



# PROTAGONIST

## **NARRATIVE ANALYTICS ON THE GLOBAL PROPERTY RIGHTS CONVERSATION**

Omidyar Network Property Rights Workshop

April 10<sup>th</sup> , 2018 | Washington, DC

# WHAT ARE NARRATIVES?

Narratives are structured stories that humans use to conceptualize and articulate their beliefs. These stories have a causal logic that ties a series of events and characters together and leads to a "call to action." Narratives enable us to filter information and make decisions in world of constant change and uncertainty.

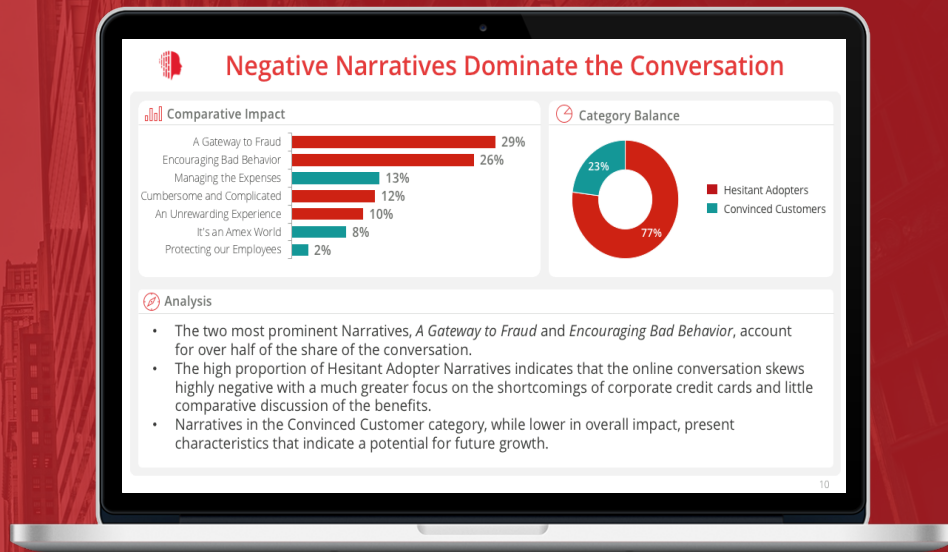
# WHAT IS NARRATIVE ANALYTICS?

Narrative Analytics provides an evidence-based understanding of beliefs at scale.

We mine Narratives from the vast amount of data available in the digital universe.

Our process empowers organizations to understand the discourse that matters, what's driving that discourse, and provides strategic advice on how to shape it.

Protagonist enables our clients to identify whitespace opportunities, spotlight priority issues, and create data-driven messaging that resonates with target audiences.



# PROJECT OVERVIEW

**Background:** Omidyar Network wanted to know what do people talk about when they talk about land and property rights?

**Objectives:** Uncover the global discussion on property rights, what topics are being discussed, and how that shifted over time.

# CAPTURING THE GLOBAL CONVERSATION



**Hurricane Irma nearly destroyed Barbuda. Will recovery destroy the island's communal way of life?**



Steve Sapienza, Pulitzer Center



World Feb 6, 2018 4:36 PM EDT



A group from the Saginaw Chippewa Reservation at the protest camp on the Missouri

**The Legal Case for Blocking the Dakota Access Pipeline**

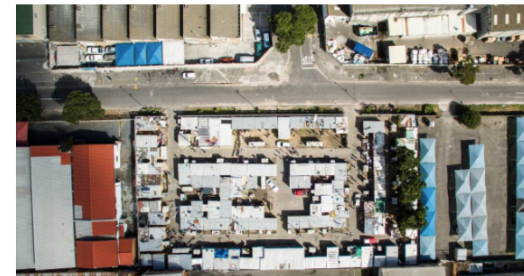
**In Kenya's Herder Societies, Property Rights for Women**



In Kenya's Rift Valley, Maasai women are beginning to gaining more rights that were once predominantly reserved to men. A few years ago, a single mother's labor skills were considered for her family would have been a rare sight among the pastoralist Maasai and Mursi communities, but now it is.

**SLUMSCAPES: How the world's five biggest informal settlements are shaping their future**

by Special series from PLACE  
Monday, 10 October 2016 12:58 BST



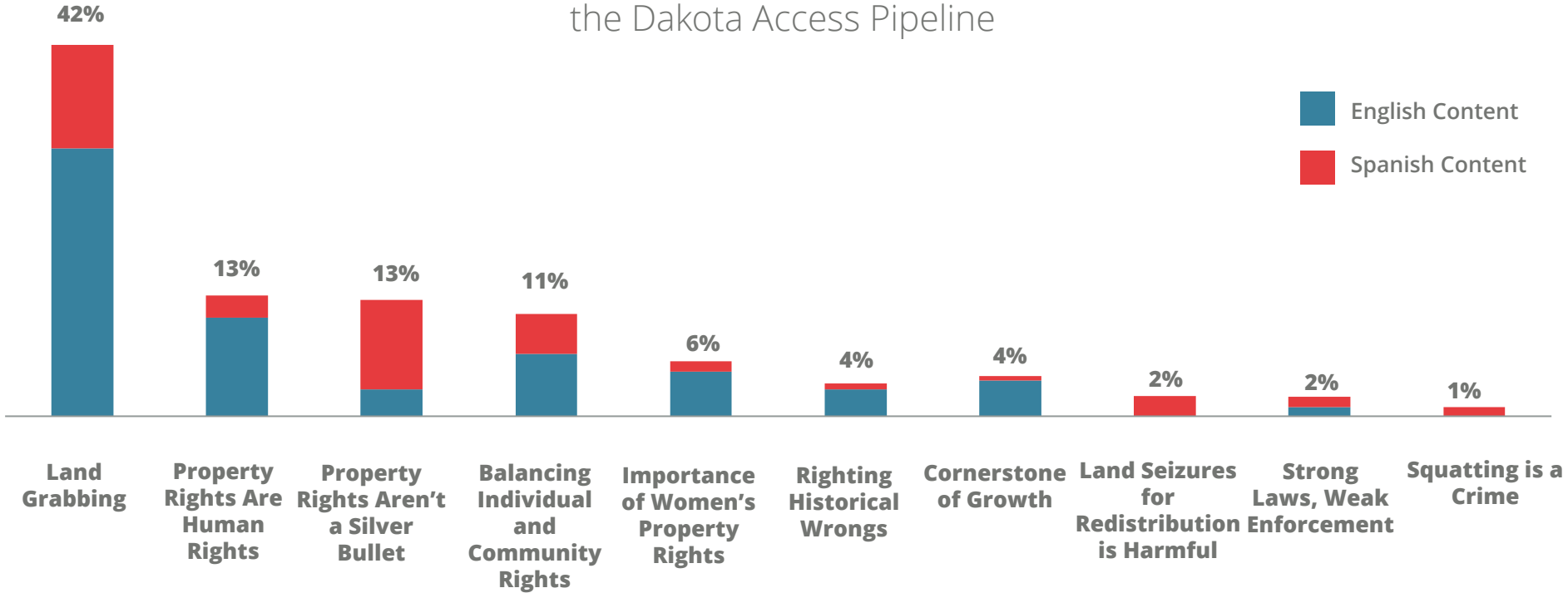
	English Dataset	Spanish Dataset
<b>Timeframe</b>	Nov 2015 - Mar 2017	Jan - Dec 2017
<b>Traditional Media</b>	42K articles and blogs	20K articles & blogs
<b>Social Media</b>	96K Tweets, 10K Facebook posts, 200 LinkedIn Post	47K Tweets, 100 LinkedIn Post
<b>Final Dataset</b>	20K articles and posts	10K articles and posts
<b>Total # of Sources</b>	~ 3,000	~ 1,600

# THE PROPERTY RIGHTS NARRATIVES

Narrative Title	Abridged Narrative
<b>Land Grabbing</b>	Governments routinely undermine individual property rights by giving land away for industrial use.
<b>Property Rights Are Human Rights</b>	Property rights must be guaranteed to all individuals regardless of race, religion, or political affiliation.
<b>Balancing Individual and Community Rights</b>	A flexible approach is needed so governments can advance social good while also protecting property rights.
<b>Importance of Women's Property Rights</b>	Property rights for women are critical for economic growth and women's empowerment.
<b>Righting Historical Wrongs</b>	Land reform and redistribution are essential to correct for historical injustices.
<b>Cornerstone of Growth</b>	Property Rights are essential for a economic growth and are a key indicator of prosperous societies.
<b>Property Rights Aren't a Silver Bullet</b>	Land rights alone will not make property accessible to all, they must be accompanied by other rights.
<b>Strong Laws, Weak Enforcement</b>	Low awareness and weak enforcement of legal rights render well-intended laws ineffective.
<b>Squatting Is a Crime</b>	Granting land rights to informal settlements only punishes those who comply with the law.
<b>Land Seizures for Redistribution are Harmful</b>	Redistributing land must be avoided for long-term economic growth and national unity.

# MEASURING NARRATIVE IMPACT

The property rights conversation is overwhelmingly driven by *Land Grabbing* – the most prominent Narrative – reflecting the reach of the massive debate over the Dakota Access Pipeline



# MOST PROMINENT NARRATIVE PUBLISHED IN EACH REGION

Narratives tend to be driven by regional events, with few international issues driving the top Narratives in any region



# SPANISH CONVERSATION - TREND ANALYSIS REVEALS THE INFLUENCE OF SOCIAL & POLICY ACTIVISTS

## February 2017:

A series of issues facing small farmers (decreasing cost of agricultural goods, scarcity of water, lowering of tariffs) lead to a series of public protests

## April 2017:

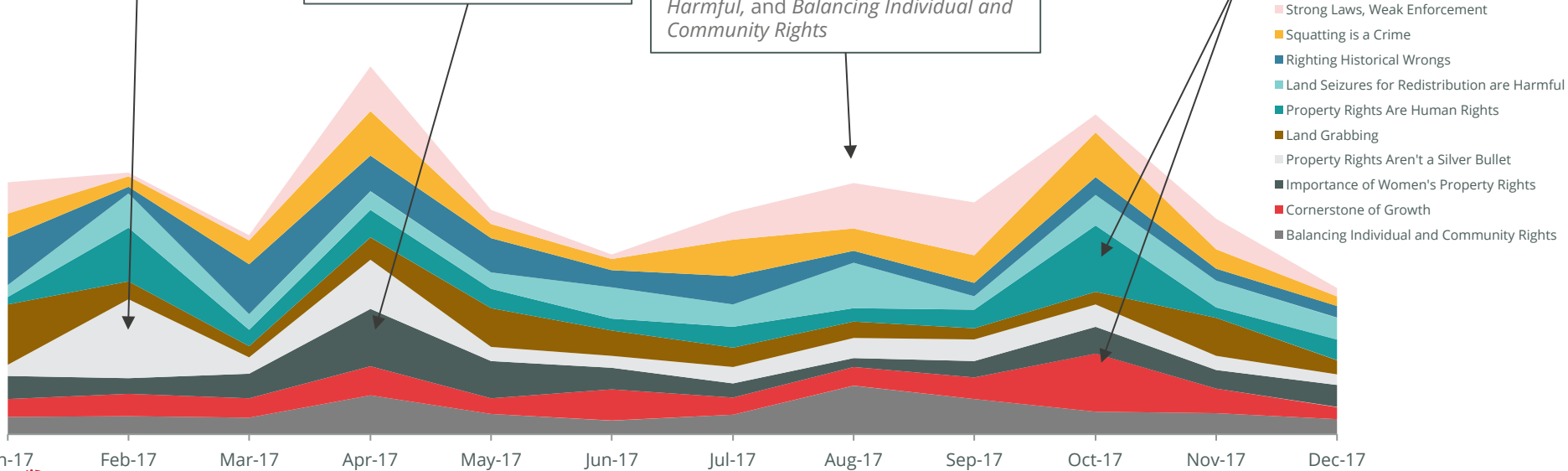
The six month anniversary of the murder of noted Honduran property rights advocate Berta Cáceres leads to a series of articles calling for more women to get involved in fighting against land grabbing

## August 2017:

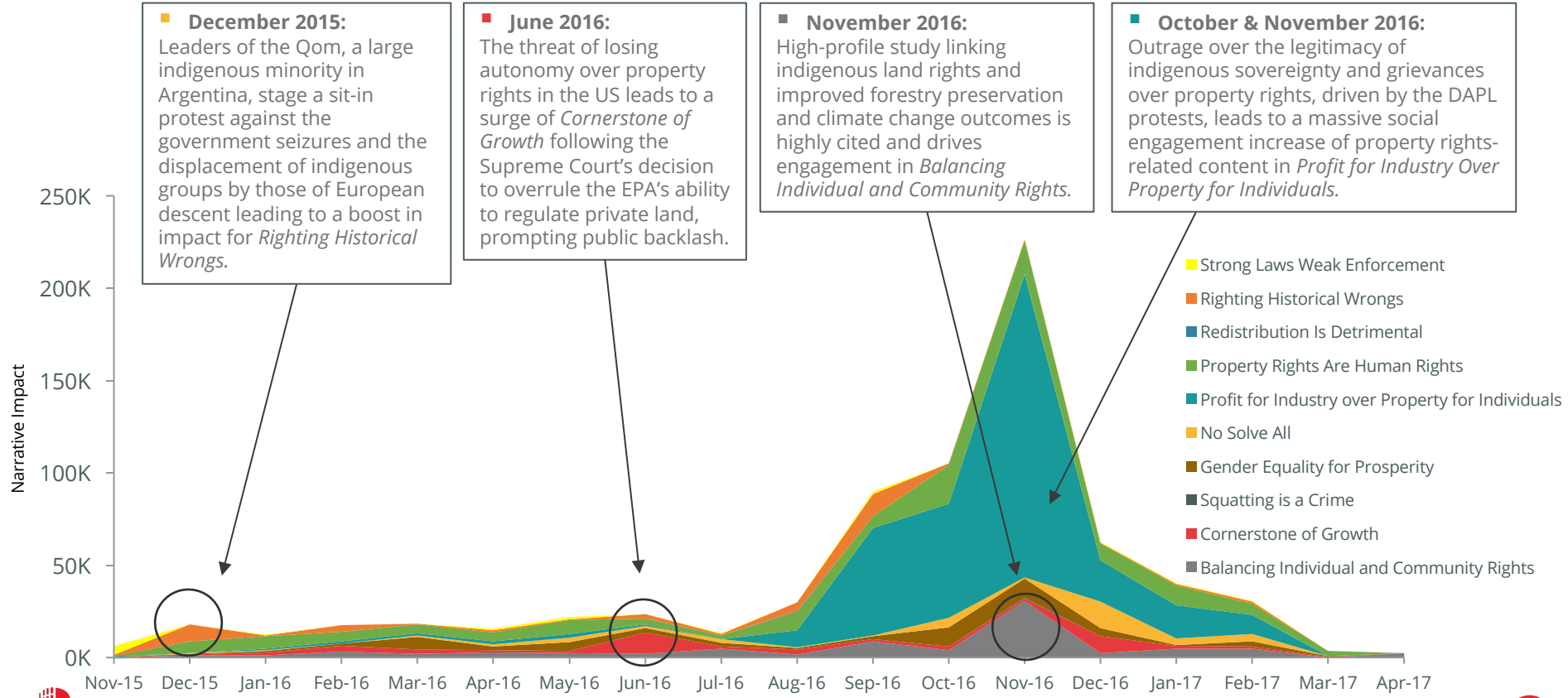
The disappearance of Santiago Maldonado in Argentina during a protest by indigenous populations reignites the debate over the property rights of indigenous communities driving *Strong Laws, Weak Enforcement, Land Seizures for Redistribution are Harmful, and Balancing Individual and Community Rights*

## October 2017:

The foundation of *The International Fund for Land and Forest Tenure* drives *Property Rights are Human Rights* while new economic policies for farmers in Mexico drives *Cornerstone of Growth*

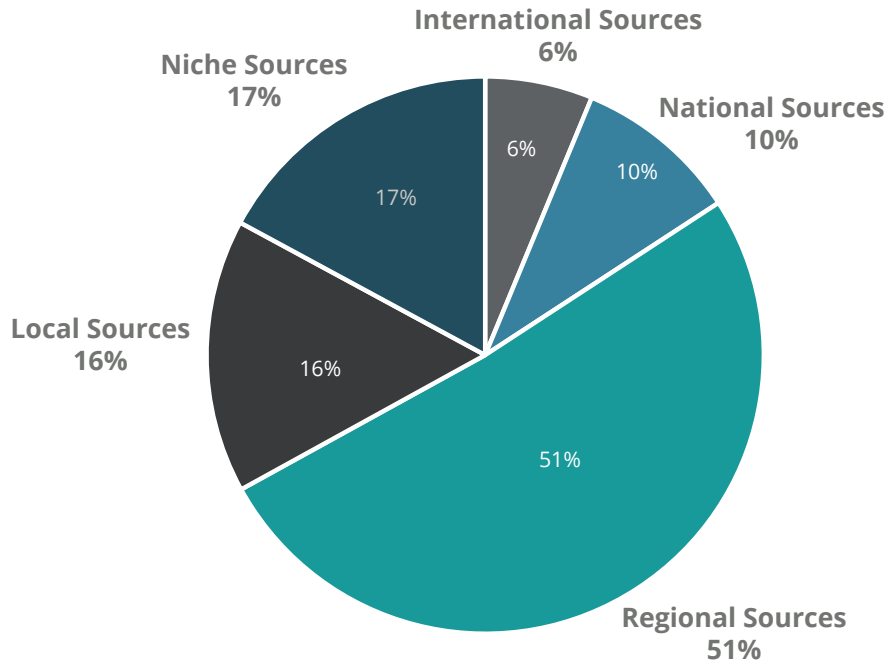


# ENGLISH CONVERSATION - SHIFTING IMPACT DOMINATED BY DAPL

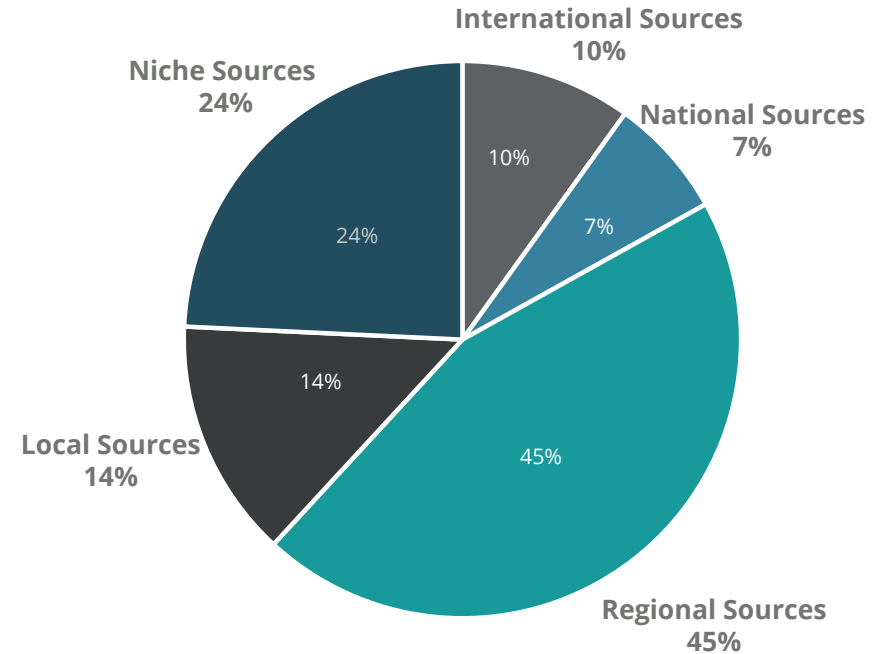


# PROPERTY RIGHTS COVERAGE DRIVEN BY SMALLER MEDIA OUTLETS

**English Conversation** – Sources are fragmented and discuss local and regional issues.



**Spanish Conversation** – Blogs & affinity groups discuss property rights more in the Spanish media sources.



# KEY INSIGHTS



# INTRODUCING THE PROPERTY RIGHTS MEDIA BAROMETER

The barometer – measuring the quality of the global property rights conversation – measures how the conversation is changing overtime and why



## Volume (40-50%)

- Average publish count
- Amount of content



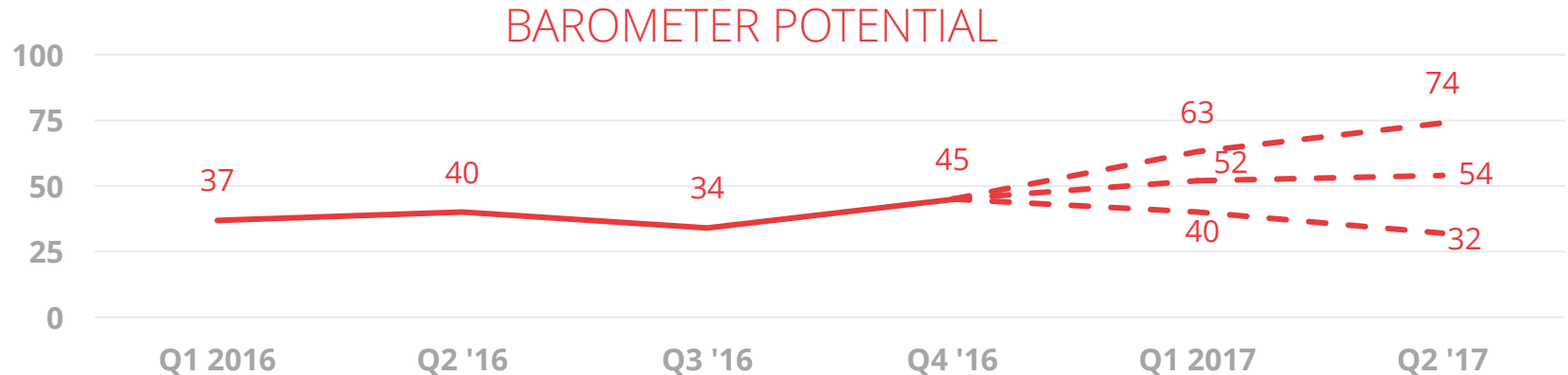
## Engagement (30-40%)

- Social shares
- Unique publishers
- Geographic diversity
- Proportion high source rank



## Centrality (10-20%)

- Article relevance
- Article richness





**PROTAGONIST**

Thank You

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