

Methodology Proposal

Goals

Our goal is to conduct research with the population of several countries in Latin America and the Caribbean, using participatory, qualitative, and quantitative approaches. The study will seek to map elements regarding the dynamics of dissemination and consumption of disinformation through digital platforms to understand the perspective of citizens in an environment of informational disorder and its influence on social and political behavior in Latin American countries.

This study will dialogue with the following questions:

Stage 1: Drivers and implications of information disorder

- RQ1: What are the key *political drivers and implications* of information disorder in the Global South? (e.g. elections, populism, protests, activism, freedom of speech, regulation).
- RQ2: What are the key *social drivers and implications* in the Global South? (factors influencing media users, e.g., ethnic polarization, religious tensions, gender, public health, climate denial, hate speech).
- RQ3: What are the key *media drivers and implications* (e.g. trust in journalism, trolling/attacks on journalists, investigative journalism, journalism business models).
- RQ4: What are the key *economic drivers and implications* in the Global South? (economic policy, markets, development priorities).

Activities

1. Workshop with research council

Up to 8 specialists and representatives of institutions that have been producing studies and reflections on disinformation, platform regulation, and related topics to provide suggestions and guide decisions and paths for the initiative. InternetLab, ReCoS and other project partners would define and invite board members.

2. Initial workshop of PerguntAção (“AskingAction”), for research construction

Audience and scope: 6 to 8 people of heterogeneous profile, each one representing a Latin American country.

This group of people will be invited to actively contribute - through practical training workshops on the PerguntAção methodology - with the construction of the research in its different stages: qualification on the theme based on local experiences; validation of guiding

questions; raising hypotheses about their own contexts; suggestions for building the questionnaire and scripts.

Workload: 2h.

Recruitment: An invitation to contact networks will be made, seeking to ensure diversity of genders, ages, and countries.

Approach: The workshop will be carried out on an online platform, following an open script, with debate-generating questions, and following the PerguntAção methodology. Each participant will receive a BRL100.00 incentive for their participation. The dialogues will be recorded but not later transcribed. The recordings will be treated following the Brazilian General Data Protection Law.

3. Discussion groups

Audience and scope: In all, there will be 6 discussion groups, with people who have access to the internet. All groups will be heterogeneous in age and gender distribution but homogeneous concerning country of origin.

They will be distributed as detailed below:

Discussion groups		
Region	Country	Number of groups
South America - Brazil	Brazil	1
South America - MercoSur without Brazil	Argentina	-
	Chile	1
	Paraguay	-
	Uruguay	-
South America - Andean/Amazonian	Colombia	-
	Peru	1
	Venezuela	-
	Ecuador	-
	Bolivia	-

Central America and the Caribbean	Guatemala	-
	Dominican Republic	1
	Honduras	-
	Nicaragua	-
	El Salvador	-
	Costa Rica	1
	Panama	-
	Puerto Rico	-
North America	Mexico	1
Total of groups		6

Recruitment: The discussion groups will be composed through active recruitment from professional recruiters who work with listings, panel research, and referrals from networks. Maximum gender and age diversity will be sought in the groups where possible, diversifying the geographic distribution of participants. All participants will receive an incentive for their participation.

Approach: Each group will have a total of 6 participants and will be carried out in an online platform, following a semi-structured script and with the recording of the dialogs for later transcription. The recordings and transcriptions will be treated according to the Brazilian General Data Protection Law.

4. Interviews

Audience and scope: There will be 13 interviews with people with access to the Internet. One-on-one conversations will be held with one person from each country.

The interviews will be distributed as detailed below:

Interviews		
Region	Country	Number of groups
South America - Brazil	Brazil	-
South America - Mercosur without Brazil	Argentina	1
	Chile	-
	Paraguay	1

	Uruguay	1
South America - Andean/Amazonian	Colombia	1
	Peru	-
	Venezuela	1
	Ecuador	1
	Bolivia	1
Central America and the Caribbean	Guatemala	1
	Dominican Republic	-
	Honduras	1
	Nicaragua	1
	El Salvador	1
	Costa Rica	-
	Panama	1
	Puerto Rico	1
North America	Mexico	-
Total of groups		13

Recruitments: People interviewed will be recruited by professional recruiters working with listings, from panel research and referrals from contact networks. Maximum gender and age diversity will be sought in the groups where possible, diversifying the geographic distribution of participants. All participants will receive an incentive for their participation.

Approach: Each interview will be individual and will be carried out in an online platform, following a semi-structured script and with the recording of the dialogs for later transcription. The recordings and transcriptions will be treated according to the Brazilian General Data Protection Law.

5. Online sample survey with a panel

Audience and scope: International online panel sample, 5,800 interviews, 16 years and older, representative of gender, age, and socioeconomic status, with the best possible balances of education and religion.

Sample: The sample distribution will be proportional to the population distribution in the 19 countries in Latin America and the Caribbean where the survey panel has a reach, as detailed below:

Online sample survey (panel)					
Region	Country	Estimated population	Proportion	Proportional Sample	Post Aggregation
South America - Brazil	Brazil	212.559.417	35%	2.002	2.002
South America - MercoSur without Brazil	Argentina	44.938.712	7%	423	701
	Chile	18.952.038	3%	179	
	Paraguay	7.044.636	1%	66	
	Uruguay	3.461.734	1%	33	
South America - Andean/Amazonian	Colombia	50.339.443	8%	474	1.321
	Peru	32.510.453	5%	306	
	Venezuela	28.515.829	5%	269	
	Ecuador	17.373.662	3%	164	
	Bolivia	11.513.100	2%	108	
Central America and the Caribbean	Guatemala	16.604.026	3%	156	589
	Dominican Republic	10.738.958	2%	101	
	Honduras	9.746.117	2%	92	
	Nicaragua	6.545.502	1%	62	
	El Salvador	6.453.553	1%	61	
	Costa Rica	5.047.561	1%	48	
	Panama	4.246.439	1%	40	
	Puerto Rico	3.193.694	1%	30	
North America	Mexico	126.014.024	20%	1.187	1.187
Total		615.798.898	100%	5.800	5.800

Approach: structured questionnaire, lasting up to 15 minutes, with closed-ended questions and a maximum of 2 open-ended questions. Participation in the survey is done through a panel, with people previously registered in each of the countries and following the rules of total anonymity in the answers and voluntary participation.

6. Final workshop of PerguntAção to analyze the survey

Audience, scope and recruitment: the same 6 people who participated in the initial workshops, each representing a Latin American country.

At this point, this group of people will be invited to actively contribute to the analysis of the research results, especially the quantitative stage, to generate new qualitative inputs and to support the deepening of some analyses.

Workload: 2h.

Approach: The workshop will be carried out on an online platform, following the questions of the qualitative research. The dialogues will be recorded but not later transcribed. The recordings will be treated following the Brazilian General Data Protection Law.

7. Analysis Workshop with the Research Council

With the results of all the stages in hand, a discussion about the results will be held with the Research Council, with a view to the depth of the analysis and the consolidation of the lessons learned.

8. Production of a final report

After the conclusion of all the stages, a final report will be produced, consolidating qualitative and quantitative findings to subsidize new productions, academic or otherwise, on the theme.