



European
Commission

PROMOTING ALTERNATIVES TO EXTREMISM THROUGH VISUAL AND INTERACTIVE MEANS

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Project name:

Promoting democracy and fighting extremism through an online counter-narratives and alternative narratives campaign - DECOUNT

Purpose:

Create and spread educational content to prevent extremism

AT A GLANCE

Geographical coverage:

This is an online campaign

Project coordinator:

Institute for the Sociology of Law and Criminology, Vienna (IRKS)

Estimated budget:

€ 791 688

EU contribution:

90% co-funded by the European Union

Type of funding:

Internal Security Fund – Police (IFSP)

Start date:

November 2018

End date:

October 2020

What is the purpose of this project?

In recent years, communication technology has advanced in leaps and bounds, and the lines between online and offline communication have become blurred. Due to the always-connected society that we live in, it is hard to see the difference between online and offline. Now, there are almost infinite ways in which to make contact with one another, regardless of where in the world a person may live. Like most things in life, there are both good and bad aspects. Consider the unprecedented improvements in video production, the ease with which such productions can be created, coupled with hateful propaganda, and it is clear that there is a new challenge for authorities and organisations engaged in deradicalisation and the prevention of radicalisation.

Currently, extremist organisations of various ideological orientations radicalise and mobilise by using social media and online platforms in highly professional and effective ways. This project aims to address the overall need to create a counter and alternative message that will be able to help build resilience against extremist propaganda.

What are the overall aims of the project?

The project aims to design and deliver an online campaign providing access to existing resources for the prevention of radicalisation, videos produced by vulnerable and at-risk youth, and a video game designed to be an interactive learning experience and which will highlight the consequences of extremist choices in a playful manner while offering alternatives.



Migration and
Home Affairs

Who will DECOUNT help?

The main audiences of this project are the general public, as well as young people who might be targeted by extremist organisations. These may be young people who are struggling with personal or societal issues and might be looking for answers in extremist online propaganda. However, if these young people can be shown that there is an alternative to extremist solutions, it will have a positive impact on them and their thinking. This positive action will prevent the impact of extremist influences in their lives and help them to spread positive messages to others. Furthermore, the project will provide online resources for teachers and other educators who are dealing with the challenge of radicalisation and how to prevent it.

What does the project hope to achieve?

The aim of DECOUNT is to design and deliver an online campaign that provides resources for preventing radicalisation. The video game and the videos will be used by teachers as well as being played and watched by (vulnerable) youth. The online campaign builds on scientific evidence and is developed in close cooperation with those who work with both juveniles and vulnerable youngsters. The results of the project and the lessons learned will be shared with the European research and practitioners community and can be replicated in other European countries.

HOW WILL DECOUNT HELP?

It will provide credible and alternative narratives and thus challenge extremist content.

It will enhance digital resilience and critical thinking in a playful manner.

It will help the target audience reject violent extremism.

MORE INFORMATION

Project reference: ISFP-2017-AG-CSEP 812617

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