



# Final Evaluation Report

## Content

Abbreviations and Acronyms .....	3
Executive Summary .....	4
Introduction .....	9
Methodology Description.....	9
Chapter 1. Desk study.....	11
Chapter 2. Socio-demographic profile of the respondents .....	15
Chapter 3. Analyzing the effectiveness of the online and offline media campaigns and changes in mindsets.....	21
Chapter 4. Effectiveness of involved influencers' media-campaigns .....	44
Chapter 5. Sustainability analysis of the conducted media campaign .....	50
Chapter 6: Conclusions and Recommendations.....	62
Annex 1. Study limitations .....	66
Annex 2. Detailed methodology description.....	66
Annex 3.TOR for the evaluation .....	69
Annex 4. Data collection instruments .....	74

## 1. Abbreviations and Acronyms

<i>AO</i>	Ayil Okmotu (LSGA)
<i>KII</i>	Key informant interviews
<i>CVE</i>	Countering violent extremism
<i>NGO</i>	Non-governmental organizations
<i>VE</i>	Violent extremism
<i>IFES</i>	International Foundation for Electoral Systems
<i>SFCG (Search)</i>	Search for Common Ground
<i>CA</i>	Central Asia
<i>KR</i>	Kyrgyz Republic
<i>TV</i>	Television
<i>FGD</i>	Focus-group discussions

## 2. Executive Summary

In response to the growing problem of radicalization and recruitment through social media, Search for Common Ground (Search) Kyrgyzstan implemented a project called “TaasirLink: Citizen Narrative Campaign” aimed at increasing resilience among youth (aged 14-36) at risk of radicalization and recruitment by implementing counter-messaging campaigns built on the positive deviance approach of behavioral and attitude change involving network influencers identified via social network analysis. The project involved positive role models - celebrities, opinion leaders, content creators and local influencers in the community - to counter the narratives of violent extremism among the youth. Search has run online and offline public awareness campaigns that resonated with targeted communities at risk of radicalization and recruitment, and have positively affected them.

**Within the framework of the study the following activities were carried out:**

1. **Desk review** of the required literature and key project documents;
2. **12 Key informant interviews (KIIs)** with local influencers in the target areas;
3. **Quantitative survey with 314 young people** in all districts of Kyrgyzstan;
4. **6 Key informant interviews (KIIs)** with national influencers included in the project;
5. **6 FGDs, involving 50 young people** involved in the project in the target areas.

**Desk study.** A growth of the role of Islam in the society in the past years has been observed in Kyrgyzstan. Based on results to the study, more than 90% of youth representatives declared to be religious, and the most mentioned religion was Islam.

The number of people convicted for extremism and terrorism has been multiplied by five since 2012. Governmental data indicates that a majority of the combatants are young people aged 25-35 (around 65%). The number of women in their ranks is constantly growing, representing nearly 25% of the number of citizens who have left the country to join the fighters. Local and international theologians and experts say that the main grounds for radicalization among young people are, first of all, a lack of information, the absence of religious education as well as socio-economic reasons. Key factors that lead to adherence of young people to illegal armed groups also include the low economic development of regions and the high unemployment rate, amplified by demographic growth.

Based on this conducted analysis, the SFCG team selected target communities and topics for media campaigns aimed at decreasing the risks of radicalization within the target audience.

**Effectiveness of the online and offline media campaigns and changes in mindsets.** In the framework of the TaasirLink project, a number of offline events were organized in the project target communities. From March on, educational (trainings and meetings), cultural (contests and excursions), and sports events (championships) were carried out to help young people increase their level of critical thinking and factchecking skills, strengthen the cohesion of the target communities, and lower internal and external radicalization threats for the youth. In order to evaluate the change in perceptions brought along by the project interventions in the target communities, focus group discussions were carried out for participants to share their experiences and opinions on the project. At the same time, all the offline campaign participants were active users of the project's online media campaign. Thus, this made it possible to analyze the combined effect of the media campaign in the target areas and measure changes in opinion among the participants (project beneficiaries). During the project, five online campaigns were carried out on social media for the population of Kyrgyzstan.



**"I love my village" media campaign.** This campaign used both a nontraditional method (i.e. social media platforms such as Facebook, Instagram, live streams, etc.) and face-to-face events to spread its main ideas. The main platforms used for messaging were Instagram and YouTube, with content later being shared to the rest of the project's social network accounts (Facebook, Telegram, WhatsApp). The main content of this media campaign, consisted in live broadcasts with people who grew up in villages and achieved success in their field, as well as an essay writing and video contest on the theme "I love my village", and posts about opportunities for self-development in the village. This media campaign was the most successful in spreading information on social media, reaching 71% of the project participants. A large part of the participants, on top of participating in the offline campaign, were also involved in the online campaign and its events. Three of the online influencers were involved in this campaign. They organized drawing and writing contests, among others, which, according to the participants, helped promote a feeling of patriotism. Famous people involved in the project expressed their desire to further promote the idea of belonging to one's country on social media. The relevance of the topic and the media campaign was evaluated as very high: 95% of the respondents said that the topic was very relevant. Data analysis shows that a majority of the project participants strongly agreed with the statement that they can contribute to the village's development (93%) which is an indicator of high involvement in the life of the village. Concerning participants' attitude towards the main idea of the "I love my village" campaign, most participants (93%) strongly supported it.

**"My possibilities are endless" media campaign.** This media campaign was aimed at strengthening the role of women in society, which is key to see progress in the society and development in the country. The main share of content was taken up by the Instagram campaign, which was then disseminated through other social networks. Also, as part of this media campaign, business trainings, educational (IT) trainings for women, as well as meetings with influential women in local communities (famous sportswomen, businesswomen, representatives of local authorities, etc.) were held. As part of the "My possibilities are endless" media campaign, online influencers also created content (Instagram posts, livestreams, stories) to disseminate among TaasirLink project subscribers. The main message of the online content was focused on equal opportunities for women and girls in the country. Fifty eight percent of the respondents said they had received information on the topic of the "My possibilities are endless" campaign. Which is a high indicator of the reachability of this media campaign, but lower than in other campaigns. Sixty seven percent of the surveyed participants considered that this awareness campaign was relevant. 79% of the respondents didn't agree with the statement that career and family are incompatible for women, and that they should choose one or the other, which shows an equal perception of the right to work. A majority of the respondents (90%) noted that women in their village actively express their opinion, support each other in everyday household and family affairs, and are starting to participate more actively in promoting religious and spiritual values and conducting diverse cultural events, as stated by 79% of participants, the findings indicate a high level of gender empowerment. A majority of the survey participants (76%) said they strongly support the idea of the campaign and will do everything to spread the message.

**"My life is my responsibility" media campaign.** The media campaign was aimed at encouraging proactivity among young people. As part of this media campaign, conducted mainly on Instagram, a twenty-one-day challenge was launched to form the right habits in the life of the beneficiaries, such as: running and a healthy lifestyle, reading books and learning languages, etc. The posts in this media-campaign were connected mostly with self-development and motivation, and live broadcasts with influencers were also organized. Talking of the offline activities of this campaign, they included motivational meetings with local leaders, as well as business trips. A total of 44% of the respondents said they had received information on this topic which is a rather low indicator of achievability compared to other media campaigns. 68% of the

respondents considered that the topic was relevant for the youth. It's also worth noting the high practical usefulness of the information received through this media campaign. Ninety percent of the surveyed participants said that they had applied the acquired knowledge in practice, which shows a high effectiveness of this awareness campaign.

FGD participants also pointed out the usefulness of the "My life is my responsibility" offline campaign. The IT training was among the most mentioned educational events during the discussions. The analysis showed that a majority of the respondents (70%) always do everything they can to become independent and responsible for their own lives, which shows a high level of proactivity among participants. A majority of the respondents (88%) said they strongly support the campaign's main idea and will do everything to encourage young people to be proactive in their communities.

**"I am searching for. Thinking. Checking" media campaign.** This media campaign was aimed at developing critical thinking skills. Half of the respondents (49%) said they had received information on this topic. This theme of the media campaign was promoted through trainings and workshops on critical thinking in the target communities, as well as through the project's social media pages (mainly Instagram). As part of the campaign, participants were told about the consequences of a lack of critical thinking, how to develop it, and the importance of media literacy in today's world. The relevance indicator for this media campaign is the highest (61%) when compared to other media campaigns. An absolute majority of the respondents said they get information from the Internet, social media (mostly WhatsApp, Instagram) and family members or friends. A majority of the respondents (65%) absolutely trust information received from religious sources. Thirty seven percent of the respondents said they never check information before sharing it with others, which is an indication that a third of the participants did not fully understand the topic. At the same time, 54% of the surveyed young people considered that it's necessary to check all information. But improved knowledge in critical thinking was observed during the FGDs. More than half of the focus group discussions participants gave the correct definition of critical thinking and noted the importance of using information analysis skills in life. An absolute majority (83%) of the respondents said they strongly support the idea of the "I am searching for. Thinking. Checking" media campaign and promised to check all information received.

**"We are one" media campaign.** The media campaign "We are one" was aimed at promoting a sense of community and strengthening unity. 41% of the respondents received information on this given topic. It is the lowest indicator of dissemination of information on social media compared with the other media campaigns. Online content on the topic of cohesion among the population was also provided. This topic raised a lot of interest among influencers due to its relevance. Events were organized and influencers filmed videos together and distributed them through their Instagram pages, as well as the project's Instagram and YouTube channels. One of the influencers declared it was necessary to implement more projects linked with cohesion and love for the homeland and compatriots. Among those who received information on this topic, 86% said that they considered the topic relevant. More than 90% of all participants of the "We are one" media campaign claimed they strongly support the idea and consider that every person should live in unity and strength with their community.

**Effectiveness of involved influencers' media-campaign.** The project involved a variety of trustworthy personalities as online and offline influencers: journalists, singers, athletes, and rappers, who participated in distributing online material through social networks (Instagram, Facebook, YouTube, Telegram, WhatsApp) and local authorities who were main influencers in the target villages. The presence of influencers positively influenced the promotion of content and the media campaigns of the TaasirLink project. When asked if the presence of influencers had affected their decision to follow the project on social networks, a majority of the respondents agreed (73%) with the statement. Participants of FGDs also noted that the presence of local and guest celebrities had influenced their willingness to participate in the project. Meetings with

influencers had a positive impact in broadening horizons and attitudes towards changing opportunities for young people. When analyzing the level of trust among respondents, half of them (47%) said they trust influencers and the information they shared. Furthermore, data shows that 86% of the respondents agreed with the fact that key influencers had the greatest impact on the promotion of the media campaigns in the media.

Besides, absolutely all influencers shared their desire to continue working with the youth and cooperating with project organizers.

**Sustainability analysis of the conducted media campaigns.** According to the surveyed project participants, the TaasirLink project was successful. Ninety five percent of the respondents have heard about the TaasirLink project; therefore, it can be said that the project was able to reach a large audience. Almost all of the project participants (96%) followed the TaasirLink social media pages for more than one month, most of them (41%) from one to three months. This factor shows that not all of the respondents interviewed received all of the information transmitted online fully. The most popular page was the TaasirLink official Instagram page. Seventy five percent of the respondents got information from this network. Instagram was then followed by YouTube (21%) and WhatsApp (19%). Participants in focus group discussions most frequently mentioned using social networks Instagram and WhatsApp. When assessing the effectiveness of social networks, respondents evaluated social media as the third most effective way of conveying the media campaigns' messages (24%). According to them, the more effective ways of conveying messages were contests organized among young people living in villages (62%) and marathons (27%). Nearly all project participants (99.4%) considered that overall, the media campaigns provided useful recommendations to the youth. It's also important to look at the practical use of the conducted media campaigns. Eighty one percent of the participants said that they applied the acquired knowledge in practice. During the focus group discussions involving the most active participants of the offline campaign, all respondents highlighted the usefulness and applicability of the project. The acquired knowledge helped develop proactivity and set further goals. Many participants have already started applying the acquired skills, and continue to organize sports activities in half of the villages so far. Many also claimed to have been greatly inspired when writing personal business plans and would like to implement them in the future. Among their own ideas, many participants suggested organizing events. Participants opened new doors and found new ideas. For instance, participants started organizing their own football competitions in the district.

The FGD participants noted that the main challenges to the project's sustainability were the low interest expressed among the older generation of target communities, the rooted gender and age roles and customs, parental restrictions on pursuing studies, and financial limits.

Conclusions	Recommendations
<b>Effectiveness of the media-campaign and changes in the mindsets</b>	
93% of the respondents have a high level of patriotism towards their native village.	This media campaign is not recommended to continue, because, the sense of patriotism and belonging is already strongly developed among participants.
The gender empowerment theme has a high level of interest, but still lower than on other topics.	Further develop the idea of gender equality, especially among the male audience of the project through Facebook (62%) <sup>1</sup> .
Seventy percent of the participants indicate a high level of proactivity.	It is recommended to continue activities and/or establish agreements with local influencers to continue activities aimed at strengthening unity and proactivity. For example: the opening of additional classes in local schools.
More than 60% of participants use fact-checking and critical thinking skills in their lives.	To increase the results on this topic, it is recommended to conduct trainings in all areas of the project. Also, to increase the scale, it is recommended to cooperate on this topic with Media Literacy projects.
<b>Effectiveness of the influencers</b>	
73% of participants confirmed that the presence of influencers influenced their desire to participate in the project's Instagram page.	It's recommended to involve bloggers and influencers from platforms such as Facebook, YouTube for greater coverage of the project.
All influencers observed positive changes among young people participating in the project (mostly schoolchildren, because most of the local influencers were teachers ).	it is recommended to attract additional project influencers like employees of the Aiyi Okmotu (district administration), heads of local workshops, heads of the women's council, etc.
Nine out of 12 local influencers felt that the right target audience had been chosen in order to prevent radicalization and extremism.	The topic of radicalization needs to be addressed through indirect messaging. For example, by examining situations in other countries.
<b>Sustainability of the media-campaign</b>	
The project was able to gather 9,570 subscribers, but only 3% of content subscribers turned out to be active.	it is recommended to use targeting advertising to attract new subscribers. Also, to increase activity, it is recommended to arrange contests with reposts and tagging in the posts, as well as other SMM methods to attract an active audience.
75% of the project participants confirmed that the media campaign had contributed to their personal development.	it is recommended to create a network of influencers to continue promoting the ideas of the project. Thus, the influencers agreed to continue spreading the main ideas of the project through their Instagram pages.
Participants had a hard time knowing the reality of the world because of language barriers with information sources.	The majority are using the Internet, so working on an extension or a method to efficiently translate material online would be beneficial. Most applications do this already (i.e. Instagram, Facebook and some websites through Google).

<sup>1</sup> Central Asia Barometer, 2020



### 3. Introduction

The growth of religious radicalism and violent extremism, especially among the youth, is one of the most actual threats to peace, stability and development in Kyrgyzstan. An alarming number of Central Asians, recruited as foreign fighters for ISIS (2000-4000), and among them 800 citizens of Kyrgyzstan, are, as reported, recruited mostly through online platforms, which is a very complicated process involving various online platforms and applications.

To counter this growing problem of radicalization and recruitment via social networks, "Search for Common Ground" Kyrgyzstan implemented the TaasirLink "Citizen Narrative Campaigns" project aimed at increasing the resilience of young people (aged 14-36 years old) at risk of radicalization and recruitment by implementing counter-messaging campaigns, designed based on the positive deviance approach for behavior and attitude change and involving a network of influencers identified thanks to social media analysis.

Based on the baseline assessment, the team developed a media campaign aimed at countering radicalization in the target communities. Search developed and implemented a media project in which positive role models and influential people were involved to counter the narrative of violent extremism among young people in Kyrgyzstan. In this way, key influencers were selected for the project and acted as ideological ambassadors. Optimal interaction channels, appropriate language and content were also selected. The media campaigns were not only carried out in the three target regions (Jalal-Abad, Osh and Issyk-Kul), but the online campaigns also benefited from nationwide coverage. During the project, from March 2020 to December 2020, a number of events were conducted in the project's target villages: Nariman and Alle-Annarov in the region of Osh, Bek-Abad and Arslanbob in Jalal-Abad, Jeti-Oguz and Saruu in Issyk-Kul. The events were of different nature and included sporting, cultural, educational and social events.

From December 2020 to January 2021, a large-scale study was conducted to evaluate the media campaigns. The study covered both qualitative and quantitative research methods among key informants of the project and active participants of online and offline campaigns. The qualitative component covered active participants of events who were selected according to provided lists. In order to reach the highest number of participants and achieve heterogeneity within the group, people aged 14 to 36 who took part in different events were selected and the gender balance was respected. In addition, in the framework of the survey, in-depth interviews with key project influencers (both national and local) were conducted.

### 4. Methodology Description

A mixed methods approach was used to collect data for the evaluation, combining a wide range of both primary and secondary sources, diverse research methodologies (in-depth interviews, focus group discussions, and surveys) and diverse analytical methodologies (synthesis, gender disaggregation, trends analysis, network analysis). The collected data was triangulated with other data and processes according to the project team's knowledge and experience. The project team collected data using the following qualitative and quantitative research methods: (1) desk analysis / document reviews, (2) quantitative survey, (3) interviews with key respondents / in-depth interviews, (4) focus groups discussions.

Taken together, the above-mentioned data collection methods used within the sample group allowed the assessment team to: (a) collect reliable empirical data and facts, (b) capture key stakeholders' views, (c) compile and cross-check the collected data, (d) identify key results and draw dependable conclusions, (e) give recommendations for solving project problems and ensuring sustainability of results. Each data collection method is described in details below.

## The research process was divided into the following stages:

1. **Desk analysis** consisting in reviewing reference documents necessary for the assessment, including the project proposal and log frame, etc.
2. **Quantitative survey.** In order to obtain statistically based results for the research project, an analysis of young people who participated in the online media campaigns was conducted using quantitative data to study behavior and attitude change towards countering radicalization and violent extremism.
3. **Qualitative interviews.** To obtain qualitative information on the reasons (why?) explaining project effectiveness, changes in indicators, in-depth interviews (IDIs) with key national and local project influencers were carried out.
4. **Focus group discussions.** Focus group discussions were carried out with young beneficiaries of project mini-grants in order to analyze offline media campaigns implemented by project beneficiaries.

### Desk analysis

The assessment team conducted a thorough desk review of important literature and project documents including the following:

- SFCG project documents: project strategic and technical documents.
- Baseline research data linked to the project goals, relevant reports and statistical data.
- Review of project documents to identify SFCG strategy and intended mechanisms influenced by the theory of change (project design matrix).

### Quantitative survey

A quantitative survey was conducted among participants of online campaigns aged 14 to 36 years of which 50% were from Osh, Jalal-Abad and Issyk-Kul respecting the gender and age balance in accordance with statistics of the project subscribers (70% women, 30% men). The aim was to analyze the project media campaigns' impact on behavior and attitude change among young people in the target audience. A CATI survey method was used and respondents were selected through TaasirLink social media accounts, including on Instagram, Facebook, Telegram and YouTube. The survey was conducted among 314 respondents from Osh, Jalal-Abad and Issyk Kul Bishkek and Chui region (see Annex 2 for detailed information on the sample).

This sample is accurate with a 95% probability and 5% sampling error margin. A total of 1,000 active TaasirLink project subscribers were recruited. Subscribers were selected through activity on social media pages (participation in contests, comments and likes), as well as according to the gender and age characteristics of the project's target audience. After the recruitment ended, 686 subscribers were unavailable (disconnected, busy, unavailable, refusal to respond, and/or failed to pass the screening questions at the beginning of the questionnaire, with 314 responding to the survey. The sample distribution was adapted according to TaasirLink social media statistics, provided by SFCG members.

**The** in-depth interviews (IDIs) were conducted to identify project results and causal links. IDIs were conducted with 12 stakeholders and 6 key influencers in the six project target settlements in three regions. In total, in-depth interviews were conducted with 4 key stakeholders in the Osh region, 4 in the Jalal-Abad region, 4 in the Issyk Kul region and with 6 online-influencers / trusted messengers.

In-depth interviews with key local stakeholders were conducted with the following project partners:

- Local authorities
- Social workers / teachers
- Juvenile affairs inspectors
- Local non-governmental organizations and activists

In-depth interviews with trusted messengers were carried out with the following influencers:

- Singers
- Actors
- Rappers
- Athletes
- Bloggers

Respondents were selected based on SFCG recommendations on who was most knowledgeable about project interventions.

### **Focus group discussions**

Focus group discussions were conducted with young beneficiaries of project mini-grants among the target audience. In total, six focus group discussions were carried out, one in each target settlement.

This sample distribution provides valuable information for in-depth project evaluation from vulnerable young people involved in joint project initiatives.

## **5. Chapter 1. Desk study**

In response to the growing problem of radicalization and recruitment via social media, Search Kyrgyzstan implemented a 12-month project aimed at increasing resilience among young people (aged 14-36 years old) at risk of being radicalized and recruited. In this framework, the project carried out several awareness campaigns based on the “positive deviance” approach for behavioral and social change. These were led by a network of influencers, previously identified through social media analysis.

These media campaigns were aimed at promoting the following four main components:

- a) Empowerment of both men and women
- b) Critical thinking and fact-checking
- c) Social cohesion and proactivity
- d) Understanding and developing a sense of belonging to a community

To understand the above-mentioned topics, it is necessary to look in details at the main factors influencing the development of radicalization in Kyrgyzstan. A growth of the role of Islam in the society has been observed in the country in the past years. Based on study results, more than 90% of youth representatives declared to be religious, and the most mentioned religion was Islam.<sup>2</sup> At the same time, religious revival can also be interpreted as a return to ancestors’ religion. This is important considering that the religious vacuum is being filled not only by traditional Islam, but also by violent radical movements of Islam, which lead to problems of extremism and terrorism. For instance, since the start of the wars in Syria and Iraq, a certain number of Kyrgyz citizens have joined the terrorist group of the Islamic State (ISIS). At the same time, expert Piotr Kazmierkiewicz affirms that the radicalization process is usually initiated not in Central Asia but in Russia, where many migrants from the region live. He indicates that the most vulnerable groups are young people, women and children.<sup>3</sup>

---

<sup>2</sup> Baktygulov Sh. The Youth of Central Asia, Friedrich Ebert Foundation (Almaty, 2016), available here: <http://library.fes.de/pdf-files/bueros/kasachstan/13345.pdf>

<sup>3</sup> Interview with Piotr Kazmierkiewicz by Joe Lowry, Exposed to Extremism: How Central Asian Migrants Become Vulnerable to Radicalization, (IOM, 2017), доступно на: <http://weblog.iom.int/exposed-extremism-how-centralasian-migrants-become-vulnerable-radicalization>

As of February 1<sup>st</sup>, 2019, 550 people had been sentenced for terrorism and extremism in Kyrgyzstan.<sup>4</sup> 110 criminal cases were opened in 2018 regarding the participation of Kyrgyz citizens in combat zones in Syria.<sup>5</sup> Recently, terrorist groups have been increasingly using new information technologies, particularly the Internet. Random citizens, mostly young people who do not understand the danger of the situation, get involved in these processes. The greatest potential threats are internet portals such as online media, radical movement websites, etc.<sup>6</sup> Other sources of propaganda include online forums, blogs, video hosting, and, to a large extent, social media and messengers. Upon court decisions, 220 online accounts were blocked in Kyrgyzstan in 2018 for sharing extremist propaganda<sup>7</sup>. According to data from the State System for Execution of Sentences, the number of people convicted for extremism and terrorism has been multiplied by five since 2012.<sup>8</sup> Governmental data indicates that a majority of the combatants are young people aged 25-35 (around 65%). The number of women in their ranks is constantly growing, representing nearly 25% of the number of citizens who have left the country to join the fighters.<sup>9</sup> Local and international theologians and experts say that the main grounds for radicalization among young people are, first of all, a lack of information, the absence of religious education as well as socio-economic reasons. Key factors that lead to the adherence of young people to illegal armed groups also include the low economic development of regions and the high unemployment rate, amplified by demographic growth.

Recruiters' use of the weak relationship between the state and society - in particular marginalized or isolated groups - and of the harsh governmental reprisal threatens to reverse the positive developments reached with great difficulty. On a local level, extremists and returned fighters also pose major challenges for social cohesion and stability in the society and within social groups in which they work. Given the complexity and interconnectedness of these processes, attempts to control the roots of extremism must take into account a number of factors that need to be addressed together as a whole.<sup>10</sup> This radical trend poses a real threat to national security in all its forms, regardless of the various motives, since radicalism overall is aimed at changing the structure of society through fear and intimidation.

### Research Study on Vulnerable Groups and Radicalization:

**A. Youth** – Young people are important players when it comes to building peace and security and preventing violent extremism through the “positive deviant” method.<sup>11</sup> At the same time, young people who feel unsatisfied and alienated are the most vulnerable to radicalization leading to violent extremism. Understanding how to deal with these risks requires undertaking an approach that assumes that radicalization trajectories among young people can be different. For some, ideological convictions can play an

<sup>4</sup> Data from the press-center of the State System for Execution of Sentences: <http://gsin.gov.kg/ru/presssluzhba/novosti/gsin-rabotaet-po-deradikalizaciiiosuzhdennyh-za-terrorizm-i-jekstremizm.html>

<sup>5</sup> AkiPress Brief from 25.04.2019: <https://svodka.akipress.org/news:1542955>

<sup>6</sup> Yujakova T.A., Lashin P.L. Prevention of terrorism and extremism ideology in the educational field and on the Internet // Overview of the NCPTI. 2013. N#3. URL: <https://cyberleninka.ru/article/n/profilaktika-ideologiiiterrorizma-i-ekstremizma-v-obrazovatelnoy-srede-i-seti-internet>.

<sup>7</sup> Speech from General procurator Otkurbek Djamshitov during parliament meeting on 17.04.2019. Source: <http://kant.kg/2019-04-17/v-2018-godu-po-resheniyu-sudov-byli-zablokirovany-220-internet-akkauntov/>

<sup>8</sup> The State System for Execution of Sentences under the Government of the Kyrgyz Republic (State Penitentiary System) is a governmental law-enforcement body responsible for the state policy in regards to the judicial/ penal system. (From the regulation of the State System for Execution of Sentences under the Government of the KR.)

<sup>9</sup> According to data from the Ministry of Interior of the Kyrgyz Republic, November 2016.

<sup>10</sup> UNDP, Preventing Violent Extremism through Inclusive Development and the Promotion of Tolerance and Respect for Diversity. 2016.

<sup>11</sup> UN Security Council Resolution 2250 on youth, peace and security.

important role when recruiters use the Internet and social media as well as informal events like Islamic study groups, traditional weekly or monthly meetings among men and family events to spread their ideas.

For others, there are cases when extremist groups use structural factors such as poverty and human rights violations as sources of resentment. Currently in Kyrgyzstan, education and upbringing don't do enough to prevent young people from facing radicalization; they don't help the youth find jobs and don't prepare them to make a positive contribution to society, thereby increasing their risk of radicalization. Young people don't develop functional literacy and civil competencies such as critical thinking, reflection, communication skills and peaceful resolution of conflicts. They don't feel needed and don't feel like they belong to their society or strive towards self-accomplishment. Due to their desire for self-realization, their lack of critical thinking and other important social and emotional skills, young people become vulnerable to manipulation and get involved in violent ideologies. In a context of widespread corruption and injustice, adopting radical, extremist and violent views is, for some, a survival strategy and a form of self-accomplishment.

It is supposed that young people from ethnic minority groups are particularly vulnerable. The idea of civil participation is still very weak, especially among young people. The use of violent methods to solve a problem is considered the norm: at least 80% of school-aged children in Kyrgyzstan have faced violence in schools, and more than 70% face humiliation and neglect within their families. Some young people living in isolated communities become part of discussions promoting solutions to social problems based on religions and bypassing existing institutions and political regulations. Material and non-material rewards and benefits (including the search for self-identity, the feeling of belonging and social recognition) also play a key role. As reported, paid jobs are also offered to new recruits. Peer pressure is another factor encouraging young people to attend banned religious groups' camps. The lack of positive communication from role models creates an ideological and moral vacuum, in which ideas of radicalization make their way.

**B. Women** – Women are considered an important resource for the prevention of radicalization and violent extremism thanks to their knowledge of the local context<sup>12</sup>. However, on the other hand, according to several sources, every fourth person leaving Kyrgyzstan for Syria is a woman. It's not completely clear how women are recruited into these extremist groups; several reports state that women are pressured or coerced into joining these groups by their male relatives (husbands, fathers and brothers). In the past years in Kyrgyzstan, a polarization of opinion on women's rights and gender equality has been observed. There is a growing tendency to perceive such concepts as foreign and Western. A key element explaining this polarization has been the growing return of social norms putting forward women's role at home as a caregiver, according to Kyrgyzstan's national report "Beijing+25". It follows from this analysis that "women who do not meet female standards of behavior and appearance are branded as different." The growth of radicalization of society in Kyrgyzstan is linked with this. In the country "Beijing+25" report, a number of factors supporting this trend are identified. These include social injustice, discrimination in social and private life, poverty, unemployment, poor religious literacy and insufficient information. Women belonging to vulnerable groups of the population (religious women, ethnic minorities, young rural women and women from cross border communities) can be particularly vulnerable to extremist ideologies. The country "Beijing+25" report also outlines policy analyses and lessons taken from UN Women projects on the prevention of violent extremism in cross border communities in Kyrgyzstan and Tajikistan. They highlight a growing number of communities in which the mobility and participation of women, especially of young rural women, are controlled by male family members. A study by UN Women concludes that for women in Kyrgyzstan, traditional family structures based on close intertwining ties can serve both as a shield and as a cause of vulnerability to extremist propaganda.<sup>13</sup>

---

<sup>12</sup> GCTF 2014.

<sup>13</sup> [https://unece.org/fileadmin/DAM/RCM\\_Website/Kyrgyzstan.pdf](https://unece.org/fileadmin/DAM/RCM_Website/Kyrgyzstan.pdf)



**C. Ethnic groups** – In June 2010, amid political and social tensions in the country, inter-ethnic clashes broke out in the southern cities of Osh and Jalal-Abad and nearby areas, killing 470 people and displacing around 400,000, of whom 75,000 fled to Uzbekistan. One of the groups the government blamed for this violence is Hizb-ut Tahrir, a banned Islamic group that advocates the creation of an Islamic caliphate in Central Asia through peaceful means. One member, who refused to give his name, echoed the opinions of others, saying that the government has produced no evidence to connect his group to the events of 2010. "Have you ever heard of a member of Hizb-ut Tahrir or [other groups including] the Islamic Movement of Uzbekistan or the Islamic Jihad Union raping women, or looting and burning?" he asks. "No, you haven't. There are no facts to support this because Muslims would never do such a thing. "He says that although Uzbeks are upset about the accusations against them, it hasn't affected Hizb-ut Tahrir's recruitment. "We're always registering new members," he says.<sup>14</sup> After the events of June 2010, a perception and feeling of ethnic discrimination among ethnic groups remains. As a result, feelings of injustice and mistrust towards the government are strong. In addition, with the growing use of the state language in the public sphere and in particular in the media, the public service and education, certain ethnic communities who do not speak the language may feel excluded and powerless.<sup>15</sup> The resentment created by this situation may leave room for radical ideologies to infiltrate certain ethnic communities and therefore increase the risk of recruitment among them.<sup>16</sup>

**D. Migrants** - The trend of violent radicalization of migrants outside the region is confirmed when analyzing high profile terrorist attacks involving current and former citizens of Kyrgyzstan. According to the IOM report on migrants' vulnerability, the process of radicalization can happen at different stages of migration. It underlines the key role of intermediaries, who gain and use migrants' trust and provide a safe environment to spread violent and radical ideas. Intermediaries, who are in most cases former migrants themselves, offer to solve financial problems and promise assistance, including with transfer to third countries. Migrants, upon returning home, cannot find decent jobs or other ways to provide for their families, which is why they can have a feeling of social, economic and political injustice.

In recent years, there has been a significant growth of "incitement to radicalization and violent extremism" (or "violation radicalization"). This mainly applies to the Internet as a whole and in particular to social networks. This is despite the fact that if we focus only on the Internet, it becomes immediately clear that other offline factors including personal contacts, peer pressure, and fake news are more powerful sources but are ignored due to the fear of limiting our rights on freedom of opinion and expression.<sup>17</sup> Conway identifies five major uses of the Internet and social media by terrorists: "Providing information, financing, networking, recruitment and gathering information." Communication materials such as leaders' profiles, manifestos, advertisements, propaganda and recruitment play a key role in the radicalization of young people through social media.<sup>18</sup>

Some studies show that social media enable people to isolate themselves in an ideological niche, looking for and consuming only that information which is consistent with their views (i.e. confirmation bias). At the same time, social media users identify themselves with geographically distant international groups, which, consequently, creates a sense of community beyond geographic borders. This communication opportunity enables faster and more efficient promotion of membership and identity

<sup>14</sup> <https://eurasianet.org/wary-locals-question-allegations-of-islamist-role-in-kyrgyzstans-ethnic-violence>

<sup>15</sup> [https://rus.azattyk.org/a/kyrgyzstan\\_2010\\_june\\_events/29991760.html](https://rus.azattyk.org/a/kyrgyzstan_2010_june_events/29991760.html)

<sup>16</sup> United Nations Peacebuilding Support Office/Peacebuilding Fund (PBSO/PBF) «Priority Plan», 2017

<sup>17</sup> Weimann, 2004

<sup>18</sup> Conway, 2006

searches than in the real social world.<sup>19</sup> In our days, information warfare campaigns take on various forms, sometimes more or less visible, and other times completely unnoticeable. But their main task is almost always to maintain a degree of mistrust and hostility between groups of the population and to keep people from uniting around common values. On the contrary, they aim to find differences and break groups into the “we” vs. “them” discourse. To this end, hate speech is widely used, including discriminatory language and implicit or explicit calls to action against a certain social / national / religious / or other group.<sup>20</sup> Thus, young people, migrants, women and ethnic minorities are the most vulnerable groups prone to radicalization. Besides, the overlapping of several vulnerable groups puts Kyrgyzstan at higher risk of radicalization. For example, the south of Kyrgyzstan has a large number of ethnic minorities, and women's rights are often violated by society, and given the fact that one third of Kyrgyzstan's population is made up of young people from 14 to 28 years old, and that the number of migrants is increasing year by year, this taken together leads to an increased risk of radicalization.

In the context of Kyrgyzstan, the problem of radicalization is tightly linked to the lack of critical thinking skills, which helps the spread of disinformation. Kyrgyz citizens get a majority of information on world news from translations and due to limited language skills are not capable of referring to the primary source of information. This narrows the diversity of available information. This factor is also an important source of risk. For example, during the conflict in Myanmar which peaked in September 2016, social media was flooded with disinformation. This fake and distorted information led to heated discussions in the Kyrgyz society, in particular regarding religion. Because of the emotional, colored nature of fake information, readers from Kyrgyzstan easily took it as gospel truth and did not question the facts. Without critical thinking, analytical analysis and basic fact checking skills, users are defenseless against the spread of extremist ideologies on social media. Taken together, these factors pose a risk not only for individual people in Kyrgyzstan, but also for the security of the country as a whole.<sup>21</sup>

Based on this analysis, the SFCG team selected target communities and topics for media campaigns aimed at decreasing the risks of radicalization within the target audience. To identify the main communication channels and opinion leaders, the M-Vector team together with SFCG conducted a baseline study among project target communities. The study helped identify the main platforms for communication and information among the youth as Instagram, Facebook, WhatsApp and YouTube. Based on this research study, a number of recommendations were developed for conducting media campaigns. These were used as a basis to develop content and scenarios for online and offline campaigns.

## 6. Chapter 2. Socio-demographic profile of the respondents

A total of 314 people aged from 14 to 36 were surveyed in the course of the study. The survey covered all regions in Kyrgyzstan. However, the main target locations were six (6) settlements in three (3) oblasts of the Kyrgyz Republic: Saruu and Jeti-Oguz, in Issyk-Kul oblast; Alle-Annarov and Nariman, in Osh oblast; Bek-Abad and Arslanbab, in Jalal-Abad oblast. Regarding gender, 29% of respondents were men and 71% were women.

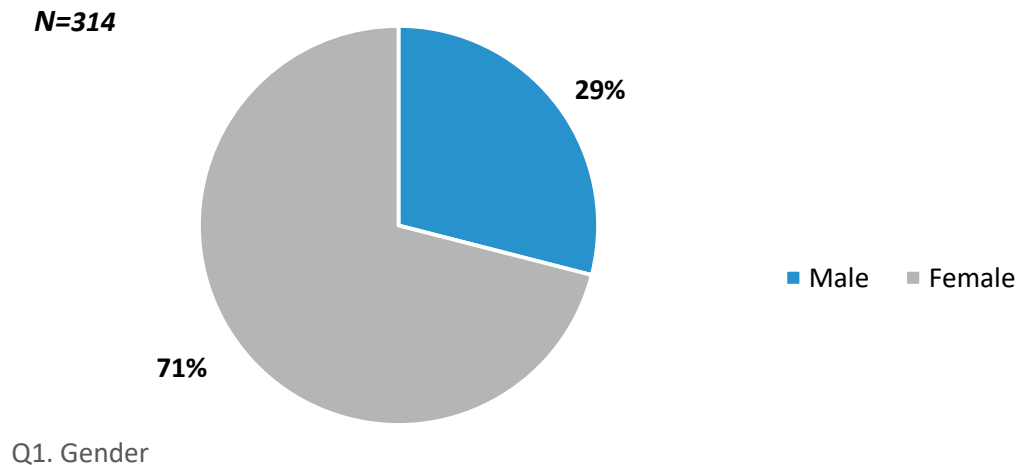
---

<sup>19</sup> Meddaugh & Kay, 2009; Vergani, 2014

<sup>20</sup> Media literacy manual, IREX Europe, 2018

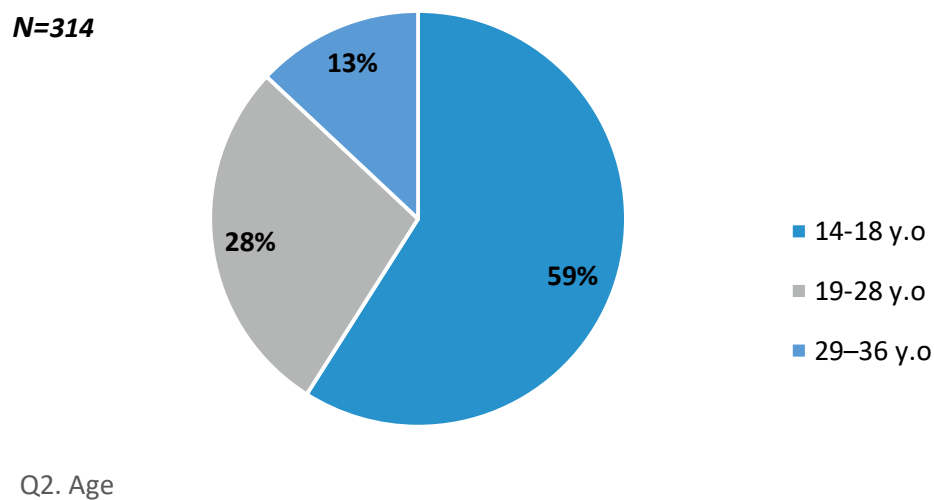
<sup>21</sup> «Research study on the level of media literacy of the population of Kyrgyzstan with the support of the Soros Foundation»

Chart 2.1 Respondents' gender distribution



The majority of the respondents (59%) was made up of people aged from 14 to 18 years old; 13% were people aged 29 to 36, and the third part was made up of people aged 19 to 28 years.

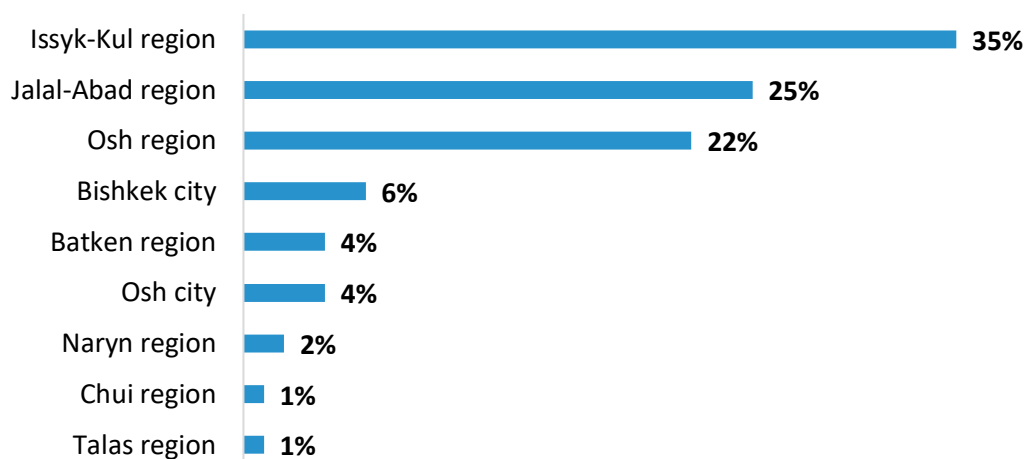
Chart 2.2 Respondents' age distribution



The majority of the respondents were from the Issyk-Kul (35%), Jalal-Abad (25%), and Osh (22%) regions. Moreover, 82% lived in rural areas.

Chart 2.3 Respondents' regional distribution

**N=314**

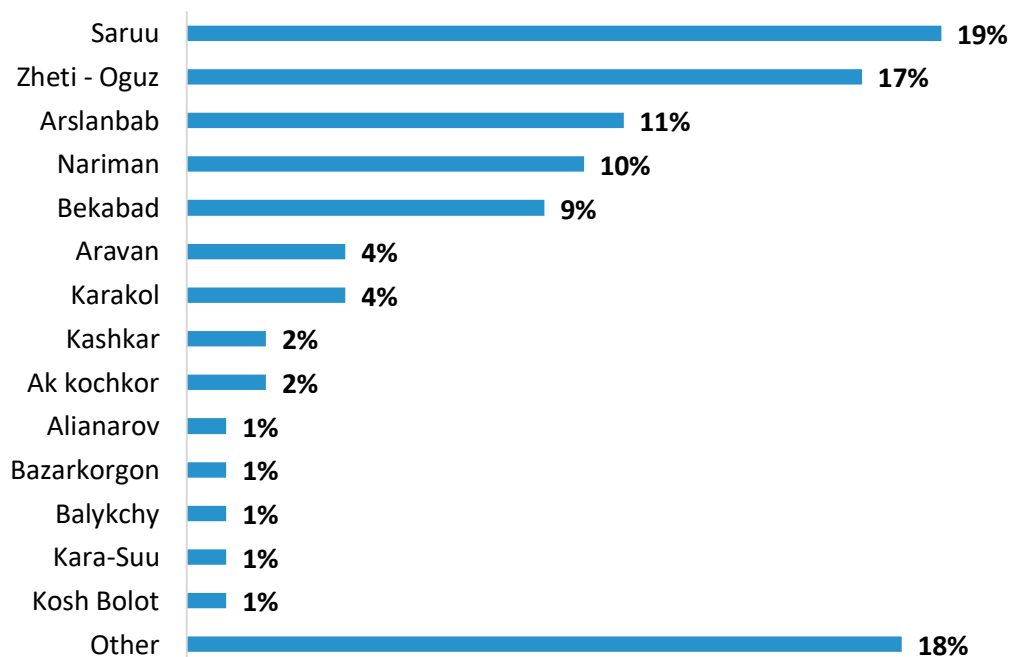


Q3. Region

The distribution of respondents among the main six villages was uneven. 19% of the participants were from Saruu and 19% from Jeti-Oguz in Issyk-Kul oblast. Alianarov was the least covered settlement with only 1% of the respondents being from that settlement. A third of the participants were located in other localities.

Chart 2.4 Distribution of respondents by locality

**N=314**



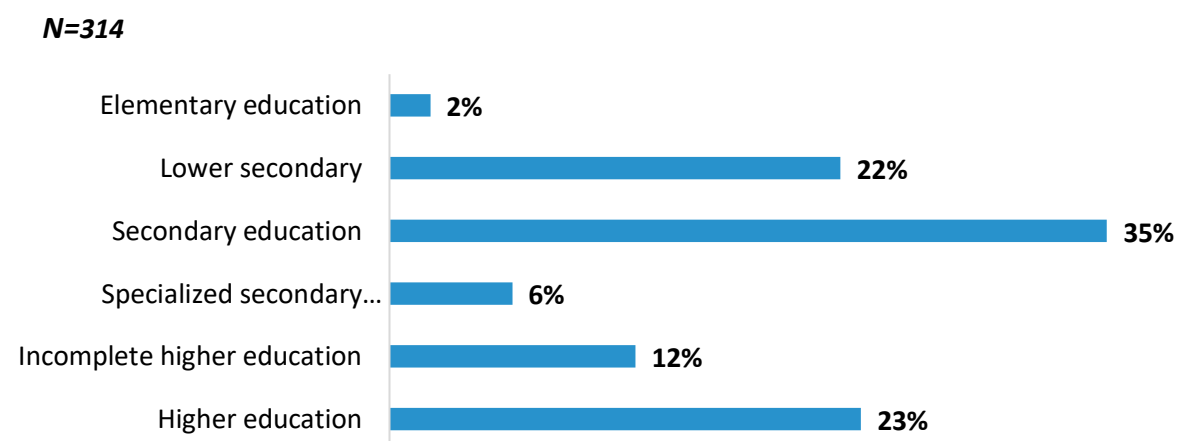
Q5. Name of the settlement

The data shows that 72% of the respondents were Kyrgyz, and Uzbek ethnic groups accounted for 26%. A similar tendency applies to the native language of the respondents: 71 % of the respondents mainly spoke Kyrgyz, while 23% spoke Uzbek, and 5% Russian.

As for their marital status, an overwhelming majority of the respondents were single and had never been married (80%); 18% of the participants were married. This data can be explained by the fact that half of the respondents were aged 14-18.

The sample included 35% of people with secondary education, 23% with higher education, 22% with primary education, and 12% with incomplete secondary education.

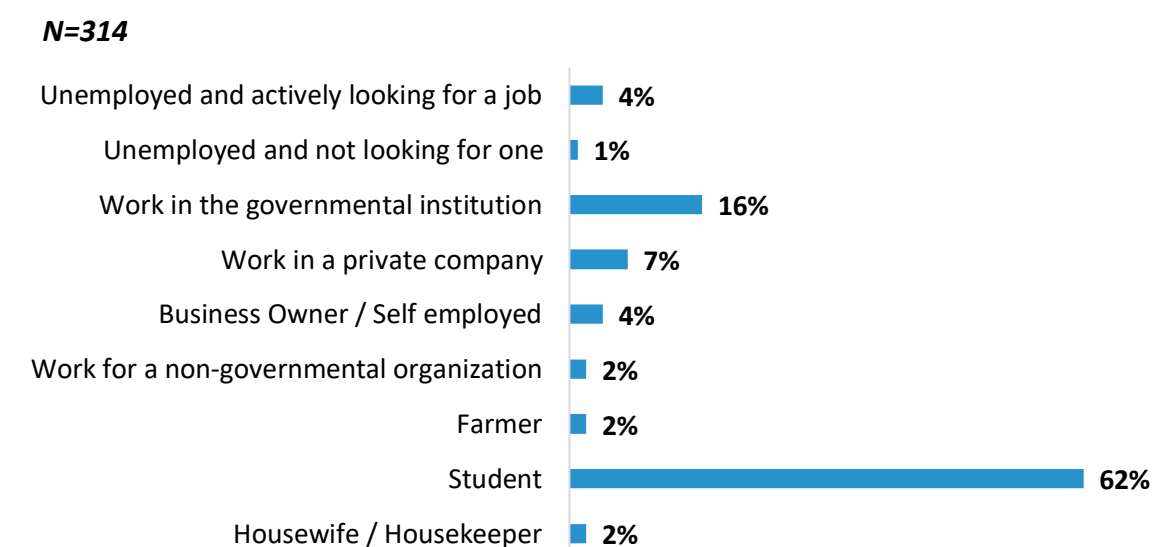
*Charter 2.5 Respondents' level of education*



Q9. What is your educational level?

Respondents declared having the following occupations: 62% were students, 16% worked in governmental institutions, and 7% worked in private companies.

*Chart 2.6 Respondents' occupation*



Q10. What is your main occupation....



### Qualitative survey. Focus group discussions

The focus group discussion method was used to collect data in the target communities in order to obtain information on the project activities and evaluate their effectiveness. The focus group discussions were conducted with youth from several target locations who benefited from mini grants utilization.

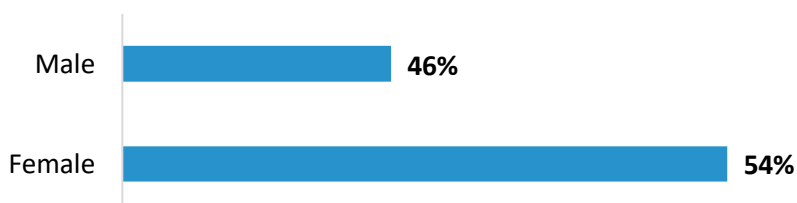
Table 2.7. Distribution of the sample for focus group discussions

REGION	TARGET SETTLEMENTS	FGDs
Osh	Alle-Annarov	1
	Nariman	1
Jalal-Abad	Begabad	1
	Arslanbob	1
Issyk-Kul	Saruu	1
	Jeti-Oguz	1
<b>Total</b>		<b>6</b>

When selecting respondents for the focus group discussions, a method of screening questions was used to test their relevance for the target audience. Recruiters tried to ensure an even distribution of participants by gender, age, and the types of activities in which respondents had participated. Fifty four percent of the focus group respondents were women.

Chart 2.8 Distribution of FGDs respondents by gender

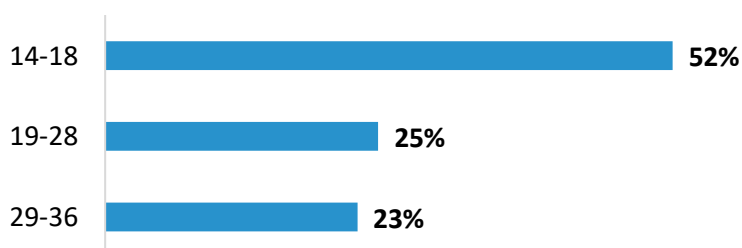
**N=52**



It can be noted that 52% of the participants were respondents aged 14 to 18 years old. This factor was influenced by the lists provided by the project. During the project implementation, the most active participants in the online and offline media campaigns were representatives of this age group.

Chart 2.9 Distribution of FGDs respondents by age

**N=52**

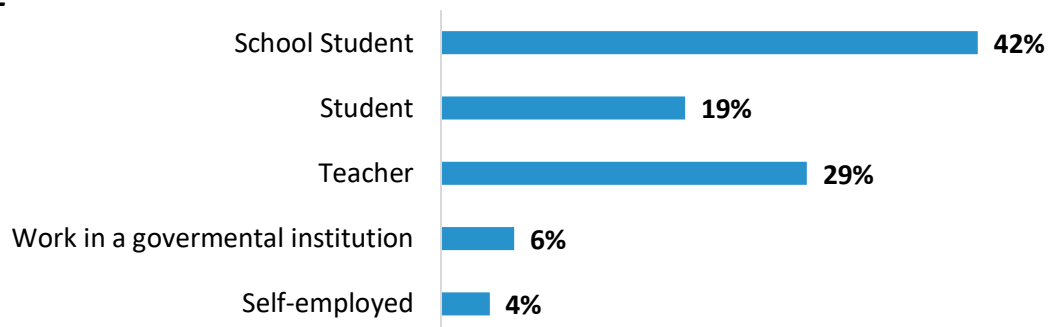


The distribution of the respondents according to the type of occupation was quite normal. Thus, 42% of FGD participants were schoolchildren (14-18 y.o) and 19% were

students (18-25 y.o). It is interesting to note that the groups also included a significant number of teachers (29%) who were active participants in the ongoing media campaigns.

*Chart 2.10 Distribution of FGDs respondents by occupation*

**N=52**



## 7. Chapter 3. Analyzing the effectiveness of the online and offline media campaigns and changes in mindsets

This chapter will evaluate the effectiveness of the online and offline campaigns in regards to the main project goals:

- Disseminating the main messages of the media campaigns (“Gender empowerment,” “Critical thinking and fact-checking”, “Social cohesion and proactivity”, “Understanding the sense of belonging to others”);
- Making changes in the knowledge and practice of young people regarding project topics;
- Changing the participants’ mindsets in the targeted villages;
- Succeed in creating a positive environment.

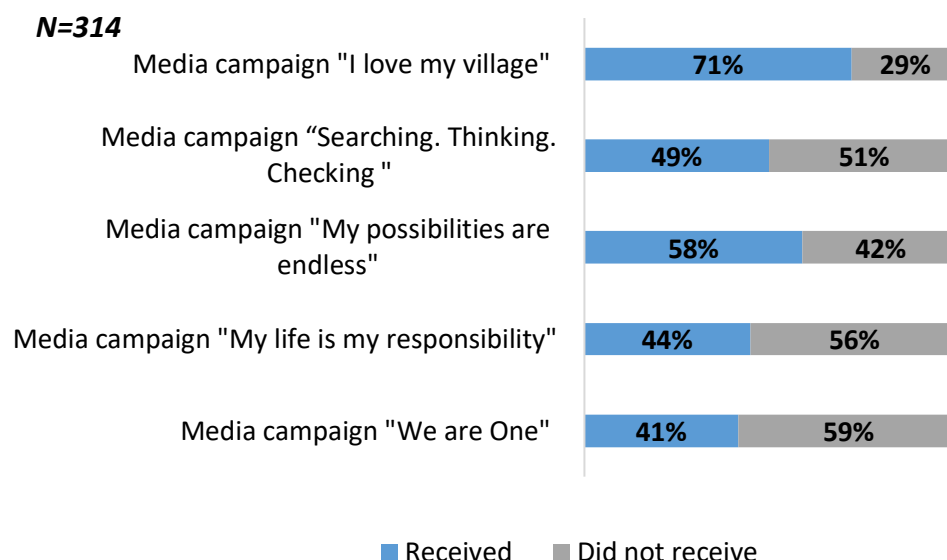
In the framework of the TaasirLink project, a number of offline events were organized in the project target communities. From March on, educational, cultural, and sports events were held to help young people increase their level of critical thinking and factchecking skills, strengthen the cohesion among target communities, and decrease internal and external radicalization threats for the youth. In order to evaluate the change in perceptions made by project interventions in the target communities, focus group discussions were carried out so that participants could share their experiences and opinions on the project. At the same time, all of the offline campaign participants were active users of the project's online media campaigns as well. Thus, it was possible to assess the combined effect of the media campaigns in the target areas and to measure changes in participants’ (project beneficiaries) opinions. During the project, five online campaigns were carried out on social media for the population of Kyrgyzstan. These media campaigns focused on various social problems existing in the country.

The main online campaigns of the TaasirLink project were the following:

- The “I love my village” campaign on Instagram, YouTube, Facebook, Telegram, and WhatsApp aimed at developing a sense of belonging to one’s community and a patriotic feeling.
- The “I am searching for. Thinking. Checking” campaign on Instagram, YouTube, Facebook, Telegram and WhatsApp aimed at developing critical thinking skills.
- The “My possibilities are endless” campaign on Instagram, YouTube, Facebook, Telegram and WhatsApp aimed at promoting women’s role in society.
- The “My life is my responsibility” campaign on Instagram, YouTube, Facebook, Telegram and WhatsApp aimed at developing proactivity.
- The “We are one” campaign on Instagram, YouTube, Facebook, Telegram and WhatsApp aimed at developing a sense of community and strengthening unity.

The survey showed that more than 41% of the respondents were aware of all five media campaigns. The media campaign called “I love my village” was the most effective in reaching the project’s target audience on the Internet (Instagram, YouTube, Facebook, Telegram and WhatsApp media platforms), with 71% of respondents having been exposed to the campaign materials. The least recognized media campaign was “We are one” (41%).

*Diagram 3.1 Awareness of the media campaigns*



A2\_1 Over the past six months, have you received information from any sources on the following topics?

The offline media campaign in the target localities was conducted through several mediums. Participants mostly mentioned learning about the campaigns through events such as sporting events, festivals, meetings with influencers and educational courses. All FGD participants said they had received information from the online campaigns through Instagram and had actively participated in the contests and had shot videos for the project, which helped consolidate the project's achievements.

Participants gave positive feedback about the project and its contribution to their locality's development in terms of culture, consolidating friendships and cohesion, expanding IT and critical thinking skills and motivating young people to pursue their studies. After participating in the project, respondents started using Instagram. The project also helped initiate a dialogue between the local authorities and the youth.

*"I took part in the arts and crafts workshops, in the eco-action and in a computer literacy training. Each of these events impressed me in its own way and I can say that they left a positive mark on us. One of the particularities of the project was that the computer literacy training was conducted separately for girls. I think they were able to clearly explain what we were in need of. In our times, computers are really important, for example as a student I really need to know how to use one. They taught us everything: how to make slides, tables, type text, use other programs, set up an email address, etc."*

*FGD participant, Arslanbob*

This chapter will assess the effectiveness of the media campaigns in general, identify socio-demographic differences in perceiving media campaigns, and briefly analyze the effectiveness of each media campaign separately.

### 3.2 "I love my village" media campaign

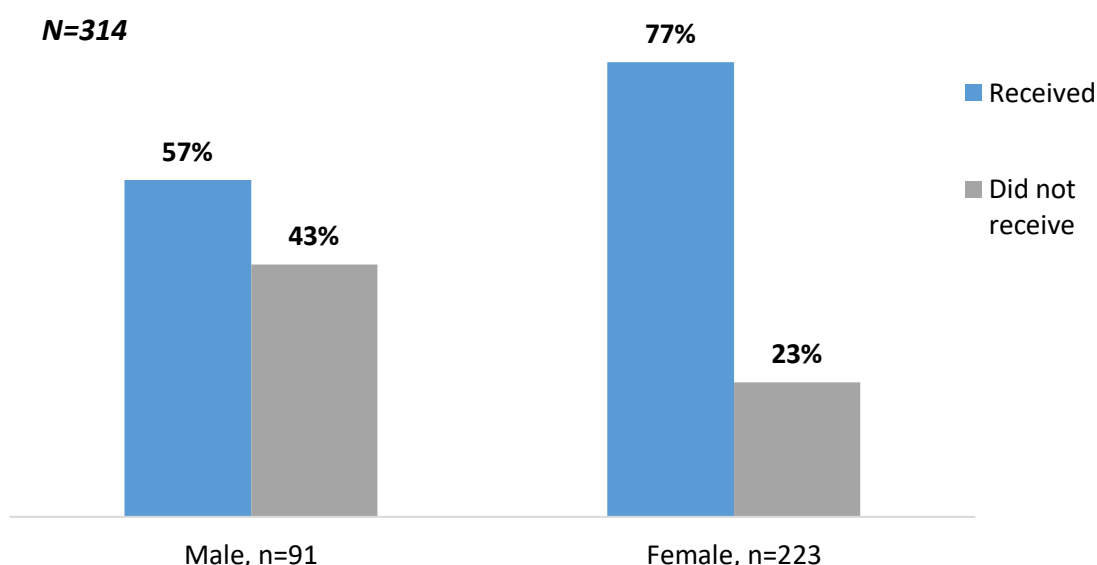
With the rapid growth of technology and world globalization, young people may lose their personal identify. Moreover, the young generation is increasingly losing touch with their roots and their sense of belonging to their country. With this in mind, the main message of the "I love my village" campaign was to develop a sense of belonging to one's community and a feeling of patriotism among the youth. The campaign used only a nontraditional method (i.e. social media platforms such as Facebook, Instagram,

live streams, etc.) as well as face-to-face events to spread its main ideas. The main platforms used for messaging were Instagram and YouTube, with content then being shared on the rest of the project's social media pages and groups (Facebook, Telegram, WhatsApp). The well-known journalist and blogger Aizada Zhamgyrchieva, who herself was born and raised in a remote village in Kyrgyzstan, was chosen as the main ambassador for this campaign. Thus, she shared her success story and tried to inspire project beneficiaries. The main content of this media campaign, which mainly took place on Instagram and YouTube, consisted in live broadcasts with people who grew up in a village and achieved success in their field, and also included a writing and video contest on the theme "I love my village", as well as posts about opportunities for self-development in the village.

This media campaign was the most successful in spreading information on social media, reaching 71% of the project participants. A large part of the participants, on top of participating in the offline campaign, were also involved in the online campaign and its events.

Another interesting fact is that this media campaign mostly reached a female audience (77%), while only half (57%) of the male audience said that they had received these messages on the Internet.

*Diagram 3.2 Distribution of information received on the media campaign "I love my village", by gender.*



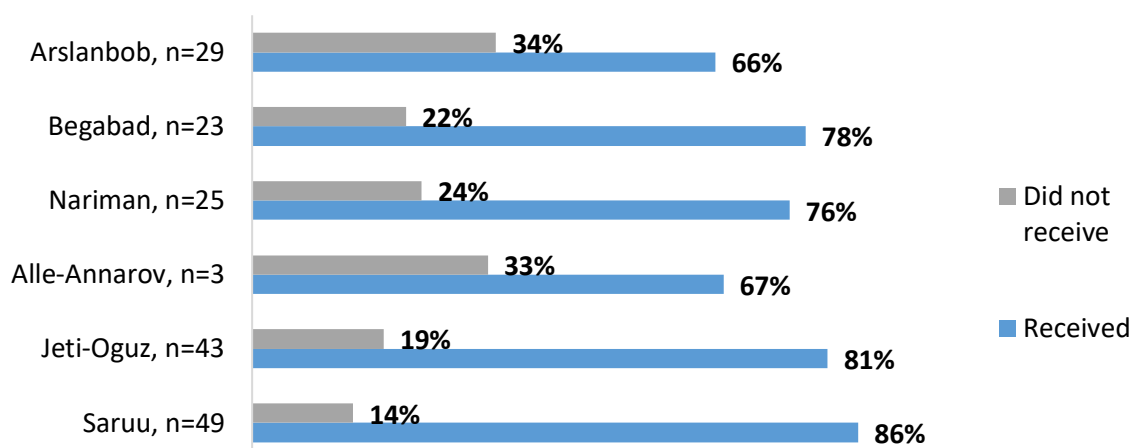
A2\_1. Over the past six months, have you received information from any sources on the Media campaign "I love my village"

Looking at the target villages, we can note that this media campaign achieved high coverage results in Saruu village, with a rate of 86% of people reached. Then follows Jeti-Oguz with 81%. Participants from the village of Arslanbob are among those who were the least informed about this campaign.

*Diagram 3.3 Distribution of information received on the media campaign "I love my village", by place of residence.*



**N=172**



A2\_1. Over the past six months, have you received information from any sources on the Media campaign "I love my village"

Three of the online influencers were involved in this campaign. They organized drawing and writing contests, among others, which, according to the participants, helped develop a feeling of patriotism. In addition, famous people involved in the project expressed their desire to further promote the idea of belonging to one's country on social media.

*"I definitely plan to continue promoting the main ideas of the ongoing media campaign. If they have any videos, I can certainly share them on my pages. On my own behalf, I will also share my opinion; I think that helping people, helping young people, is a good thing."*

*Online influencer, journalist.*

The relevance of the topic and the media campaign was evaluated as very high: 95% of the respondents said that the topic was very relevant.

Valuable events conducted within this campaign to promote a feeling of patriotism were the excursions to local factories. This allowed participants to see more opportunities in their village's development, and strengthened their patriotic feelings towards their home village. Participants also tried to spread the main messages to their family members and other village residents, and shared their experience and acquired knowledge with them.

To understand participants' attitude towards their village and how they perceive the level of opportunities in it, project participants were given a number of statements to which they had to express their agreement or disagreement.

Most project participants (93%) strongly agreed that everyone can contribute to the village's development. A significant part of the participants (87%) strongly agreed with the fact that young people are an important component for development in their communities / villages. At the same time, the percentage of those who considered that you can earn good money in the village (53%), receive a good education via online courses without leaving the village (50%), and that jobs in the village are not limited to working only with local companies (47%) was much lower. A small part of the respondents (less than 10%) strongly disagreed with these statements.

It's worth noting that there is a difference in respondents' attitude towards statements on opportunities in the village depending on their place of residence. In comparison with participants from other settlements, respondents from Saruu more often agreed with

the fact that there are opportunities for self-accomplishment in their village. One of the landmark events that exposed new opportunities was a business forum for women, in which local entrepreneurs shared their success stories.

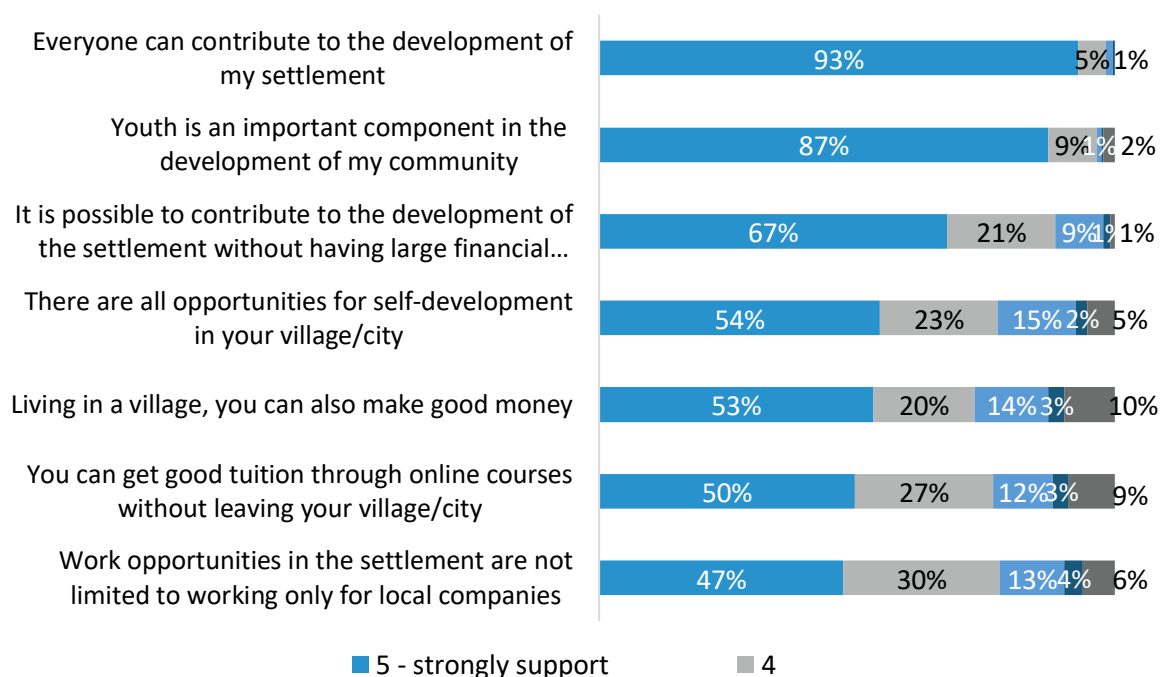
*"They explained how a private entrepreneur should run a business, and showed us the direction to take. I use what I've learned in my real life. They told me that you can make money and not just stay home, that you can be equal with men, and that you need to participate in big events. I appreciated it a lot"*

*FGD participant, Saruu*

Seventy four percent of respondents from Saruu strongly agreed with the statement "there are opportunities for self-accomplishment in my village", while in other villages this indicator didn't exceed 58%. Respondents from Saruu also agreed significantly more with the fact that there are opportunities to receive a good education via online courses without leaving the village. Sixty percent strongly agreed with this statement, while in other villages no more than half of the respondents strongly agreed with it. In addition, absolutely all of the respondents from Saruu (100%) said that they strongly agree with the fact that everyone can contribute to the village's development. FGD respondents noted that the joint work of the adult generation and the youth demonstrated that everyone can contribute to the village's development.

*Diagram 3.4 Respondents' assessment of statements linked with opportunities in their settlements*

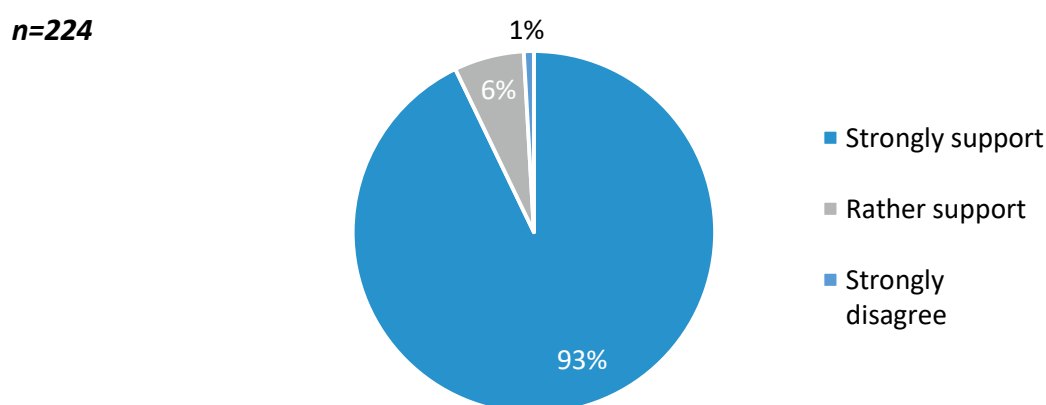
**n=224**



*B1. Rate how you agree with the following statements on a 5-point scale*

Concerning participants' attitude towards the main idea of the "I love my village" campaign, most participants (93%) strongly supported it and only 1% of the participants said that they strongly disagreed with it.

*Diagram 3.5 Project participants' attitude towards the main idea of the "I love my village" media campaign*



*B3 How much do you support the main idea of the media campaign "I love my village" aimed at developing a sense of belonging and patriotism?*

Data analysis shows that a majority of the project participants strongly agreed with the fact that everyone can contribute to the village's development. A significant part of the participants also agreed that work opportunities in the village are not limited to working for a local company; this could be linked to the absence of large companies in their villages or the lack of professional orientation in their village.

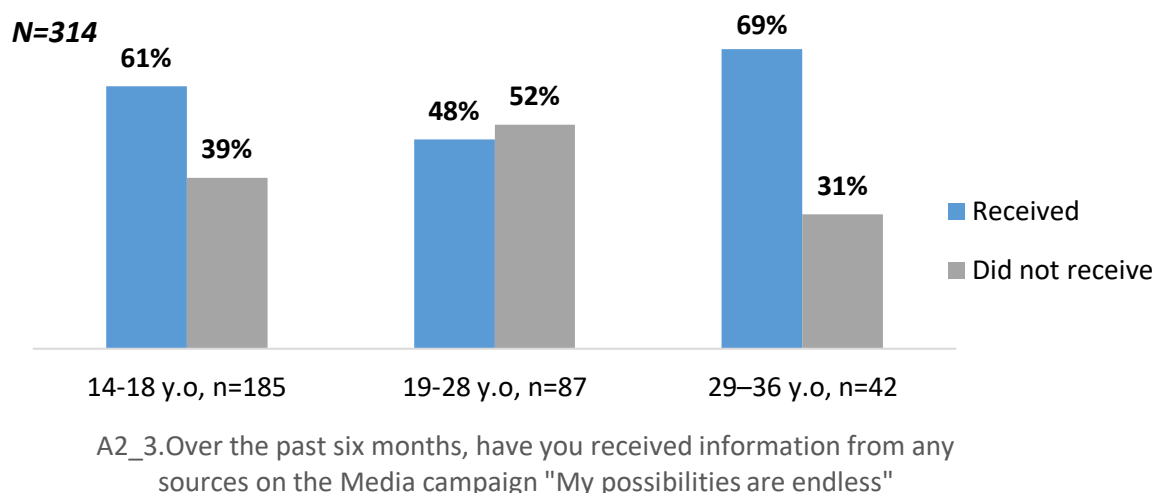
Overall, we can say that the "I love my village" media campaign was successful. Many respondents received information on this topic and understood the message. In addition, in the majority's opinion, the topic was very relevant for the country.

### 3.3 "My possibilities are endless" media campaign

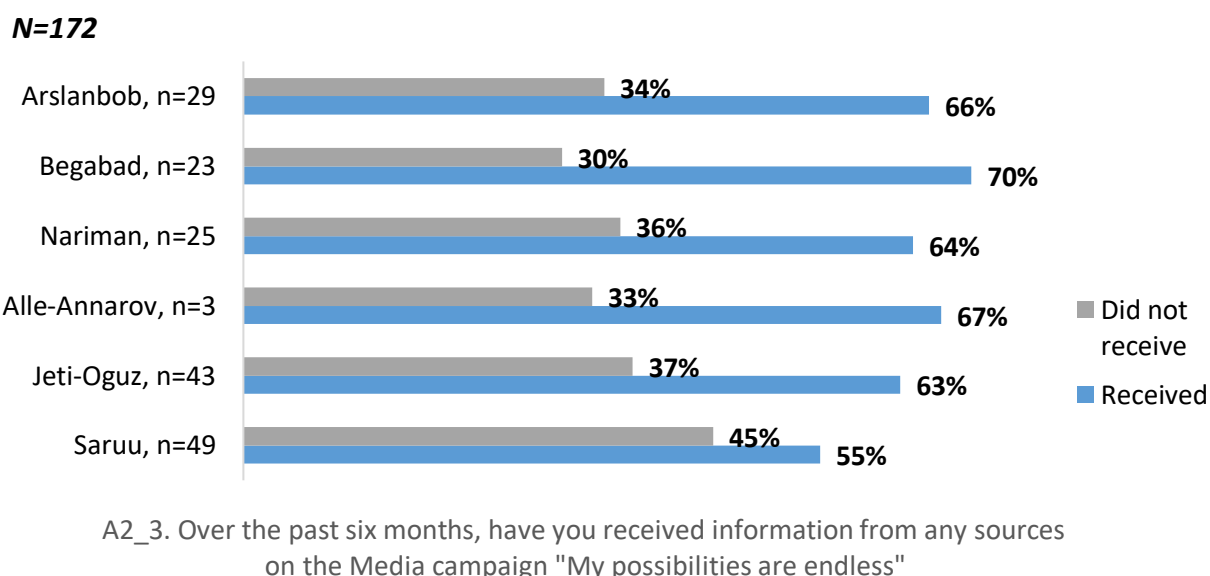
This media campaign was aimed at strengthening the role of women in society, which is key to see progress in the society and development in the country. In order to achieve this goal, well-known women of Kyrgyzstan were involved in the project, such as Angelica Bekborbieva, who became the main ambassador of the campaign. Most of the content was shared on Instagram, and then disseminated through other social networks. Also, as part of this media campaign, business trainings, educational (IT) trainings for women, as well as meetings with influential women (famous sportswomen, businesswomen, representatives of local authorities, etc.) were organized in the target communities.

Fifty eight percent of the respondents said they had received information on the topic of the "My possibilities are endless" campaign. Overall, the campaign was able to reach a large part of the audience aged 29 to 36 with an indicator of 69% (Diagram 5.8). When looking at the target villages, it can be noted that in Saruu, only 55% of the residents received information on this campaign, while significantly more residents of Begabad did (70%) (Diagram 5.9). Differences in the information received are visible by examining the activities conducted and the population's attitude towards activities aimed at promoting gender equality. Thus, during the FGD, respondents from Saruu noted that many male residents of their village have a negative attitude towards this topic.

*Diagram 3.6 Distribution of information received on the media campaign "My possibilities are endless" by age.*



*Diagram 3.7 Distribution of information received on the campaign "My possibilities are endless" by target village.*



As part of the "My possibilities are endless" media campaign, online influencers also created content (Instagram posts, livestreams, stories) to disseminate among TaasirLink project subscribers. The main message of the online content was focused on equal opportunities for women and girls in the country.

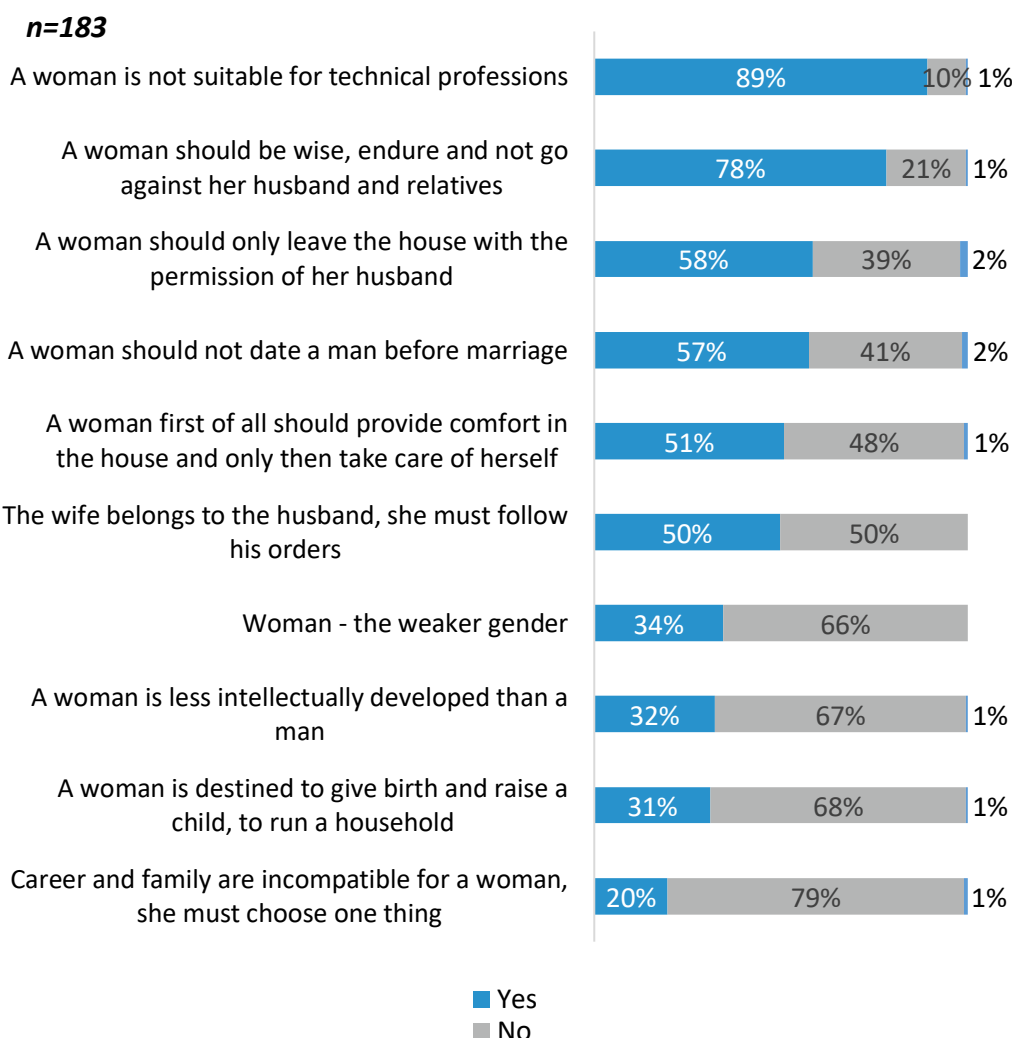
A majority of the respondents (64%) understood the information received; 33% understood it partly, and 3% didn't understand the message. Sixty seven percent of the surveyed participants considered that this awareness campaign was relevant.

This media campaign was able to reach half of the TaasirLink project participants. It can be noted that residents of the village of Begabad received more information on this topic than residents of other villages. Participants were strongly affected by a motivational meeting with influential women in the village, who were able to share their experiences with the participants. Participants who took part in this meeting noted that afterwards, they began to take an interest in the biographies of other famous female leaders, which not only broadened their horizons, but also increased the level of motivation among young girls.

To understand participants' attitude towards women's opportunities, project participants were given a number of statements, to which they had to express their agreement or

disagreement. A majority of the respondents (89%) agreed with the statement that women are not suitable for technical professions (engineers, builders, machinists, and other technical specialists). A significant part of the respondents (78%) also agreed that women should be wise, enduring and not go against their husband or relatives' will. 79% of the respondents didn't agree with the statement that career and family are incompatible for women, and that they should choose one or the other.

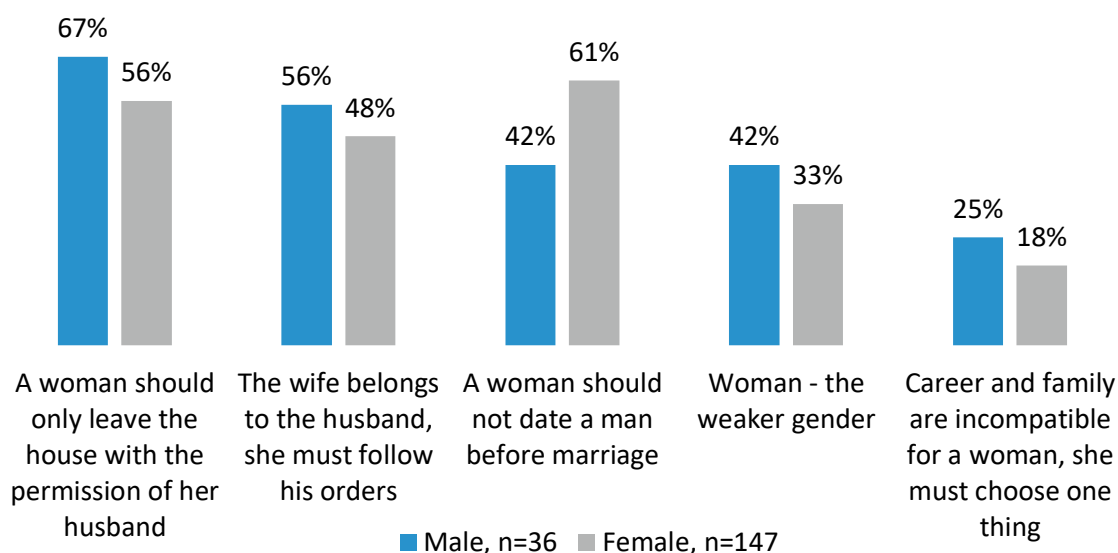
*Diagram 3.8 Respondents' assessment of statements regarding women's opportunities*



*C1. Do you agree with the following statements?*

It's interesting to compare the difference in attitude towards these statements by gender. Men by 7 percentage points more than women agreed with the statement that career and family are incompatible for women. Women less frequently (11 percentage points less) agreed that women should leave home only with their husband's authorization. At the same time, women, by 19 percentage points more than men, agreed that women should not date until they are married.

*Diagram 3.9 Respondents' assessment of statements regarding women's opportunities ("YES"), gender disaggregation*



C1. Do you agree with the following statement (Answers: "yes")

On top of the mentioned campaigns, focus groups participants also took part in events linked to the women's business forum and other women empowerment events like IT trainings, etc. Events for women made the way for new opportunities to be embodied by women.

*"We can say that people's attitudes have changed. We have this notion that when a girl graduates from school, she should not pursue her studies but get married. Or she might become a nurse or a teacher. I think people's attitudes have changed now."*

*FGD participant, Arslanbob.*

To evaluate women's level of activity and opportunities in project localities, respondents were given a list of situations and asked whether or not they had already encountered them in their villages.

A majority of the respondents (90%) noted that women in their village actively express their opinion, support each other in everyday household and family affairs, and are starting to participate more actively in promoting religious and spiritual values, and conducting diverse cultural events, as stated by 79% of the participants. Least of all, respondents (59%) encountered a situation when women from their village or district had created a support group for the population, peer support groups, centers for disadvantaged families, etc.

*"We thought that girls from our village didn't aspire to anything, and didn't study like they should. But in the essays that they wrote, in their work, we noticed what they wish for, we saw that they have a desire but feel they can't change their position and restrain themselves because their environment keeps them from taking the first step forward."*

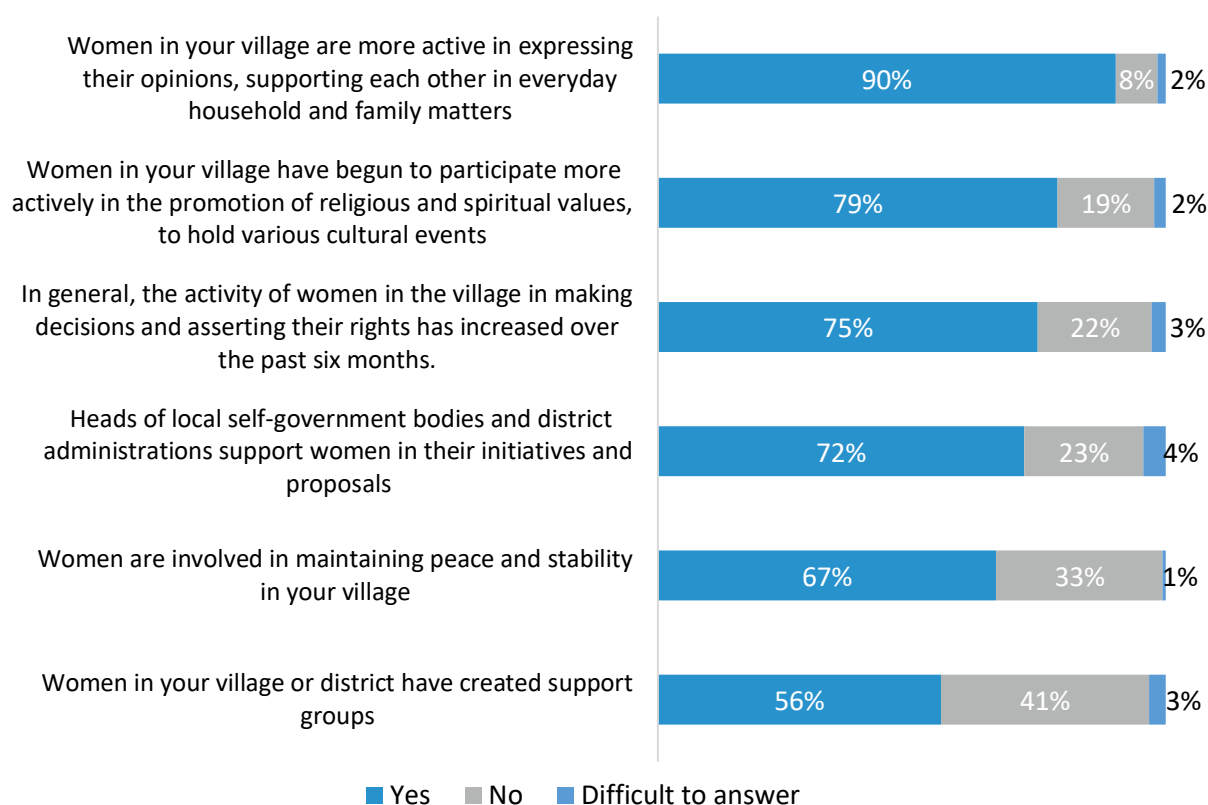
*The events helped us understand the youth, understand that women also have many opportunities to improve their knowledge, that they are capable of doing a lot, of being confident in themselves and of succeeding."*

*Local influencer, Begabad village.*



Diagram 3.10 Assessing women's activity in projects

**n=183**



*C3. Have you encountered the following situations in your village over the past 6 months:*

Let's have a look at which women have made a contribution to Kyrgyzstan's development and in which fields, according to the project participants.

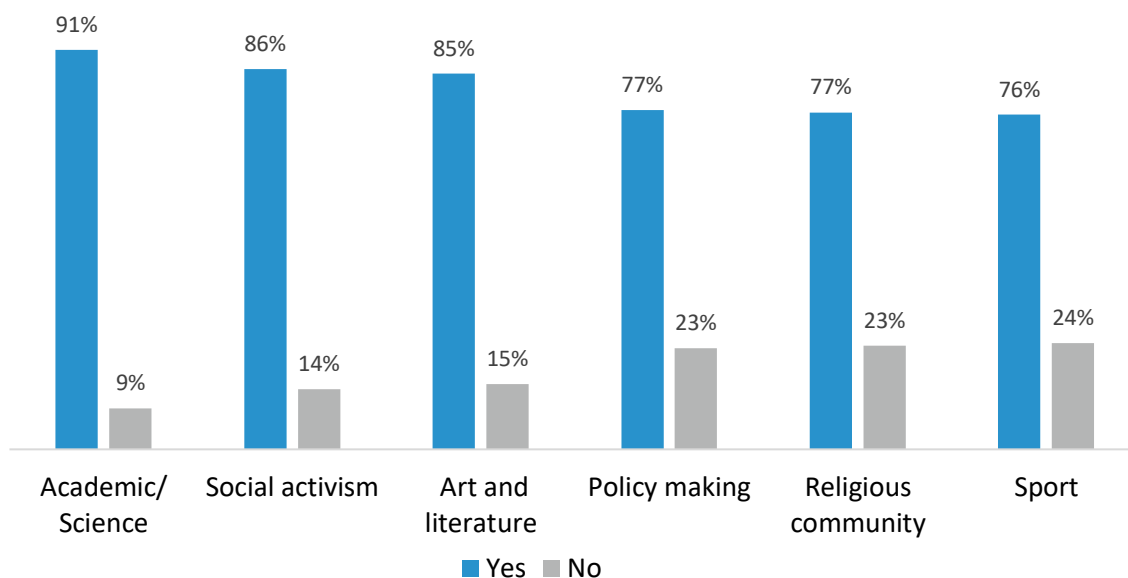
According to a large majority of the survey participants (91%), women have made the most significant contribution to Kyrgyzstan's development in the academic / scientific field. The smallest proportion of respondents considered that women made an important contribution in the sports field. Sixty seven percent of the participants mentioned women involved in maintaining peace and stability in the village.

*"Before, I didn't know about many famous women of Kyrgyzstan, but after the events, I started to learn about them. I became interested in the lives of akyns, athletes, famous people, famous women of our country. I bought books, studied their biographies, what they did for the country, learned something from their experience, and I am still interested in this."*

*FGD participant, Alle-Anarov*

Diagram 3.11 Women's contribution to Kyrgyzstan's development by sphere

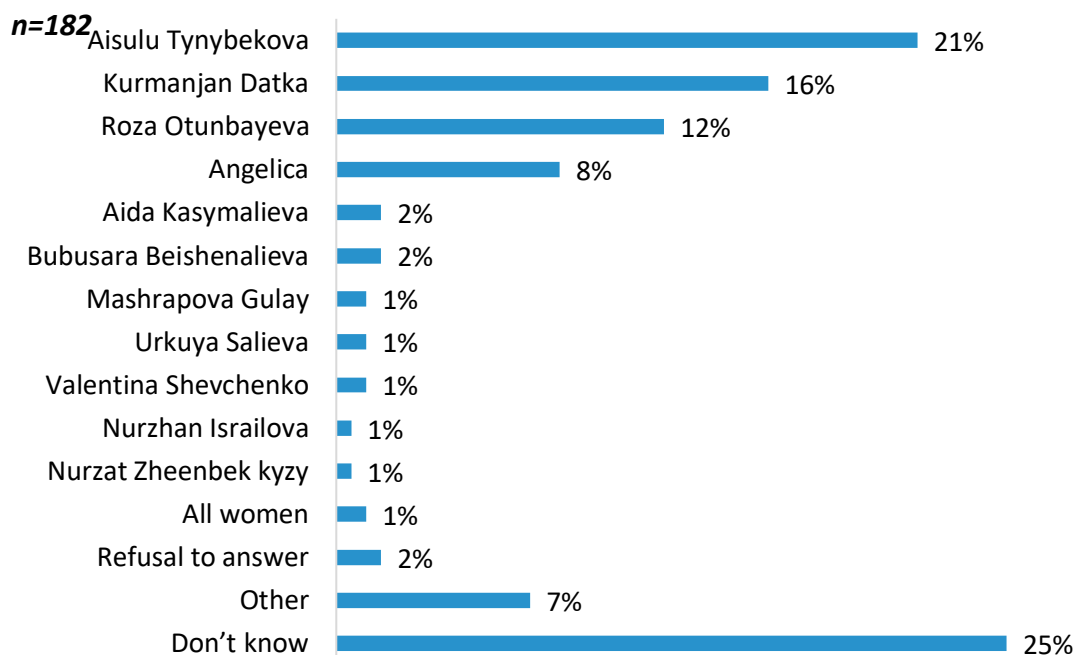
**n=183**



C4. Do you agree that women have made a contribution to the development of Kyrgyzstan in such spheres?

According to project participants, women who have made the greatest contribution to Kyrgyzstan's development are mainly Aisulu Tynybekova (21%), Kurmanjan Datka (16%) and Roza Otunbayeva (12%). It's worth noting that 25% of the respondents said that they did not know of women who had made an important contribution to the country's development.

Diagram 3.12 Women who have made the greatest contribution to Kyrgyzstan's development

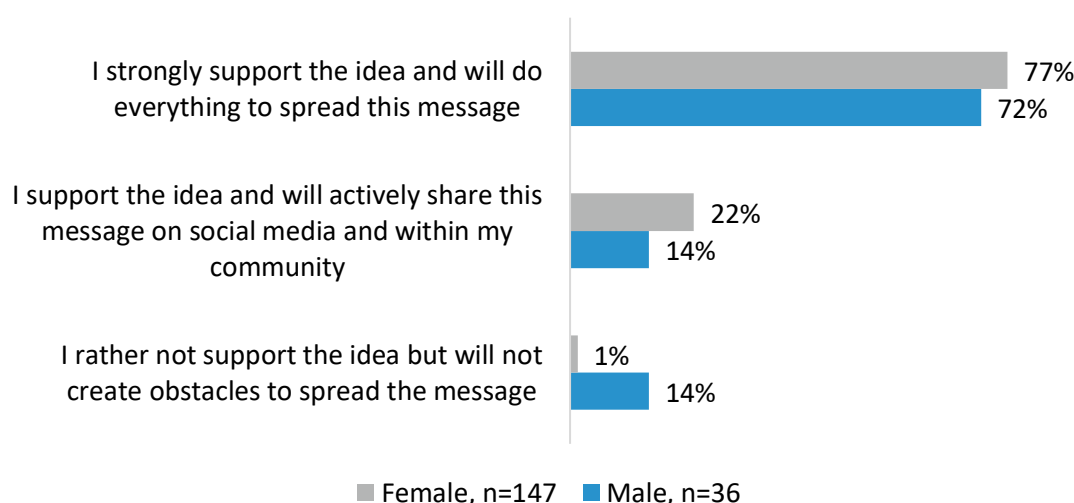


*C5 Which of these women, in your opinion, made the greatest contribution to the development of Kyrgyzstan*

Concerning the campaign's success and the population's support of its main idea, it's worth noting that a majority of the survey participants (76%) said that they strongly support the idea and will do everything to spread the message. At the same time, 4% said they'd rather not support this idea, but won't create obstacles to spreading the campaign's message in their community.

It's interesting to note the correlation between the attitude towards the media campaign's main idea and the respondents' gender. Fourteen percent of men said they would rather not support the idea, but won't create obstacles to spreading the message in their community, while only 1% of women declared that they didn't support the media campaign's main idea.

*Diagram 3.13 Project participants' attitude towards the main message of the conducted media campaign "My possibilities are endless", gender disaggregation*



*C6 How much do you support the main idea of the media campaign "My possibilities are endless"? Gender.*

In conclusion, despite the fact that a majority of the respondents still supported ideas about limited opportunities for women, such as their inability to work in certain fields, dependency on their husband, and the impossibility to act against his will, a large part of the population considered that women are not just meant to bear children: they can have both a career and a family.

Furthermore, a majority of the respondents noticed an increase in women's activity / participation in their environment and noted their success in many spheres.

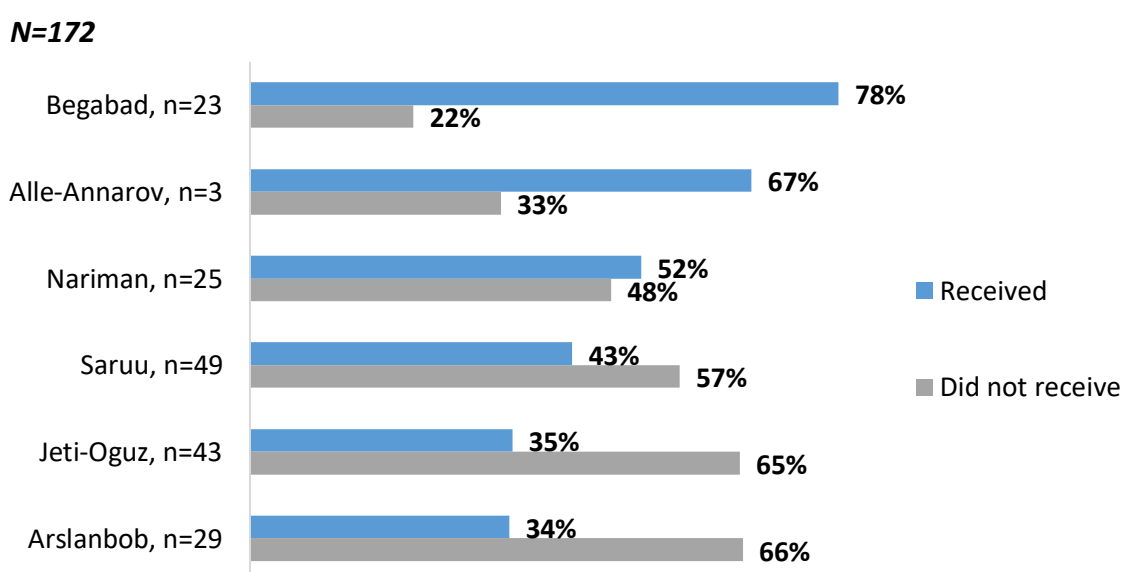
Overall, this media campaign's main idea was so well perceived that most respondents said they were ready to do everything to spread its message.

### 3.4 "My life is my responsibility" media campaign

Young people on the path to personal growth learn to take decisions and assume their consequences. The media campaign "My life is my responsibility" was aimed at encouraging proactivity among young people. As part of this media campaign, conducted mainly on Instagram, a twenty-one-day challenge was launched to form the right habits in the life of the beneficiaries, such as: running and a healthy lifestyle, reading books and learning languages, etc. The posts in this media-campaign were connected mostly with self-development and motivation, and, in addition, live broadcasts with influencers were held. Speaking of the offline activities of this campaign, they included motivational meetings with local leaders, as well as business trips.

A total of 44% of the respondents said they had received information on this topic. By age and gender, the data was evenly distributed. At the same time, it can be noted that this situation differed from one village to the other. For instance, 78% of the residents of Begabad received information on this topic, while only 67% of the residents of Alle-Annarov did, and only 34% of the respondents from Arslanbob and 35% of those from Jeti-Oguz did. Since this data concerns an ongoing media campaign, these differences may be related both to the Internet coverage and to the differences in activities implemented in these villages.

*Diagram 3.14 Distribution of information received on the media campaign "My life is my responsibility" by target village.*



A2\_4. Over the past six months, have you received information from any sources on the Media campaign "My life is my responsibility"

The content received on this topic was mainly made up of various contests and online material. The online influencers had a creative look on this campaign and imagined a challenge for followers to attract more people. The main platform used by influencers and on which they organized the challenge was Instagram. Participants also shared the main message of the media campaign on responsibility and self-development themselves.

*"We published posts and stories. The campaign was called "My life is my responsibility" and I published motivational posts so that young people would be responsible and love what they do. I tried to encourage them to engage more in self-development, reading, games, sports and lead a healthy lifestyle."*

*Online influencer, member of the KR kickboxing team.*

*"With my partners we made a video to encourage young people to get a new useful habit in 21 days. Some decided to take up sports, some ran in the morning, some gave up coffee or energetic drinks, some started learning English or Arabic, some read 20 pages per day... And they turned this into a habit."*

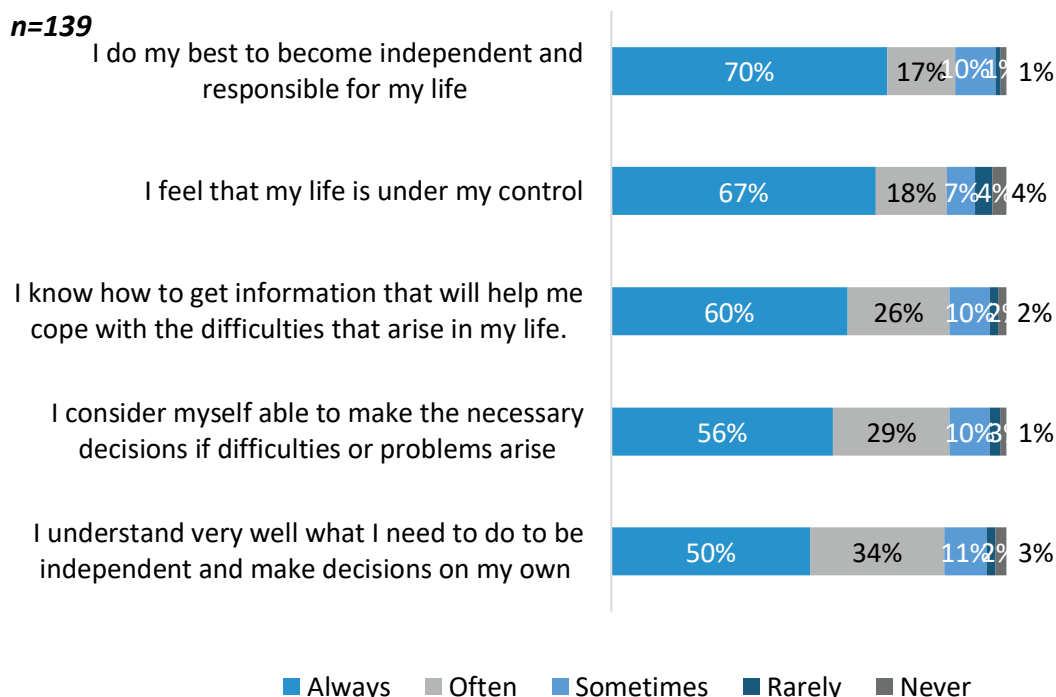
*Online influencer, singer.*

Sixty seven percent of the participants who were reached by this media campaign said they understood its message and 28% said they understood it partly. Among them, 68% of respondents considered that the topic was relevant for the youth.

To identify participant's proactivity level, respondents were given questions on their feelings and actions. This analysis showed that a majority of the respondents (70%) always do everything they can to become independent and responsible for their own lives. A significant part of the respondents (67%) also declared that they always feel that their life is under their control. The remaining respondents (50%), said that they clearly understand what they have to do to be independent and take decisions on their own.

Several differences depending on the respondent's socio-economic status can be noted. Men, by 16 percentage points more than women, said they always feel that they are able to take necessary decisions on their own in case of problems or difficulties. Additionally, 16 percentage points more of men than women said that they understand what they have to do to be independent and take decisions on their own.

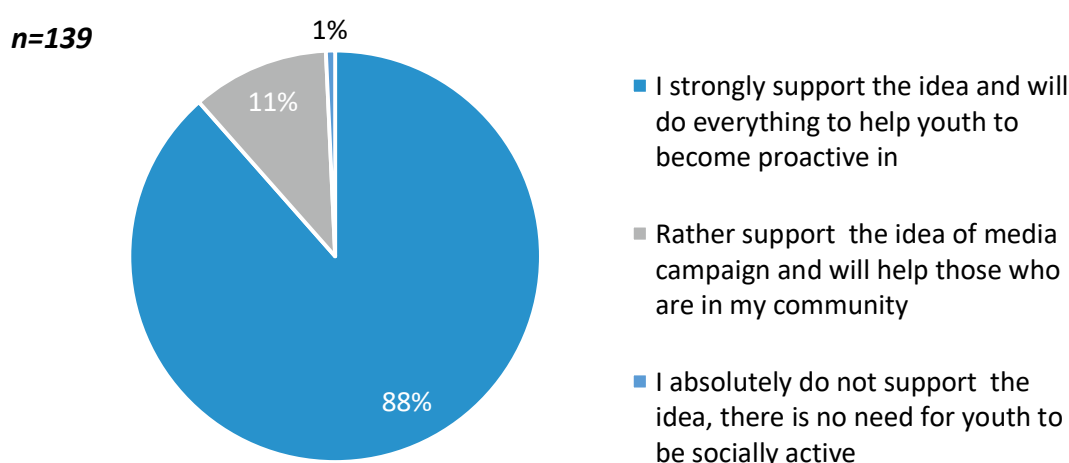
*Diagram 3.15 Respondents' assessment of their proactivity*



*D1. Please tell me how often you feel, think or act this way.*

A majority of the respondents (88%) said they strongly support the campaign's main idea and will do everything to encourage young people to be proactive in their communities. Only 1% declared that they absolutely do not support the idea and that there is no need for the youth to be socially active.

*Diagram 3.16 Project participants' attitude towards the conducted media campaign "My life is my responsibility"*



*D3 How much do you support the main idea of the media campaign "My life is my responsibility"*

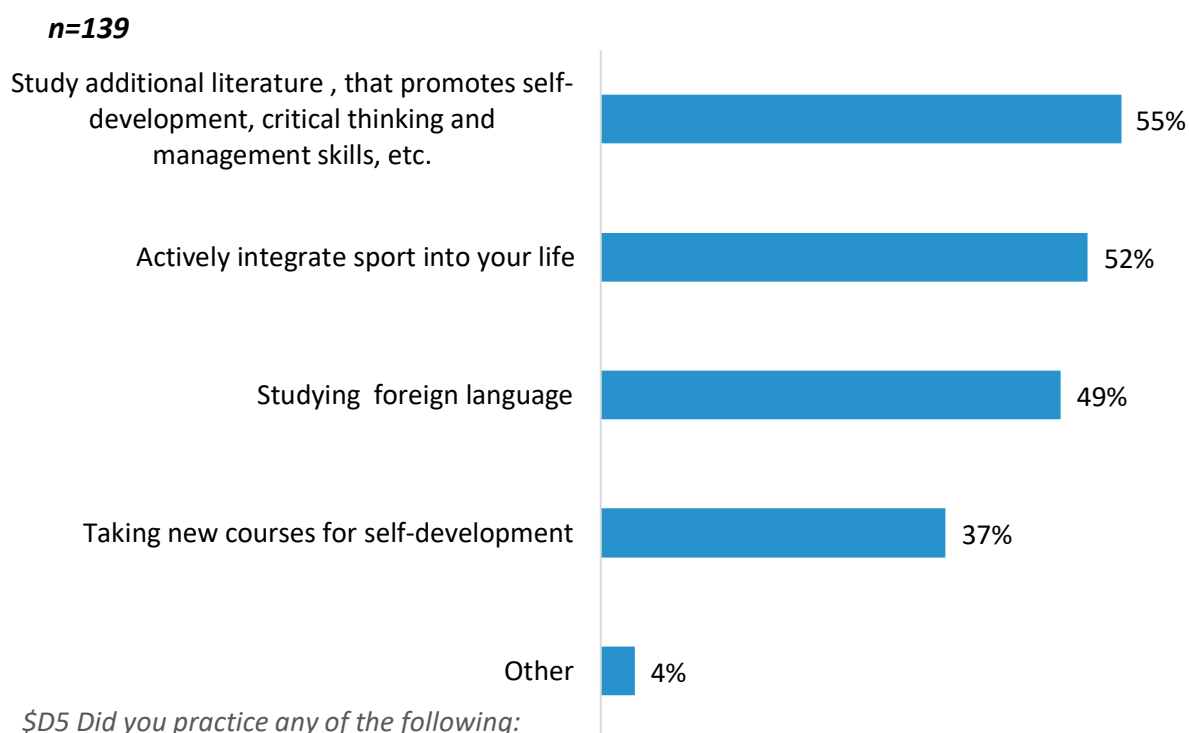
It's also worth noting the high practical usefulness of the information received through this media campaign. Ninety percent of the surveyed participants said that they applied



the acquired knowledge in practice, which shows a high effectiveness of this awareness campaign.

A majority of the respondents (55%) also said that when applying the acquired knowledge, they studied additional material on self-development, critical thinking, management skills, etc. 52% said they had introduced sports into their lives. Also, as a result of this media campaign, 49% started learning foreign languages and 37% started new courses for personal development.

*Diagram 3.17 Application of the acquired knowledge in practice, concrete actions*



FGD participants also pointed out the usefulness of the “My life is my responsibility” offline campaign. The IT training was among the most mentioned educational events during the discussions. All of the participants noted a positive impact of the project on development and strengthening unity. The participation of acquaintances helped attract many followers and spread the project’s main messages among other village residents. For example, there were IT trainings in Zheti-Oguz village, which helped participants improve their knowledge and open up new opportunities. It was especially useful for teachers, who applied the acquired knowledge to their teaching. This initiative was followed up by the creation of a group of teachers who now continue to share their skills with other teachers.

To summarize this section, it can be said that the “My life is my responsibility” media campaign was very effective, and that its main idea gained the support of almost all project participants who are now ready to share and promote it.

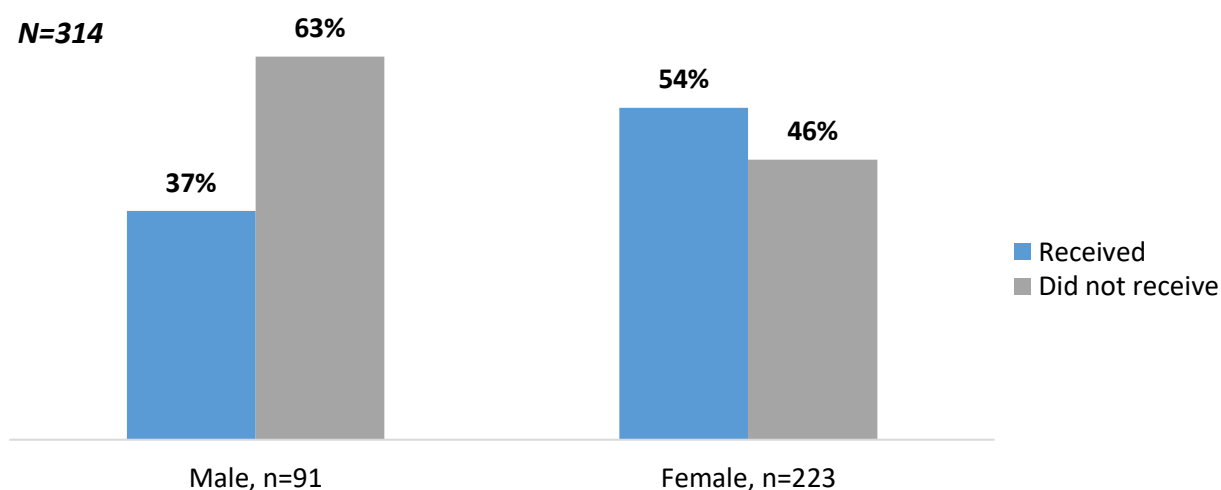
This campaign also had a high score for application of the acquired knowledge, having influenced participants and brought positive changes into their lives, such as studying additional material, taking up sports, learning foreign languages, etc.

### 3.5 “I am searching for. Thinking. Checking” media campaign

Nowadays, when the world is at a stage of global knowledge exchange in one open online space, it's very important not to get lost in the flow of information. The youth of Kyrgyzstan is also very actively involved in the Internet community and has access to a large quantity of information, which affects critical perception and correct sorting of information.

In this regard, the media campaign "I am searching for. Thinking. Checking" was a part of the Taasir Link project aimed at developing critical thinking skills. Half of the respondents (49%) said they had received information on this topic. This campaign took place through trainings and workshops on critical thinking in the target communities, as well as through the project's social media (mainly Instagram). As part of the campaign, participants were told about the consequences of a lack of critical thinking, how to develop it, and the importance of media literacy in today's world. Age and regional characteristics were evenly distributed among participants. Among men, only 37% of the respondents said they had received information on this media campaign, while 54% of women did.

*Diagram 3.18 Distribution of information received on the media campaign "I am searching for. Thinking. Checking", by gender*



A2\_2. Over the past six months, have you received information from any sources on the Media campaign "I am searching for. Thinking. Checking"

Half of the influencers highlighted the importance of this media campaign. Many said that in their regular posts, they directly or indirectly touched the issue of critical thinking and sorting information in a time of "information boom." Interviews with famous people were conducted to provide a more in-depth understanding of the main idea. Online influencers also published videos and infographics on Instagram for the TaasirLink project participants.

*"Young people need this topic, critical thinking, because we don't always perceive things correctly. It's important to know how to select needed and useful information."*

*Online influencer, journalist.*

*"We talked about critical thinking. I organized a live broadcast with Nurzhan Toktosunova, the founder of a school where children learn oratory techniques, how to express their opinion and critical thinking skills. I recorded a short song on critical thinking and we filmed a couple of videos."*

*Online influencer, rapper.*

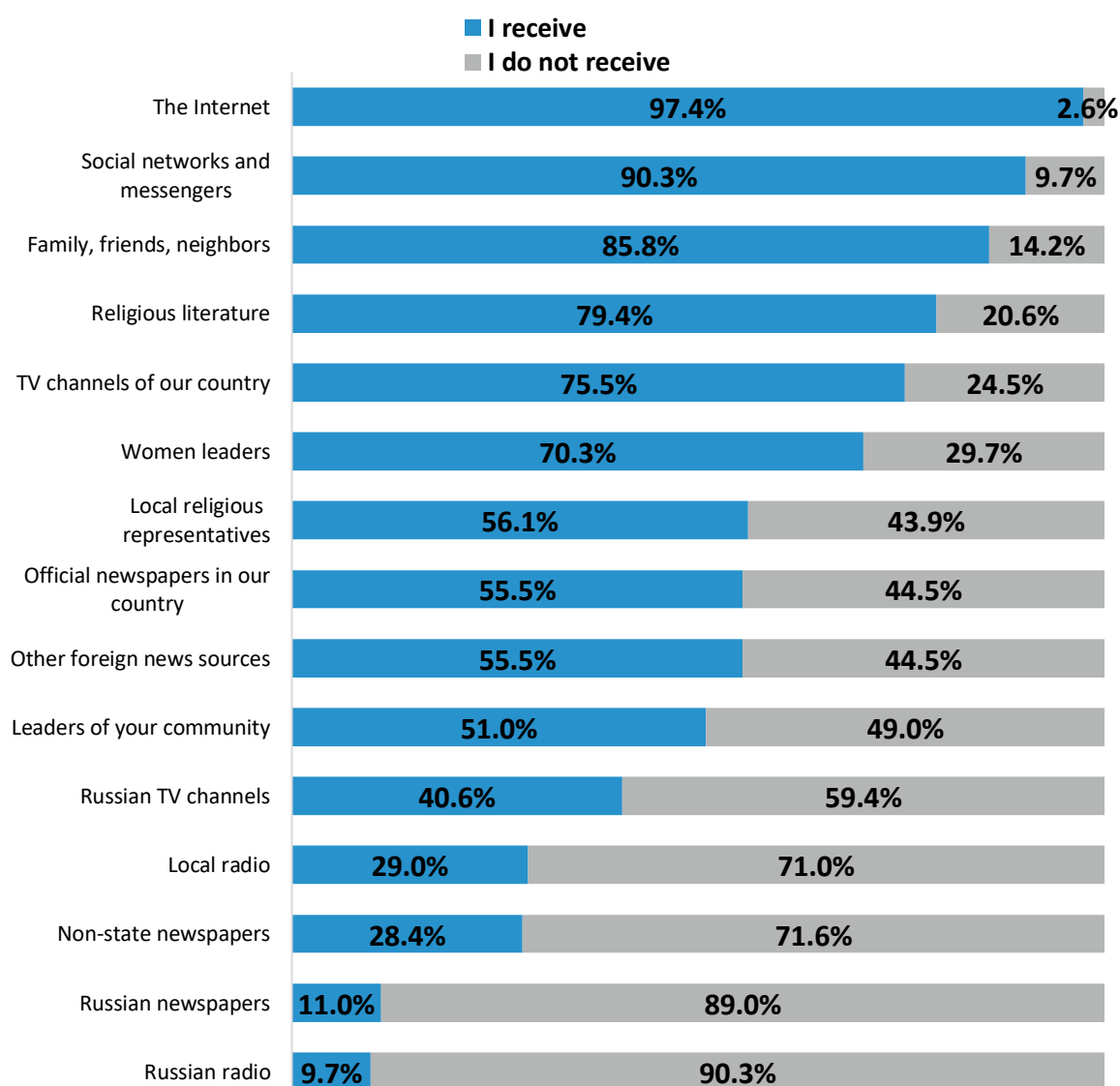
We can conclude that the influencers' content was clear, since among those respondents who did receive information on the campaign, 95% said they understood the message. In addition, 61% of the respondents claimed that the topic was relevant. At the same time, there is a share of respondents (6%) who believed that the topic was not relevant.

The relevance indicator for this media campaign is the highest when compared to other media campaigns. Thirty-three percent also expressed their neutrality. Looking in detail at the urban/ rural disaggregation, it can be noted that 12% of urban residents didn't find the campaign relevant, while only 4% of rural residents supported this statement.

An absolute majority of the respondents said they usually get information from the Internet, social media (WhatsApp, Instagram) and family members or friends. The smallest proportion of young people preferred using Russian and local printed media (newspapers, magazines, etc.). It's also worth noting the important role played by diverse religious sources of information such as religious literature (79,4%) and local religious representatives (56,1%).

More than half of the participants aged 29-36 get information from local radio, while this indicator is two times lower among respondents aged 14-18 years old.

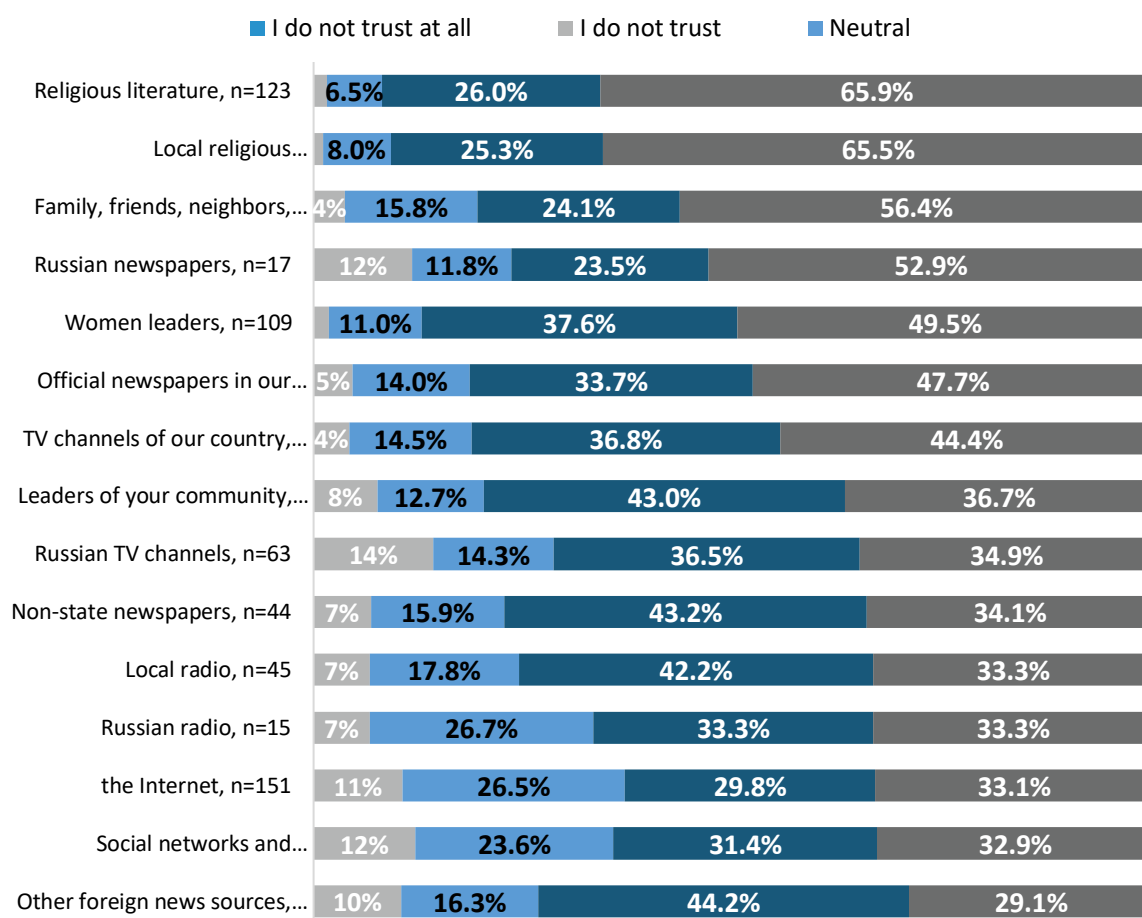
Diagram 3.19 Sources of information, n=155



E1. Do you get information from any of the following sources?

A majority of the respondents (65%) absolutely trust information received from religious sources. Around half of the surveyed participants said they absolutely trust newspapers and female leaders. More than 10% of young people expressed absolute trust towards Russian T.V. channels and news agencies.

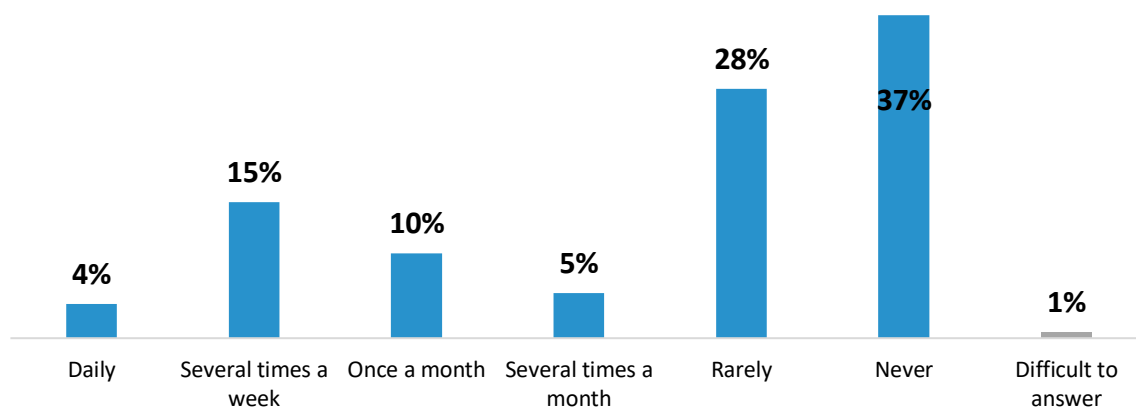
Diagram 3.20 Trust towards information sources



E2. Rate how much you trust the following sources of information on a 5-point scale

Thirty seven percent of the respondents said they never check information before sharing it with others. Twenty eight percent of young people said they do fact-checking on rare occasions. Only 4% of the respondents answered that they check the information they plan to share on a daily basis. However, 54% of the surveyed young people considered that it's necessary to check all information. But during the FGDs, improved knowledge in critical thinking was observed. More than half of the focus group discussions participants gave the correct definition of critical thinking and noted the importance of using information analysis skills in life. During the media campaigns, participants learned to check information before spreading it further. Almost all those who participated in the discussions noted a positive impact of the media campaign. They pointed out the usefulness of the online campaign on critical thinking, which helped expand their knowledge.

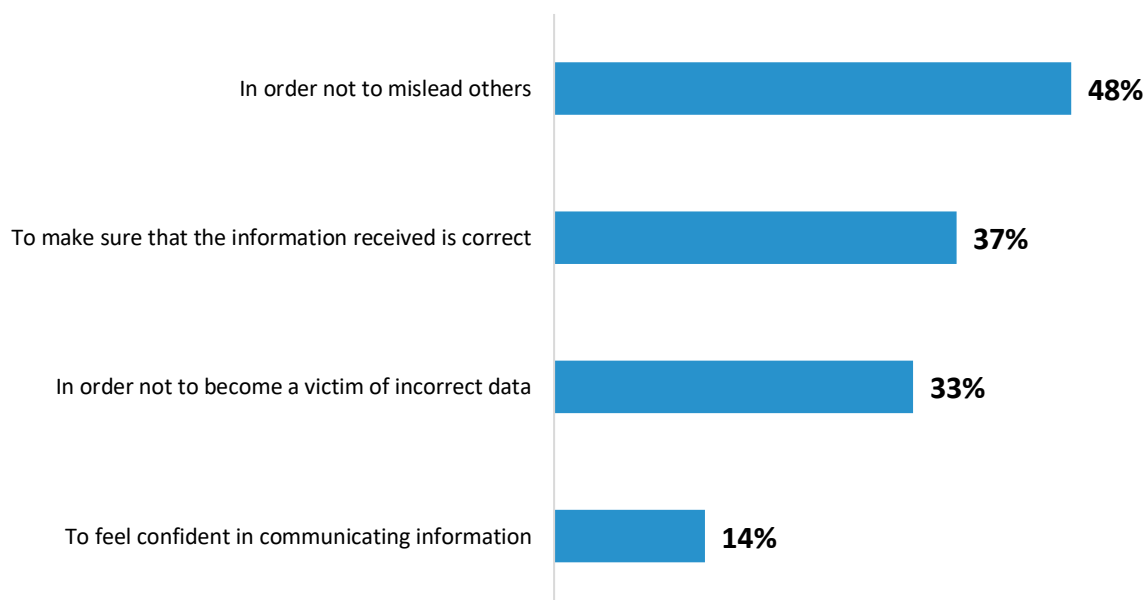
Diagram 3.21 Fact-checking information before sharing, n=155



E3. How often do you share information with others without first checking it?

When asked why it's necessary to check information received, the survey participants' opinion was approximately equally divided, namely 48% said in order not to mislead others, 37% to make sure the facts are correct and 33% to avoid becoming a victim of disinformation.

Diagram 3.22 Assessing the need to fact-check information received, n=151



E5. Why do you think it is necessary to double-check information?

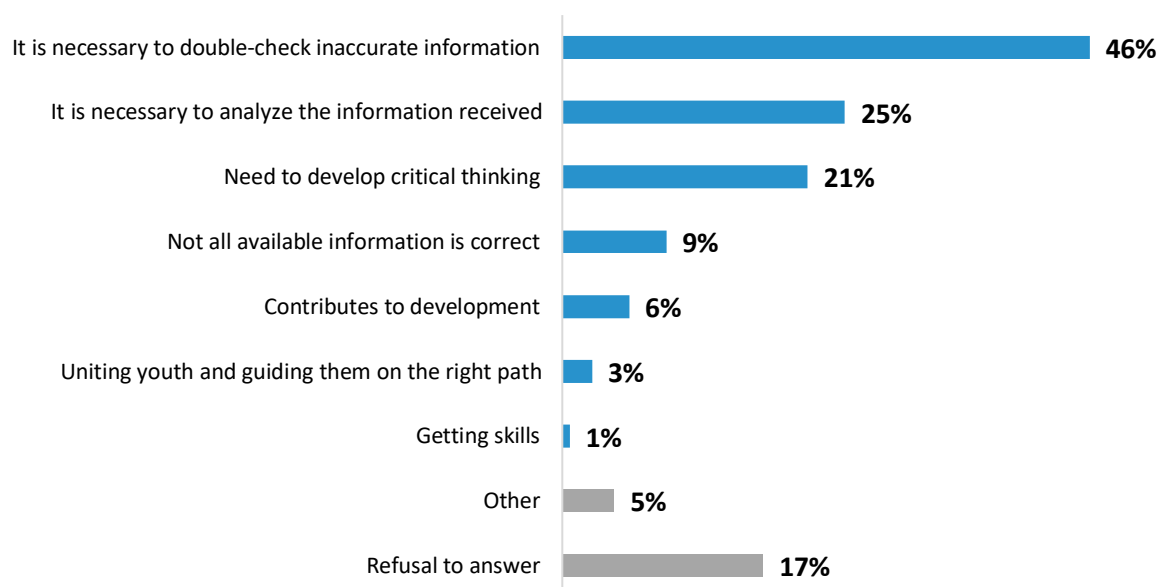
This data was confirmed by the results of FGDs conducted in the target communities. In fact, the majority of FGD participants considered this skill as necessary in life and were able to explain why it is necessary.

*"In the framework of the Taasirlink project, I received additional information about critical thinking. Critical thinking has a huge place in a person's life, because many people without thinking start discussing, but you can't do that. Before you start doing something, you have to ask yourself what good it will do me, what will happen to that person if I do it - this is all part of critical thinking. I really liked the information about critical thinking."*

*FGD participant, Bekabad*

An absolute majority (83%) of the respondents said they strongly support the idea of the “I am searching for. Thinking. Checking” media campaign and promised to check all information received.

*Diagram 3.23 Understanding of the main idea of the media campaign “I am searching for. Thinking. Checking”, n=155*



*E7. How do you understand the main idea of the media campaign “I am searching for. Thinking. Checking”?*

A majority of the respondents of the media campaign “I am searching for. Thinking. Checking” said that the main sources of information they use are Internet resources, surrounding people, local T.V. channels and religious literature. At the same time, an absolute majority of the respondents said that they trust religious sources of information to a certain extent. A majority of the respondents said they never or rarely check information before sharing it. But participants of the focus group discussions noted the usefulness and showed their own awareness of critical thinking. An absolute majority (83%) said that they completely support the idea of the media campaign “I am searching for. Thinking. Checking”.

### 3.6 “We are one” media campaign

As said earlier, the young generation in the contemporary world tends to lose its feeling of belonging to its roots, which can lead to disunity in the society. That is why the media campaign “We are one” was aimed at promoting a sense of community and strengthening unity.

Among FGD participants, a large part had actively participated in events like sports competitions. The positive impact of sporting events was said to be strengthening unity and cohesion, not only among each other, but also with participants from neighboring villages. Sports activities with neighboring schools strengthened the sense of unity among young people. Participants, both girls and boys, also noted the benefits of working together. But according to the survey, only 41% of the respondents received information on this given topic. It is the lowest indicator of dissemination of information on social media among all of the media campaigns. The reasons for the low outreach of this media campaign can be attributed to a number of factors such as: the absence of an endorser for this campaign, its late launch and, consequently, the relatively recent spread of this media campaign in the project's social network pages, as well a weak link between the events held and the theme of the media campaign. As part of this media campaign, advertisements were published on Instagram, Facebook, YouTube and other



project social media accounts, and offline activities were carried out in the target localities such as sports tournaments.

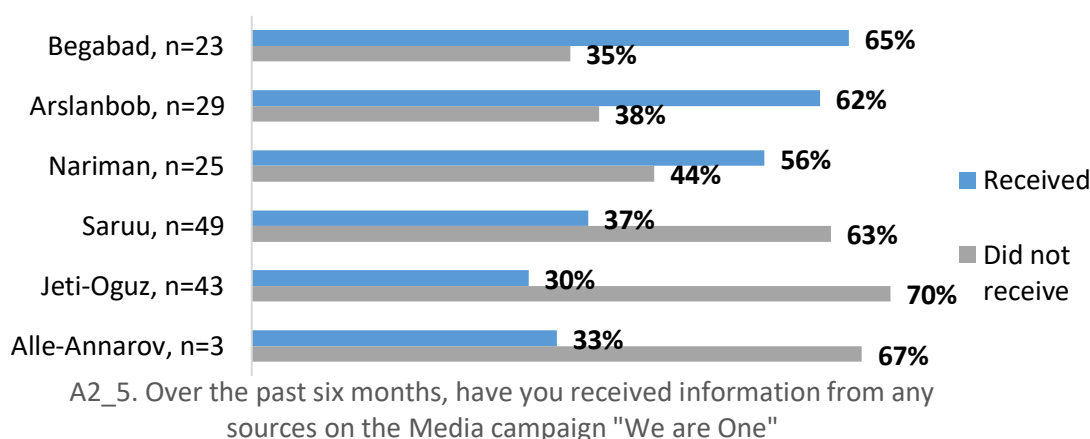
*"When boys and girls do something together, it has a positive effect on them. For instance, if all are involved in one event, they will have different feelings and they won't start dividing the work, for example this is for boys and this is for girls. They will do it together. We think we should organize these kinds of events in other villages too, and not only in our Aiyl Okmotu (district)."*

*FGD participant, Nariman.*

A difference can also be observed in the information received (level of awareness) depending on the place of residence. Sixty four percent of the residents of Begabad and 62% of those of Arslanbob heard about this campaign. Residents of Jeti-Oguz (30%), Alle-Annarov (33%) and Saruu (37%) were two times less informed about this given topic.

*Diagram 3.24 Distribution of information received on the "We are one" media campaign, by target village.*

**N=172**



Online content on the topic of cohesion was also shared. This topic raised a lot of interest among influencers due to its relevance. Several events were organized, and influencers filmed videos together and shared them through their Instagram pages, as well as the project's Instagram and YouTube channels. One of the influencers declared it was necessary to implement more projects linked with cohesion and love for your homeland and compatriots.

*"I think we need to provide education, to increase understanding on what are the consequences of radicalism. I believe that we should openly discuss this with children. We need to discuss this issue in public, it shouldn't be hidden. We need to educate children on religion."*

*Online influencer, rapper.*

*"A lot of young people want to leave Kyrgyzstan. Who will be left? It's okay to study abroad, but you need to come back and live in Kyrgyzstan, in your country. We need to address such problems."*

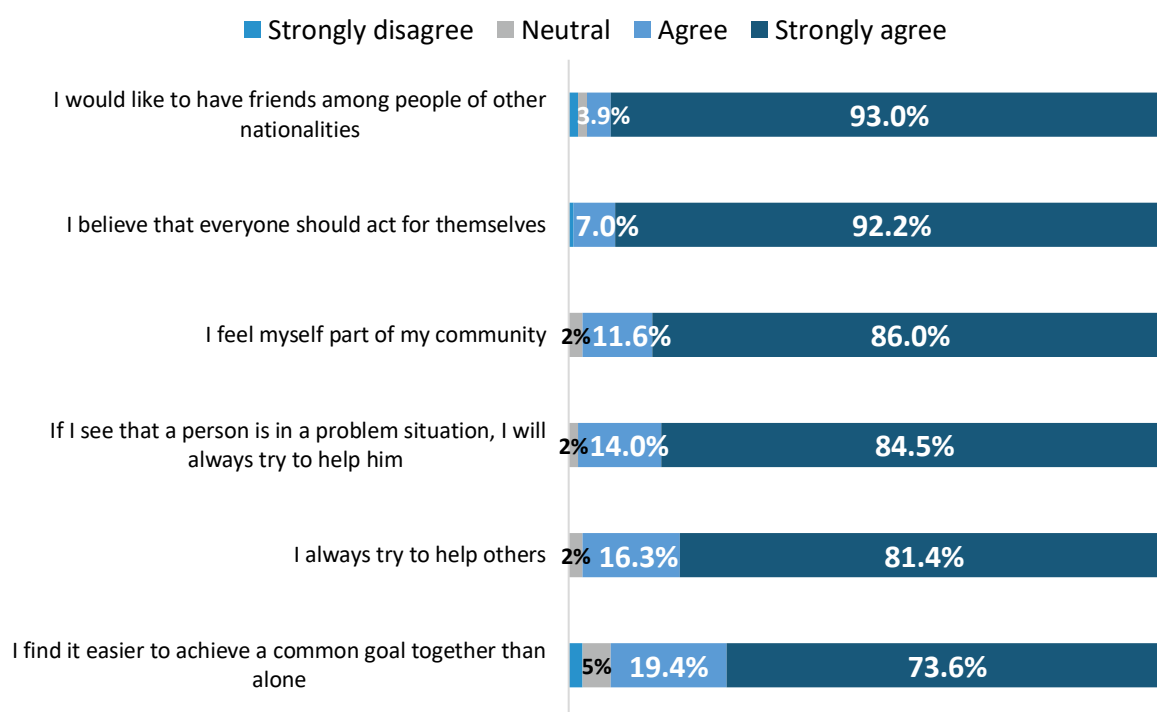
*Online influencer, singer.*

Among those who received information on this topic, 86% said that they considered the topic relevant.

An absolute majority of the participants of the “We are one” media campaign supported the statements given. Namely, the following statements received absolute support: “I would like to have friends among representatives of other nationalities” (93%), “I consider that everyone should act for themselves” (92%), and “I feel that I am part of my community” (86%). Only 2% of the respondents strongly disagreed with the statement “I find it easier to reach a common goal together than alone”. Participants of focus group discussions in targeted communities that have a multi-ethnic population also confirmed the population’s unity. Many schools have mixed classes, and residents of different nationalities have good neighborly relations.

It’s worth noting that absolutely all of the participants of the media campaign “We are one” aged 19-28 years old said they see themselves as part of their community.

Diagram 3.25 Level of agreement with the following statements, n=129

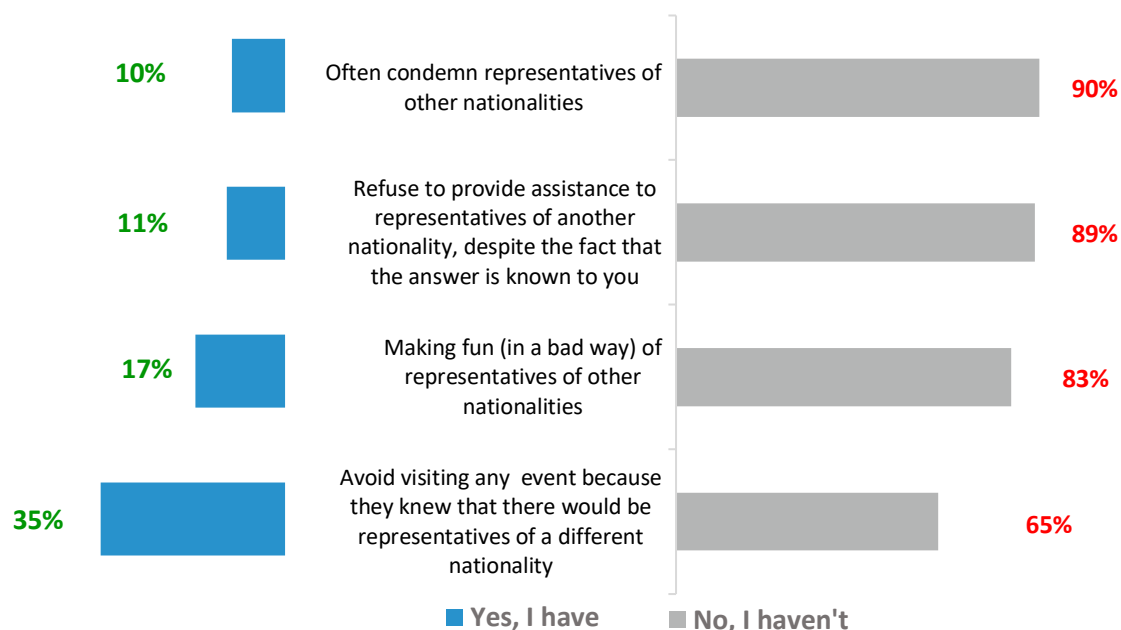


How much you agree with the following statements?

Respondents, in an absolute majority, did not have any negative experiences with people from other nationalities. At the same time, 35% of the respondents said they had already avoided visiting a place or event if they knew that there would be representatives of other nationalities.

Around half (47%) of the “We are one” media campaign participants aged 19-28 have already avoided attending an event because of the presence of people from other nationalities. Twenty percent also said that they often make fun of representatives of other nationalities.

Diagram 3.26 Participants’ negative practices towards people of other nationalities, n=129



More than 90% of the participants of the “We are one” media campaign claimed they strongly support its idea and consider that every person should live in unity and strength with their community.

The “We are one” media campaign was the least successful in reaching participants, compared to other campaigns. A large part of the respondents did not receive information on this topic. In addition, only half of the respondents understood the main message, although many considered it to be very relevant. However, as a result of offline events, many focus group discussions participants noted a strengthened sense of unity among project participants in their communities.

## 8. Chapter 4. Effectiveness of involved influencers’ media-campaigns

This chapter will analyze the impact and effect of influencers who disseminated mass information in the framework of the TaasirLink project. It’ll also enable to assess the degree of importance and impact of influencers in conducting media campaigns.

The project involved a variety of trustworthy personalities as online and offline influencers: journalists, singers, athletes, and rappers, who participated in spreading online material through social networks (Instagram, Facebook, Youtube, Telegram, Whatsapp) as well as local authorities who acted as main influencers in the target villages.

This chapter will look into the channels, methods and ways used to create content and programs in order to attract young people, and assess the effectiveness of the conducted campaign.

In the framework of this project, various activities were held to influence young people and make them think about important things. A number of online and offline events were organized to have a deep interaction with the target audience. Young people were involved in online seminars, sporting events, self-development trainings, marathons, and writing contests, among others.

Target area	Event
<b>Bek-Abad</b>	<b>1.</b> Motivational meeting with powerful women

	<ol style="list-style-type: none"> <li>2. Sports volleyball competition</li> <li>3. Talent contest</li> </ol>
<b>Arstanbob</b>	<ol style="list-style-type: none"> <li>1. Football Championship</li> <li>2. Computer literacy training for girls</li> <li>3. Eco-action</li> </ol>
<b>Alle-Anarov</b>	<ol style="list-style-type: none"> <li>1. Volleyball Championship</li> <li>2. Computer literacy training</li> <li>3. Handicraft competition</li> </ol>
<b>Nariman</b>	<ol style="list-style-type: none"> <li>1. Sports competitions</li> <li>2. Business trip</li> <li>3. Talent contest</li> <li>4. Training on conflict sensitivity and formation of tolerant relations in the group, critical thinking</li> </ol>
<b>Saruu</b>	<ol style="list-style-type: none"> <li>1. Women's Business Forum</li> <li>2. IT trainings</li> <li>3. Art installation opening</li> </ol>
<b>Zheti-Oguz</b>	<ol style="list-style-type: none"> <li>1. Women's Business Forum</li> <li>2. Business trip</li> <li>3. Art installation opening</li> </ol>

Young people were involved in the project in several ways. The most popular method used among local influencers was personal involvement, as noted half of the respondents. The influencers attracted young people through their own acquaintances and contacts from previous projects in the district (Aiyl Okmoty). Some also involved participants through personal networks (for example, through local school teachers, neighbors etc.) and WhatsApp. It's also worth noting the important role of influencers in the community, since school staff often became influencers for the project and tried to get as many students as possible involved.

*"I have been working here for 30 years, that's why I know every family. I invited parents with a narrow mindset, I know all of them."*

*Local influencer, Nariman village.*

National influencers used their own social media pages to attract young people to join the project. National influencers also noted that different types of content were developed for users of the TaasirLink project and followers. The most popular types of content among influencers were video clips and contests.

Online influencers used various techniques to work with followers on Instagram. They organized contests with prizes for winners. In addition, all methods for conveying information were used: video posts, stories, interviews, motivational speeches, blogs, private messages, and challenges. The content of the posts partly depended on the influencers themselves. In general, influencers published a couple of posts or stories each week on Instagram platform. The involvement of participants mainly depended on the creativity of the approach and the ability to create original content. To sum up, each national influencer tried to put up at least one post on the project's topics per week.

When they led events, influencers noted that sports activities were perceived as the most positive. Half of the respondents received positive feedback from participants of marathons and other sporting events. All of the respondents also pointed out a great

impact of creative events such as writing contests, drawing contests, video creation, and arts and crafts workshops.

Also, as the project was moving forward, more and more people wanted to participate in it. In addition, a fourth of the respondents noted an active participation of parents and the older generation as well.

Many respondents noted that the majority of the girls involved in the project are from vulnerable, religious families.

Part of the influencers worked within the framework of several campaigns, including topics like "I love my village", developing critical thinking, getting a new habit in 20 days, or taking up sports. Young people, mainly from rural areas, were encouraged to film videos, draw, and participate in contests. The idea was to involve young people and have them actively participate in the various events.

*We received videos even from remote villages. Of course, they weren't of very good quality, because they were filmed on phones. But it shows the effect and reach of our project: we do something and the youth answers, young people are involved and the result is clear.*

*National influencer, journalist.*

Since the campaign took place during the Covid-19 pandemic, all of the planned events were conducted online and national influencers interacted and worked with each other remotely. But local influencers, after the peak of the pandemic, continued to work offline.

*It was mostly during the pandemic and almost everything happened online. First we shot a video where A. Jamgyrtchyeva passed me the torch, then we shot a video where I passed the torch to G. Kalykov and A. Amanbekov. We saw each other online twice; the rest of the work was done online through Instagram.*

*National influencer, rapper.*

Participants considered that the TaasirLink project has positively contributed to the youth's development. It didn't remain unnoticed and, on the contrary, it had a positive impact. However, as one influencer pointed out, there should be more of these projects and they should be implemented each year to have a sustainable result.

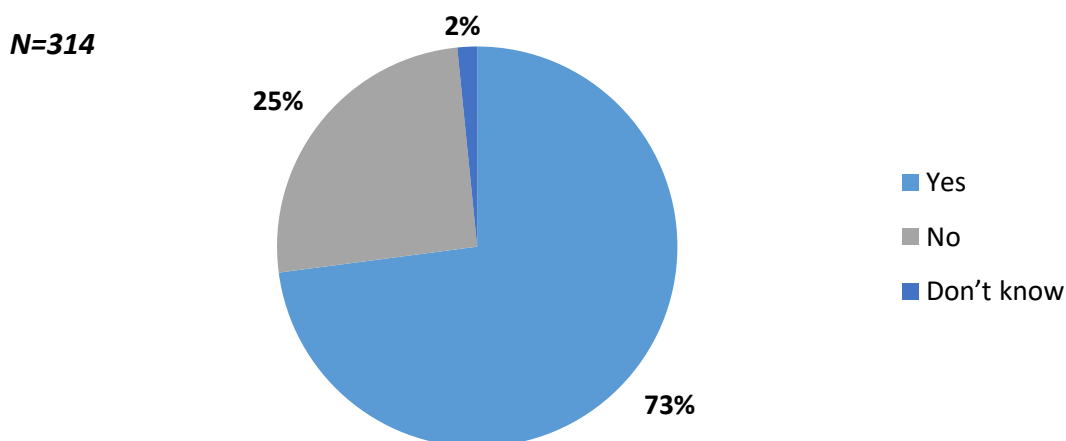
A majority of the influencers also noted that the topic of radicalization was only indirectly brought up by the TaasirLink project and there was no direct focus on radicalization.

*Concretely, this topic wasn't mentioned. Perhaps there were some hints, with messages such as the youth should choose the right path, read the right books, go on the right websites... That young people should draw, sing or practice sports and participate in charity action. Overall, we encouraged them to do their best to live a correct lifestyle.*

*National influencer, singer.*

The presence of influencers positively influenced the promotion of content and the media campaigns of the TaasirLink project. When asked if the presence of influencers affected their decision to follow the project on social networks, a majority of the respondents (73%) answered yes while one-fourth (25%) said that it did not influence their choice.

Diagram 4.1 Impact of the presence of influencers in the project.

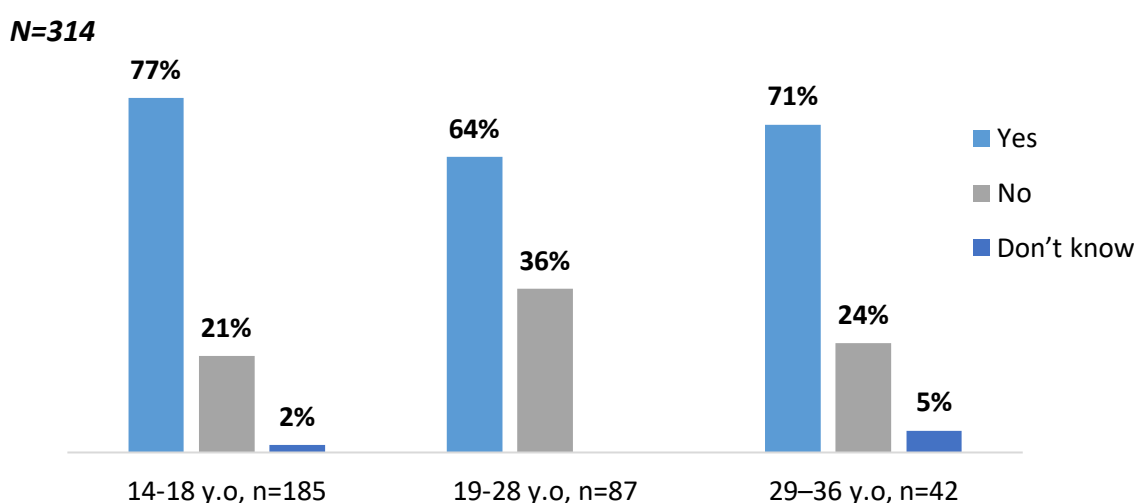


A16. Do you think the presence of famous people in the project influenced your decision to subscribe to this content?

Looking at the data, it can be said that this had less effect on male participants. Sixty seven percent of men answered with the affirmative concerning the influence of famous people on their decision to subscribe to the social media pages, while this indicator was higher among women (75%).

Concerning age, it can be pointed out that participants aged between 19 and 28 years old had the lowest rate of people saying that influencers had affected their choice to subscribe to the TaasirLink content. This rate was higher among the group of participants aged 14 to 18 (77%).

Diagram 4.2 Impact of the presence of influencers in the project by age



A16. Do you think the presence of famous people in the project influenced your decision to subscribe to this content?

Participants of FGDs also noted that the presence of local and guest celebrities influenced their willingness to participate in the project. Meetings with influencers had a positive impact in broadening horizons and attitudes towards changing opportunities for young people.

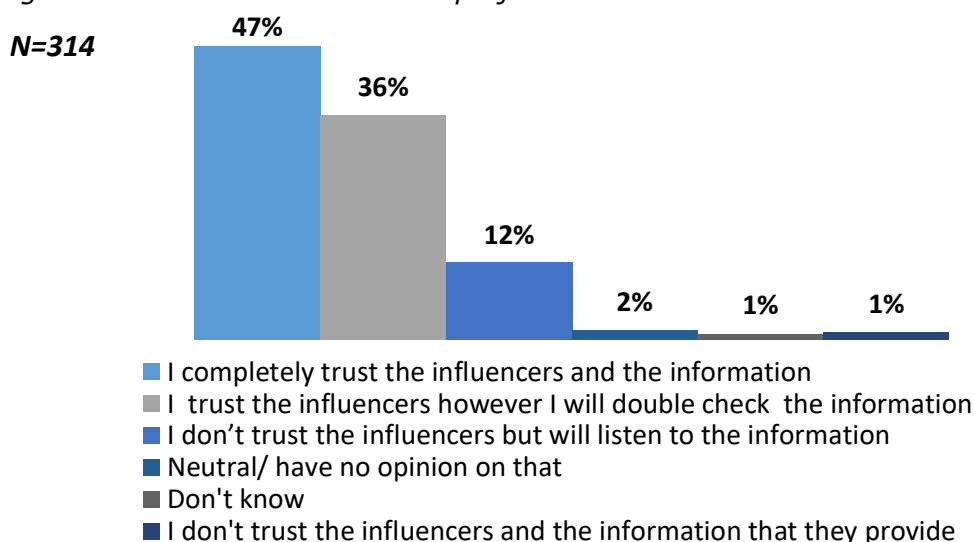
*"The Taasirlink project has had a great impact on young people, they have changed for the better, changed their thinking, and are developing. That is, young people were able to use their free time positively and with use. In this project, I attended a meeting with influential people; I have participated in other campaigns, too. The meeting was attended by influential personalities who had authority among the population."*

*FGD participant, Bekabad.*

When analyzing the level of trust among respondents, we can see that half of them (47%) said they trusted influencers and the information they shared. Thirty six percent of the participants claimed they checked the information, and 12% said they didn't trust the information but would still check it out (see Diagram 4.3).

It's worth noting that the level of trust among women is higher than that of men. Fifty two percent of female representatives said they completely trust information from influencers, while only 36% of men answered that they trust celebrities and famous people.

Diagram 4.3 Level of trust towards project influencers



A17. Please rate the level of your confidence in the opinion of the key influencers involved (stars, famous personalities) involved in promoting the media campaign, you would say that you...

Furthermore, data shows that 86% of the respondents agreed with the fact that key influencers had the greatest impact on promotion of the media campaigns in the media. In all target villages, a majority considered that famous people can effectively promote awareness campaigns. However, in Saruu, a proportion of the population didn't agree with this. Ten percent of the respondents from Saruu said that online influencers didn't affect the promotion of the media campaign.

Half of the online influencers considered that the content provided was understandable for the followers. They noted an active participation of young people and said that when the posts were not clear, followers didn't hesitate to ask additional questions. Many influencers received positive feedback.



*Followers wrote to us in private messages and thanked us for helping them reach their goals and helping them build useful habits. 90% of the feedback I received was positive.*

*Online influencer, singer.*

In general, all influencers also confirmed that there is a trustful relationship with subscribers when organizing events. In addition, they had a positive influence on followers of the TaasirLink project social network pages.

Besides, absolutely all online influencers shared their desire to continue working with the youth and cooperating with project organizers .

*Yes, yes, I am ready, and we are still trying to share opinions, ideas.*

*Online influencer, member of the KR kickboxing team.*

*They keep writing to me, we talk, communicate. We have some common interests in doing good deeds, improving lives and making the world more colorful.*

*Online influencer, singer.*

Concerning the issues that TaasirLink didn't dedicate enough attention to, influencers noted that nowadays there are still a number of problems that should be examined in-depth, including those linked with:

- Migration of young people to other countries;
- Not knowing where to go and what to do after school / university;
- Violence and not knowing where to seek help in such situations;
- Culture and upbringing.

*I suggest working on religious issues. Because nowadays, the youth is moving towards radicalization. It makes us very sad because we would like to see an educated, intellectual and developed youth in our country. I would also like to ask if it's possible to bring up another topic: now almost all young people with whom I talk want to leave the Kyrgyz Republic.*

*National influencer, journalist.*

In general, the influencers considered that the project was extensive and covered many problems linked with the youth. On the other hand, they said that for greater success, it shouldn't be limited to what has been achieved and there is a need to continue holding events, going to villages, involving communities, and streaming programs on T.V. , YouTube, and Instagram.

*It seems to me that the project touched all global current problems concerning the youth and even adults; a lot of work has been done. It tried to change the youth's views and opinions as much as possible.*

*I think we shouldn't stop on what's been achieved. I believe that even more similar activities, meetings with the youth should be organized, to listen to their problems and help them find solutions. I believe that we shouldn't stand still, if we will continue moving in the same direction and at the same pace, we will change even more people.*

*National influencer, singer.*

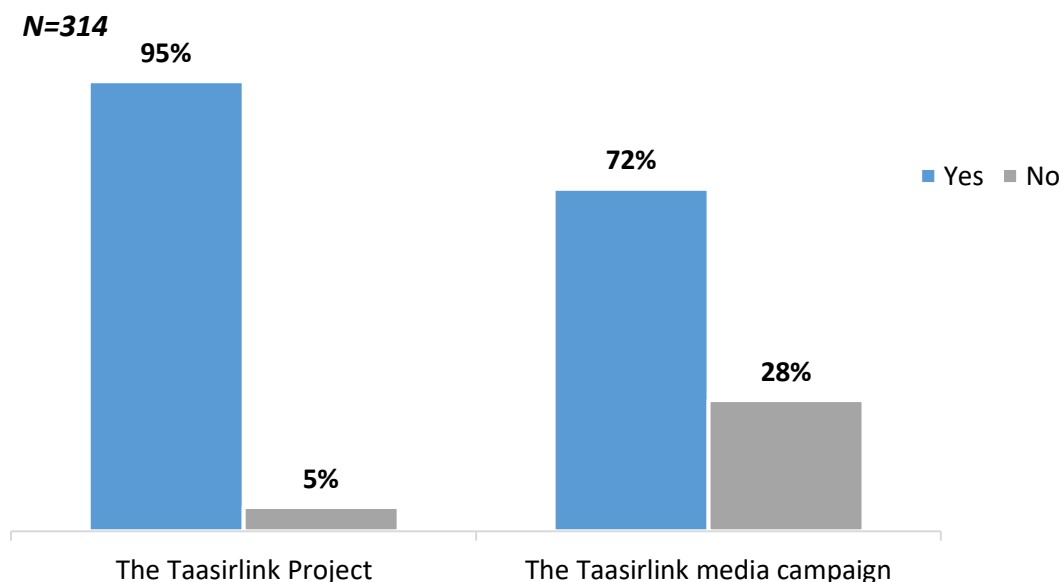
Influencers highlighted that in order to reach the target youth audience, it's necessary to involve more speakers and to conduct specific trainings. They also suggested involving more religious personalities, politicians and athletes who would be able to have an impact on their circle of influence. Many influencers also pointed out the importance of offline events and face-to-face meetings with participants to convey the message faster.

## 9. Chapter 5. Sustainability analysis of the conducted media campaign

This chapter will analyze the sustainability of the TaasirLink project and of the conducted media campaigns.

According to the surveyed project participants, the TaasirLink project was successful. Ninety five percent of the respondents heard about the TaasirLink project, therefore it can be said that the project was able to reach a large audience. At the same time, a smaller part of the population heard about the media campaigns (72%). These high rates were observed equally across regions and gender / age characteristics.

*Diagram 5.1 Being informed on the media campaigns*

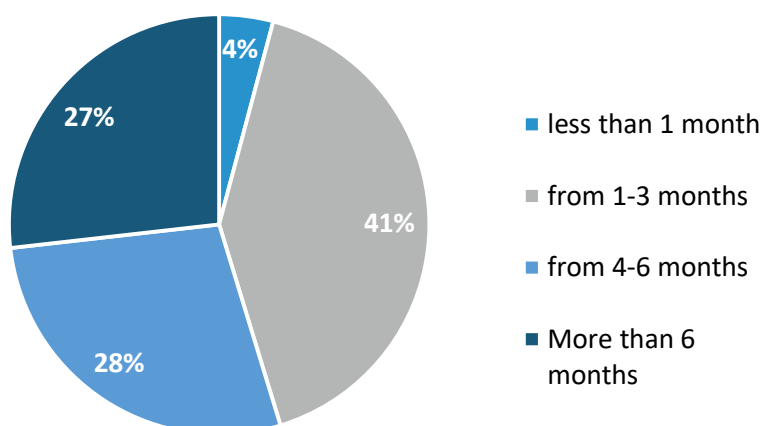


A1\_1. Over the past six months, Have you heard about The Taasirlink Project/The Taasirlink media campaign

Almost all project participants (96%) followed the TaasirLink social media pages for more than one month, most of them (41%) from one to three months. This factor shows that not all of the respondents interviewed received all of the information disseminated online fully. This factor was also influenced by the fact that participants periodically subscribed and unsubscribed from the project's social networks. Despite the fact that there were a large number of participants involved in the project social media pages, only 10% actively participated in the project.

*Diagram 5.2 Subscription duration to TaasirLink project social media pages*

**n=265**

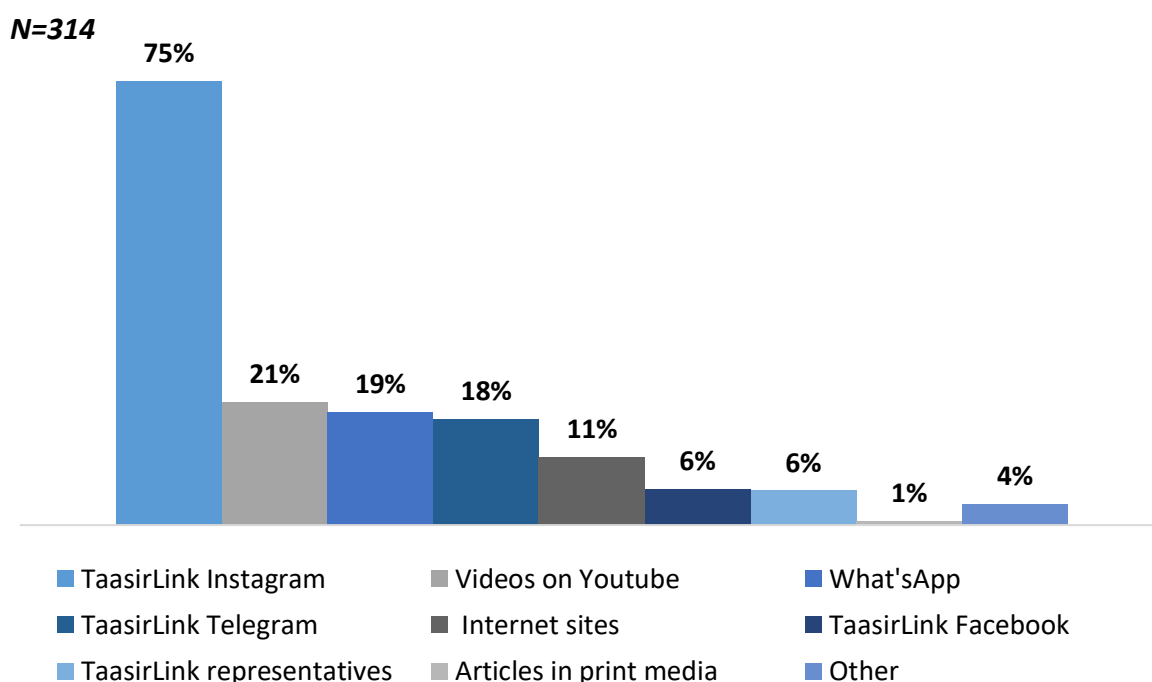


*A8 How long have you been subscribed to the social networks of the TaasirLink project?*

The study also highlighted interesting data concerning social networks. For instance, 9% of the respondents followed the social media pages, but didn't receive any information on the main media campaigns.

Various social media networks (Instagram, YouTube, Telegram, Facebook, WhatsApp) were used during the campaign on the Internet. All five media campaigns were conducted on the official TaasirLink pages to better reach the target audience. The most popular page was the TaasirLink official Instagram page. Seventy five percent of the respondents got information from this network. Instagram was then followed by YouTube (21%) and WhatsApp (19%). Participants in focus group discussions most frequently mentioned Instagram and WhatsApp.

*Diagram 5.3 Sources for receiving information on the media campaigns.*



*A7. What sources did you receive this information from?*

When analyzing the popularity of social networks in target communities, it becomes clear that over 62% of the respondents received information from Instagram. For Saruu

(27%) and Nariman (48%) the second source of information was YouTube, while it was WhatsApp for Arslanbob (34%), Alle-Anarov (33%), Jeti-Oguz (28%) and Begabad (26%). The popularity of YouTube in Saruu village can be explained by easier access to the Internet, as well as the popularity of making videos for the project, which was, according to respondents, most popular on this particular media platform.

*Also, as part of the media campaign "I love my village," we made a video for rural youth about the fact that you can make money all the while staying in the village. Our video became popular not only in Saruu village, but also throughout Kyrgyzstan and among CIS countries.*

*FGD participant, Saruu*

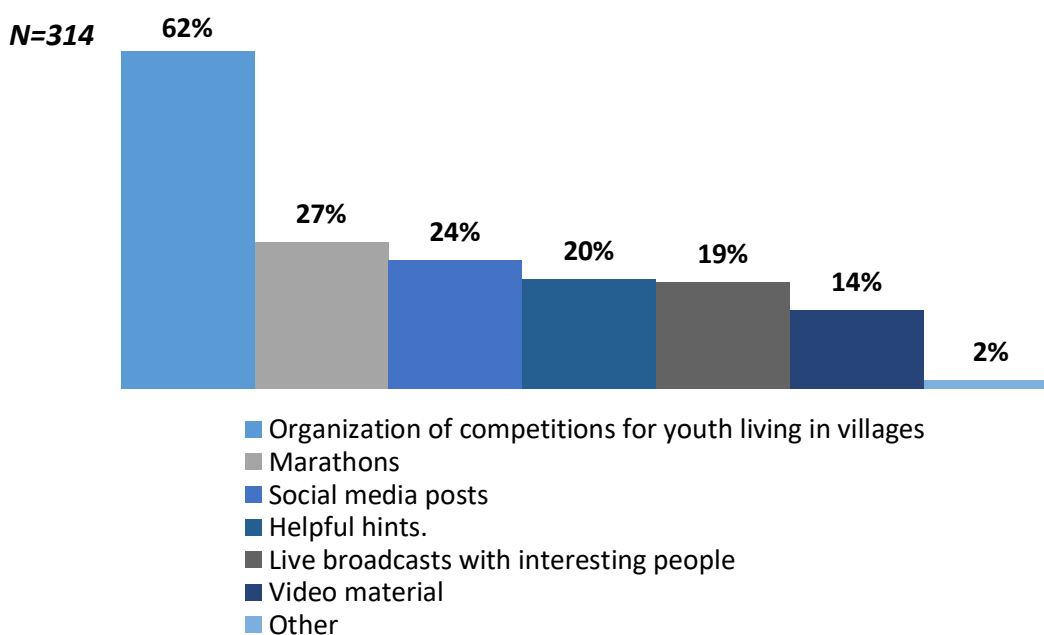
The popularity of Instagram as a source of information can be explained by the fact that a large part of the online influencers chose this social network to promote the campaign's ideas. This choice was made due to the simplicity of this social media and its popularity among Kyrgyzstan's youth. Influencers also suggested using the social network TikTok for future projects due to its growing popularity.

*I only used Instagram, I didn't use any other channels. At that time most people didn't have anything to do and spent their time on the Internet, on Instagram. It was the only channel where we could effectively promote our messages.*

*Online influencer, rapper.*

When assessing the effectiveness of social networks, respondents evaluated social media as the third most effective way of conveying the media campaigns' messages (24%). According to them, the more effective ways of conveying messages were the contests organized among young people living in villages (62%) and marathons (27%).

Diagram 5.4 Most effective ways of conveying the campaigns' messages



A15. What materials, in your opinion, were the most effective for conveying the main message of the media

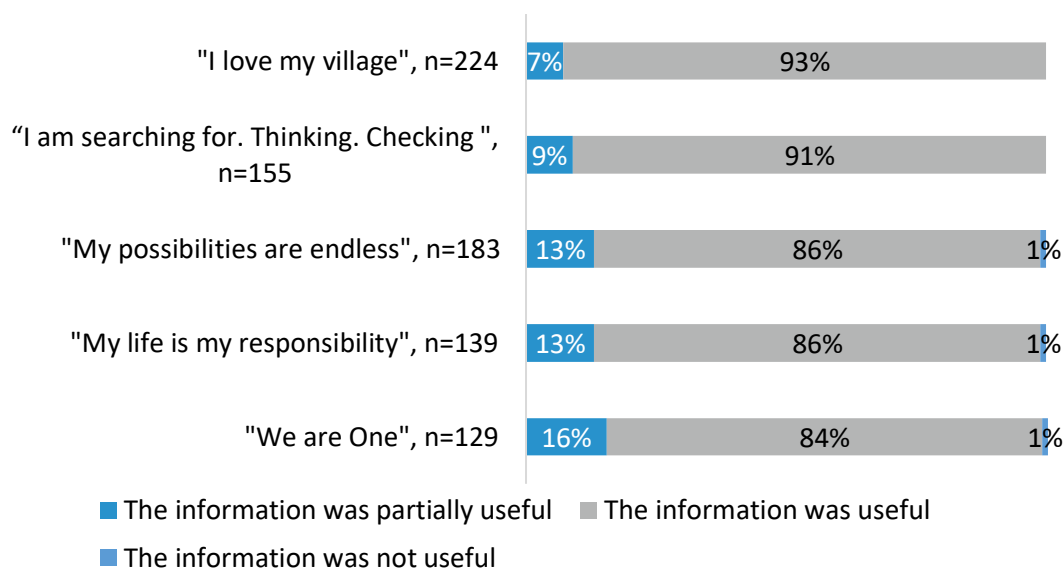
At the same time, online influencers noted the high activity of followers on social networks. A majority received feedback from project participants and observed an increased interest in pursuing similar contests. Online influencers also noticed that young people were interested in offline events as well.

*We organized a contest in the framework of our work where participants had to write about women who they admire and take as examples. There was great feedback and they wrote long posts and invented poems.*

*Online influencer, singer.*

Nearly all project participants (99.4%) considered that overall, the media campaigns provided useful recommendations to the youth.

*Diagram 5.5 Assessing the usefulness of the information received through the media campaigns*

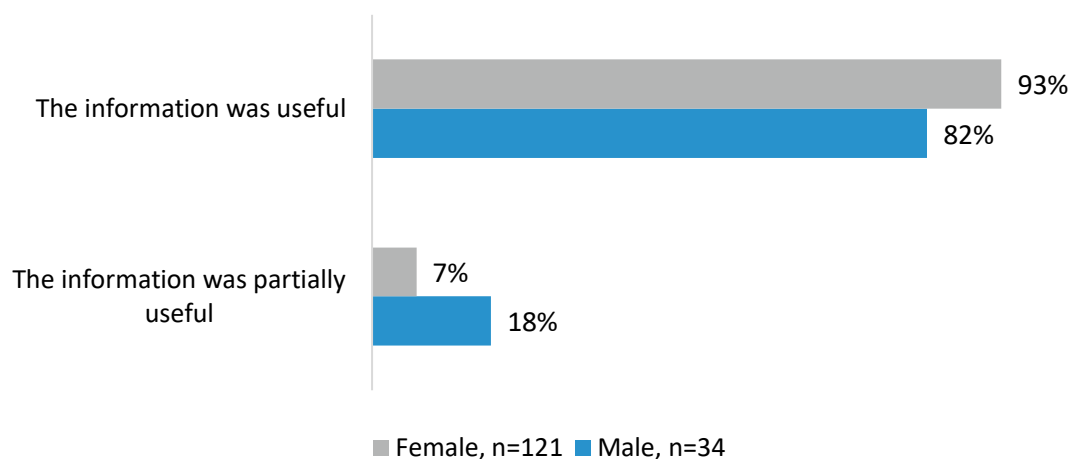


*A5. How useful was the information received through the following media campaigns?*

According to the media campaign participants, the most useful information came from the "I love my village" campaign, aimed at developing a sense of belonging to the community and patriotism among the audience. Ninety three percent of the respondents said they found it useful. According to the participants, the least useful information came from the "We are one" campaign, aimed at developing a sense of community and strengthening unity. Eighty four percent of the respondents found this campaign to be useful, while 16% answered it was partly useful and 1% declared it wasn't useful.

Looking at the assessment of the media campaigns' socio-demographic usefulness, it can be noted that the "I am searching for. Thinking. Checking" campaign, aimed at developing critical thinking, was perceived as more useful among girls and women. An additional 11 percentage points of women said they had found the information useful, compared with men. Several factors may have influenced this fact, such as the fact that the main participants of the project were women, as well as the fact that in half of the villages, training workshops were conducted for girls, while boys in most cases, according to focus group discussions, participated more actively in sports activities. Since the activities carried out were not homogeneous, it can be noted that the maximum effect was achieved only when online and offline campaigns were combined.,.

*Diagram 5.6 Assessing the usefulness of information received through the "I am searching for. Thinking. Checking" media campaign, gender disaggregation*



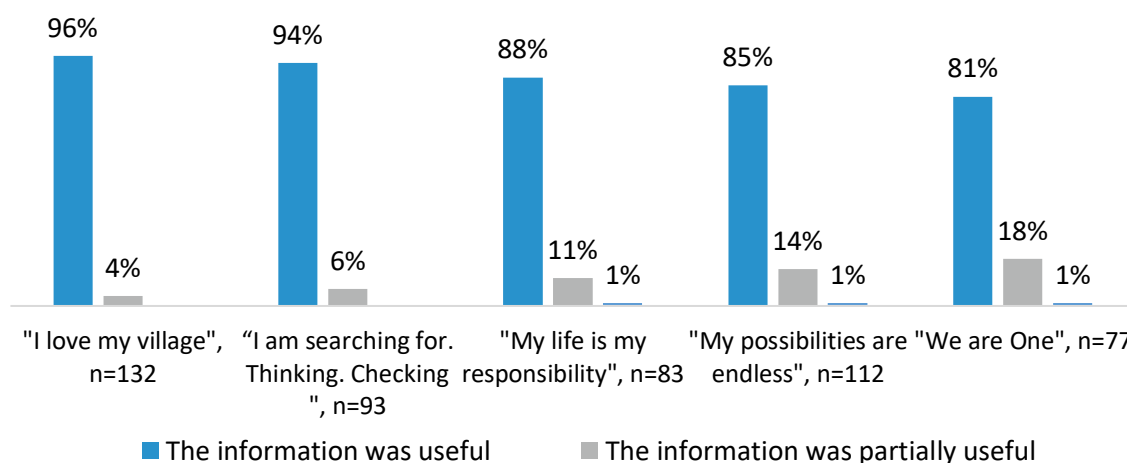
A5. The usefulness of information from the media campaign "I am looking for. Thinking. Checking".

The perception of the media campaigns' usefulness also considerably varied according to the age of the participants. Among respondents aged 14 to 18 years old, the information received through the "I love my village" campaign was assessed as most useful, with 96% of respondents declaring it useful. This information was probably more understandable for teenagers. The least useful information for this age group (14-18 years old) came from the "We are one" campaign. The "We are one" media campaign included mostly sports events, which had a lasting effect, but the focus group discussions in the target villages did not reveal any sharp disagreements between villagers or conflicts on ethnic grounds.

*We have both Kyrgyz and Uzbeks living together as friends. We have no division by nation, they go to festivals and events together. They invite each other to visit, if the neighbor is of a different ethnicity, they still invite each other, they respect each other.*

FGD Participant, Arslanbob

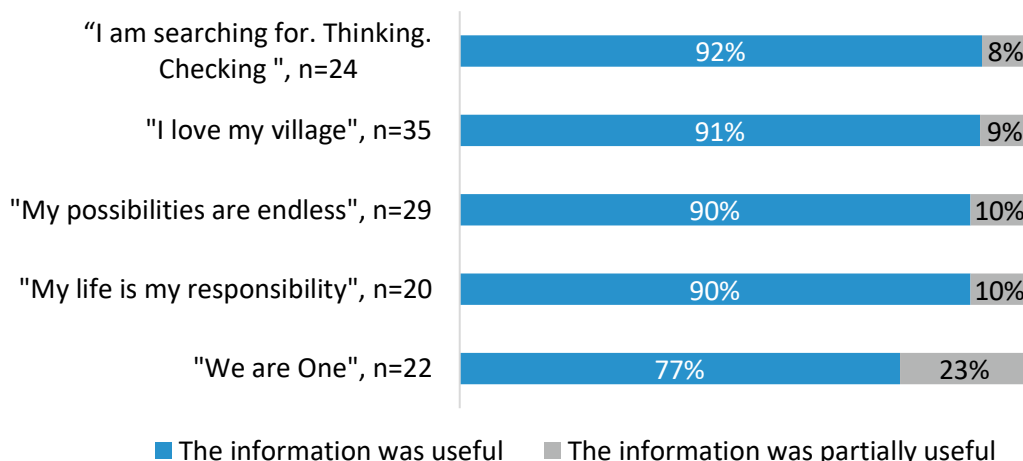
Diagram 5.7 Assessing the usefulness of the information received through the media campaigns, group aged 14-18 years old



A5. How useful was the information received through the following media campaigns? 14-18 y.o.

Participants from the older age group, aged 29-36 years old, mostly appreciated the usefulness of the information from the "I am searching for. Thinking. Checking" campaign, with 92% of the respondents declaring it useful. The least useful information for this age group was the "We are one" campaign, with 77% of participants marking it as useful.

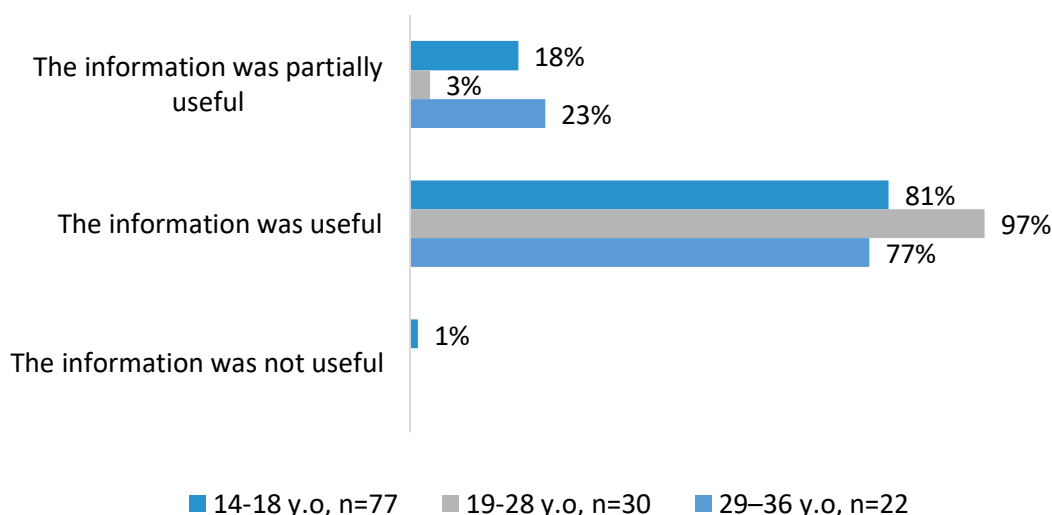
*Diagram 5.8 Assessing the usefulness of the information received through the media campaigns, group aged 29-36 years old.*



A5. How useful was the information received through the following media campaigns? 29-36 y.o.

Overall, participants from the 19 to 28 years old age group gave the lowest usefulness score for information from all programs. This group only found one campaign more useful than other age groups: "We are one," a campaign aimed at building a sense of community and strengthening unity.

*Diagram 5.9 Assessing the usefulness of information received through the "We are one" campaign, age disaggregation.*



A5. Usefulness of information from the media campaign "We are One"

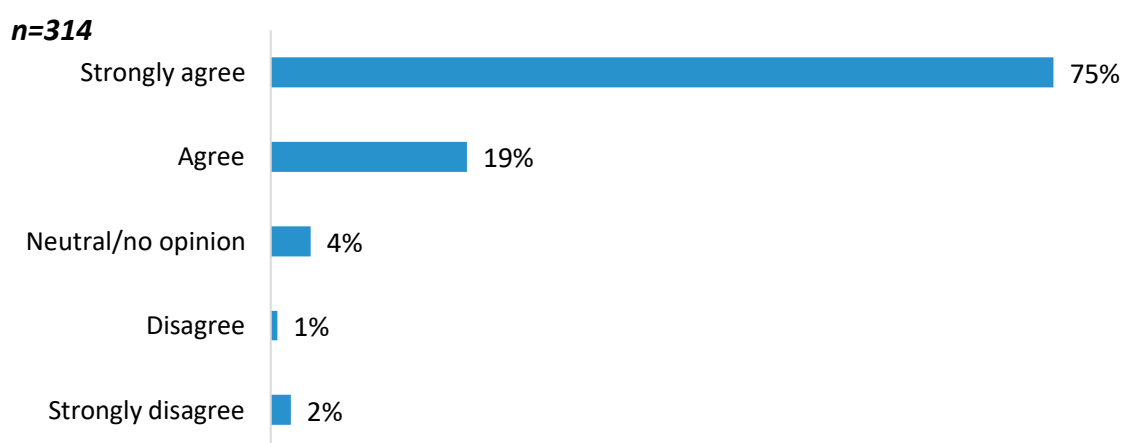


The majority of the project participants (75%) strongly agreed with the fact that the conducted media campaigns contributed to their personal development. This fact was confirmed by focus group participants, who unanimously noted the positive impact on personal development.

*The most important thing is that the students were interested, we all tried to become participants. Now other students look at them and ask us to include them, because these students were able to learn a lot. The students are now learning about the project from each other and they are getting even more interested.*

*FGD participant, Nariman*

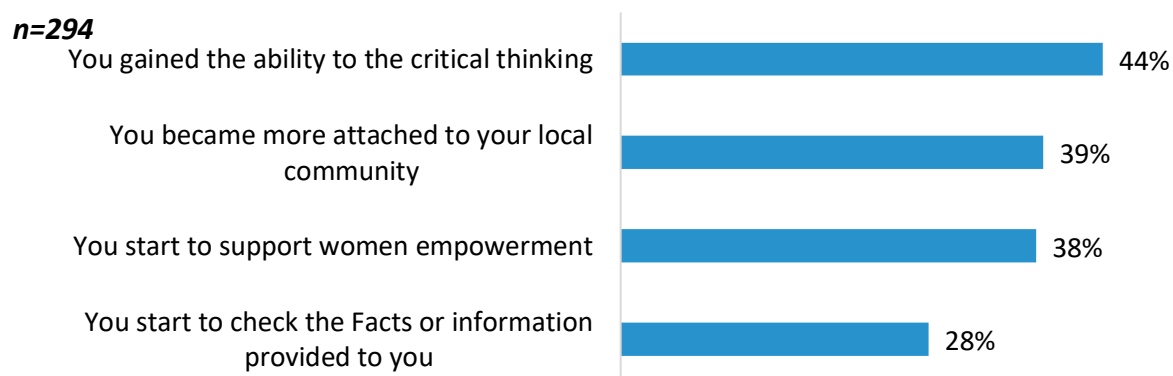
Diagram 5.10 Assessing the impact of media campaigns on personal development



A 13. How much do you agree that the media campaign contributed to your personal growth and development?

The greatest impact on personal development, according to 44% of the participants, was the information on critical thinking, thanks to which participants learned to analyze information.

Diagram 5.11 Assessing the impact of information messages on personal development

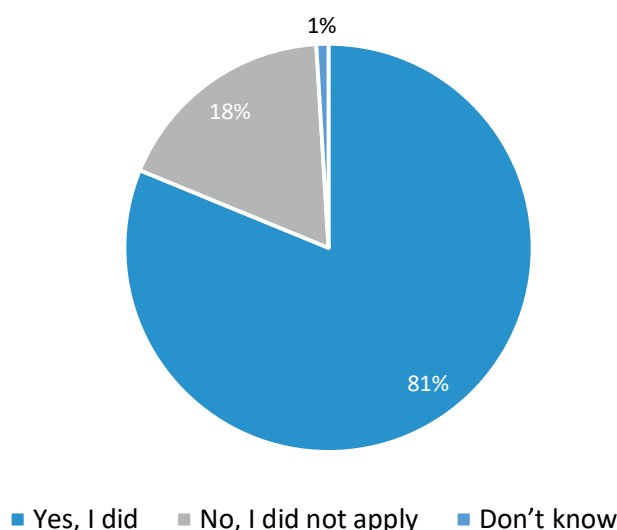


SA14 What information directly influenced your personal growth and development?

It's also important to look at the practical use of the conducted media campaigns. Eighty one percent of the participants said that they applied the acquired knowledge in practice.

Diagram 5.12 Application of the acquired knowledge in practice

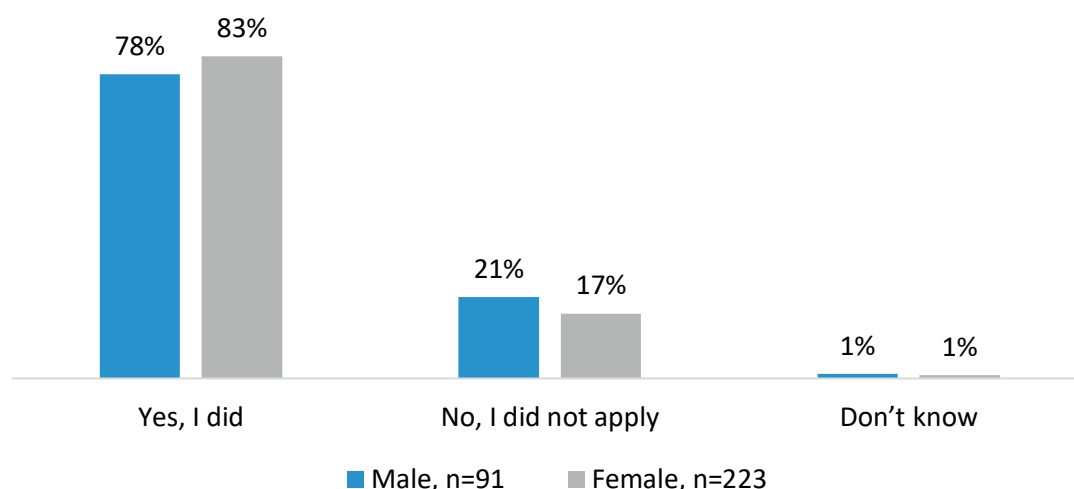
**n=314**



A11. Did you apply the acquired knowledge in practice?

At the same time, women, by 5 percentage points more than men applied their knowledge in practice.

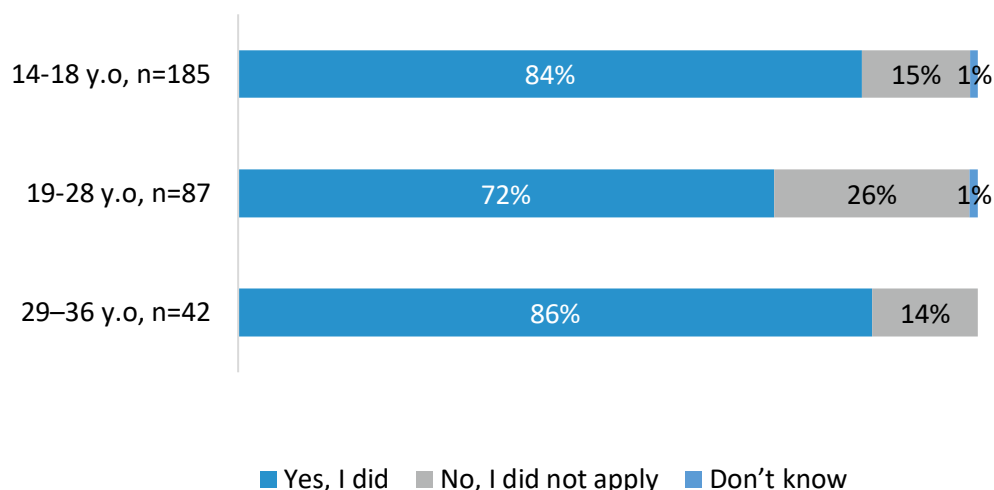
Diagram 5.13 Application of the acquired knowledge in practice, gender disaggregation



A11 Did you apply the acquired knowledge in practice? Gender.

The application of the acquired knowledge in practice also differed depending on participants' age: the highest percentage of those who applied the knowledge in practice was among the older group, aged 29-36 years (86%), while the lowest percentage was among participants aged 19 to 28 years old (72%).

Diagram 5.14 Application of the acquired knowledge in practice, age disaggregation

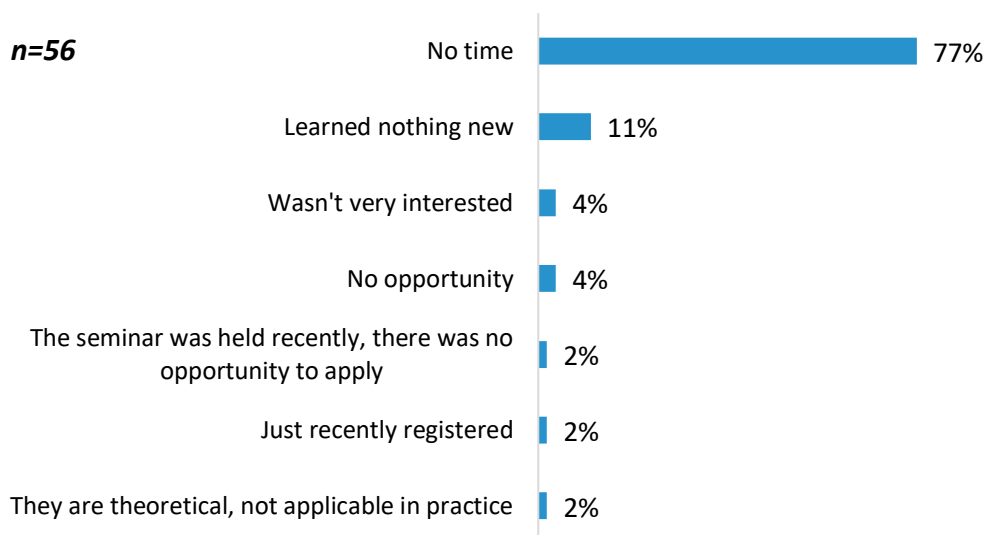


A11 Did you apply the acquired knowledge in practice? Age.

During the focus group discussions involving the most active participants of the offline campaign, all respondents highlighted the usefulness and applicability of the project. The acquired knowledge helped them develop proactivity and set further goals. Many participants have already started applying the acquired skills, and continue to organize sports activities in half of the villages up to now. The effectiveness and sustainability of the events had long term effects but, as one of the participants pointed out, the project should be permanent and have local representatives to be more sustainable.

The main reason given for not being able to apply the acquired knowledge in practice was a lack of time (77%). Participants also noted other reasons such as "didn't learn anything new" (11%), "It wasn't very interesting" (4%), and "there was no opportunity" (4%).

Diagram 5.15 Reasons for not applying the acquired knowledge in practice



A12 Why didn't you apply the acquired knowledge in practice?

More than half of the focus group discussions participants said they planned to apply the acquired skills and knowledge in practice. Young women noted their high motivation to continue studying. A number of participants pointed out the positive impact of the campaign on their interest in reading more and self-educating.

*Looking at Kyrgyzstan as a whole, Kara-Suu is a region from which a lot of young people have left for Syria. And our village Nariman, in the Kara-Suu district, holds the first place for departures to Syria. That's because young people were susceptible to provocation, didn't check information and recruiters lied to them and said they were going there for religion.*

*FGD Participant, Alle-Annarov*

Among positive changes participants noted social cohesion, motivation, development of proactivity, changed opinions on the role of women in the community and in the family, and critical thinking skills. Many participants observed changes in themselves thanks to the project. FGD participants understood the importance of verifying information and the consequences of disinformation. Another positive impact is also their new vision on the role of young people in society and the development of proactivity. Participants also continued organizing competitions with people from neighboring villages and started independently conducting friendly matches. Regarding changes in participants' views, many said they noticed positive changes and saw many new opportunities for development.

*Our youth now says: "I will finish school then go to Russia or something like that". They speak about only two or three types of jobs, and there are very few young people who say: "I will get a higher education and new skills, then will work with new technologies or do something for our village." The TaasirLink videos encourage you to improve your knowledge and skills. I think that if people received enough education, then ethnic, gender, and religious problems wouldn't exist. If a person has enough religious knowledge, then they'll treat other religions with understanding and won't divide people according to nationalities, for example you're Uzbek and you're Kyrgyz. It's the same thing for gender: if a person has enough knowledge, then men and women will raise good children, the society will be stable, there will be peace. After the project I started thinking that my life would be pointless and that I should maybe open an organization or learning center in my village or organize events. I read somewhere that there are specialized courses for girls where they teach them psychology, how to raise a child and teach about other domains too. I think that we should also have something similar. Our girls spend their time on their phone, but they should be interested in reading more.*

*FGD participant, Arslanbob*

In more than half of the villages, activities are still ongoing. For example, in one village in the Issyk-Kul region, one of the main accomplishments of the project consisted in the opening of a new organization in the village called "Abbat", in the framework of which ex-participants of the media campaign plan to organize events to develop the village. Another positive change is the stronger cohesion among project participants with neighboring villages and with each other and the growth of patriotic feelings, aimed at building love towards one's village.

*"Before we didn't do anything, and because of this boredom, this lack of activity, we were often in conflict with each other. Now we started working together, communicating, finding new ideas and it's very inspiring."*

*FGD participant, Jeti-Oguz*

Speaking of problems faced by the local communities, according to the results of the discussions, an important one is gender. Many participants mentioned existing stereotypes about women, marriage and the role of women in society within their communities. At the same time, participants underlined positive changes in their communities and in their personal views. Many also claimed to have been greatly inspired when writing personal business plans and would like to implement them in the future. Group participants seemed very motivated to pursue the idea of the project and introduce their own ideas to develop the village. Among their own ideas, many participants suggested organizing events. Participants opened new doors and found new ideas. For instance, participants started organizing their own football competitions in the district.

*People have just started to understand that girls too should be educated, now they think about their future...*

*My views have also changed, for example only my father works in my family and my mom stays at home. When I was younger, I understood that only men should work and women should be housewives and shouldn't go to the market to sell goods. But after participating in TaasirLink and other programs, my previous views have changed. When I get married, I'll get married to an educated woman and if she wants to work, I'll let her.*

*FGD participants, Alle-Annarov*

FGD participants noted that the main challenges to the project's sustainability were the low interest expressed among the older generation of target communities, the rooted gender and age roles and customs, parental restrictions on pursuing studies, and financial limits.

Online influencers recommended pursuing this work both online and offline. All of them noted the importance of the project and its positive impact on the creativity and self-development of the youth. They also pointed out that with time, followers' interest didn't fall, but on the contrary rose. They also mentioned the need to expand the media campaign's topics and reach a larger audience by involving different media platforms and celebrities.

*Yes, I think I helped, because followers actively participated and new people subscribed. As we say, our ranks are becoming bigger and bigger.*

*Online influencer, rapper.*

All of the influencers noted that challenges could arise when the TaasirLink project ends. Half of the respondents said that the human factor could play a role in this. For example, locally established stereotypes and attitudes could undermine the sustainability and

positive changes achieved during the project. A third of the respondents considered that the changes were made in the right direction and that there are no obstacles.

*Economic factors can be corrected, avoided, removed. But the human factor is harder to manage.*

*Local influencer, Begabad village.*

*I think we need to conduct more media campaigns and continue to work. If the project ends then children will be left without attention.*

*Local influencer, Saruu village.*

All of the influencers were unanimous about the project's importance and the need to pursue it in the future. A lot understood the need to work with the youth through projects such as TaasirLink and to attract more people. Some also recommended working with the AO (district administration) and local authorities.

Many respondents expressed a desire to continue working in similar projects and showed an interest in social projects. Many wanted to continue working with a wider range of topics such as vulnerable children, working together with psychologists, or media campaigns on religious topics. A fourth of the respondents suggested lifting the age restrictions and conducting similar campaigns with older generations.

*The next time we could focus on children from poor families, disadvantaged families or orphans.*

*Local influencer, Alle-Annarov village.*

*I suggest not limiting the age of participants, so that all those who want to can participate.*

*Local influencer, Saruu village.*

This data is also supported by the quantitative study. A large part of the youth received useful information from the media campaign, and it can also be observed that a majority understood the main messages of the TaasirLink project. In the framework of the project, the entire target audience was involved, although a higher interest among female participants can be noticed. The messengers were able to convey the information to young people, which encouraged many to change their views. All focus group discussions participants also highlighted the project's success and saw changes in their views and opinions. Many suggested further steps for self-development and development of the villages.

## 10. Chapter 6: Conclusions and Recommendations

### 6.1. Conclusions

These conclusions are based on the main research questions that were formulated in the ToR for the study.

#### Effectiveness of the media-campaign and changes in the mindsets

**To what extent have the online and offline campaigns been efficient in conveying the main messages, such as Gender empowerment, Critical thinking and fact checking, Social cohesion and proactiveness, Understanding the sense of belonging?**

##### Understanding the sense of belonging:

*According to the data obtained, 93% of the respondents believe that they can contribute to the development of the village, thus this shows a high level of patriotism towards their native village. All respondents of the FGD discussions noted that the work of the adult generation together with young people showed that everyone can contribute to the development of the village. It was also noted that the excursions conducted contributed to an increased sense of belonging among the participants.*

##### Gender empowerment:

*Ninety percent of the participants noted that women in their village actively express their opinions and support each other in everyday life and family matters, which indicates an important consolidation of women's position in communities. 79% of the respondents disagreed with the statement that career and family are incompatible for women and that they should choose one or the other, which shows a high level of gender equality in work issues. This media campaign was able to reach half of the participants in the TaasirLink project, which shows a high level of interest, yet lower than for the topics of proactivity, critical thinking, and a sense of belonging.*

##### Social cohesion and proactiveness:

*Seventy percent of the respondents always do everything possible in order to be independent and responsible for their own lives, indicating a high level of proactivity among project participants. Participants in focus group discussions most often mentioned the media campaigns aimed at developing proactivity. So, for example, there was an IT training in Zheti-Oguz village which helped participants improve their knowledge and open up new opportunities. And the sports events (football and volleyball championships) that were held have had an effect to this day and are still organized in more than half of the villages.*

##### Critical thinking and fact checking

*54% of the surveyed young people considered that it's necessary to check all information, which shows a high level of understanding of the importance of critical thinking. When it comes to fact-checking, 62% of the respondents check information before they send it, while 37% never practice this. The findings indicate a high level of practice and interest in the topic, but there remains a high percentage of beneficiaries who have not received and/or have not used the information on the topic.*

**To what extent has the project been effective in changing participants' mindsets? What are the main practices applied by the participants of the project?**

*81% of the participants answered that they put in practice the acquired knowledge, which indicates a high effectiveness of the information campaign.*



*Most respondents (55%) also noted that they studied additional material on self-development, critical thinking, management skills, etc. while applying what they learned. 52% said they introduced sports into their lives, indicating a high level of proactivity among participants. All of the participants noted a positive impact of the project on development and strengthening unity. Also, we can observe improved knowledge in critical thinking and in attitudes toward women and their opportunities in the community from the FGDs. For example, campaign participants take a more active stance on the role of women in the community, as well as on the need for further education for development. But all in all, the media campaign on proactivity had the greatest impact on the change of practices in the lives of the participants.*

## Effectiveness of the influencers

**How effectively do networks of key influencers carry out alternative messaging campaigns to targeted vulnerable audiences? How has this project been successful in creating a positive messaging environment for the inclusion of key stakeholders that are responsive to the existing narratives around gender empowerment, critical thinking and fact checking, social cohesion and productiveness, understanding a sense of belonging to others?**

*Participants of FGDs noted that the presence of local and guest celebrities had influenced their willingness to participate in the project. Meetings with influencers had a positive impact in broadening horizons and attitudes towards changing opportunities for young people. When analyzing the level of trust among respondents, half of them (47%) said they trust influencers and the information they shared. 73% of the participants believe that the presence of Influencers influenced their desire to participate in the project, so influencers had a direct influence on the scope and spread of the project's main ideas.*

*All local influencers noted the positive changes in all the main topics of the project and observed that the level of knowledge and practice among young people has increased. During the focus group discussions among the youth, this was confirmed since participants in 4 out of 6 discussions were well aware of critical thinking. Among the participants of the project, friendship bonds have been strengthened, which indicates a high level of cohesion. 3 out of 6 groups noted that gender issues in the community are the most important. Talking of understanding the sense of belonging, the media campaign "I love my village" was the most mentioned during the FGD.*

**How has this project been successful in empowering leaders, trusted figures, and pre-existing social networks in target communities on counter-messaging, developing constructive ways and opportunities to address grievances via conflict sensitive approaches (ToC)?**

*Data shows that 86% of the respondents agreed with the fact that key influencers had the greatest impact on the promotion of the media campaigns in the media. According to the results of in-depth interviews with local people who are considered to be trusted figures in their communities, it can be noted that all influencers observed positive changes among young people from participating in the project (mostly schoolchildren, because most of the local influencers were teachers). In addition, during the interviews, they provided examples of young people who started to implement their own projects, increased their own skills and knowledge, of how proactivity increased among young people, as well as of the influence local leaders had on shaping opinions among young people.*

**To what extent has the project improved the network of people/programs and institutions on countering radicalization in the target locations? To what extent**

## are community-based groups capacitated to conduct media campaigns on countering radicalization?

*Nine out of 12 local influencers felt that the right target audience had been chosen in order to prevent radicalization and extremism. They also mentioned that alternative messages and a call for self-development to young people could be one way of prevention. However, conversations on this topic were conducted only in two villages; in other cases, the problems of radicalization were only indirectly brought up. Also, 3 out of 12 influencers felt that this topic and the events were not related to the topic of preventing radicalization.*

### Sustainability of the media-campaign

#### What worked and what did not work during the project life? What are the lessons learned from this project so far?

**82% of the respondents**, who were selected among the most active subscribers of the TaasirLink project pages, were **representatives of the targeted regions**. The most popular social network of the project was Instagram. On this platform, the project was able to gather 9,570 subscribers, but only 3% of the content subscribers turned out to be active.

According to the media campaign participants, the most useful information came from the "I love my village" campaign, aimed at developing a sense of belonging to the community and patriotism among the audience. Ninety three percent of the respondents said they found it useful. According to the participants, the least useful information came from the "We are one" campaign, aimed at developing a sense of community and strengthening unity. Eighty four percent of the respondents found this campaign to be useful, while 16% answered it was partly useful and 1% declared it wasn't useful. The data obtained shows the effectiveness of ongoing media campaigns, as well as which topics require further refinement. Also, participants admitted they have a hard time knowing the reality of the world because of language barriers with information sources.

#### How have the knowledge, attitude and practice of the youth changed regarding the main project topics, after the campaign?

*It is worth mentioning what practical benefits the information campaign had. 81% of the participants said that they had applied the gained knowledge in practice. 75% of the project participants fully agreed that the conducted media campaign had contributed to their personal development. The greatest influence on personal development, according to 44% of the project participants, was information on critical thinking, due to which the participants learned to analyze the information that they receive. The "We are one" campaign had the least impact on the survey participants.*

## 6.2 Recommendations

Please note that these recommendations have advisory nature and are mainly based on the results of the current study and M-Vector's previous experience in similar projects.

In order to design the most effective way for positive messaging and dissemination of information among the youth, these recommendations could be used in collaboration with SFCG expertise.

### Media campaign

**Understanding the sense of belonging to others:** This media campaign is the most mentioned according to the results of the study and is not recommended to pursue, because, as the survey of target groups showed, the sense of patriotism and belonging is already strongly developed among participants.

**Gender empowerment:** This media campaign reached only half of the project participants. Thus, to improve the effect of this campaign, it is recommended to further promote the idea of gender equality, especially among the male audience of the project. According to the results of M-Vector's research studies, the most popular social network among men is Facebook (62%)<sup>22</sup>, which was used on a small scale in this project's media campaign.

**Social cohesion and proactiveness:** This theme of this media campaign is the most effective concerning the project's sustainability; for this topic it is recommended to continue activities and/or establish agreements with local influencers to continue activities aimed at strengthening unity and proactivity - for example, the opening of groups in local schools to pass on the acquired knowledge and allow participants to , support each other's self-development.

**Critical thinking and fact checking:** This media campaign has the lowest effectiveness rate. To increase the results on this topic, it is recommended to conduct trainings in all project localities. Also, to increase the scale, it is recommended to cooperate on this topic with Media Literacy projects such as the Internews "Three Dots" project, etc.

### Effectiveness of involved influencers

1. The main platform for attracting participants throughout the project was Instagram. It's recommended to involve bloggers and influencers from platforms such as Facebook, YouTube for greater coverage of the project.
2. Teachers often acted as local influencers, which limited the target audience of attracted participants. To expand the influence of the network of project influencers, it is recommended to involve additional influencers like employees of Aiyl Okmotu (district administrations), heads of local workshops, heads of the women's council, etc.
3. The topic of radicalization was not directly addressed in the media campaign. It is recommended that the topic of radicalization continue to be addressed through indirect messaging. For example, by examining situations in other countries.

### Sustainability of the project

1. To increase the number of followers on the project's Instagram page, it is recommended to use targeting advertising to attract new subscribers. Also, to increase activity, it is recommended to arrange contests with reposts and tagging in the posts, as well as other SMM methods to attract an active audience.
2. To achieve the sustainability of the project, it is recommended to create a network of influencers to continue promoting the ideas of the project. Thus, the Influencers agreed to continue spreading the main ideas of the project through their Instagram pages.
3. Since the majority are using the internet, working on an extension or some sort of method to efficiently translate material online would be beneficial. Most applications do this already (i.e. Instagram, Facebook and some websites through Google).

<sup>22</sup> Central Asia Barometer, 2020

## 11. Annex 1. Study limitations

During the implementation of the research project, the research team has encountered certain limitations that could affect the results of the study:

1. Recruiting national influencers. The project was launched before the New Year, in this regard it was difficult to recruit respondents among national influencers due to their workload, busy schedule, and trips abroad for Kyrgyz pop stars in particular. Because of this, the timeframe was postponed in order to involve all national influencers.
2. Recruiting participants / recipients of the media campaign. The recruitment was done through social networks and messengers (Instagram, Telegram), where the project faced the following problems:
  - a. Limited number of messages. On social networks and messengers there is a limited number of messages that we can send in one hour with a ten-minute interval. If we exceeded this quantity, the messaging function was blocked for six or more hours.
  - b. Blocking of accounts. Followers to whom we sent messages could complain or report spam and the account would be blocked for one or more days.
3. Duplicate numbers. A Google form where followers could leave their contacts was shared on the TaasirLink social media accounts. When the list was shared again, the same respondents would fill it in. With the customer, it was decided to put an end to the field work based on the completed forms.
4. Non-observance of gender balance in quantitative surveys, since after analyzing the project's social pages it turned out that 70% of the target audience was feminine.
5. Low level of activity on social networks. According to the initial analysis of the project's social networks, it was found that despite the high number of followers on the pages, the actual number of active followers was limited.
6. Respondents' refusals are mainly caused by the following reasons:
  - Refusal at the beginning of the survey due to lack of time, lack of confidence;
  - Busyness of respondents;
  - Unwillingness to answer questions.

## 12. Annex 2. Detailed methodology description

### **Desk study/document review**

The status research was focused on observations corresponding to the research data received from key informants and open sources. The main sources that the M-Vector team used during the study were: TaasirLink Instagram Page, TaasirLink Telegram Page, TaasirLink Facebook Page, Articles in print media, Videos on YouTube, Information on Internet sites, WhatsApp group and Telegram channels. The M-Vector evaluation team conducted a desk review of the necessary literature and key project documents.

### **Quantitative survey**

As part of this study, it was planned to conduct a quantitative survey with youth representatives aged 14 to 36 who participated in the online media campaigns. In order to analyze the degree of impact of the project media campaign on changes in the behavior and the general situation of young people in target communities, M-Vector used CATI method of interviewing and recruitment of respondents through TaasirLink's social network accounts, including but not limited to Instagram, Facebook, Telegram, and YouTube.

### **The survey samples**

The quantitative part was conducted using a survey aimed to collect data from the target audiences covering 314 respondents in 3 key oblasts and others. Representatives of other settlements (e.g. Bishkek, Chui oblast) with high levels of participation in the

online media campaigns were included in the sample. However, the respondent's number from those regions did not exceed 50% of the total sample size.

*Table 2. Distribution of the sample for quantitative survey*

Region	Quantity	%
Bishkek city	19	6
Osh city	11	4
Batken region	13	4
Chui region	4	1
Jalal-Abad region	78	25
Naryn region	7	2
Osh region	68	22
Talas region	4	1
Issyk-Kul region	110	35
<b>Total</b>	<b>314</b>	<b>100</b>

### **Qualitative survey. Focus group discussions**

This method allowed to collect and analyze information received during a key beneficiaries group discussion that was obtained in accordance with the previously developed scenario (guide). A focus group discussion was a proofed tool for case scenario development and behavioral analysis.

The focus group discussions were conducted with youth from several target locations who benefited from mini grants utilization.

*Table 3. Distribution of the sample for focus group discussions*

REGION	TARGET SETTLEMENTS	FGDs
Osh	Alle-Annarov	1
	Nariman	1
Jalal-Abad	Begabad	1
	Arslanbob	1
Issyk-Kul	Saruu	1
	Jeti-Oguz	1
<b>Total</b>		<b>6</b>

### **Key informants' Interviews (KIIs) / In-depth interviews**

At the qualitative stage, in order to identify project results in a more causal relationship, we obtained detailed qualitative information by conducting in-depth interviews (IDIs). The IDIs are in-depth and semi-structured inquiries to draw out specialized knowledge and insights from important community stakeholders and credible messengers about empowering the youth on counter-messaging.

*Table 3. Distribution of the sample for in-depth interviews*

REGION	TARGET SETTLEMENTS	Key stakeholders	Influencers/Credible messengers
Osh	Alle-Annarov	2	1
	Nariman	2	1
Jalal-Abad	Begabad	2	1
	Arslanbob	2	1
Issyk-Kul	Saruu	2	1
	Jeti-Oguz	2	1
<b>Total</b>		<b>12</b>	<b>6</b>

### Organization of fieldwork

The following activities were prepared and carried out to conduct fieldwork:

- Final questionnaires were programmed, in Russian, Kyrgyz and Uzbek languages.
- Final Guides were translated into Russian, Kyrgyz and Uzbek languages.
- To conduct interviews 25 field workers were involved: 9 operators, 4 supervisors, 2 controllers, 5 recruiters, 1 FGD moderator, 4 interviewers.
- A briefing was organized for field staff in Bishkek.
- There was a quality control of 20% of the questionnaires from each operator by listening to audio recordings;

### Methodology for selecting respondents for the survey:

- CATI- (Computer Assisted Telephone Interview) - Youth ages 14-36 who participated in Taasirlink online media campaigns.
- In-depth Interviews- Influencers from the project (actors, singers, etc.).
- Focus Group Discussions - Youth ages 14-36, mini-grant recipients of the project; community partners who indirectly benefited from the project.

### Geography of the study:

CATI- Kyrgyz Republic.

IDI/FGD: Issyk-Kul oblast;

Osh oblast;

Jalalabad oblast.

### Instruction of interviewers:

Training on information collection for interviewers was held on December 17 in the office of M-Vector.

The following issues were discussed during the briefing:

- Fieldwork organization issues;
- Clarifications on individual questions;
- A breakdown of the instructions for field workers;
- Discussion of the questions of the questionnaire and the guides that cause difficulties for the respondents;
- Tracking the logic in respondents' answers;
- Technical problems encountered in the survey process and their implications.

### Call Statistics

*Table 2. General statistics on calls*

Nº	Status	Number of calls	%
1	Failure	5	0,2
2	<b>Done</b>	<b>314</b>	<b>12,3</b>
3	Busy	351	13,8
4	Quota: Age	134	5,3
5	Quota: Control question	33	1,3
6	Not available/disconnected	307	12
7	Not responding	724	28,4
8	Does not exist	144	5,6
9	Child responded	11	0,4
10	Failure in the beginning	445	17,4
11	Rejected in progress	33	1,3
12	Postponed	45	1,8
13	Work phone	5	0,2
<b>Total</b>		<b>2551</b>	<b>100</b>

### Fieldwork.

Fieldwork lasted 30 calendar days, including reception editing, interviewer supervision. The average duration of the interview was 20 minutes. Maximum 38 minutes. Minimum 7 minutes.

## 13. Annex 3.TOR for the evaluation

### Terms of Reference

#### Social Network Analysis

Search for Common Ground (Search) Kyrgyzstan invites applications from individual consultants/firms/research organizations dealing with social media and social network to carry out the Final Evaluation of the project "TaasirLink: Citizen Narrative Campaign."

#### 1. Organization background

**Search for Common Ground** ([www.sfcg.org](http://www.sfcg.org)) is a leading international peacebuilding and conflict transformation organization, working in 36 countries across Africa, Asia, and the Middle East. It strives to transform the way the world deals with conflict - away from adversarial approaches towards collaborative problem solving. Through various multi-faceted approaches, media initiatives and collaboration with local partners in both government and civil society, Search has been implementing a number of projects aimed at promoting a culture of tolerance and collaborative problem-solving in Central Asia.

#### 2. Project summary

In response to the growing problem of radicalization and recruitment through social media, Search Kyrgyzstan is implementing a 12-month project to increase the resilience of youth (aged 14-35 years) at risk of radicalization and recruitment. The project rolled out counter-messaging campaigns, building on positive deviance approach to behavioral and attitudinal change and implemented through a network of influencers identified via an analysis of social networks.

Search implemented the media project that engaged positive influencer role models - celebrities, thought leaders, content creators, and micro influencers within communities - to counter violent extremism narratives among young Kyrgyzstani citizens. Search employed online and offline public outreach campaigns that resonated with and positively impacted the target communities at risk of radicalization and recruitment.



The project's underlying *theories of change* are: **IF** cross-sector alternative and counter-messaging networks have increased their capacities through (1) locally-resonant outreach campaigns, (2) community-based intervention programs and services (3) offline and online counter messaging campaigns **THEN** opinion leaders, trusted figures, and pre-existing social networks and community key stakeholder positively influence the attitudes and behaviors of vulnerable communities to build communal resilience to violent extremist and radicalization **BECAUSE** they are empowered on counter-messaging, developed constructive ways and opportunities to address grievances via conflict sensitive approaches and adapted community-based intervention programs for positive contribution towards preventing radicalization and violent extremism in the Kyrgyz society.

In general, the "TaasirLink: Citizen Narrative Campaign" project pursues three main objectives:

**Objective 1:** Identify networks of individuals, programs, and services that influence and interact with individuals vulnerable to radicalization and recruitment.

**Objective 2:** Increase the network's capacity to design locally-resonant outreach campaigns that positively influence the attitudes and behaviors of vulnerable communities.

**Objective 3:** Community based groups implement offline and online counter messaging campaigns in their local communities.

### 3. Final Evaluation Objectives

The main objectives of the Final Evaluation are to:

- I. Evaluate to what extent the on-line and off-line media campaigns bring change among targeted youth on knowledge, attitude and practice regarding
  - a. Gender empowerment
  - b. Critical thinking and fact checking
  - c. Social cohesion and proactiveness
  - d. Understanding others sense of belonging
- II. Assess the effectiveness and efficiency of the messaging circulated by the project credible messengers in local communities
- III. Assess the effectiveness of media campaign promotion channels and communication methods used in on-line and off-line media campaigns

### 4. Key target groups for Final Evaluation

Consultant is expected to involve into Final Evaluation respondents under following three key-target groups:

- #1. Youth (male/female) aged 14 to 18 years.
- #2. Youth (male/female) from 19 to 28 years
- #3. Adult (male/female) aged 29-36 years

### 5. Key Questions Guiding the Final Evaluation

1) How has this project been successful in empowering leaders, trusted figures, and pre-existing social networks in target communities on counter-messaging, developing constructive ways and opportunities to address grievances via conflict sensitive approaches (ToC).

3) How has this project been successful in creating a positive messaging environment for the inclusion of key stakeholders that are responsive to the existing narratives

around gender empowerment, critical thinking and fact checking, social cohesion and productiveness, understanding others sense of belonging?

4) To what extent the project has been successful in achieving the objectives and outcomes desired by the project design? What are the project achievements vis-a-vis the log frame? What worked and what did not work during the project life? What are the lessons learned from this project so far?

5) What are the project exit strategies and action points developed so far? What is the potential for sustainability of the project gains so far, after the termination of this cycle of funding?

6) To what extent the project improves network of people/programs and institutions on countering radicalization in the target locations

7) To what extent community-based groups are capacitated to conduct media campaigns on countering radicalization;

8) How effectively do networks of key influencers carry out alternative messaging campaigns to targeted vulnerable audiences?

## **6. Methodology**

The analysis shall apply a qualitative and quantitative methodology to gather key data in order to evaluate the program implementation. Furthermore, the consultant(s) will be requested to conduct several analytical stages including:

- a. Manage appropriate number of Key Informant Interviews (KII) with youth representatives actively participated both in the on-line and off-line media campaigns
- b. Carry out at least six focus group discussions in each target location with credible messengers to assess the effectiveness of the off-line media camping and positive messaging process they were involved in.
- c. Conduct a survey among youth who benefited from mini grants utilization in the targeted areas.

## **7. Scope of work**

The scope of work of the consultant(s) will include the following:

- Develop concepts for indicators and parameters identification of an experimental group of youth identified in social media and set a trajectory for assessing how the messaging resonates to these youths.
- Develop a set of tools suitable for Final Evaluation with Search inputs through a comprehensive inception report in English. The appropriate tools should be translated into Kyrgyz and Russian languages once approved by Search's Institutional Learning Team (ILT).
- Carry out a literature review, a source analysis of both online and offline documents and social networks, key informants' interviews and Focus Group discussions.
- Collect reliable data from each of the target areas.
- Produce a draft report in English covering all key findings, major conclusions and recommendations in order to help inform the design of the project. The report is reviewed by Search Kyrgyzstan and ILT for further improvement.
- Submit a final report by incorporating comments and suggestions from Search Kyrgyzstan and ILT. Once the report is finalized, it needs to be translated into Russian and Kyrgyz languages. The report should specify clear entry points for project activities.

## **8. Key Duties of Consultant(s)**

1. Collect, analyze and document information related to the social on-line and off-line media campaigns, gather information from media experts, and at least 15 project influencers including celebrities, sportsmen and micro influencers at communities
2. Conduct the reliable number of KII and FGD; transcribe them into language of origin and host the data into qualitative and quantitative databases.
3. Process the collected data, and transform into the significant findings' matrix.
4. Produce a report based on a report template agreed with Sirach Kyrgyzstan and furnish a set of recommendations based on Final Evaluation findings and best practices on on-line and off-line media campaigns.
5. Present Final Evaluation findings to Search Kyrgyzstan and its stakeholders

## 9. Location

The data collection should take place in six villages namely Saruu and Jeti-Oguz in Issyk-Kul; Alle-Annarov and Nariman in Osh; Begabad and Arslanbob in Jalal-Abad oblast.

## 10. Deliverables

The Final Evaluation deliverables should be strictly communicated and written in English. Within the consultancy period, the Final Evaluation team is expected to complete the above-mentioned scope of work. The deliverables are as follows:

**Inception Report with Final Evaluation work plan** completed within the first 14 days of the signing of the contract and consists of the assignment as agreed upon by the program team. The inception report should have detailed methodological approach and data collection tools to capture the key research questions. The inception report and the data collection tools/questions need a formal approval from the Local DM&E Specialist and Senior manager of Institutional Learning Team (ILT) before starting the *data collection* process.

**First draft of the Final Evaluation report:** The report is subject to Search Kyrgyzstan and ILT's review. The review and feedback may be of multiple rounds depending on the quality of the report. No final payment is released unless the report is technically approved by the Institutional Learning Team (ILT).

**Final Evaluation report:** The report should be written (and fully edited) in English, at least 35 pages (except annexes), and consist of:

- Title page and other initial pages
- Table of contents;
- Acronyms;
- Executive summary that includes context summary, brief context and project description and objective of the analysis, methodological approach, key findings and recommendations (no more than 3-4 pages). The key recommendations in the executive summary should be written in short bullet points;
- Project introduction including the goal, objectives, expected results, summary activities; and objectives of the analysis.
- Final Evaluation methodology, detailed explanation of sample size calculation and distribution across locations, gender and ethno-religious identity.
- Final Evaluation findings, analysis, and conclusions. The findings section will have subchapters to cover the thematic areas covered by the key research questions. This is the core of the Final Evaluation report.
- Strategic and activity focused recommendations to the project implementation team. Every single recommendation should be directly linked to the Final Evaluation findings.
- Appendices, which include, research instruments, list of interviewees, bibliography, and consultant (s) brief biography;
- One electronic copy (in MS Word document) in English
- Executive summary (3-4 pages) in Kyrgyz and Russian

## 11. Timeline

The consultancy period will be from **11 November 2020 to 16 January, 2021 (approx. 65 calendar days)**. The consultant should be based in Kyrgyzstan. Any international travel cost and accommodation cost in Bishkek will not be paid by Search, under any circumstances, whereas the cost of accommodation outside Bishkek will be borne by Search.

SN	Activities	Deadline
1	Application Deadlines	4 November
2	Signing of the contract	11 November
3	Reviews and Inception report approval	25 November
4	Field data collection completed	9 December
6	Draft report submission	23 December
7	Final report submission	9 January 20201
8	Final report approved	16 January 2021

## 12. Remuneration

The schedule of payment of the consultancy fee is as follows:

1. 50% will be paid upon approval of an implementation plan and Inception Report.
2. 50% will be paid upon completion and approval of the final report (in English and summary in Russian). The prerequisite for the release of the second installment is the formal approval of the report by ILT.

## 13. Supervision of the consultant(s)

The consultant will work under the Search Kyrgyzstan DM&E Specialist with technical oversight of the Senior Manager of the ILT for Asia.

## 14. Qualifications required

- Experience in developing qualitative and quantitative research methods;
- Experience researching social dynamics on social media
- Experience in carrying out project evaluations in conflict transformation and peacebuilding and media expertise;
- Good analytical and writing skills, and the ability to clearly present findings, draw practical conclusions, and develop lessons learned;
- Fluency in Russian and English required; fluency in Kyrgyz preferred;
- Ability to travel to the field for data collection and cross-checking the data;
- Good organizational and communication skills with international/ national officials and rural communities are required.

## 15. Selection of the consultant/Team of consultants

According to Search rules and regulations, service contracts must be awarded by means of a procurement procedure. The contract will be awarded to the tender offering the best price / quality ratio in accordance with the principles of transparency and fair competition and taking care to avoid any conflict of interest. Additionally, the Final Evaluation will be carried out by a consultant(s) who has a wide experience in carrying out research in peacebuilding and media projects.

## 16. Application process

Interested candidates should send their CV, separate technical and financial proposal (detailing the cost calculations), and one sample of Final Evaluation report of piece of research done by the applicant in the last two years and written in English and two professional references to [emp.kyrgyzstan@sfcg.org](mailto:emp.kyrgyzstan@sfcg.org) by 4 November 2020. Short-listed candidates will be contacted for further selection process. Please note that only short-listed candidates will be contacted for an interview.

## 14. Annex 4. Data collection instruments

### Online media campaign questionnaire:

#### Analysis of youth social networks

Hello, my name is \_\_\_\_\_. I represent the independent research and consulting company M-Vector. We conduct a survey to study programs, projects, and people who influence and interact with youth. The interview will take about 25-30 minutes.

The survey results are strictly confidential and will only be used in generalized form. Your name will not be mentioned. If you have any questions or comments, you can let me know or call the M-Vector office in Bishkek at +996 (312) 97 92 93, +996 (312) 97 92 94.

Address: Bishkek, st. Kievskaya 195, 5th floor

#### Block Q. Socio-demographic

##### Q1. Gender:

1. Male
2. Female

##### Q2. Full name of the respondent \_\_\_\_\_

##### Q3. Age: \_\_\_\_\_ / from 14 to 36 inclusive /

1. Under 14 => End interview
2. Age 37 and older => End interview

98. Refusal to answer => End interview

##### Q4. Region:

1. Issyk-Kul region
2. Jalal-Abad region
3. Osh region
4. Other=> End interview

##### Q4.1. Name of the settlement: \_\_\_\_\_

#### Block A. EFFICIENCY OF MEDIA CAMPAIGNS

*Thank you for your consent to be interviewed. You were selected to participate in this survey as one of the active subscribers of pages on social networks of the TaasirLink project. Tell me please:*

##### A1. Over the past six months, have you heard about

	Yes	No
1. The Taasirlink Project	1	2
2. The Taasirlink media campaign	1	2

##### A2. Over the past six months, have you received information from any sources on the following topics? (Ask for each line)

**A3. Rate how clear the information received was on a 5-point scale, where 1 is absolutely incomprehensible and 5 is completely understandable.**

**A4. In your opinion, How relevant is the information for the local community, considering the challenges faced by the community?**

**A5. Rate how useful the information received was on a 5-point scale, where 1 is absolutely useless and 5 is very useful.**

Topics	A2. Received or did not receive information	A3. (ASK QUESTION IF A2 = 1) How clear is it	A4. (ASK QUESTION IF A2 = 1) How relevant is it	A5. (ASK IF A2 = 1) How useful
--------	---	--	---	--------------------------------

1. Media campaign "I love my village" aimed at developing a sense of belonging to their community and patriotism.	1. Received 2. Did not receive	1. I clearly understand the received information 2. I partially understand the received information 3. I did not understand the received information at all	1. Highly relevant 2. Relevant 3. Neutral 4. Partially relevant 5. Irrelevant	1. the information was useful 2. the information was partially useful 3. the information was not useful
2. Media campaign "I am searching for. Thinking. Checking "aimed at developing critical thinking.	1. Received 2. Did not receive	1. I clearly understand the received information 2. I partially understand the received information 3. I did not understand the received information at all	1. Highly relevant 2. Relevant 3. Neutral 4. partially relevant 5. Irrelevant	1. the information was useful 2. the information was partially useful 3. the information was not useful
3. Media campaign "My possibilities are endless" aimed at strengthening the role of women in society.	1. Received 2. Did not receive	1. I clearly understand the received information 2. I partially understand the received information 3. I did not understand the received information at all	1. Highly relevant 2. Relevant 3. Neutral 4. partially relevant 5. Irrelevant	1. the information was useful 2. the information was partially useful 3. the information was not useful
4. Media campaign "My life is my responsibility" aimed at developing proactivity.	1. Received 2. Did not receive	1. I clearly understand the received information 2. I partially understand the received information 3. I did not understand the received information at all	1. Highly relevant 2. Relevant 3. Neutral 4. partially relevant 5. Irrelevant	1. the information was useful 2. the information was partially useful 3. the information was not useful
5. Media campaign "We are one" aimed at developing a	1. Received 2. Did not receive	1. I clearly understand the received information	1. Highly relevant 2. Relevant 3. Neutral 4. partially relevant	1. the information was useful

sense of community and strengthening unity.		2. I partially understand the received information 3. I did not understand the received information at all	5. Irrelevant	2. the information was partially useful 3. the information was not useful
---	--	---	---------------	--

**A6. / Ask if all answers in A2 were 2 / OFFICE QUESTION /**  
**Are you a subscriber of the TaasirLink project on social networks?**

1. Yes
2. No => End interview

**A7. What sources did you receive this information from? MULTIPLE ANSWER OPTIONS POSSIBLE**

1. TaasirLink Instagram Page
2. TaasirLink Telegram Page
3. TaasirLink Facebook Page
4. Articles in print media
5. Videos on Youtube
6. Information on Internet sites
7. WhatsApp group
8. Telegram canal
9. Other \_\_\_\_\_

**A8. (INTERVIEWER, ask a question if A4 = 1,2,3,5) How long have you been subscribed to the social networks of the TaasirLink project?**

1. less than 1 month
2. from 1-3 months
3. from 4-6 months
4. More than 6 months

99. Do not know (Do not read)

**A9. What do you think was the target aim of the materials used in the information campaign?**

1. The materials were aimed at enlighten and educate youth
2. The materials were aimed at providing proper information to people
3. The materials were of an advertising nature
4. The materials were aimed to strengthen the identity of youth
5. The materials were aimed to empower women in the country
6. \_\_\_\_\_

**A10. In general, do you think the main agenda of the media campaign was providing useful guidance to the youth?**

1. Yes
2. No

98. Refusal to answer [DO NOT READ OUT]

99. I am at a loss to answer [DO NOT READ OUT]

**A11. Did you apply the acquired knowledge in practice?**

1. Yes - **Go to question A13**
2. No

99. I find it difficult to answer - **Go to question A13**



**A12. Why you did not apply the acquired knowledge in practice?**

1. They are theoretical, not applicable in practice
2. No time
3. Learned nothing new
4. Other \_\_\_\_\_

**A13 . How much do you agree that the media campaign contributed to your personal growth and development?**

1. Strongly disagree
2. Disagree
3. Neutral/no opinion
4. Agree
5. Strongly agree

**A14. /Ask IF RESPONDENT ANSWER A13 WERE 4 OR 5/ What information directly influences your personal growth and development?**

1. You gained the ability to the critical thinking
2. You became more attached to your local community
3. You start to support women empowerment
4. You start to check the Facts or information provided to you

**A15. What materials, in your opinion, were the most effective for conveying the main message of the media: POSSIBLE MULTIPLE ANSWER OPTIONS**

1. Videos
2. Social media posts
3. Live broadcasts with interesting people
4. Organization of competitions for youth living in villages
5. Running a marathon
6. Helpful hints.
7. Other\_\_\_\_\_

*As part of the media campaign to expand the target audience, various influencers were involved in the project, who (every month) were ambassadors for one of the campaign topics. For example, such national pop stars, bloggers and other famous personalities of Kyrgyzstan as Mirbek Atabekov, Angelika Kairatovna, Gulzhigit Kalykov, Aizada Zhamgyrchieva, Tilek Toktogaziev and others participated.*

**A16. Do you think the presence of famous people in the project influenced your decision to subscribe to this content?**

1. Yes
2. No

99. I am at a loss to answer

**A17. Please rate the level of your confidence in the opinion of the key influencers involved (stars, famous personalities) involved in promoting the media campaign, you would say that you ...**

1. I don't trust the influencers and the information that they provide
2. I don't trust the influencers but will listen to the information that they provide
3. Neutral/ have no opinion on that
4. I trust the influencers however I will double check the information provided by them
5. I completely trust the influencers and the information provided by the them

\_\_\_\_\_

98. Don't know [DO NOT READ OUT]

99. Refusal to answer [DO NOT READ OUT]

**A18 . Please rate the influence of the key influencers involved (stars, famous personalities) in promoting a media campaign, where 1: It did not have any impact on me and 5: it had the maximum impact on me.**

- 1 - had no effect
- 2
- 3
- 4
- 5- had the maximum impact

#### Block B. MEDIA CAMPAIGN "I LOVE MY VILLAGE"

**B1. (ASK IF A2\_1 = 1) Rate how you agree with the following statements on a 5-point scale, where 1 - strongly disagree and 5 - absolutely agree.**

1. There are all opportunities for self-development in my village	1 2 3 4 5
2. I can get good tuition through online courses without leaving my village.	1 2 3 4 5
3. Work opportunities in the village are not limited to working only for local companies	1 2 3 4 5
4. Living in a village, I can also make good money	1 2 3 4 5
5. Everyone can contribute to the development of the village	1 2 3 4 5
6. It is possible to contribute to the development of the village without having large financial resources	1 2 3 4 5
7. Youth is an important component in the development of my community / village	1 2 3 4 5

**B 2. How did you understand the main idea of the media campaign "I love my village"?**

- 1. I can develop even if I live in a village
- 2. My opportunities to get good training are not limited by the resources of my village
- 3. I know that I can contribute to the development of my village
- 4. Other \_\_\_\_\_

98. Refusal to answer

**B3. How much do you support the main idea of the media campaign "I love my village" aimed at developing a sense of belonging and patriotism, where?**

- 1. I strongly object
- 2. I rather object
- 3. Neutral
- 4. Rather support
- 5. I strongly support

#### Block C. MEDIA CAMPAIGN "My possibilities are endless"

<b>C1. (ASK IF A2_3 = 1) Do you agree with the following statements?</b>	1.Yes	2.No	99. Difficult to answer
1. Career and family are incompatible for a woman, she must choose one thing			

2. A woman is destined to give birth and raise a child, to run a household			
3. A woman should be wise, endure and not go against her husband and relatives			
4. A woman first of all should provide comfort in the house and only then take care of herself			
5. The wife belongs to the husband, she must follow his orders			
6. A woman should only leave the house with the permission of her husband			
7. A woman should not date a man before marriage			
8. Woman - the weaker sex			
9. A woman is not suitable for technical professions (engineers, builders, machinists and other technical professions)			
10. A woman is less intellectually developed than a man			

**C2. How did you understand the main idea of the media campaign “My possibilities are endless”?**

1. Opportunities for a woman are the same as for men
2. Women have contributed greatly to the development of the world
3. A woman can be whatever she wants
4. Other\_\_\_\_\_

98. Refusal to answer

<b>C3. Have you encountered the following situations in your village over the past 6 months?</b>	<b>1.Yes</b>	<b>2.No</b>	<b>99. Difficult to answer</b>
1. Women are involved in maintaining peace and stability in your village			
2. Women in your village or district have created support groups for the population, self-help groups, centers to support disadvantaged families, etc.			
3. Heads of local self-government bodies and district administrations support women in their initiatives and proposals, help them in obtaining public services			
4. In general, the activity of women in the village in making decisions and asserting their rights has increased over the past six months.			
5. Women in your village are more active in expressing their opinions, supporting each other in everyday household and family matters			
6. Women in your village have begun to participate more actively in the promotion of religious and spiritual values, to hold various cultural events			

<b>C4. Do you agree that women have contributed to the development of Kyrgyzstan in such spheres?</b>	<b>1. Yes</b>	<b>2. No</b>
Religious community	1	2
Policy making	1	2
Academic/ Science	1	2
Sport	1	2
Art and literature	1	2
Social activism	1	2

**C5. (ASK IF C4 = 1) Which of the women, in your opinion, made the greatest contribution to the development of Kyrgyzstan (ONE ANSWER OPTION):**

1. Kurmanjan Datka
2. Roza Otunbayeva
3. Bubusara Beishenalieva
4. Valentina Shevchenko
5. Aisulu Tynybekova
6. Urkuya Salieva
7. Angelica
8. Other\_\_\_\_\_

98. Refusal to answer

99. I am at a loss to answer/I don't know

**C6. How much do you support the main idea of the media campaign "My possibilities are endless", aimed at strengthening the role of women in the community?**

1. I absolutely do not support the idea and will not do anything to spread the message in my community
2. I rather not support the idea but will not create obstacles to spread the message
3. Neutral / have no opinion
4. I support the idea and will actively share this message on social media and within my community
5. I strongly support the idea and will do everything to spread this message

#### **Block D. MEDIA CAMPAIGN "My life is my responsibility"**

**D1. (ASK IF A2 \_4 = 1) Please tell me how often you feel, think or act this way.**

	Never	Rarely	Some times	Often	always	Difficult to answer
1. I feel like my life is under my control	1	2	3	4	5	99

2. I consider myself able to make the necessary decisions if difficulties or problems arise	1	2	3	4	5	99
3. I know how to get information that will help me cope with the difficulties that arise in my life.	1	2	3	4	5	99
4. I understand very well what I need to do to be independent and make decisions on my own	1	2	3	4	5	99
5. I do my best to become independent and responsible for my life	1	2	3	4	5	99

**D2. What is your understanding of the main idea of the media campaign “My life is my responsibility”?**

1. I am responsible for the consequences in my life
2. My life will turn out the way I want it myself
3. Any actions lead to results
4. Need to develop more
5. Other\_\_\_\_\_

98 Refusal to answer

**D3. How much do you support the main idea of the media campaign “My possibilities are endless”, aimed at developing proactivity among young people in rural regions?**

1. I absolutely do not support the idea, there is no need for youth to be socially active
2. I rather do not support the idea but will not create the obstacles for youth
3. Neutral/ have no opinion
4. Rather support the idea of media campaign and will help those who are in my community
5. I strongly support the idea and will do everything to help youth to become proactive in my community

**D4. Did you apply the lessons learned in practice?**

1. Yes
2. No

**D5. Did you practice any of the following:**

1. Actively integrate sport into your life
2. Studying foreign language
3. Study additional literature , that promotes self-development, critical thinking and management skills, etc.
4. Taking new courses for self-development
5. Other\_\_\_\_\_

**7. Блок Е. МЕДИА-КАМПАНИЯ «Ищу. Задумываюсь проверяю»**

**E1. (ASK IF A2\_2 = 1). Do you get information from any of the following sources?**

**E2. (ASK IF E1 = 2) Rate how much you trust the following sources of information on a 4-point scale, where 1 - I do not trust at all and 5 - I completely trust.**

Sources of information	E1. Received or did not receive information	E2. How much do you trust
1. Family, friends, neighbors	1. I receive 2. I do not receive	1 2 3 4 5
Religious literature	1. I receive 2. I do not receive	1 2 3 4 5
TV channels of our country	1. I receive 2. I do not receive	1 2 3 4 5
Russian TV channels	1. I receive 2. I do not receive	1 2 3 4 5
Local radio	1. I receive 2. I do not receive	1 2 3 4 5
Russian radio	1. I receive 2. I do not receive	1 2 3 4 5
Official newspapers in our country	1. I receive 2. I do not receive	1 2 3 4 5
Non-state newspapers published in our country	1. I receive 2. I do not receive	1 2 3 4 5
Russian newspapers	1. I receive 2. I do not receive	1 2 3 4 5
Other foreign news sources	1. I receive 2. I do not receive	1 2 3 4 5
the Internet	1. I receive 2. I do not receive	1 2 3 4 5
Social networks and messengers	1. I receive 2. I do not receive	1 2 3 4 5
Local religious representatives (imam, mufti, etc.)	1. I receive 2. I do not receive	1 2 3 4 5
Local NGOs	1. I receive 2. I do not receive	1 2 3 4 5
Leaders of your community	1. I receive 2. I do not receive	1 2 3 4 5
Women leaders	1. I receive 2. I do not receive	1 2 3 4 5

**E3. How often do you share information received from various sources with others without first checking it?**

1. Daily
2. Several times a week (1-2 times a week)
3. Once in a month
4. Several times a month (2 or more)
5. Rarely (less than once a month)
6. Never

99. Difficult to answer

**E4. Do you think that any information needs to be double-checked? ONE ANSWER OPTION**

1. Yes, all information must be double-checked and verified
2. No, only if there is any doubt
3. No, only if the information is very important and interesting
4. Not if the information comes from a source I trust
5. No, the information does not need to be verified anyway



**E5. (ASK IF E4 = 1,2,3,4) Why do you think it is necessary to double-check the information?**

1. To make sure that the information received is correct / truthful
2. In order not to become a victim of incorrect data (do not harm yourself / loved ones)
3. In order not to mislead others
4. To feel confident in communicating information

**E6. How often did you personally verify the information received from other people, media sources?**

1. In all cases
2. In most cases
3. In half the cases
4. In rare cases
5. In very rare cases
6. Never

**E7. How do you understand the main idea of the media campaign "I am searching for? Thinking. Checking"?**

1. Need to develop critical thinking
2. It is necessary to double-check inaccurate information
3. It is necessary to analyze the information received
4. Not all available information is correct
5. Other\_\_\_\_\_

98 Refusal to answer

**E8. How much do you support the main idea of the media campaign "I am searching for? Thinking. Checking"?**

1. I absolutely do not support the idea and do not think that information should be double checked
2. I rather do not support the idea and will double check only very suspicious information
3. Neutral/ no opinion
4. I Rather support the idea and will check in case if the source is not trustworthy
5. I strongly support the idea and will check any received information

**Block F. MEDIA CAMPAIGN "We are One"**

**F1. (ASK IF A2 \_5 = 1) Please tell me how much you agree with the following statements?**

	Agree	Partially agree	Do not agree	Difficult to answer
1. I believe that everyone should act for themselves	1	2	3	99
2. I always try to help others	1	2	3	99
3. If I see that a person is in a problem situation, I will always try to help him	1	2	3	99
4. I find it easier to achieve a common goal together than separately / alone	1	2	3	99
5. I feel myself part of my community	1	2	3	99

6. I would like to have friends among people of other nationalities	1	2	3	99
---	---	---	---	----

<b>F2. Did you or your friends know:</b>	
1. Avoid visiting any place or event because they knew that there would be representatives of a different nationality	1. Yes 2. No 98. Refusal 99. Difficult to answer
2. Making fun of representatives of other nationalities	1. Yes 2. No 98. Refusal 99. Difficult to answer
3. Often condemn representatives of other nationalities	1. Yes 2. No 98. Refusal 99. Difficult to answer
4. Refuse to aid (for example, explain how to get to the required address or explain some procedures and rules) to representatives of another nationality, despite the fact that the answer is known to you / your friend	1. Yes 2. No 98. Refusal 99. Difficult to answer

**F3. What is your understanding of the main idea of the “We are United” media campaign? Multiple choice question, more than 3 answer are possible**

1. People are stronger united
2. All people are equal
3. Need to support each other
4. It is necessary to aid people in difficult situations
5. Other (Specify) \_\_\_\_\_

98. Refusal to answer

**F4. To what extent do you support the main idea of the media campaign “We are united”, aimed at strengthening unity in the communities of Kyrgyzstan?**

1. I absolutely do not support the idea, everybody is responsible for himself only
2. I rather do not support the idea, everyone is better off single in everyday life
3. Neutral/ no opinion
4. Rather support the idea, it is better to have supportive community by your side
5. I strongly support the idea and every person should be in a united and strong community.

**Box G. Personal information**

**Q5. Your ethnicity (nationality):**

1. Kyrgyz
2. Uzbek
3. Russian
4. Uyghur
5. Dungan
6. Other (specify) \_\_\_\_\_

98. Refusal to answer/Do not want to identify

**Q6. What language do you most often speak at home?**

1. Kyrgyz
2. Russian
3. Uzbek
4. Other (specify) \_\_\_\_\_

98. Refusal to answer

**Q7. What is your marital status?**

1. Single, not married
2. Married
3. Divorced
4. Widower / widow
5. Married but living separately

98. Refusal to answer

**Q8. What is your educational level?**

1. No education
2. Elementary education
3. Lower secondary
4. Secondary education
5. Secondary technical / special (vocational school, vocational school, technical school)
6. Incomplete higher education
7. Higher education
8. PhD degree

98. Refusal to answer

**Q9.1. What is your main occupation...? (read out the answer options)**

1. Unemployed
2. Part-time employment
3. Work in the governmental institution,
5. Work in a private company
6. Work for a non-governmental organization
7. Business Owner / Entrepreneur
8. Military
9. Medical professional (for example: doctor, nurse, doctor)
10. Self-employed (tailor, taxi driver, builder, etc.)
10. Student
11. Housewife / Housekeeper
12. Farmer
97. Other (Specify): \_\_\_\_\_

98. Refusal to answer [DO NOT READ OUT]

**Thank you for the information provided and your time!**

**Guide for national influencers**  
**"Analysis of social networks of youth in the framework of the Taasirlink project"**

**Moderator's introduction:**

*"Hello, my name is \_\_\_\_\_. I work for M-Vector, we are conducting a survey among the population of Kyrgyzstan, mainly among people who influenced young people in making important decisions and were one of the key influencers of the Taasirlink project. The questions that I need to discuss with you related to the channels, methods and ways of creating content that were used to attract young people to the project. For further analysis, our conversation will be recorded on a dictaphone. Let's start !? Please introduce yourself.*

1. Name, age and telephone number of the respondent \_\_\_\_\_

2. The name of the organization you work for \_\_\_\_\_

3. The specifics of the organization / institution / project \_\_\_\_\_

4. Your occupation, \_\_\_\_\_ position

5. Notes \_\_\_\_\_

**Project awareness. Assessment of the relevance of the media campaign**

6. Tell us a little about your activities . Who is your main audience on social media? What is the main content you are trying to promote on your social media?
7. What is the main idea of this project? Tell us a little about your activities within the Taasirlink project together with the SFCG team. What kind of activities did you conduct within the framework of this project together with the SFCG team? In what activity have you participated within the project? Who did you work with, who did you meet during your activities on the project?
8. What are the main threats to today's youth? Has the Taasirlink project mitigated the potential impact of these threats in its project?
9. What do you think of the relevance of the Taasirlink project to address the issue of youth susceptibility to radicalization? Do you think that youth is more vulnerable to radicalization ? If Yes, what makes youth more vulnerable to radicalization?
10. In your opinion, was the ongoing media campaign effective in conveying the main messages / ideas for the formation of positive attitudes and the development of youth? Can you spot any changes in young people's knowledge and attitudes towards empowerment / critical thinking and fact-checking / social cohesion and proactiveness / understanding of a sense of belonging to their community? Have these changes been positive? In the course of your project activity, have you felt your influence on the formation of attitudes and values among young people?
11. In your opinion, is this project really useful and practical to young people today? If so, do you find the Taasirlink approach helpful in empowering youth? Which of the main ideas of the media campaign was most useful for youth?
12. Are there any important questions that Taasirlink did not pay enough attention to in their project? Do you have any comments or suggestions for the Taasirlink approach? What other activities, in your opinion, could affect the change of worldview / attitudes among young people? Who do you think should be involved in / implement such activities?

**Creation of content for youth**

***Introduction to the topic: now let's talk about the approaches that you used to communicate with the audience / people as part of the Taasirlink media campaign***

13. Tell us more about the topic of the media campaign in which you were involved? Was it related to women's empowerment / Developing critical thinking and fact checking / Developing social cohesion and productivity, or developing a sense of belonging to your community? What are the main messages and ideas you included in your content (used to convey your message)? How did you shape your content in the campaign? Give an example? Which of the topics did you find most interesting? What topics should be covered to reduce youth vulnerability to radicalization?
14. Do you think the audience / people with whom you interacted / among whom you disseminated your thoughts and ideas really understood, the ideas you conveyed from the media campaign? What kind of feedback did you receive from your interactions with your media campaign and positive messages on social media? Was it positive or negative? Please tell us in more detail.
15. What online channels have you used to interact with people? What method of interaction has proved to be the most effective within the framework of the media campaign? What age groups were most interested in online communication? How did you maintain the engagement of the people / audience you interacted with during the Taasirlink media campaign?
16. How actively were you involved in the course of the media campaign? How often have you posted posts on social networks on one of the topics of the media campaign?
17. In your opinion, the topic of your media campaign were aimed to which target age and gender? Have you had to adapt your campaigns / speech to age and gender groups when conveying the main message / idea of your media campaign? Did your messages, topics, and approach differ across age groups? If so, how?
18. Do you plan to continue spreading the main ideas of the ongoing media campaign aimed at youth development? How do you plan to continue spreading the main messages of the media campaign? Has the campaign inspired you to create a new attitude towards violent extremism through positive messages? How?
19. In your opinion, how has the project contributed in empowering leaders, trusted figures, and pre-existing social networks in target communities on counter-messaging, developing constructive ways and opportunities to address grievances?
20. Do you think the project has been successful in creating a positive messaging environment to the existing narratives around gender empowerment, critical thinking and fact checking, social cohesion and productiveness, understanding others' sense of belonging? Do you think that project fully covered the existing narratives around gender empowerment, critical thinking and fact checking, social cohesion and productiveness, understanding others' sense of belonging?

***Narrative campaigns were carried out as part of the Taasirlink project, implemented by the Search for Common Ground, using online and offline methods of disseminating information. These messages were aimed at preventing radicalization and violent extremism among the youth of Kyrgyzstan.***

THANK YOU FOR YOUR TIME AND THE INFORMATION GIVEN!

## Guide for local influencers

### Moderator's introduction:

"Hello, my name is \_\_\_\_\_. I work for the M-Vector company, we are conducting a survey among NGO experts, representatives of local authorities and other influential persons (influencers) who, as part of their activities, prevent extremism, terrorism and other negative manifestations among young people. The questions that I need to discuss with you relate to the collection of more accurate information about what activities (works / projects) were carried out to reduce the risk of negative manifestations, extremist radicalization and the recruitment of young people. Your answers will be used to understand the current situation in specific districts and settlements, assess the result of ongoing activities, as well as shortcomings and barriers. For further analysis, our conversation will be recorded on a dictaphone. Let's start! Please introduce yourself.

1. Name, age and telephone number of the respondent

2. The name of the organization you work for

3. The specifics of the organization / institution / project

4. Your occupation, position

5. Notes

### Description of the project and ongoing activities

6. **Tell us a little about your work with youth.** What do you see as the main threats to youth? What activities have you carried out that directly or indirectly helped young people to fight these threats?
7. **What goals did you / your organization set for youth within the framework of the TaasirLink project, how did you achieve them?** What problems has your organization / institution / project faced when working with youth as part of an offline campaign?
8. **What target groups did you work with?** Explain why with these target groups - what was the vulnerability of these groups?
9. In which settlements did you carry out this work? In what areas?
10. **What kind of activities did you carry out within the framework of the TaasirLink project?** Do you think that these activities could have influenced changes in behavior among young people in the target villages? What kind of change do you mean?
11. **What measures have you taken to attract people to the event organized for Taasirlink?** How did you maintain the engagement of the people / audience you interacted with during the Taasirlink offline campaign?
12. **What kind of events, in your opinion, were the most positively received?** Would you like to continue holding similar events as part of your future work with youth? Why do you think so?
13. In your opinion, what is the relevance of the project, considering the current challenges and conflict faced by the community?

### Evaluating the effectiveness of an offline campaign

14. **Have the implemented activities / strategies helped young people to increase their knowledge of the following topics?** 1. Empowering men and women 2. Critical thinking and fact checking 3. Social cohesion and proactivity 4. Understanding a sense of belonging to one's community. If yes, how did you help? If not, why do you think these activities did not help?

15. What negative and positive consequences (results) can you highlight? Have the positive changes from your work already taken effect? Has the influence already begun? How does it manifest itself?
16. Do you think the project was effective in changing participants' mindsets and views on the topics covered by the project? If yes, could provide the examples.
17. In your opinion, do people use in practice what they heard, learn throughout the project? What are the main shifts in the opinions that you have seen as a result of the project media campaign.
18. What do you think, the audience / people with whom you interacted / among whom you conducted the media campaign? Did you really understand the ideas you conveyed about the media campaign? What kind of feedback did you receive? Was it positive or negative? Please tell us in more detail.
19. How do you think the offline campaign was able to fully cover and convey the messages of the project through its media channels?
20. Did your activities reach people of different age and gender groups? If yes, have you had to adapt your campaigns / speech to age and gender groups when conveying the main message / idea of an offline campaign? Did your messages, topics, and approach differ across age groups? If so, how?
21. In your opinion, have you chosen the right goals and strategies in the fight against the spread of radicalization and extremism for the events that you conducted? Why do you think so?
22. How could the impact of the project / activities that have been implemented be strengthened in order to solve the urgent problems of youth in the target villages? What, in your opinion, should be done for this?
23. As part of your activities in the TaasirLink project and the implementation of events, how did you assess the changes in behavior and attitudes of young people? What do you think, what have you achieved and what have not? What can you pay attention to when evaluating project results in the first place?

#### **Project sustainability assessment**

24. What positive effect can you point out (social / cultural / economic)? Do you/your organization plan to continue to work with youth through the transmission of positive messages and knowledge to further prevent radicalization? How do you plan to continue your youth work?
25. Rate the situation with gender, ethnic and religious tolerance among young people in your community on a five-point scale? Where 1 is the lowest level of tolerance, 5 is the highest level of tolerance
26. Is there anything that will hinder sustainability and positive change when the Taasirlink project ends? Do you consider factors that hinder sustainability (e.g. economic, social and cultural aspects, human factors) of the project when planning your future youth work? What are you doing to minimize the influence of these factors?
27. What do you remember most during your work with TaasirLink? Do you find this experience useful in your work? If yes or no, why?
28. Are there any important questions that Taasirlink did not pay enough attention to in his project? Do you have any comments or suggestions for the Taasirlink approach? Could you suggest alternative approaches to solving youth problems?

THANK YOU FOR YOUR TIME AND THE INFORMATION GIVEN!

Questions from the respondent:

---



---



---

*Explanatory note for the interviewer:*



## Resilience of youth to radicalization. Guide for FGD

### 1. Brief introduction of the purpose of the focus group discussion (5 minutes)

*Moderator introduction.*

*Research topic: Hello, my name is ... I am a field specialist at the M-Vector consulting company. First, I would like to explain to you the main purpose of this study. This study was initiated by the non-governmental organization "Search for Common Interests" in order to evaluate the offline campaign of the TaasirLink project, of which you were a participant. In this study, we assess the impact of an offline campaign on the behavior, knowledge and attitudes of young people about one of the following main themes: 1) Empowering women and men 2) Critical thinking and fact-checking 3) Social cohesion and proactiveness of youth 4) Understanding of the sense of belonging to your community.*

*To analyze the information, our conversation will be recorded on a dictaphone. The basic rules for conducting an interview: to give honest answers, there are no "right and wrong" answers, the opinion of each of you is important to us. The participation of each of you is important. To establish a more comfortable environment, let's introduce ourselves, I'll start.*

*Acquaintance. Participants' introduction: name, age, occupation, family, hobbies in a nutshell.*

### 2. Assessment of ongoing activities within the Taasirlink project. (30 minutes)

1. Could you tell us more about the event organized by the TaasirLink project in which you took part?
2. What are the most interesting and important topics covered at the training / seminar / event. How relevant was the topic of the event in which you took part? How do you assess the effectiveness / efficiency of the activities carried out?

#### FOR A MODERATOR:

As part of the offline campaign in the target communities, the following events were held:

Cultural (art installations, excursions, art master classes)

Sports (volleyball, basketball, football, marathons)

Educational (business trainings, business forums, computer literacy trainings, the formation of tolerant relationships in the group, conflict sensitivity, etc.)

3. / A question to the participants of educational and cultural events/ What new information and knowledge did you learn at the training / seminar / event? Did you apply the acquired knowledge / skills from the project activities in your life?
4. What emotions did you experience after the events in your village / community? Can you say that you felt you were a necessary and important part of the local community? Did you feel any kind of cohesion in your group?
5. Did the training / workshop / event motivate you to create similar common interest groups in your community? What kind of events would you like to organize as well? What do you think you need for this? Have any steps been taken in this direction?

AND.If so, what initiatives have you started / organized? What problems did you face when starting / organizing your initiative? How do you think this problem could be solved? Who could help you?

IN. If not, what prevented you (obstacles) from taking any active steps in this direction? What needs to be done to overcome these obstacles?

6. What do you think about the relevance of the TaasirLink project to the local community? Please provide examples to support your answer.

### 3. The current state of youth tolerance (20 minutes)

*Introduction to the topic: We talked about the activities carried out in your villages within the framework of the "TaasirLink" project. Let us now discuss in more detail the situation with tolerance in your community.*

1. Rate the situation with gender, ethnic and religious tolerance among young people in your community on a five-point scale? Where 1 is the lowest level of tolerance, 5 is the highest level of tolerance.
2. Which of these areas is the most problematic in your community?

#### FOR A MODERATOR:

*If you find it difficult to answer, give examples. Be sure to define the concepts of gender, ethnic and religious tolerance, fix it on a flipchart*

3. What is your overall impression about gender issues, ethnic and religious relationships across the community? Why? What are the points of agreement and disagreements/conflict?
4. Is there a recent incidence of conflict or violence across those identity lines in your community??
5. Please give examples of intolerant attitudes / interactions (conflicts) among young people in your village / locality. What do you think (what factors, for example, environment, etc.) prompts them to act in this way?
6. In your opinion, to what extent did the measures taken help in overcoming these barriers and obstacles? (For example: training, sports, etc.)  
*If not, what do you think could help young people to overcome these barriers? What kind of activities could you suggest for this?*  
*Everyone:* How can they affect the youth in your community in the future? What prospects, in your opinion, are the most attainable?

### 4. Assessment of the level of knowledge of young people in critical thinking (10 minutes)

*Introduction to the topic: Let's discuss in more detail the activities and lessons learned within the offline campaign of the TaasirLink project*

1. In your opinion, what is critical thinking? Do you consider developing critical thinking a necessary skill for development?
2. Why do you think it is necessary to double-check the information received? Have you encountered cases when you were provided with incorrect information? What did you do in such cases? What are the consequences of this?

### 5. Assessing the sustainability of an offline campaign (20 minutes)

*Introductory topic: We discussed the current state of peacebuilding in your community. Now let's talk in more detail about the sustainability of our activities.*

1. What kind of extracurricular activities in your community are most often organized for young people to develop gender, national or religious tolerance? Which ones are the most effective? Why?
2. What do you think most strongly influences the cultivation of a tolerant attitude and the development of young people, formal (lessons, lectures, seminars) or non-formal education (circles, extracurricular activities)? Why do you think so?
3. What activities for instilling a tolerant attitude among young people would you like to be constantly carried out in your village? Why?
4. What educational and cultural events would you like to be held in your village on a permanent basis? What could help you in your development and why? Who could help you organize such events?

*Thanks for participation!*