Bakamo Migration Narratives Research
Mapping Conversations in EU 28

WHAT ARE EUROPEANS THINKING ABOUT MIGRATION?
Keywords: “migration” & “migrant”
45M posts over 12 months
10,000+ sample per country
100+ native analysts
Uncontrollable epidemics did not exist before migrants came to Europe! So we can also thank Merkel because migrants brought diseases that doctors never even heard of! Get them out of the EU!!!

Czech Republic, security

Most immigrants, legal or illegal, have much lower levels of education than the native population of Western democracies. A democrat who insists that people who did not finish high school or college, can bring more significant benefits to an economy than the host country's qualified citizens, does not seem to think too rationally.

Romania, demography

People were stopping me on the street asking where they can get a social security number. You see, with the social security number they get a 400 euro benefit per person. The daughter of a friend of mine, while being a student in the last year of high school, lost her 100 euro orphan’s pension because she turned 18. SOMEBODY EXPLAIN!

Cyprus, economy

Anyone who has read at least a few passages of the Qur'an simply has to know that Muslim culture is generally incompatible with our European one.

Czech Republic, identity
“We just can’t afford these people anymore!”

“Can migration soothe the demographic crisis?”

“Refugees deserve help – especially if they stay in their own country.”

“Soon enough we’ll all be living under Sharia law.”

“These people will rape my daughter.”
ALL FINDINGS ARE ONLINE

Migration narratives in Europe

Bakamo has analyzed millions of public social media comments between 2017.07.31 - 2018.08.01 to map out how people online talk about migration. We classified the conversation into five narratives:

- **Refugees**
- **Conversation**
- **Security**
- **Humanitarianism**
- **Demographics**
- **Economy**
- **Identity**

Conversation size by raw number of social media comments related to the migration discourse, and countries are ranked accordingly.

Read the full country report

Sweden has a long history with migration. In 2014 the Swedish Democrats started to campaign on growing fears of the “migration crisis.” In the years that followed, the party steadily gained popularity and legitimacy by turning the migration crisis into a narrative of failed integration.
Security and identity subverts other narratives.

identity
security
humanitarianism
economy
demography
security

identity

Personal safety

Economic safety

Social-Cultural safety
KEY TAKEAWAYS

● The “Migration Crisis” is not about migration it is a communicative “vessel” for people to be heard

● “Local” issues and tensions are the real reason

● The anti-migration forces have created a united European discourse
Four points to turn the page
Europe is the BEST place in the world.

Positive Vision at the core is the backdrop
Take Ownership
- The anxieties are real, the narratives are simple, but it is these that Europeans are influenced by – Don’t Challenge that!

- National security and citizen’s safety have to be accentuated

- No bureaucratic, legalise language

- How are our national cultural identities protected?
Focus on local problems
The migration crisis is not about migration, it cannot be solved with policy that deals with migration. People use migration so you hear their problems. Policies have to address everyday, local problems.

- Romanian exodus
- Finnish welfare state
- Flemish independence
- Spanish economic inequalities
- Danish ghetto-laws
- Hungarian corruption
EU to speak to the anxieties

Economic safety

Cultural - communal safety

Personal safety
**Economic safety**
- Equal pay across EU
- Extract taxes from evasive multinationals
- Protect us from China, Russia, Crazy Trump
- Regulate AI, robotics, pharma, biotech, budget airlines
- Support EU-level solidarity (e.g. labour unions)

**Social safety**
- EU enables and protects national identity in a hostile world
- EU grow direct local presence
- Direct funding for local culture to celebrate and respect it
- No discrimination of smaller member states

**Personal safety**
- GDPR against identity theft
- FRONTEX enforces border security
- Regulations keep you safe, food, chemicals, vaccinations
- EU military capability
- EU enables and protects national identity in a hostile world
- EU grow direct local presence
- Direct funding for local culture to celebrate and respect it
- No discrimination of smaller member states
There is always a good and an evil
● Expose the actors behind the anti-migrant rhetoric as villains

● They use migration to divert attention from the real problems and to hide real motives

  ○ Theft: Personal enrichment, Corruption, oligarchs, diverted EU funds
  ○ Betrayal: Cambridge Analytica, Golden Visa, Russian Money, Weapon lobby
● Acknowledge communication war; go on the offensive

● “Values” are ideological-ized and thus ring hollow

● Link back to underlying existential anxieties

● Solve local issues, shape the Pan-EU discourse

● Disrupt the conversation segregation

● Start listening for narratives that give “facts” a meaning

● Reframe, and elevate the plateau to subsume the security and identity narratives