

On-demand grant 2021/22

On Demand Report

Application No. OD000092021_22 From Dr Susan Wardell

Form Submitted 30 Jan 2023, 10:28am NZDT

Instructions

Kia ora. The questions below are to help InternetNZ understand the triumphs and challenges you have faced to date in your mahi we have supported.

We want to celebrate your successes and understand the obstacles you have encountered so far. This will help us all to learn what we could do differently next time.

This form will be placed on our website for transparency.

Please complete and submit this form no later than the date stipulated in your funding agreement. Should you be unable to meet the deadline, contact us to arrange an alternative date, by emailing funding@internetnz.net.nz. You may not be eligible to apply for further grants from InternetNZ if this is not submitted. The completion of this form should be overseen by someone with an intimate knowledge of the funded mahi.

Final project report

*** indicates a required field**

Project title *

Tagging in: Learning from social media 'admins' as community leaders

Provide a short summary of the work that was completed as part of this project / research. *

This project set out to learn from, and build capacity amongst, existing online community leaders/admins, for dealing with dangerous speech.

Based on the communities that the researchers were already embedded in, the project focused on several two main groups/areas, including Rainbow and gender diverse communities, and Disabled, chronically ill, and neurodivergent communities

We conducted 14 semi-structured interviews with 16 administrators and moderators of Facebook groups. Six interviews (including one interview with 3 members) were conducted with moderators of groups focused on rainbow communities representing 4 different Facebook groups. Four interviews were conducted with moderators of groups for people with disabilities representing two different groups. And, four interviews were conducted with moderators of groups for neurodivergent people representing two different groups. Interviews covered topics including information about the group they moderate, how they came to moderate the group, the group rules, how they manage harmful or distressing posts and how they understand and respond to dangerous speech. The interviews were audio-recorded, transcribed then analysed. We used thematic analysis to understand the common ideas and threads that moderators and admins were drawing on when responding to harmful and dangerous speech online.

Once initial analysis was complete we held an online hui. The purpose of the hui was to bring together the admins to hear from each other about the challenges they face and strategies they use to respond to harmful and dangerous speech. We also invited representatives from NetSafe, InternetNZ, and the Chief Censor's Office, to share their expertise and listen to the moderators. Approximately 30 people participated, and we shared our preliminary results and got feedback from the participants to better understand their experiences.

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The analysis from the interviews was brought together with the contributions from the hui to create a resource for admins and moderators looking for tips and tricks on how to handle potentially difficult situations online. Professional illustration and design was commissioned by Studio Rebeko. This was launched in December 2022, and the full version (PDF) is freely available on the website, and on Facebook and Instagram pages, where individual social media images are going to be released regularly also. We also wrote an op ed that was published on NewsRoom, covering the announcement, in relation to hate speech law changes in New Zealand.

Describe the "who, what, where and when" of your initiative.

Is your mahi for this project complete? *

Yes No

If your initiative is still in progress, pick "no"

Start Date

01/03/2022

Must be a date.

Finish Date

30/06/2023

Must be a date.

When do you anticipate that your project / research will be completed?

Must be a date.

Leave blank if this is an ongoing initiative or if finish date is unknown.

Are there any areas where you need further support to complete this mahi?

No - there is a small amount of ongoing work remaining, to generate social media images/re sources from the components provided by the designer, and reflecting the overall resource content. The project lead is committed to undertaking this work throughout 2023.

What are the outcomes of this project? *

1) Key academic understandings and insights (i.e. 'findings') produced: Our participants reflected on their experiences as administrators and moderators, during interviews and at the hui. Academic coding and analysis generated a number of 'findings' based on this. There were three broad issues they identified as key to successful moderation of difficult or harmful posts and practices: 1) setting the culture, 2) identifying harmful posts, 3) responding to harmful posts. These findings were utilised in designing the resource. But they also stand as valuable academic findings that we intend to publish in academic articles or reports as time allows, between members of our team, in the future.

2) Free public online resource: a 27 page resource, professionally designed resource was launched in December 2022, and the full version (PDF) is freely available on the website, and on Facebook and Instagram pages, where individual social media images are going to be released regularly also. The benefits of this are to those involved in admin-ing, particular in our target communities (Rainbow and gender diverse communities, and Disabled, chronically ill, and neurodivergent community) but also more broadly. This aims to create a sense of solidarity and support, and circulate practical and applied community knowledge, among a sector of volunteers that have no other formal support, training, or resources, for their extensive and important labour on behalf of their communities. To date, the website

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stats show 542 visitors, and 1070 page views (but it should be noted we have not done any social media share/promotion over the Christmas and January period, and will resume this shortly).

3) NewsRoom Op Ed, entitled "social media admins on the frontlines of hate speech": <http://www.newsroom.co.nz/ideasroom/social-media-admins-on-the-frontlines-of-hate-speech>. This article contributed to linking our own work, to current debates on legislative change (on hate speech) in New Zealand. It added to public conversation on this, as well as drawing more people's attention to the resource.

Describe major achievements or outcomes of the project in terms of benefits for participants and/or others.

Who have you worked with to make this project happen?

Core project team: Susan Wardell, Melanie Beres, Fairleigh Gilmour

Additional hires: Cassie Withey-Rila (Assistant Research Fellow)

Netsafe NZ (as guests at the hui, as sources of information, and represented within the resources)

Interview participants from relevant groups and organisations that included: ADHDNZ, Gender Minorities Aotearoa, People Against Prisons Aotearoa, Otago Disabled Students Association, as well as a number of more informal online communities.

For example, staff, volunteers, other organisations or support that has been instrumental in this mahi.

Describe any changes from the original proposal and the reason the changes were required.

No significant changes

We may use this information to help inform others undertaking similar work.

What did you or your team/organisation learn as a result of doing this project? *

The online hui was quite successful, and our careful consideration of how to make this interactive format work in an online setting, has been a great learning curve for us, as people often involved in online meetings of this sort. We have used the template of this event to inform planning for other similar events, since. In particular the knowledge of how to establish and utilise accessibility accommodations smoothly (including NZSL translators, tech moderators, and interactive visual resources/tools) was beneficial.

Specific findings from the analysis of interviews and hui discussions will also inform ongoing academic work and writing in this area.

Describe some areas for improvement and/or reasons for success and/or challenges. How will the things you learnt inform future projects?

How will you share the outcomes and lessons from this mahi? *

We have established a dedicated website, and dedicated Instagram and Facebook pages, for disseminating the resource, plus individual (shareable) social media images.

We also intend to publish one or more academic articles or reports on the project findings, with a focus on the relationship to dangerous speech frameworks.

What channels/mediums were used?

Which population group/s were affected by this project or program? *

Gender groups > Diverse Gender Identity (DGI)

Health > People with disabilities

Health > People with diseases and illnesses > Chronically ill people

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Sexual identity > LGBTIQ+ people

Sexual identity > LGBTIQ+ people > Transgender people

Please choose only the group/s that were at the very core of this project/program.

Did you reach the audience you intended? *

Yes

Reflect on who you set out to help, and whether this changed at all through the course of the project.

What has the feedback been to date? *

Positive feedback from interview participants, on the resource.

Consider whether you have permission before quoting any specific piece of feedback.

We'd love to see some visual and/or audio representations of your work. Please share it below.

Upload files:

Filename: Tagging-In-Resource-PDF.pdf

File size: 4.5 MB

and/or

Provide web link:

<http://www.thetagginginproject.com/>

Must be a URL

and/or

Provide additional details:

Please include captions, if relevant

Can we use your media content in our communications? *

Yes No Please contact us first
e.g. in our annual report

Financial report

* indicates a required field

Project income and expenditure

Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Income Description	Income type	Confirmed funding?	Income amount (\$)	Notes

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InternetNZ grant	Philanthropic grants	Confirmed*	\$10,000.00	

Expenditure description	Expenditure type	Expenditure amount (\$)	Notes
Assistant Research Fellow Salary	Salaries and wages	\$6,056.00	
Assistant Research Fellow	Salaries and wages	\$31.00	Holiday pay accrual
Sub-contracting, NZSL Interpreter for Event	Other expenditure	\$820.00	For online hui
Participant ko-ha/thankyou gifts	Other expenditure	\$750.00	Gift vouchers (online prezee card)
Illustrator/Designer	Project and production	\$2,343.00	Studio Rebeko; for design of resource (to be paid)

Income and Expenditure Totals

Total income amount	Total expenditure amount	Income - expenditure
\$10,000.00	\$10,000.00	\$0.00
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:

No major variances

Feedback

You are almost at the end of your final report. Before submitting, please take a few moments to provide some feedback.

Please indicate how you found the acquittal process:

Very easy Easy Neutral Difficult Very Difficult

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How many minutes in total did it take you to complete this form?

60

Estimate in minutes (i.e. 1 hour = 60 minutes)

Please provide us with your suggestions about any improvements and/or additions to this form that we might consider:

InternetNZ is a membership organisation. Would you be interested in hearing more about becoming a member?

Yes please No thanks I am already a member