message</p>
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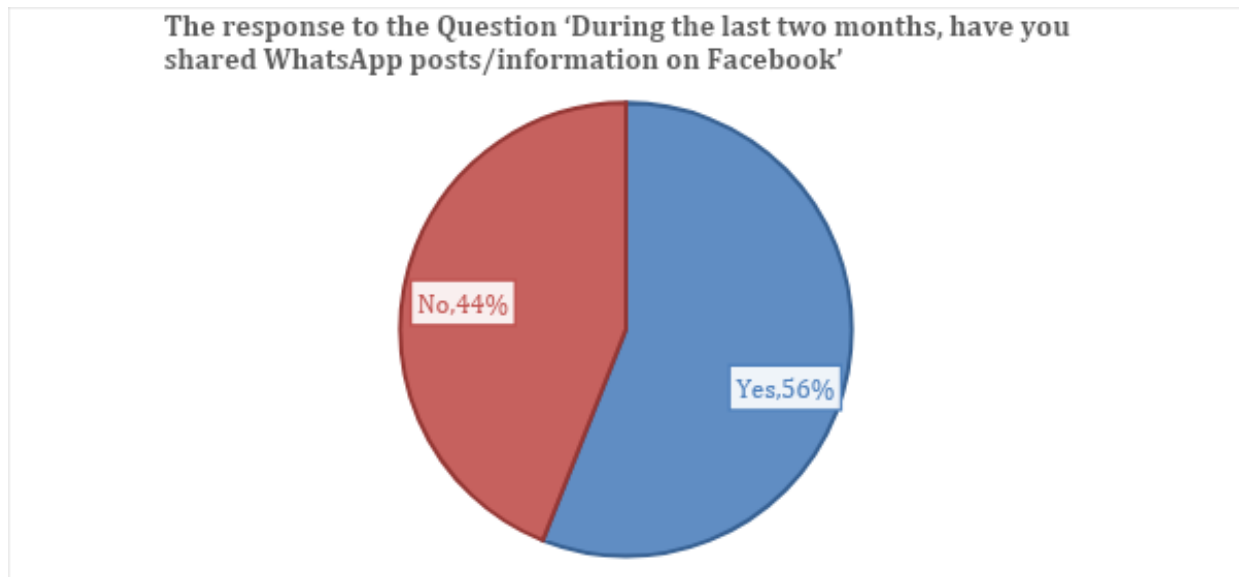
**3.2.5: To what extent has the process adopted by the project enabled networking between youth (National Champions and participating youth) and key stakeholders for promoting peace and countering hate speech?**

The project organized forums such as training and reflective meetings focusing on building trust and instilling team spirit between the Sinhala speaking National Champions and the Tamil speaking National Champions (July 20-21 2019)

‘I am so happy that I got to spend time and get to know the National Champions working in Sinhala medium. Last night they helped me plan my next campaign to reach Sinhalese audiences as well’ One Tamil Medium National Champion (20-21 July 2019)

“I had never thought about targeting specific or niche audiences. Now I feel like I have just been throwing stones in the dark without knowing my target. I will now be mindful when creating content and have a specific target audience in mind and utilize my limited budget to effectively engage that audience using the tools we learnt today.” – One National Champion who participated in the training in Aug 2019.

Reflective Meetings, organized by the Cyber Guardian project with National Champions and other social media activists provided opportunities to network. Boot Camp Participants at the district level were able to mobilize and sensitise youth. Some of them are proactive on social media. There were attempts by a few participants to share interesting stories via WhatsApp Groups. The response to the Question ‘During the last two months, have you shared WhatsApp posts/information on Facebook’, is given below



The Cyber Guardian Forums helped them to work as a team, further projects assisted in strategizing. In Aug 2019, the National Champions decided that ‘When countering fake news or hate speech, all 20 National Champions will run the countering campaign to have an effective influence’

The project brings stakeholders on board to sensitize the National Champions. The Policy Programs Manager of Facebook Sri Lanka shared the policies of Facebook in terms of countering

fake news, hate speech and also the internal structures that could supplement the work of the National Champions in Aug 2019.

“It was such a great opportunity to have met someone from Facebook for the first time. We got to know the policies of Facebook and how to flag posts and report to Facebook effectively and efficiently” said Nisal Wickramasinghe, National Champion. This was also an opportunity for the Facebook team to assess the possibility of linking with Search for Common Ground at an institutional level for future work related to Social Media.

Three Boot Camp specific WhatsApp groups were formed and a majority of the youth were linked by a group administrator who happened to be the project Focal Person. In addition, there were some group members who formed sub WhatsApp groups within the main group and used that forum to organize district level activities such as Puttalam Silent Volunteers, Batticaloa Boot Camp. The formation of WhatsApp Groups enabled easy coordination of boot camps, follow-up and disseminating project related information. However, it was noted that there wasn't a common WhatsApp Group formed or maintained linking all the Boot Camp participants and National Champions. As reported in the implementation section, though suggested by the evaluator, participants observed that Search, Participants or AYMUN did not take action to bring all boot camp participants and National Champions into one WhatsApp group or any other channels of communication for better interaction among the participants. Mr. Nimesh Rawanage, Social Media Consultant and Mr. Nawaz Mohamed acknowledged that the networking among the groups in this phase need to be strengthened in the next phase.

The project took steps to strengthen interaction among boot camp participants and National Champions by forming WhatsApp groups and anticipated to further strengthen the networks among regional groups, national champions, platforms and experts in the next phase

### **3.2.6 What lessons can be learned and good practices maintained? Provide examples and what recommendations can be given?**

- (i) The project reached out to youths from all three ethnic groups as well as maintained gender balance, although the project was limited to 4 districts which are prone to racial violence.
- (ii) In the initial stage, the project paid attention to sensitization and mobilization before selecting the participants to the boot camp and accordingly conducted two mobilization camps to select the youths in this district in collaboration with NYMUN. However it was not continued, although it was planned to do so initially.
- (iii) A sense of social responsibility is the key in continuing of the project. Findings revealed that there is mismatch between the Project Objectives and Participants' Expectations. Some of the participants were driven only by personal development.
- (iv) The knowledge and the skills, imparted through the Three- Day Boot Camp, Reflective forums and networking, was not sufficient to become a role model in cyberspace as the Boot Camp participants noted, they need to be equipped with knowledge and hands-on skills including conflict and cultural sensitivity, creativity and other transferable skills required in the ever changing social media.
- (v) In the pilot phase, the project created space for youth, social media influencers, activists, representatives of social media platforms and experts to interact and network, that open windows to make connections and form joint venture initiatives.

- (vi) The project instilled confidence in youth from the districts and encouraged them to reach out to more youth in their locality using the seed grants. The Seed grant activities implemented by the female participants of the Boot Camp from Puttalam and Badulla are commendable for many reasons; community supported, cost effective, will bring more youth on board, bring new resource persons. Such initiatives could be replicated in other districts and could be used as preliminary activity aiming to identify the youth with the passion and social responsibilities.

### **3.2.7 What are the project sustainability mechanisms and processes, if any?**

- (i) Results from the desk review of the project documents and the interviews with the stakeholders indicated that they piloted this intervention with a home-grown model called the 3Cs approach for a period of one year to achieve the stated goals as well as to learn lessons to revisit the approach and roll out for the second phase.
- (ii) Meanwhile there is evidence that the outcome of the project will be sustained beyond the project duration. The youth from Puttalam, Batticaloa, Badulla and Kandy formed district groups and started interacting. The groups are capable of bringing more volunteers as social media activists. A few district groups such as Puttalam Group, engaging not only in social media but also mobilizing youth in community work. In other districts participants maintain their network mainly through social media and WhatsApp. National Champions also have formed similar groups and thus strengthening their network.

### **3.3 Conclusions**

- (i) The Cyber Guardian project, recruited 20 social media influencers and promoted them as National Champions. The project also reached out, sensitized, mobilized and capacitated 108 youths from Puttalam, Batticaloa, Kandy and Badulla districts and formed a network of social media activists to counter hate-filled social media platforms. Boot camp participants were selected through advertisements and known through known organizations for youth such as Model UN and youth clubs
- (ii) The project adopted two different approaches when selecting the National Champions and youth from districts. 20 National Champions were identified through networks and selected based on their performance on social media, while youths from the districts were selected generally based on their attitude and level of interaction on social media. Although it was planned initially to conduct mobilisation workshops to screen the youth in the districts, only two mobilization workshops were conducted owing to road blocks and prevailing security measures after the Easter Sunday attacks. The proposed series of 3 set workshops were limited to one 3-day workshop.
- (iii) With varying expectations, youths from districts participated in the Boot Camp. A majority of them are driven by the desire for personal development. It is noteworthy that the project targeted Generation Z, the generation born between born in mid-1990 and mid- 2010 as their agent of change. Grooming the Generation Z as a social media champion is a challenging task when they have varying expectations.
- (iv) The revised work plan suggested 'introducing the participant about Do No Harm principles'. However it could not be materialized due to the security regulations after the Easter Sunday

Attack. Hence it is important to revisit the workshop contents and processes, if the project particularly decides to engage Generation Z in the future. Creativity, conflict sensitivity and cultural fluency are some of the areas that could be incorporated in the workshop agenda as hate content is generated along the conflict fault lines.

- (v) The positive content, created by the National Champions and youths are promising and covering sports, social events participated by multi-religious leaders, health Information, exposing fake news, highlighting measures taken by leaders to address burning issues, and celebrity quotations etc. with attractive design.
- (vi) The boot camp participants, particularly, female participants from Puttalam, Badulla and Batticaloa became agents of change in their respective districts by sensitizing new youth, networking and transferring the knowledge they gained from the Cyber Guardian project to their peers.
- (vii) Due to language barriers, like-minded people who are active on social media could not follow each other and opportunities to make connections was minimised.
- (viii) Content with quotes will not help to retain viewers and followers continuously. Meanwhile developing video based content demand time, creativity, continuous encouragement and money. It was highlighted that there should be a source of encouragement and support (financial, in-kind) to retain followers. It is true for both cyber guardians and hate content developers.
- (ix) Mini grants, offered to National Champions and youth participants were used for various activities. Mini grants recipients, successfully mobilised and sensitized the youth in their respective areas and formed peer networks; developed videos, talks, web series and uploaded onto YouTube, Instagram and Facebook with wider coverage, paid Facebook to boost their positive content to go viral. Significant number of National Champions position themselves as alternative voices risking attacks from hate-content developers.
- (x) From the perspective of the 3C model, a significant number of National Champions were sensitised, equipped and positioned themselves with their real identity as advocates and role models. 31% of the National Champions actually reached advocate status as anticipated by the project. In comparison to National Champions, the project expected the boot camp participants mainly to create positive content. 36% of the boot camp participants, who participated in the survey, are active on social media creating positive content aimed at pluralism.

### **3.4 Recommendations**

- (v) Selecting right youths (Choose), nurturing them with desired attitudes, skills and knowledge (Conditioning), Creating Positive Content (Content), Countering, Championing and Connecting (are the key elements, hence it was recommended to add three additional Cs to the existing 3C approach. i.e.: 6C approach: Choose, Condition, Content, Counter, Champion and Connect.
- (vi) As transforming a youth to be a Social media Champion involves his or her Personality, Individual Image ('Brand'), Type of Profession and Risk of Losing the Business (or profession), it is recommended to develop a framework to create a win-win situation where

the said person while pursuing his or her professional assignments/duties, could contribute to the common cause and mitigate possible harm. Such a model should encourage individuals to find and network with like-minded people or connect with people who could contribute to business expansion (or professional development) and as well as team-up for socially responsible activities.

- (vii) It is recommended to put a mechanism with a human interface to ensure that language specific posts by the Sinhala and Tamil Activists shared and like-minded people are following each other irrespective of their preferred language for social media interaction.
- (viii) With capacity development, in-kind support and money motivate social media activists to be active to achieve shared goals, it is recommended to compensate to meet the 'actual' or 'estimated cost' to produce appealing products in order to sustain motivation beyond the project period.
- (ix) Considering the nature of the project and time required to realize the objectives, it is recommended to continue the same project or initiate another phase of the cyber guardian project particularly to sustain the results achieved in Phase One and to expand its geographical coverage.

## Annexes

### Annex I: Statement of Work

#### Introduction

Search for Common Ground, Sri Lanka, seeks an experienced Program evaluator and a Video documentary professional to carry out a final evaluation and produce a video based case study for its “Cyber Guardians: Empowering youth to combat online hate speech in Sri Lanka” project. This Terms of Reference (TOR) defines the work that must be carried out by the consultants it provides a brief background of the project, specifies the scope and criteria of the evaluation, and outlines evaluation’s questions and the required methodology for data collection.

#### Background of the Organization

Search for Common Ground (Search) ([www.sfcg.org](http://www.sfcg.org)), hereinafter called Search, is an international peace building organization that strives to transform the way the world deals with conflict - away from adversarial approaches; towards collaborative problem solving. Search is working in 35 countries across Africa, Asia, Europe, the Middle East, and the USA. It works with governments, civil society, state institutions, youth, women, media organizations and other stakeholder groups to promote peace, reconciliation, tolerance and collaboration across dividing lines.

Search has been working in Sri Lanka since 2011 with a long term strategy of supporting the country to move towards sustainable peace and reconciliation founded upon the principles of democracy, pluralism and a just society.

#### The project

The project ‘Cyber Guardians: Empowering youth to combat online hate speech in Sri Lanka’ is being implemented in Central, Eastern, Uva and North Western provinces, which are known to be hotspots for racially and religiously motivated hate speech on social media.

#### Project objectives: The project has two specific objectives

1. To develop skills of youth to combat hate speech via social media and create social media contents that promote pluralism and peaceful messaging;
2. To create opportunities for collaboration among participating youth and with key external stakeholders in the Peace building and online arenas.

The activities of the project are driven by youth and their peers to promote social cohesion and reconciliation by engaging across identity groups and creating attitudinal changes towards engagement with social media.

**Participants of the project include:** 157 selected youth between the ages of 16 and 25 have participated directly in the project activities (youth- cyber guardian ambassadors and national champions) and over 1200 other youth through their peer network.

The assignment will have two components (1) 1. A formal evaluation to be carried out by an external evaluator; and (2) Production of a video to highlight 2-3 key success of the project by an expert video documentary producer.

#### 1. Evaluation objective: the evaluation will have multiple aims including

- a) To explore the extent of the 3 Cs: (Content, Countering and Champions) approach have contributed to create active interventionists on social media specially to counter hate speech;
- b) To identify the usefulness, strength, weakness of 3Cs model: Content, Countering and Champions



- c) To document lessons learned and good practices, success stories and challenges to inform future work and planning to Search and its partners.
- d) To furnish specific recommendations to build on the results and achieve sustainability for similar future interventions

**2. Besides, documentary expert is required to produce a 5-7 minutes' video documentary that captures 2-3 key successes/changes occurred as a result of cyber guardian's project**

In order to achieve the evaluation's objectives, the evaluation will focus on answering the following key questions, and add additional topics they consider relevant.

### **Assessment Questions for Evaluation**

- Has the 3Cs approach and the specific interventions used by project been relevant to the current status and challenges surrounding fake and hate speech in social media in Sri Lanka, what are the strengths and weaknesses of this approach?
- To what extent have the project interventions contributed to increase the participating youth's understanding about the role of social media and how it can be mobilized and used for both negative and positive messaging? (Content)?
- How has the project contributed to develop the capacity of selected youth to create social media content that promotes pluralism and peaceful messaging and counter hate and prejudicial speech and messages (content development)?
- How has the project empowered the National Champions and participating youth to become social media champions and become alternative voices within hate-filled environments? To what extent have they been able to create their own followers as champions of reconciliation and mutual understanding; (National Champions and cyber guardian ambassadors- Counter)
- To what extent has the process adopted by the project enabled networking between youth (National Champions and participating youth) and key stakeholders for promoting peace and countering hate speech
- What lessons can be learned, good practices provide with examples and what recommendations can be given?
- What are the project sustainability mechanisms and processes, if any?

### **Scope of Work for final evaluation**

The evaluation field work will be carried out in Colombo, Kandy, Badulla, Puttalam and Batticaloa districts.

### **Process, Methodology and Deliverables**

Methodology will adhere to the principles of full participation, and include both qualitative and quantitative approaches.

Specific data collection methods/tools include desk review field observations- assessing social media platforms in which the trained youth carried out the campaign, sample survey with youth participants, interviews- KIIs/FGDs, etc.). Please use the following evaluation matrix and indicate the required aspects in the matrix

### **Deliverables – Final evaluation**

The Consultant will be expected to undertake the following:

- Inception report covering work plan and detailed appropriate data collection tools which needs to be formally approved by the SEARCH DM&E Team and the Donor, which includes SEARCH Asia Regional DM&E Specialist. The inception report should also clearly explain the sampling plan.
- Draft report. The review of the draft report may be done more than one round depending on the quality of the report and the extent to which the comments on earlier drafts are addressed. All findings should be supported by quantitative and/or qualitative evidence.

- Fully edited Final Report: Submission of final evaluation report after incorporating comments from SEARCH. The report should be formally approved by ILT.
- Prepare a PowerPoint presentation and discuss the findings and recommendations to SEARCH team in an internal face to face meeting.
- Submit all raw data in CD to the SEARCH Sri Lanka within seven days of the submission of the final draft.

**The report (USAID report template will be provided once service provider is selected) should be in English, between 20-30 pages (excluding annexes), and consist of:**

- a. Front cover and inside front cover page as per instructions provided with USAID report template
- b. Title Page
- c. Contents Page
- d. Acronyms
- e. Executive Summary
- f. Table of Contents
- g. Introduction
- h. Project [or Program] Background
- i. Evaluation purpose and evaluation questions
- j. Evaluation Methods and Limitations
- k. Findings, (subsections divided based on the thematic areas covered by Key evaluation questions
- l. Conclusions and Recommendations
- m. Annexes

#### **Deliverables of video based case study**

- Submit a structure for the video production to Search Sri Lanka for approval before beginning production
- Present draft documentary to Search Sri Lanka at the end of the field mission and incorporation of comments;
- Present a complete 5-7 minutes' video document, and hand over 2 master copies of each version to Search Sri Lanka and two extra copies with the extra footage for future usage. Submitted video quality should be at least 1920p.
- Submit RAW recordings in DV or DVD format

#### **Minimum qualifications required for the consultancy:**

- The team member should have minimum 5 years of experience in evaluation and research activities;
- Strong understanding of social media usage and related information in Sri Lanka
- Knowledge of youth dynamics and their challenge in Sri Lanka
- Sound knowledge and experience in the field of peace building and social media;
- Proven qualitative and quantitative research skills (candidates should provide a copy of previous relevant reports produced).
- Fluent in spoken and written English and able to carry out field work in Sinhala and Tamil Language
- Excellent analytical, interpersonal and communication skills
- Sound understanding of conflict, cultural, gender sensitivity and research ethics.
- The team should have members experienced (5 years) in producing documentaries and be able to carry out filming, and producing required production.

**Type of contract:** The selected organization/research institute will be offered a fixed-price contract to include all the activities and deliverables listed above.

**Reporting:** The organization/ research institute will report to the M&E program manager for evaluation deliverables, and to the head of program search for all issues related to the fieldwork, including in-country logistics.

**Duration, deadline and timeline**

<b>Aspects</b>	<b>Deadline</b>
Review background materials	10thDecember 2019
Submission of Inception Report	14th December 2019
Feedback on inception report and finalization	18thDecember 2019
Field work	20 <sup>th</sup> December to 18 <sup>th</sup> January 2020
Draft report submission	4th February 2020
Feedback and back and forth process on draft report	7th February 2020
Final report submission ( Edited)	19thFebruary 2020
Submission of structure	14th December 2019
Videoing	20 <sup>th</sup> December to 18 <sup>th</sup> January 2020
Editing and submission of draft script	20th January 2020
Feedback on draft script	24th January 2020
Submission of draft video production	10th January 2020
Feedback on draft video production	15th January 2020
Submission of final production	31st January 2020

**Proposals should be no longer than 7 pages, excluding CVs, budget and example piece of work. Proposals should include:**

- An up-to-date CV of the evaluation team members
- Short overview of how the candidate meets the qualifications, experience and skills requirements (no more than one page)
- Description of proposed approach
- Detailed budget – including projected travel and in-country accommodation and subsistence costs
- An example piece of work from a similar assignment (Evaluation report and sample video produced for the similar purpose) to [sfcgprocurementsri@sfcg.org](mailto:sfcgprocurementsri@sfcg.org) on or before 02/12/2019.

**Only shortlisted candidates will be contacted for selection process.**

**Payment method**

After signing the contract- 40%

After submission of draft report -30%

After the final submission and approval by ILT: 30%

## Annex II: Data Collection Instruments

### Evaluation Tool 1: Questionnaire<sup>8</sup>

#### Section 1: Demographic Information

1	Name :	
2	Mobile	
3	Email	
4	District	

#### Section 2: Participation in the Project

5	How did you know about the Cyber Guardian Project?	
6	What was your initial expectation (or What made you to apply to participate in this project)?	
7	When did you apply?	

#### Section 3: Pre-Project Phase

8	Before participating at Boot Camp; How do you rate your engagement on Facebook and social media?	1. Very Active ( over 20 own posts per month) 2. Active ( over 10 own-posts per month) 3. Average (not significant)
8 1	Before participating at Boot Camp; How do you assess yourself in respect of creating Own-Posts related common matters (social, economic, cultural, political, environmental matters)?	1. Active (over 10 own posts related to common matters per month) 2. Average (over 3 own-posts related to common matters per month) 3. Not active (not significant)
8 2	Before participating at Boot Camp; Sharing Posts related to common matters	1. Active (over 10 own posts related to common matters per month) 2. Average (over 3 own-posts related to common matters per month) 3. Not active (not significant)
8 3	Before participating at Boot Camp; Tend to like others posts related to common matters	1. Active (over 10 own posts related to common matters per month) 2. Average (over 3 own-posts related to common matters per month) 3. Not active (not significant)
9	Before participating at Boot Camp; Did you know Photo Editing and Video Editing?	1. Yes, very well 2. Yes, general idea only 3. No idea at all

#### Section 4: Project Implementation Phase

10	Please lists all the trainings/ Discussions/Meetings that you have participated	
11	Are you a member of any of the 3 WhatsApp Group related to this project/ If yes, write the name of the group	
12	Are you a member of any other WhatsApp groups formed by your friends (participated in this programme)? If yes, please describe	
13	During the last two months, have you shared the WhatsApp posts/information in Facebook?	
14	How many posts (related to common matters) that you have created during the last 2 months (Nov/Dec 2019)	
15	What are the common posts (created by others) that you have shared most during the 2 last months (Nov/Dec 2019) List the subject/ theme/ aspects	
16	Could you list the names (at least 10) of the Facebook Accounts/ Pages you follow (related to common matters) and share in your timeline.	
17	After participating at Boot Camp; How do you rate your engagement on Facebook and social media?	<ol style="list-style-type: none"> <li>1. Very Active ( over 20 own posts per month)</li> <li>2. Active ( over 10 own-posts per month)</li> <li>3. Average (not significant)</li> </ol>
17.1	After participating at Boot Camp; How do you assess yourself in respect of creating Own-Posts related common matters (social, economic, cultural, political, environmental matters)?	<ol style="list-style-type: none"> <li>1. Active (over 10 own posts related to common matters per month)</li> <li>2. Average (over 3 own-posts related to common matters per month)</li> <li>3. Not active (not significant)</li> </ol>
17.2	After participating at Boot Camp; Sharing Posts related to common matters	<ol style="list-style-type: none"> <li>1. Active (over 10 own posts related to common matters per month)</li> <li>2. Average (over 3 own-posts related to common matters per month)</li> <li>3. Not active (not significant)</li> </ol>
17.3	After participating at Boot Camp; Tend to like others posts related to common matters	<ol style="list-style-type: none"> <li>1. Active (over 10 own posts related to common matters per month)</li> <li>2. Average (over 3 own-posts related to common matters per month)</li> <li>3. Not active (not significant)</li> </ol>

18	What are posts (yours) that got significant number of likes  Could you cut and paste them in a Word Document and sent to <a href="mailto:ramanaish@gmail.com">ramanaish@gmail.com</a>	
19	Could you give your Facebook name and page names maintained by you (Optional)	

Thank You

### Evaluation Tool 3: Focus Group Discussion Guidelines

Focus Group Discussion - Focus group discussion is one of the methods that will be used for project evaluation. It will carry out an in-depth interview with a group of 6-12 people on a focused topic outlined in the TOR. Focus group discussions are intended to last approximately 45- 60 minutes. Given the nature of the project it is proposed to divide the focus groups broadly in to two groups, one consisting of National Champions and other Cyber Guardians mobilized by the Projects.

#### Guiding questions for the discussion

	Focus	Key Questions
1	Social Media trends with special reference to Hate Speech and Fake news	<ol style="list-style-type: none"> <li>Who are the main actors generating hate content in Social Media(Reflection on the List of provokers listed in the Rapid Assessment<sup>9</sup>)</li> </ol> <p>Hate speech provokers create memes, Facebook stories and short stories that are highly attractive to the younger group of the population. In your opinion,</p> <ol style="list-style-type: none"> <li>What are the negative impacts caused by these contents that you mentioned now?</li> <li>How do you assess the negative impact</li> </ol>
2	<p>Is there significant Change in KABS(Knowledge, Attitude, behaviour and Skills)</p> <p>Does the participant equip with the skills and Knowledge to assess a Post? Is it fake, hate or Good?</p>	<ol style="list-style-type: none"> <li>Length of association with the Projects varies participant to participants. However, you enhanced your knowledge and skills. Could you tell what did you gain by participating in the training and other discussion forum?</li> <li>One of the objectives of the project is <b>to develop skills of youth to combat hate speech via social media and create social media contents that promote pluralism and peaceful messaging.</b></li> </ol> <p>Do you think that you have the required ability in this regard? Particularly</p> <ul style="list-style-type: none"> <li>- understanding about the role of social media and how it can be mobilized and used for both negative and positive messaging</li> <li>- Content of the training and gaps</li> <li>- Ability to distinguish a content?</li> <li>- Knowledge to create content that promote pluralism</li> </ul>

3	How the participant does internalized the 3C approach (Content, Countering and Champions)?	<p>Now you are part of a network, equipped with skills and knowledge to compact Hate Content. How do you assess the situation?</p> <ul style="list-style-type: none"> <li>- Dynamics among the groups and network</li> <li>- Interaction between National Champions and new Guardians?</li> <li>- Usefulness, strength, weakness of 3Cs model</li> </ul>
4	How has the project empowered the National Champions and participating youth to become social media champions and become alternative voices within hate-filled environments? To what extent have they been able to create their own followers as champions of reconciliation and mutual understanding; (National Champions and cyber guardian ambassadors- Counter)	<p>Being a Social Media Activist,</p> <ol style="list-style-type: none"> <li>1. What did you do collectively <ul style="list-style-type: none"> <li>- To become alternative voices</li> <li>- To create your followers</li> <li>- Supporting each other</li> </ul> </li> <li>2. Further enhance your understanding <ul style="list-style-type: none"> <li>- On peace, pluralism and peace</li> <li>- Countering Hate Content</li> <li>- Innovation and Value Additions</li> </ul> </li> </ol>

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#### Evaluation Tool 4: Key Informant Interview

Key informant interviews will be carried out with identified stakeholders who are either directly/ indirectly involved with the project or have a stake in the project. Indicative list of key informants will be provided by the project team.

This interview aims to identify the usefulness, strengths, weaknesses of the 3Cs model particularly its design, implementation and impact. It will focus on thematic areas that are critical to replication and sustainability.

Date and Place	
Name of the Key Informant & Position	

#### Section 1: Design relevance

1. Tell me about your involvement in this project from design stage to implementation?
2. What is your role in formulating or adopting 3Cs Model at the design stage,
3. What are risks (External Factors) that you considered at the inception and the mitigation strategies, formulated ( Risk Register)
4. Do you think the key activities (egg Training, Seed Funding, Mentoring, and Networking) align with the main objectives.
5. Did you do a Learning Need Assessment before finalizing the Content of the Boot Camp or who were consulted to prepare it?
6. What are the activities that you planned, but could not be included in the proposal? Why?
7. How you prioritize the activities to allocate fund? What is the rationale ( Strategic fund allocation)
8. Questions on Beneficiary Selection Process, Partnerships etc.

## Section 2: Effectiveness

1. What are the major outputs and outcome of this project?
2. How did the project develop skills of youth to combat hate speech via social media
3. How did it help youth to create social media content that promotes pluralism and peaceful messaging?
4. What opportunities were created for collaboration among participating youth and with key external stakeholders in the peace building and online arenas
5. What are the new risks (Challenges) that hinder your progress and how you address them
6. How it affect your proposed plans? What are the key changes made?

## Section 3: Sustainability and lesson learned

1. Have you developed an exit strategy? If yes, what are the key elements? If not, why not?
2. As part of the project activity, have you considered any activities that maintain the momentum of the Cyber Guardians when you phase out?
3. What are the major lesson learned from this project?



## **Annex III: Sources of Information**

### **Reviewed Documents**

1. Cyber Guardians: Empowering youth to combat online hate speech in Sri Lanka
2. Young People Countering Hate Speech on Social Media in Sri Lanka, Rapid Context Assessment Report, June-Sep 2019,
3. Monthly Reports ( Sep, Oct, Nov and Dec 2019) on Social Media Contents Positive and Fake News Countering) by National Champions of Cyber Guardians Program,
4. Revised Work Plan
5. Participants Lists( National Champion, Boot Camp 1 and Boot Camp 2)
6. Indicators and Definitions
7. Boot Camp- Sinhala Medium -Feedback
8. SCORE – SFCG, Cyber Guardian
9. Final Evaluation, Sri Lankans Mobilized to achieve Reconciliation and Transformation( SMART), April- November 2017
10. SFCG SRI LANKA, Country Profile with a focus on Social Media Engagement, August 2019
11. Presentation on Role, Reach and Relevance by Santana Hattotuwa, Resource Person
12. Minutes of Reflection Meeting with National Champions, 2<sup>nd</sup> -3<sup>rd</sup> November 2019
13. Training on Cyber Security, 1<sup>st</sup> Learning Platform, 20-21 July 2019( 11 National Champions participated)
14. Training on Cyber Security , 2nd Learning Platform, 23rd August 2019, Colombo
15. Training on Cyber Security, 3rd Learning Platform, 1st November 2019, Colombo

### **One to One Interview**

1. Mr. M.S. Shahid Abdul Hameed, Boot Camp Participant, Puttalam on 25.01.2020
2. Ms. Mohamed Rukuhudeen Sahanas, Puttalam, on 25.01.2020
3. Mr. Sabreen Ahemed, Team member, Silent Volunteers, Puttalam, on 25.01.2020
4. Mr. M.A.M. Arshak, Cyber Guardian Boot Camp Participant, Puttalam on 25.01.2020
5. Mr. Mohamd Riyas, Team Member, Silent Volunteers, Puttalam on 25.01.2020
6. Ms. Iyoobkhan Fatima Aksha, Cyber Guardian Boot Camp Participant, Puttalam on 25.01.2020
7. Ms. Agarsha Manoharan, Badula, Boot Camp Participants, Badula on 30.01.2020
8. Nuwan Prasard, National Champion, Pasiyala, on 30.01.2020
9. Sujith Annamaley, National Champion, Moratuwa on 30.01.2020
10. Ms. Sathushika Dasuni Jeyasinghe, National Champion on 30.01.2020
11. Nawaz Mohammed , Country Director, Search for Common Ground on 30.01.2020
12. Marisa Fenando, Head of Programme, Search for Common Ground on 13.12.2019
13. Malshani Delgahapitiya, Project Coordinator, Search for Common Ground on 13.12.2019 and 03.01.2020
14. Ibunu Abbas Anas, National Champion, Kochikade on 05.02.2020
15. Flah Tarqir, Boot Camp Participants from Kochikade on 05.02.2020
16. Jeev Jeevithan, National Champion on 06.02.2020

### **Focus Group Discussion**

1. FGD with 8 Boot Camp Participants and Meet-up participants, Puttalam on 05.01.2020

Participants: M.S. Shahid Abdul Hameed, Mohamed Rukuhudeen Sahanas, Sabreen Ahemed, M.A.M. Arshak, Mohamd Riyas, Iyoobkhan Fatima Aksha



2. FGD with 02 Boot Camp Participants from Kathankuddy and Batticaloa on 11.01.2020

Participants: Mohamed Arshathkhan, Mohamed Sakal



3. FGD with Boot Camp Participants from Batticaloa on 11.01.2020

Participants: Ms. Dilogini, Ranishan, Sathiyathan Sujiharan, Joseh Roshan, Balaganeshan Sutharsan, Ms. Angela, Mr. Christy



4. FGD with 14 Boot Camp and meet-up Participants from Badulla on 18.01.2020

Participants: Ms. Agarsha Manoharan, R.M. Risny, P. Kodeeshan, D. kKirishanthi, P. Premika, P. Akalya, S. Priyanchala, G. Wasagam, S. Thakshy, P. Diana, I. Luzkika, R. Dharshini, W. Mohanpriya



5. FGD with 9 Boot Camp and Meet-up Participants from Kandy & Gampola 19.01.2020

Participants: Nishantha, K. Arujuna, M.L. Rohan Sathuranga, M.R.M.C Sandamali, Shehan, Sevanthy, Vindiya sabashini, ,



## In the Field



## Key Informant Interviews

Ms. Onella Hisham, Focal Person, Association of Youth Model United Nations on 06.02.2020  
Mr. Nimesh Rawanage, Social Media Consultant on 14.01.2020

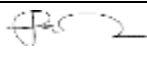
## Internet Sources

1. Face Book and Pages maintained by National Champion and other youth participants
2. Social media pages associated with Seed Grant of the Cyber Guardian Projects

## Annex IV: Disclosure of any Conflicts of Interest

<b>Name</b>	Ramanaish Katheravelu
<b>Title</b>	Lead Evaluator
<b>Organization</b>	
<b>Evaluation Position?</b>	<input type="checkbox"/> Team Leader <input type="checkbox"/> Team member
<b>Evaluation Award Number (contract or other instrument)</b>	SFCG SL/2019/DEC/004
<b>USAID Project(s) Evaluated (Include project name(s), implementer name(s) and award number(s), if applicable)</b>	Evaluation of the Project titled 'Cyber Guardians: Empowering youth to combat online hate speech in Sri Lanka' and production of a video based case study
<b>I have real or potential conflicts of interest to disclose.</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>If yes answered above, I disclose the following facts:</b> <i>Real or potential conflicts of interest may include, but are not limited to:</i> <ol style="list-style-type: none"> <li>1. Close family member who is an employee of the USAID operating unit managing the project(s) being evaluated or the implementing organization(s) whose project(s) are being evaluated.</li> <li>2. Financial interest that is direct, or is significant though indirect, in the implementing organization(s) whose projects are being evaluated or in the outcome of the evaluation.</li> <li>3. Current or previous direct or significant though indirect experience with the project(s) being evaluated, including involvement in the project design or previous iterations of the project.</li> <li>4. Current or previous work experience or seeking employment with the USAID operating unit managing the evaluation or the implementing organization(s) whose project(s) are being evaluated.</li> <li>5. Current or previous work experience with an organization that may be seen as an industry competitor with the implementing organization(s) whose project(s) are being evaluated.</li> <li>6. Preconceived ideas toward individuals, groups, organizations, or objectives of the particular projects and organizations being evaluated that could bias the evaluation.</li> </ol>	N/A

I certify (1) that I have completed this disclosure form fully and to the best of my ability and (2) that I will update this disclosure form promptly if relevant circumstances change. If I gain access to proprietary information of other companies, then I agree to protect their information from unauthorized use or disclosure for as long as it remains proprietary and refrain from using the information for any purpose other than that for which it was furnished.

<b>Signature</b>	
<b>Date</b>	06.02.2020

## Annex V: Cyber Guardians Seed Grant : Summary of Proposals

#	Name and Mobile	Title	Main theme	Cost(LKR)	Proposal Description
01	Nuwan Prasad 0718005100	"Sanhindiya Palama"	Posts that promote positive messages	5,283.20	We're expected to share posts (memes, quotes and tips etc..) on Facebook to improve the positive attitudes of social media users.
02	Tharindu Perera 0775215206	One Nation	Encouraging young people to counter fake news and hate speech and not be on a reactive mode without thinking.	105,000.00	Countering hate speech and fake news to avoid spreading fake news. Create motivation posts to motivate other people and encourage them
03	Falah Thaqi 0783839101	No More Hate	Interviews with influential people that promote positive messages	96,000.00	Weekly Interview Session to Counter Hate Speeches which have affect the communities in Sri Lanka. We are planning to give positive messages to society through prestigious prominent personalities
04	Arzath Areeff 0755890090	Digital Citizen	Video interviews that promote positive messages from youth	57,000.00	This text box does not allow more then 200 characters, therefore, I have sent a brief idea via mail to malshani@sfcg.org
05	Ibunu Abbas 0776633902	Salam Sri Lanka	Drama series that normalizes people to seeing muslim people on media that would reduce the alientation of muslim society	95,000.00	This drama series will give peace promoting video messages every week in Sri Lankan. Muslim slang to the society. Actors will be young people. we are planning to make positive Muslim citizens
06	Pasindu Wijayalath 0776979560	Cyber Vibes	Videos that promote positive messages and guides people for responsible use of social media	70,200.00	I have already joined with Cyber Guardians project to promote positive messages and counter hate news and fake news on social media. I am able to create videos & posts on how to use social media positively. We have a mini studio and other facilities for the creation of videos. We hope to upload 02 videos on the Facebook page twice a week.
08	Nisal Wickramasinghe 0766661726	"Facebook samaja jaalaya sandaha dhanaathm aka anthargath ayan nirmanaya"	Posts that promote positive messages, denounce hate speech	79,000.00	f'AiAq̄la සමාජ ජාලය ;=e ජා;වෘත්තය fෘSෆ් අවම lsrSම හ සංයුක්තව ව්‍යාධිතය
10	Fathima Sahnas 0773978189	Cyber Security Meet up	workshop to raise awareness on security and privacy on social media	22,000.00	The Aim of the Campaign is to make awareness of being prepared for overcoming Social issues among the young social media users. Therefore, Delivering contents through audio, video and practicals which ensures the privacy and rights of one's digital live will be helpful in shaping up their social well being and to promote positive contents through various social platforms.
11	P. Jeevithan 0777309718	Dark side of internet	Privacy awareness on internet	100,000.00	Privacy awareness on internet
12	Manoharan Agarsha 0717429281	Seeding the next generation	A one day workshop where the participants will create memes that will be shared on social media as a campaign	85,000.00	social media is a beautiful evil. Introduction to the cyber guardians will help the society to get rid of some cyber crimes

## **Annex VI: Evaluation Team**

### **Ramanaish Katheravelu – Lead Evaluator**

Mr. Ramanaish draws over 24 years of experience in development, Private and Public sectors. He has a strong managerial background with senior level, local and international experience and cross sector exposure – Early Recovery & Livelihood, Vocational Training, Gender Empowerment, Sexual and Reproductive Health, Child Development, Conflict Resolution and Migration. He has worked for UNDP (Conflict & Post Conflict Sri Lanka), UNICEF (Azerbaijan ), British Red Cross (Tsunami Disaster and Conflict) and Projects funded by EU, CIDA, DAC, ADB, World Bank and USAID. As Team lead and member he has participated in consultancies commissioned by international and national organizations including GIZ(FLICT), UN HABITAT, ILO, ZOA, CARE International, British High Commission( SL) and Red Cross etc. Public Profile: <https://www.linkedin.com/in/ramanaish-katheravelu-5000a031/>

### **Viraj Ratnayake , Video Consultant**

Armed with knowledge and technical know-how, Viraj Ratnayaka draws over 10 years of experience in film industry particularly production of teledrama, commercials, documentaries and music videos. Being a television and video producer and director, he has worked for public and private sectors, overseeing all elements of a production from conception through to completion.

## **Annex VII: Revised Work Plan**

ORIGINAL PROPOSAL ACTIVITIES	CURRENT ACTIVITIES	DESCRIPTION	REASONS FOR CHANGES	REACH	BUDGET
<b>Objective 1: To develop skills of youth to combat hate speech via social media and create social media content that promotes pluralism and peaceful messaging</b>					
<i>Activity 1.1 Establishment of a national level team of Champions.</i>	<i>Activity 1.1 Establishment of a national level team of Champions.</i>	Same as in original proposal	Initially the proposal was to work with a group of 10-15 National Champions. However, with the change of the context, the role of the NCs became much more important than previously envisioned. Hence, the group was increased to a group of 20.	20	\$2,929
<i>Activity 1.2 Awareness / Orientation sessions at Provincial Assembly</i>	<i>Activity 1.2 Training on Combating Hate Speech, Fake News and Generating Positive Content through a Common Ground Approach Training Camp</i>	With the partnership of NYMUN, the Social Media Boot Camp will gather a group of 40 students from Puttalam, Batticaloa, Kandy and Badulla where they will learn about countering hate speech, fake news and generating positive content within a safe environment created through the Common Ground Approach. The pilot training will be held in early July while another will be organized for a new group of 40 students later in July. Both the trainings will also provide a platform for National Champions to network with trainees and also give opportunities for peer learning.	<i>Activity:</i> The Easter Sunday attacks made it challenging to mobilize and retain youth to attend multiple training events over a course of time. Therefore, the 3 trainings: the awareness/ orientation + common ground approach + countering hate speech were combined to one 3-day residential camp in order to maximize the utility of time and the commitment of trainees. <i>Budget:</i> The Boot Camps will be residential workshops unlike the training sessions mentioned in the original proposal. Therefore, the cost of 1 Boot Camp will be higher than the cost of 1 provincial workshop and would have a reach of 40 less participants than originally envisioned.	80 (40 at each camp x 2 camps)	\$11,500



<p><i>Activity 1.3: Training on Common Ground Approach</i></p>	<p><i>Activity 1.3 Trainings on Cyber Security for National Champions</i></p>	<p>A series of 3 capacity development and learning events with local and international trainers will be organized for the National Champions in order to counter hate speech and fake news more effectively.</p>	<p>While the original proposal has a higher focus on developing the capacities of regional youth, the recent events showcased the necessity of providing constant learning opportunities on deeper levels of cyber security for National Champions as well, as the hate speech and fake news generation methods keep on advancing.</p>	<p>20</p>	<p>\$7,500</p>
<p><i>Activity 1.4: Training on combating hate speech</i></p>	<p><i>Activity 1.4: Promoting positive content by National Champions</i></p>	<p>The National Champions will be given a budget of \$100 to run at least 8 posts combating hate speech/fake news or promoting positive content per month.</p>	<p>The functionality of the National Champions has become more important at this context where the Cyber Guardians project needs to be responding to the social media environment immediately, than building capacities of regional youth who might be able to create content later on once they go through the training. Due to the urgency of content creation, the National Champions will be incentivised to be engaged with the Cyber Guardians project in the coming months as well. While the team of National Champions were very effective and organically organized during the immediate aftermath of the Easter Attack, retaining their interest in a lull period like now can be tackled by giving them this monetary support.</p>	<p>Primary – 20 Secondary – 5.5 Million</p>	<p>\$8,500</p>
<p><i>Activity 1.5: Generation of positive content</i></p>	<p><i>Activity 1.5: Generation of positive content by National</i></p>	<p>10 seed grants amounting \$600 will also be available for National Champions or trained youth groups to pitch their creative ideas on generating positive content to be supported through the</p>	<p>The seed grants will be to encourage trainees and National Champions to run campaigns while innovating and maintaining quality that</p>	<p>Primary - 10 Secondary – 1</p>	<p>\$7,500</p>

	<i>Champions/ Trainees from the Boot Camps</i>	Cyber Guardians project. The National Champions will be encouraged to team up with trainees to work as team that work on these projects as it would provide a peer learning opportunity.	would be in line with the Cyber Guardians vision. An orientation will be given to the seed grant receivers introducing them to Do No Harm principles and mentors that will help them through the process.	Million	
<b>Objective 2: To create opportunities for collaboration among participating youth and with key external stakeholders in the peace building and online arenas</b>					
<i>Activity 2.1: Reflection meetings for sharing experiences and lessons learnt</i>	<i>Activity 2.1: Reflection meetings for sharing experiences and lessons learnt</i>	Sharing sessions will be organized with the National Champions and any youth from Boot camps who are working on content generation for the Cyber Guardians project to reflect on their experiences and share their insights about working on combating hate speech, fake news and promoting positive content. Reflections will also be organized with Youth from Boot Camps as well.	The quarterly reflections that were planned to happen in the provincial levels along with the provincial trainings will not be compatible in the current context where the provincial trainings are not happening. Therefore, the National Champions along with the trainees of the social media camps who pick up generating content for social media, will be invited to join reflections meetings.	40	\$4,000
<i>Activity 2.2 NYMUN NYMU N General Assembly Meeting</i>	<i>Activity 2.2 NYMUN General Assembly Meeting</i>	Same as in original proposal. Few of the National Champions and Trainees from the Boot Camps will also be identified as possible resource persons to carry out peer learning sessions during the National Assembly.		300	*covered through the Partner budget
<i>Activity 2.3: Networking and advocacy with external stakeholders</i>	<i>Activity 2.3: Networking and advocacy with external stakeholders</i>	The National Champions along with the trainees that are engaged in content creation, will be working with Search team and the local + international experts of the Cyber Guardians project to produce a project information package with modules learnt as well as recommendations that will be shared with stakeholders in the development field, IT,	The networking and advocacy in the original proposal was planned at a local stakeholder level. However, with the recent developments and the discussions that followed, a learning point was to aim to engage with the social media platforms and advocating against hate speech and fake news at that level than on a local state institutional	60	\$5,071

		social media and other relevant fields. The bi-monthly sharing sessions will also feature at least one guest speaker/resource person from peace building, social media, IT and social sciences will be brought in for each meeting as a networking and learning opportunity for the National Champions and the trainees.	level to have any real impact. Therefore, the Cyber Guardian project's stakeholders will come together to advocate for changes in the social media platforms.		
<i>Development of lessons learnt document</i>	<i>Development of lessons learnt document</i>	Same as in original proposal		500	\$5,000

Source: Search For Common Ground

Search for Common Ground, Sri Lanka  
185/6-1/1 Havelock Road, Colombo 05  
(+94) 112506600,  
[www.sfcg.org](http://www.sfcg.org)