



The MELIA Observatory Project

Media Literacy Observatory for Active Citizenship and Sustainable Democracy

Output T2.3 MELIA Observatory Service

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Introduction

We develop multi-purpose interface that provide conditions for learning activities, aiming to support media literacy competencies among youth in the Danube region, boosting in the process civil participation.

The interface was delivered in the SaaS model, or as software as a service and will serve as: (I) a source of information, (ii) an analytical tool, (iii) support for educational and training processes ,(iv) as a powerful social networking platform providing virtual spaces and tools to connect relevant stakeholders working with youth and youth itself and giving opportunities to build relationships and a community, (v) a tool to disseminate additional information on activities, results and outcomes on MELIA observatory after conclusion of the project.

By enabling multi-directional communication between stakeholders, it will represent the core of transnational training network. The aim is to develop abuser-friendly interface that would speed up mutual interactions. In design and functionality of the service in line with characteristics of our target group will support the process of developing a digital experience our users will enjoy coming back to. The service is one of the most important and lasting outputs of the MELIA Observatory project since it integrates knowledgebase (T2.1.) and repository (T2.2) into comprehensive, easy to manage, easy to use interface. Special attention was paid to issues of service management, maintenance and safety issues. The theme will be customisable and responsive so that interface will be optimised for all popular mobile devices. User guidebook will give assistance trousers and foster communication through the interface. This is an especially valuable (durable and transferable) tool, since our stakeholders often do not have enough resources to master the use of a particular system.

Programme Output Indicator

Number of tools for strengthening institutional capacities and supporting transnational multilevel governance developed and/or implemented.

Target value 1.0 delivered.

MELIA Observatory Service

The result of our activities is a user-friendly web application that will serve as a tool for practical education in the field of media literacy. Educators can use a web application to show and analyze examples of harmful news texts. He will also be able to show, using examples from everyday life, the distribution of moods among the articles of the internet portal, and thus analyze its daily channel.

The application is intuitive, easy to use and has basic functions that enable the analysis of source texts. It is adapted to users of all ages, although it is especially dedicated to young people.

Thanks to the fact that it will be possible to use the platform in 5 languages – Croatian, Slovenian, Hungarian, Romanian and English, a very large part of the European Union society will be able to use it. We hope that this will significantly increase the awareness of European Union citizenship about the issues related to the conscious use of media literacy.

Guidebook for Application users

Introduction

The MELIA Observatory Application enables practical education in the field of media literature via a computer as well as mobile devices such as smartphones and tablets.

The application is intuitive, easy to use and has basic functions that enable the analysis of source texts. It is adapted to users of all ages, although it is especially dedicated to young people.

It also allows its use by educators. They can use a web application to display and analyze examples of malicious news texts. Educators will also be able to show, using examples from everyday life, the distribution of moods among the articles of the internet portal, and thus analyze its daily channel.

The Application can be used in 5 languages – Croatian, Slovenian, Hungarian, Romanian and English. Thanks to this, a very large part of the European Union's society will be able to use it. We hope this will significantly increase awareness of European Union citizenship on issues related to media literacy.

The Application enables the analysis of source texts on the basis of:

1. a fragment or the entire multimedia text,
2. links to a media post in the news portal,
3. lists links to news posts in the media of the portal.

The system automatically detects which of these modes has been used by the user.

Application home page

On the home page of the web app, you will get a text box where you can paste

1. multimedia text,
2. link to a media post on the news portal or
3. the list of links to the news posts in the media of the portal.

The system will automatically detect which of these operating modes is requested by the user.

Sentiment Analysis

- ◆ Evaluate
- Project
- Technology
- User manual
- Portal report

Paste text or links here.

Text type: ▼ Auto Language: ▼ Auto

Figure 1. Application home page

After pasting you may select the button “Evaluate” which will run the main function of sentiment analysis on the text.

Sentiment Analysis

- ◆ Evaluate
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Bruxelles zadovoljan: Kolinda je ledolomac s bogatim iskustvom
Na prvi službeni put u inozemstvo Kolinda Grabar-Kitarović otići će u BiH

U NATO-u je nazivaju "ledolomkom" jer nije samo postala prva žena među pomoćnicima glavnog tajnika NATO-a nego sada i prva predsjednica Hrvatske. U Europskoj pučkoj stranci, političkoj grupaciji kojoj pripada i HDZ, njezinu pobjedu na predsjedničkim izborima smatraju jasnim signalom da HDZ ponovno maršira prema Saboru i Vladi, odnosno povratku na vlast. To su neke od neslužbenih reakcija koje su se jučer mogle čuti po kuloarima institucija u Bruxellesu nakon pobjede Kolinde Grabar-Kitarović. Bruxelles je drugi put postao važan grad u hrvatskoj politici jer je definirao karijere ne samo aktualnog premijera nego sada i nastupajuće predsjednice RH. I oboje su, na različite načine, u svojim karijerama bili povezani s NATO-om: Zoran Milanović kao hrvatski diplomat zadužen za odnose s NATO-om dok je radio u hrvatskoj misiji u Bruxellesu potkraj 1990-ih, a Kolinda Grabar-Kitarović kao pomoćnica glavnog tajnika NATO-a za javnu diplomaciju.

Detalji preseljenja

Text type: ▼ Auto Language: ▼ Auto

Evaluate

Figure 2. Evaluate option is enabled after entering text or link(s) in the main text box

You may let the system automatically detect the language of the document or may select one of the implemented languages to force sentiment evaluation in that particular language.

- ◆ Evaluate
- Project
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Detalji preseljenja

Text type: ▼ Auto

Language: ▼ Auto

Evaluate

Figure 3. Language option is enabled after entering text or link(s) in the main text box

The same goes with text type – you may select “news portal text” or “social media post”, or let the system automatically detect the type of text it is dealing with.

Sentiment Analysis

Bruxelles zadovoljan: Kolinda je ledolamac s bogatim iskustvom
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Detalji preseljenja

Text type: ▼ Auto Language: ▼ Auto Evaluate

Figure 4. Text type option is enabled after entering text or link(s) in the main text box

Results of analysis

If you choose option 1 (a media text) or 2 (a link to a news portal media post), a screen akin to the one shown on Figure 5. will be rendered. You will see the overall sentiment score for the text, and the most important words that led to this decision are highlighted.

Sentiment Analysis

Overall positive, score 60%

Bruxelles **zadovoljan**: Kolinda je ledolomac s **bogatim iskustvom**
Na prvi službeni put u inozemstvo Kolinda Grabar-Kitarović otići će u BiH

U NATO-u je nazivaju "ledolomkom" jer nije samo **postala prva** žena među pomoćnicima glavnog tajnika NATO-a nego sada i prva predsjednica Hrvatske. U Europskoj pučkoj stranci, političkoj grupaciji kojoj pripada i HDZ, njezinu **pobjedu** na predsjedničkim izborima smatraju **jasnim** signalom da HDZ **ponovno** maršira prema Saboru i Vladi, odnosno **povratku** na vlast. To su neke od **neslužbenih reakcija** koje su se jučer mogle čuti po kuloarima institucija u Bruxellesu nakon **pobjede** Kolinde Grabar-Kitarović. Bruxelles je drugi put **postao važan** grad u hrvatskoj politici jer je definirao **karijere** ne samo aktualnog premijera nego sada i nastupajuće predsjednice RH. I oboje su, na **različite** načine, u svojim **karijerama** bili povezani s NATO-om: Zoran Milanović kao hrvatski **diplomata** **zadužen** za odnose s NATO-om dok je radio u hrvatskoj misiji u Bruxellesu potkraj 1990-ih, a Kolinda Grabar-Kitarović kao pomoćnica glavnog tajnika NATO-a za **javnu diplomaciju**.

Detalji preseljenja

Text type: News text Language: Croatian

Clear

Figure 5. Automatically labeled sentiment

You may see when each of the preselected news portals were crawled. Our application crawls a list of news portals periodically (at least daily), finds new content, labels its sentiment, and saves it to the local database. So, you may select any of the news portals and are led to the interface shown on Figure 6.

Evaluate

Project

Technology

User manual

◆ Portal report

Portal report lets you see current news through the lens of sentiment analysis. Please select one of the tracked portals from this list.

News portal	Last crawled
net.hr	1.3.2021. 8:11
index.hr	1.3.2021. 8:12
dnevno.hr	1.3.2021. 7:33
telegram.hr	26.2.2021. 10:11
tportal.hr	1.3.2021. 7:32
vecernji.hr	1.3.2021. 7:38
jutarnji.hr	1.3.2021. 7:30




Figure 6. List of crawled news portals

After selecting one of the portals, you will get a list of searched articles, which are automatically marked with sentiment models. This list is helpful in getting a quick glimpse of the general sentiment orientation on the cover page of a news portal.

Sentiment Analysis

Portal title news: **index.hr, 1st March 2021**

← Back to list

Publication	Score	Overall
 <p>Sladoljev širio paniku o smrti ginekologa. Odvjetnik: Može dobiti do 800 kuna kazne</p>	-85%	Negative
 <p>Marseille slavio nakon 12 uzastopnih poraza u Ligi prvaka, City i Porto prošli grupu</p>	+5%	Neutral
⋮		
 <p>Svjetska banka osigurala 12 milijardi dolara za borbu protiv koronavirusa</p>	+55%	Positive

last crawl: 1.3.2021. 8:12

Figure 7. Multi-document sentiment analysis list

If you select any article from the list, a view similar to the one on Figure 5. is being shown.

You can also get the multi-document list shown on Figure 7 by entering the link list (for the previously selected news portal) in the main text box on Figure 1.

Summary

We hope that you will find it easy and pleasant to use the application, and that our application will meet your expectations.

Nevertheless, you should remember that the methods of natural language processing introduce great advantage to many parts of our society since. The number of media posts has risen and they can be incomprehensible for many people. However, no technology to date can replace precise human understanding and critical assessment of a media text. When using the application, you should consider the above limitations.

We are in process of preparation for first Deliverable D.T2.3.1 Testing workshop as part of final WP T2 Activity A.T2.3 Proofing and improving interface.

Until end of March 2022. at least three (3) testing workshops will be organised with invited stakeholders, experts and policy-makers. In these workshops, we will check functionality and usability of the interface, in order to receive feedback for possible improvements. We will continue improving MELIA Observatory service following workshop results and improvement scenarios and compile all relevant info in Deliverable D.T2.3.2 Report on interface testing results which will include information on efficiency, reliability and functionality of developed instrument for media scrutiny and findings on its applicability in practice. Deliverable D.T2.3.2 Report on interface testing results will be compiled on 31.05.2022. at latest while MELIA Observatory service will be constantly managed until the end of the project and afterwards following sustainability project plan.