

Measuring the online impact of **Peace Day 2019**

SOCIAL³⁶⁰

digitalis

SIGNAL



Scope

The report was compiled using data from Digitalis, Signal-AI, and Social360 and provides an overview of the monitoring conducted for the Peace One Day online campaign.

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1. Summary

This report contains key metrics from the monitoring of the Peace One Day (POD) campaign. It is split into two sections: Volumetrics and Sentiment which is concerned primarily with traditional news media and the statistics around the global reach; and Social Media Coverage which is concerned with social media activity primarily focused on Twitter and the prominent examples of individuals / organisations reached by the campaign.

The key findings are:

- POD this year occurred one day after the Global Climate Strike. The UN adopted the theme for this year's Peace Day as climate action, which appeared to have been broadly accepted as the main theme for the day. This resulted in a large amount of peace-related social media posts focusing on climate change issues.
- As previously mentioned, the potential audience of those exposed to the POD campaign was over 2 billion individuals (full details below in Section 2), according to Signal-AI data.
- Coverage of "Peace Day" itself is high, with global social media reusing the hashtag #peaceday. Among notable online commentators were the US comedian Ellen DeGeneres (78.6m+ followers, 2.1k+ retweets/likes) and UNESCO (3m+ followers).
- On 21 Sep 19, the hashtag #Peaceday was circulated between 18-19 million users at midday, representing 13 per cent of the 139 million active users on Twitter a day. At its height, the hashtag #Peaceday was tweeted 20 times per minute, according to Social360 data.
- Peace One Day itself gained overwhelmingly positive global coverage. Sources commenting on the event range from Members of Parliament, prominent actors and musicians, governmental and non-governmental organisations, and national news agencies. All findings detailed below in Section 3.
- The hashtag #cybernonviolence saw a good amount of engagement too, with key promoters including: the Australian e-Safety Office (14.5k+ followers), the charity Childnet (56.8k+ followers), Liberal Democrat MP Norman Lamb (47.7k+ followers, 20+ retweets/likes) and others (see Section 3 for further details).
- On 21 Sep 19, the POD website was visited by 1,300 unique users from 116 countries across the globe, representing 60.1% of UN-recognised countries in the world.

2. Volumetrics and Sentiment

2.1. Sentiment

The following sentiment analysis provides metrics regarding the tone of the articles published for POD; these are based on Signal-AIs software and provide an indication of tone only. More than 72% of the articles mentioning Peace One Day from September 1st to September 26th are positive. Out of the 3865 articles published during September 2796 were carrying positive sentiment (see Fig.1).

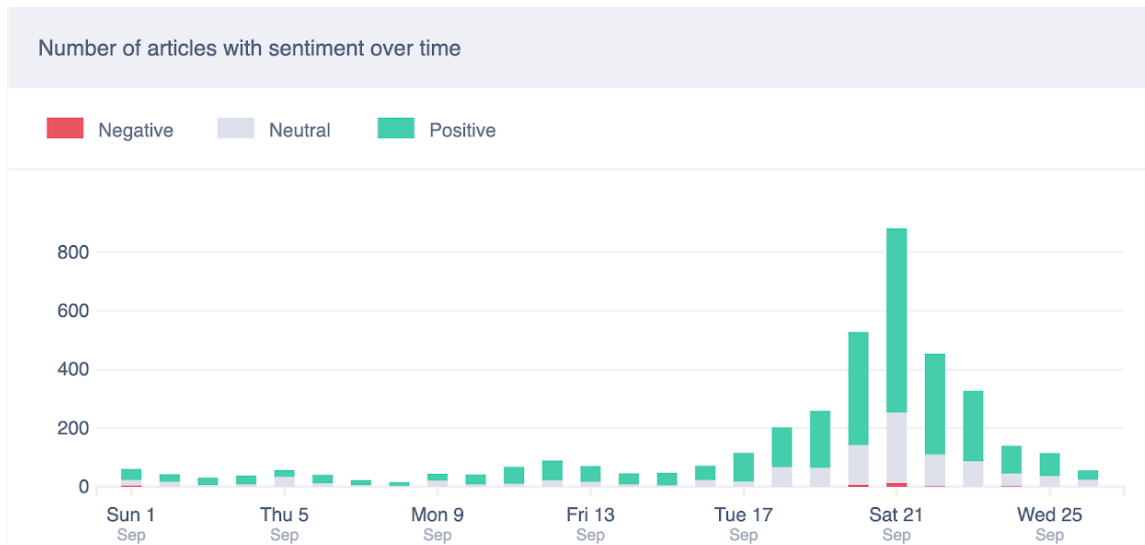


Fig.1

There were 32 negative mentions, however, these are due to misinterpretations of the sentiment analysis software and thus should not be considered (see Fig.2). 26.8% of the articles were neutral.



Fig.2

2.2. Reach

The biggest spike of coverage was during the day of the event, with 878 articles worldwide. During that day the articles published potentially reached over 2 billion people around the globe (see Fig.3).

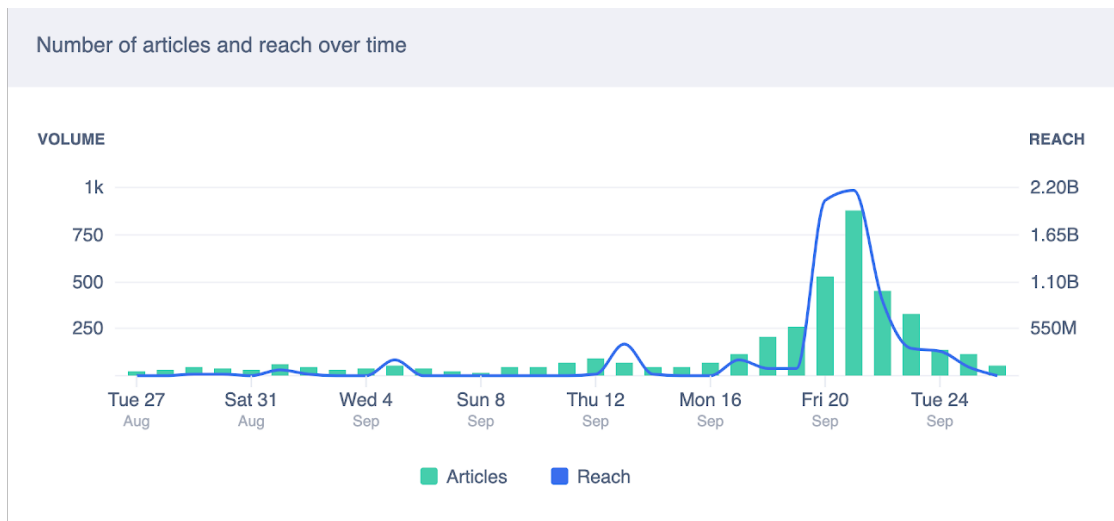


Fig.3

This means that potentially the news about Peace One Day and the International Day of Peace reached around $\frac{1}{4}$ of the global population. If we compare this number (2 billion potential readers) with the global population that has access to the internet (3.2 billion according to an estimation of International Telecommunication Union from 2015), it becomes clear that 2 out of 3 humans with access to internet potentially read something on Peace One Day and International Day of Peace. Below a list with the countries with the most coverage during the POD event on 21 Sep 19 (see Fig.4).

Country	No of Articles	Reach (million)
USA	229	730
UK	94	80
Russia	8	29
China	21	395
Canada	27	5
France	29	191
Brazil	4	63
Nigeria	52	6
Australia	8	85
India	37	31
Iran	9	4
WORLDWIDE	878	2 BILLION

Fig.4

2.3. Heatmap

The vast majority of the mentions originate from the U.S (see Fig.5). More specifically, 1,370 articles were published by U.S. sources, followed by the U.K. sources with 380 articles. Although most of the articles originated from the U.S. there are mentions of Peace One Day from almost every part of the world.

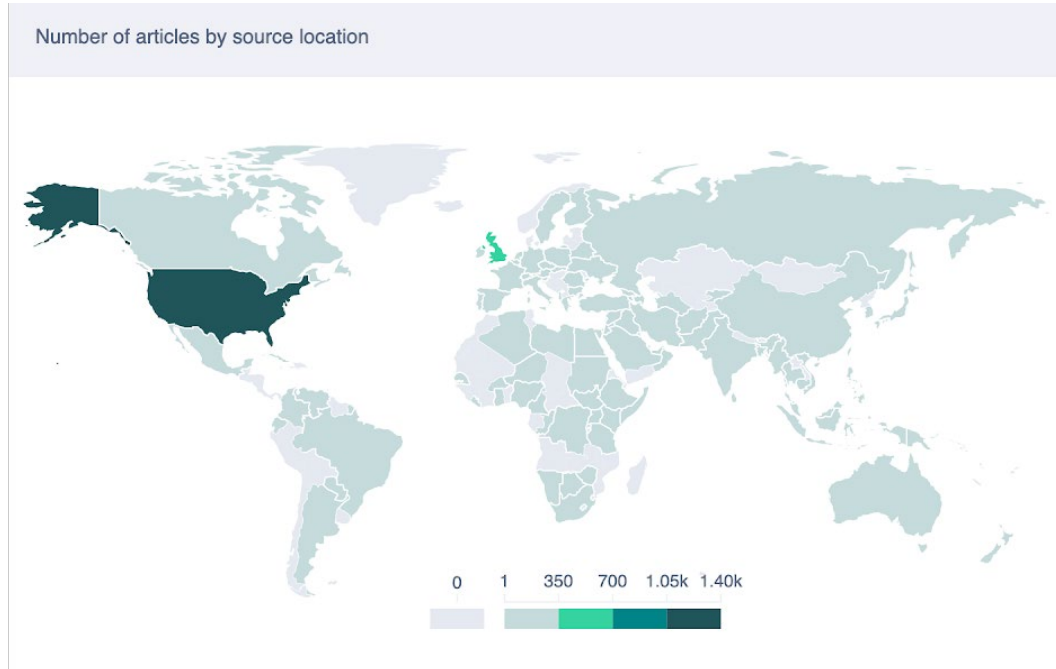


Fig.5

Peace One Day Website

On the 21 Sep 19, the Peace One Day website was visited by 1,300 unique users from 116 countries across the globe, representing 60.1% of UN-recognised countries in the world.

3. Social Media Coverage

This section of the report presents an overview of the key social media coverage of the Peace One Day campaign, focusing on activity during the period 13-26 Sep 19. We have provided examples of influential mentions by individuals, organisations, as well as influential mentions of the hashtag #cybernonviolence.

The hashtag #Peaceday was circulated between 18-19 million users at midday today, representing 13 per cent of the 139 million active users on Twitter a day (see Fig.6). At its height, the hashtag #Peaceday was tweeted 20 times per minute.

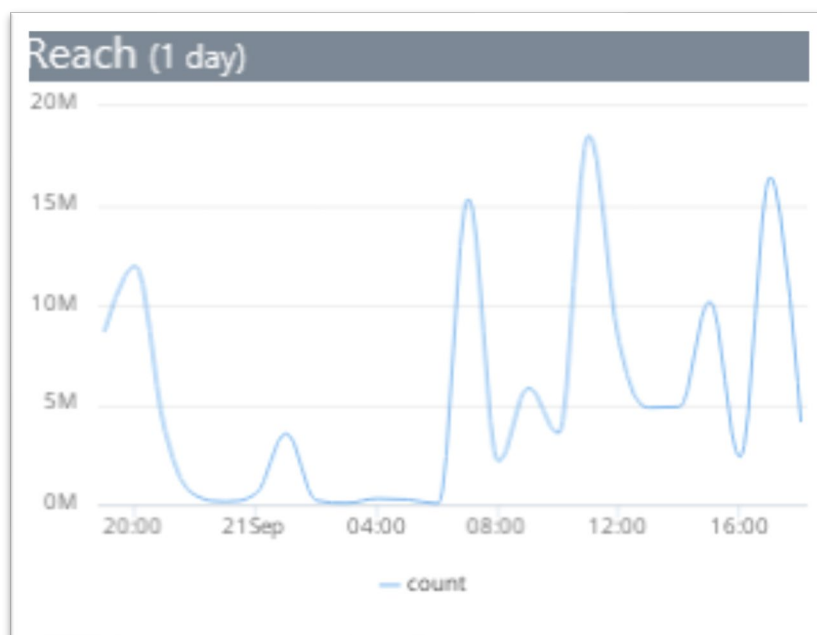


Fig.6

3.1. Influential Coverage by Individuals

- [Global personality Ellen DeGeneres](#) (78.6m+ followers, 210+ retweets, 1.8k+ likes) lends her support to Peace Day, tweeting "It's #PeaceDay. You can participate by making a #peacecrane and sending it to someone. Here's how. I love this. @PeaceCraneProj" sharing project's website.
- [Green MEP Gina Dowding](#) (5k+ followers, 1+ retweets, 7+ likes) "insists on action", referencing the Climate Strike action on 20 September and "today's resounding engagement with @JeremyGilley's call for peace #PeaceDay." (see Fig.7)



Fig.7

- [Singer Jahmene](#) (521k+ followers, 3+ retweets, 15+ likes) shares his official song for Peace One Day 2106 adding "Happy #PeaceDay Every One! "Peace can not be kept by force; it can only be achieved by understanding."
- [Singer Emeli Sande](#) (1.1m+ followers) shares her experiences at the event, [describing the celebrations](#) as "an important, beautiful day".
- [Singer Jack Savoretti](#) (41.6k+ followers) points to video clip of his BBC interview promoting Peace One Day, tweeting "Looking forward to celebrating tomorrow at @PeaceOneDay's 20th Anniversary of the Official Day of Peace. Check out this brilliant initiative & get one of the last few tickets for tomorrow's show." The post sees significant pickup, generating 31+ retweets and 161+ likes.
- Other notable personalities and entities referencing the event include [TV personality Eden Blackman](#) (45.7k+ followers), [marketing business leader Marc Mathieu](#) (34.1k+ followers) and [Avon Worldwide](#) (25.1k+ followers).
- [Campaigner Baroness Floella Benjamin](#) (24.4k+ followers) adds her support remarking "Please let's try and keep all children safe, innocent and happy and give them unconditional loving childhood memories because #childhoodlastsalifetime @IWF hotline #PeaceDay."
- [Poet and artist Renda Writer](#) (23.1k+ Instagram followers, 65+ followers) posts images of murals he is painting in Miami, Florida to mark World Peace Day. Events in [Halifax, Nova Scotia](#) also feature, as the [City of Denver](#) also pledges its support for the movement.

3.2. Influential Coverage by Organisations

- Reaction to the [Peace One Day](#) event is overwhelmingly [positive](#), and the Globe Theatre (215k+ followers) is among multiple [sources](#) to share [various posts](#) from the Peace One Day event, [generating](#) good levels of online interest.
- [UNESCO](#) (3m+ followers) shares several posts promoting Peace Day, campaigning for peace alongside climate change and [asking](#) "What are you going to do today that can contribute to a more peaceful, kinder and empathetic society?" (138+ retweets, 230+ likes)
- The [UK Embassy in Afghanistan](#) (61.8k+ followers, 11+ retweets, 50+ likes) shares content of its Chargé d'affaires Giles Lever talking "about the importance of #Peace in #Afghanistan",
- [Interbrand](#) (58.1k+ followers, 1+ retweets, 6+ likes) shares the work it has completed rebranding the Peace One Day logo, tweeting "The reimagination of a universal symbol matches @PeaceOneDay's aspirations, showing that change can start small, with us as individuals, one piece at a time." The company's chief learning and culture officer [Rebecca Robins](#) (2.8k+ followers, 5+ retweets, 6+ likes) tweets "We are excited to announce the official #mascot for #CyberPeaceCorps on International #PeaceDay."
- The organisation Peace Boat (4.5k+ followers) shared Peace One Day's message tweeting "As a partner of Peace One Day, Peace Boat celebrates the International Day of Peace every year onboard. Here is our message on the International Day of Peace from the Pacific Ocean on the way to Manzanillo, Mexico!" (#peaceday)



Fig.8

- [Sky News](#) (5.1m+ followers, 12+ retweets, 33+ likes) is among mainstream news outlets to report the peace day event at the Globe, featuring an interview with Sir Mark Rylance and Sting.
- [Official account of the Commonwealth](#) (76.4k+ followers, 11+ retweets, 19+ likes) shares photographs from event, posting "21 September is International #Peaceday! @PScotlandCSG joins panelists at the #PeaceOneDay 20th anniversary celebration at Shakespeare's Globe theatre, London to say no to sexism and harassment. #internationaldayofpeace2019."

- [Dominican Republic news source](#) (208k+ Instagram followers) posts several messages promoting International Peace Day and using the hashtag #peaceoneday.
- [The Japan-based Peace Boat](#) (22.6k+ Facebook followers, 478+ views, 39+ reactions) posts "As a partner of Peace One Day, Peace Boat celebrates the International Day of Peace every year onboard. Here is our message on the International Day of Peace from the Pacific Ocean on the way to Manzanillo, Mexico!"
- [The Women's International League for Peace and Freedom](#) (21.7k+ Facebook followers, 8+ reactions) also shows its [support](#) for Peace One Day,
- [Qatar News](#) (1.3m+ followers) reports a Qatar Academy's celebration of Peace One Day, while the BBC's Persian reporter [Negin Shiraghaei](#) (94k+ followers) shares background to the movement (see Fig.9).



Fig.9

- [Gordonstoun School](#) (3.5k+ followers, 8+ retweets, 31+ likes) shares video of pupils celebrating Peace Day, tweeting "#peaceoneday from the roof of G House - supported by all staff and students from both the senior and @gstounjunior @peaceoneday_official."

3.3. Influential Mentions for #cybernonviolence

- Peace One Day's #cybernonviolence campaign sees pickup from lobbyists in the field, with [Charity Childnet](#) (56.8k+ followers) tweeting "Today is #peaceday. Afaa talking about #Cybernonviolence - "online sexual harassment is not acceptable. If we would not accept it offline we should not accept it online" #doyourpeace."
- In the UK [Liberal Democrat MP Normal Lamb](#) (47.7k+ followers, 2+ retweets, 18+ likes) pledges to make #DigitalPeace and join the #CyberNonViolence campaign.
- [Australia-based cyber expert Bradley Deacon](#) (33.4k+ followers, 1+ retweets, 1+ likes) tweets "Looking forward to playing my part on #PeaceDay #CyberNonViolence where we all have a role to play to ensure we have #PeaceOneDay online. I pledge to deliver an informative online safety webinar to 50 international teachers."
- [Australia's e-Safety commissioner Julie Inman Grant](#) (7.3k+ followers, 4+ retweets, 17+ likes) adds her support to the campaign, commenting "We all have a role to play in ensuring that we realise the achievable goal of #PeaceOneDay online!" The [Australian e-Safety Office](#) (14.5k+ followers) also references the campaign (see Fig.10).



Fig.10

- The [Cyber Peace Corps](#) (15.7k+ followers, 28+ retweets, 257+ likes) gains a significant amount of online pickup from its tweet "We are excited to announce the official #mascot for #CyberPeaceCorps on International #PeaceDay. Help us name our mascot and win a \$50 gift voucher. #CyberNonViolence #doyourpeace #CyberPeace #CyberPeaceFoundation #ContestAlert."

- Partnership between the [Montessori teaching group and the UN](#) (7.4k+ Instagram followers, 32+ likes) shares principles to prevent cyberbullying, referencing the #CyberNonviolence hashtag.

3.4. Hashtag Languages

The following chart shows the language breakdown across all hashtags monitored for the POD campaign on social media. English language registered for 91.7 per cent of the post made (see Fig.11).

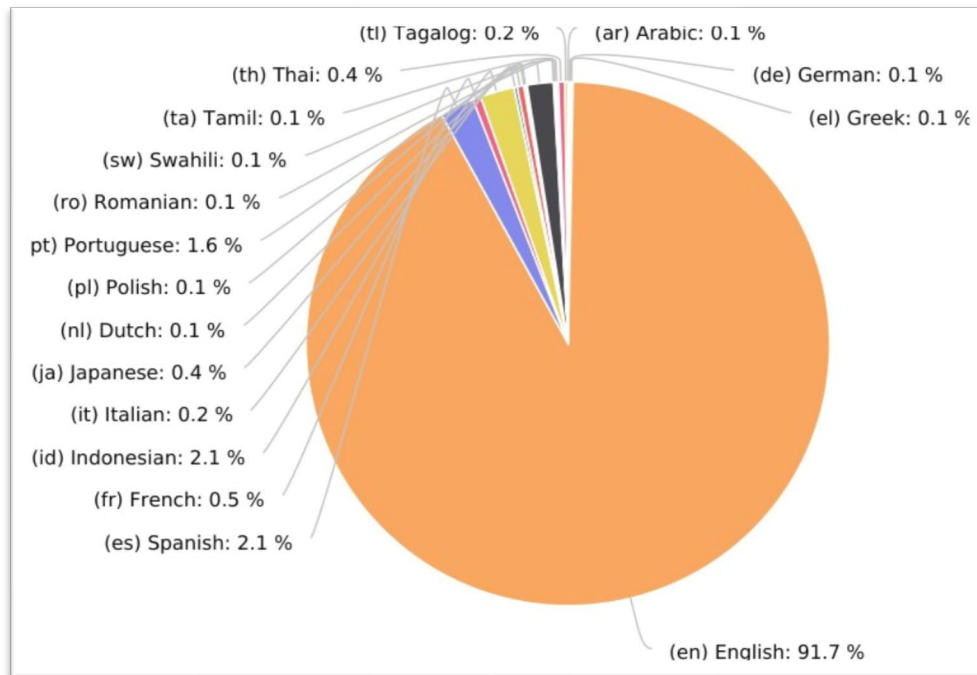


Fig.11

4. Climate Action Engagement

This year, Peace One Day occurred one day after the start of the Global Climate Strike, consisting of major climate demonstrations and protests held worldwide over the course of one week, led by Greta Thunberg and school students.

According to the event's website, 7.6 million people took part in the protests across 185 countries.¹ The UN backed the event, reporting that this year's theme for Peace Day was climate action.² The UN Secretary General, António Guterres, made a speech to 700 school students, emphasising climate change as a threat to peace, on 20 September in New York.³

As a likely result of the timing of the Global Climate Strike and the UN's affirmation that the theme for their Peace Day was climate action, this appears to have broadly been interpreted as the clearest theme for Peace Day, and the majority of social media posts we saw by groups and individuals alluding to a peace day theme mentioned tended to reference climate change, rather than cyber non-violence.

¹ Source: [Global Climate Strike](#)

² Source: [United Nations](#)

³ Source: [United Nations](#)