



RAN Collection practice template

<p>Name of the practice</p> <p>Please note that by practice we mean an activity/method/tool that has been used or is in use by professionals and/or community members.</p>	<p>The Redirect Method (TRM)</p>
<p>Description (max. 300 words)</p> <p>Short description of the aim and working method of the practice. Please note that in this description, it must be clear that <u>there is an explicit connection to preventing and/or countering radicalisation and/or violent extremism</u>. This means that in the aims and/or the activities/methods/tools of the practice, there is a link to preventing and countering radicalisation and/or violent extremism. Practices without this link cannot be included in the RAN Collection.</p>	<p>The Redirect Method is an open-source methodology that uses targeted advertising to connect people searching online for harmful content with constructive alternative messages. Piloted by Jigsaw and Moonshot in 2016 and subsequently deployed internationally by Moonshot in partnership with tech companies, governments, and grassroots organizations, it uses pre-existing content made by communities across the globe, including content not created for the explicit purpose of countering harm, to challenge narratives which support violent extremism, violent misogyny, disinformation, and other online harms.</p> <p>Just as other companies use ads on social media and search engines to sell material products to an audience defined by, in whole or in part, the keywords they are searching for, TRM places ads in the search results and social media feeds of users who are searching for pre-identified terms that we have associated with a particular online harm.</p> <p>TRM can be extensively tailored to platform requirements and campaign goals, but at its core are three fundamental components: the indicators of risk (e.g., keywords); the adverts triggered by the indicators; and the content to which users are redirected to by the advertisements.</p> <p>The methodology recognizes that content not created for the purpose of counter-messaging has the capacity to undermine</p>

	<p>harmful narratives when curated, organized, and targeted effectively. This approach also mitigates the risk of low retention rates experienced by bait-and-switch advertising, in which individuals are presented with content that differs significantly from that which they were searching for. Instead, TRM shows those users content which responds to and counters socially harmful narratives, arguments, and beliefs espoused by the content for which they were originally searching.</p> <p>TRM has been deployed in partnership with tech companies, governments and grassroots organizations all over the world, in multiple languages, and designed to counter a wide range of online harms.</p>
<p>Peer reviewed</p>	<p>No</p>
<p>Key themes</p> <p>Please <u>choose</u> 2 key themes most corresponding with the practice.</p>	<p>Alternative and counter narratives</p> <p>Internet and radicalisation</p>
<p>Target audience</p> <p>Please <u>choose</u> a minimum of one target audience most corresponding with the practice.</p>	<p>Online Community</p> <p>Individuals and groups looking to find, engage with, disseminate and/or amplify content which has the capacity to cause harm, including content related to:</p> <ul style="list-style-type: none"> ● Violent extremism, including white supremacy, neo-Nazism and jihadism ● Ultranationalism and violence-inciting anti-minority sentiment ● Violent misogyny ● Gender-based violence ● Harmful dis/misinformation ● Child sexual exploitation and abuse ● Irregular migration ● Human trafficking ● Serious organised crime ● Modern slavery
<p>Geographical scope</p>	<p>Since its initial inception in 2016, Moonshot has implemented the Redirect Method in over 39 countries in more than 24 different languages. It has reached people engaging with any</p>

<p>Please indicate where the practice has been/is implemented (countries, regions, cities).</p>	<p>of the more than 1 million keywords in our databases, which cover myriad violent extremist ideologies.</p>
<p>Start of the practice</p> <p>Please indicate when (year) the practice was developed and implemented to indicate the maturity of the practice. In case the practice is no longer active, please indicate when it ended.</p>	<p>2015</p> <p>From the beginning (scoping phase) to the end of the pilot (measurement phase), the initial project was carried out between August 2015 and March 2016.</p> <p>The Redirect Method has since been deployed in over 39 countries in more than 24 different languages and is a core component of Moonshot’s global campaigns.</p>
<p>Deliverables</p> <p>Please indicate if the practice has led to concrete deliverables, such as (links to) handbooks, training modules, videos.</p>	<p>Typical deliverables include:</p> <ul style="list-style-type: none"> ● regular reports ● dashboards and other analytical products ● infographics ● presentations
<p>Evidence and evaluation</p> <p>Short description on <u>performance measures</u> of the practice, including</p> <ol style="list-style-type: none"> 1. <u>qualitative views and quantitative (statistical) data</u> e.g. measure of the success of your project or intervention. 2. <u>evaluation and feedback</u>, including surveys and/or anecdotal evidence e.g. have you done either an internal or external evaluation, have you encouraged any feedback from your target group? 3. <u>peer review</u> which feedback did the practice receive in the RAN working group and/or study visit where the practice was discussed. <p>Please elaborate on the outcomes of your monitoring and evaluation efforts.</p>	<p>Every deployment of TRM is evaluated on its impact using in-house analysis of the metrics available to us through the platforms on which TRM is used. Typical platforms include Google Search, Twitter, Facebook and YouTube, as well as websites designed and built in-house. Typical metrics include impressions, clicks, average watch time, unique users, time-on-site, other pages viewed and the bounce rate. Taken together, these data points and others allow for rigorous evaluation of the campaign's impact. This is based on various factors, such as:</p> <ul style="list-style-type: none"> ● The number of target audience members reached by a campaign; ● The extent of their engagement with the content; ● Demographic information about the at-risk audience; ● The content they engaged with most; ● The location, age and gender of the audience that engaged with the content, and at what time. <p>Comparison with industry standards is possible but problematic due to fundamental differences in campaign goals. However, by sharing our results, we hope to encourage others to follow suit, in an effort to develop best practices and establish more relevant benchmarks for</p>

	<p>evaluating similar efforts in this space. An evaluation of TRM (available here) was conducted by RAND Corporation in 2018.</p>
<p>Sustainability and transferability (maximum of 200 words)</p> <p>Short description on the sustainability and transferability of the practice, including e.g. information on the costs of the practice. <u>Please elaborate on which elements are transferrable and how.</u></p>	<p>TRM may be applied to all types of violent extremism, as well as other online harms, such as violent misogyny, serious organised crime, and disinformation), creating opportunities to link vulnerable users to all types of content, including mental health support and/or intervention services. TRM may also be applied across a wide range of platforms using existing, curated content, or specially created new content. The main costs relate to campaign set-up and advertising. This allows anyone interested in using TRM to set their own budget and follow this open-source methodology. Data deep-dives for the measurement and evaluation of Redirect projects can incur significant additional costs if using specialist software to monitor user journeys. However, most data are available at no extra cost via the analytics of the chosen advertiser and the host of the content (e.g. Google Ads for Google advertising, and YouTube analytics for YouTube playlists).</p>
<p>Presented and discussed in RAN meeting</p> <p>Please note that to be included in the Collection, the practice is preferably nominated through one of the RAN meetings. Add name of the RAN Working Group/event, date, place and subject of meeting.</p>	<p>The Redirect Method was presented on 13 February 2020 at the meeting 'Measuring the impact of your online counter or alternative narrative campaign message'.</p>
<p>Linked to other EU initiatives or EU funding (maximum of 100 words)</p> <p>Please indicate how your project was funded, if your practice is linked to other EU initiatives or projects, AND explicitly note if it is (co-) funded by the EU, and if so, by which funds? Such as Erasmus +, Internal Security Funds (ISF), European Social Fund (ESF), Horizon 2020, etc.</p>	<p>N/A</p>

<p>Organisation (enter maximum of 100 words and select organisation type)</p> <p>Please briefly describe the organisation behind the practice including the legal status e.g. NGO, governmental, limited company, charity etc.</p>	<p>Moonshot is a social impact business specialising in countering violent extremism and other online harms. We design new methodologies and technologies to enhance the capacity of our partners to respond effectively to the threats posed by harms such as violent extremism, disinformation, and gender-based violence, online and offline.</p>
<p>Country of origin</p> <p>Country in which the practice is based.</p>	<p>United Kingdom</p>
<p>Contact details</p> <p>Please provide contact details of who can be contacted within the organisation, with name and email address.</p>	<p>Address: 4th Floor 18 St Cross Street London EC1N 8UN United Kingdom</p> <p>Contact person: Ross Frenett Email: info@moonshotcve.com</p> <p>Website: www.moonshotteam.com</p>
<p>Last update text (year)</p>	<p>2022</p>