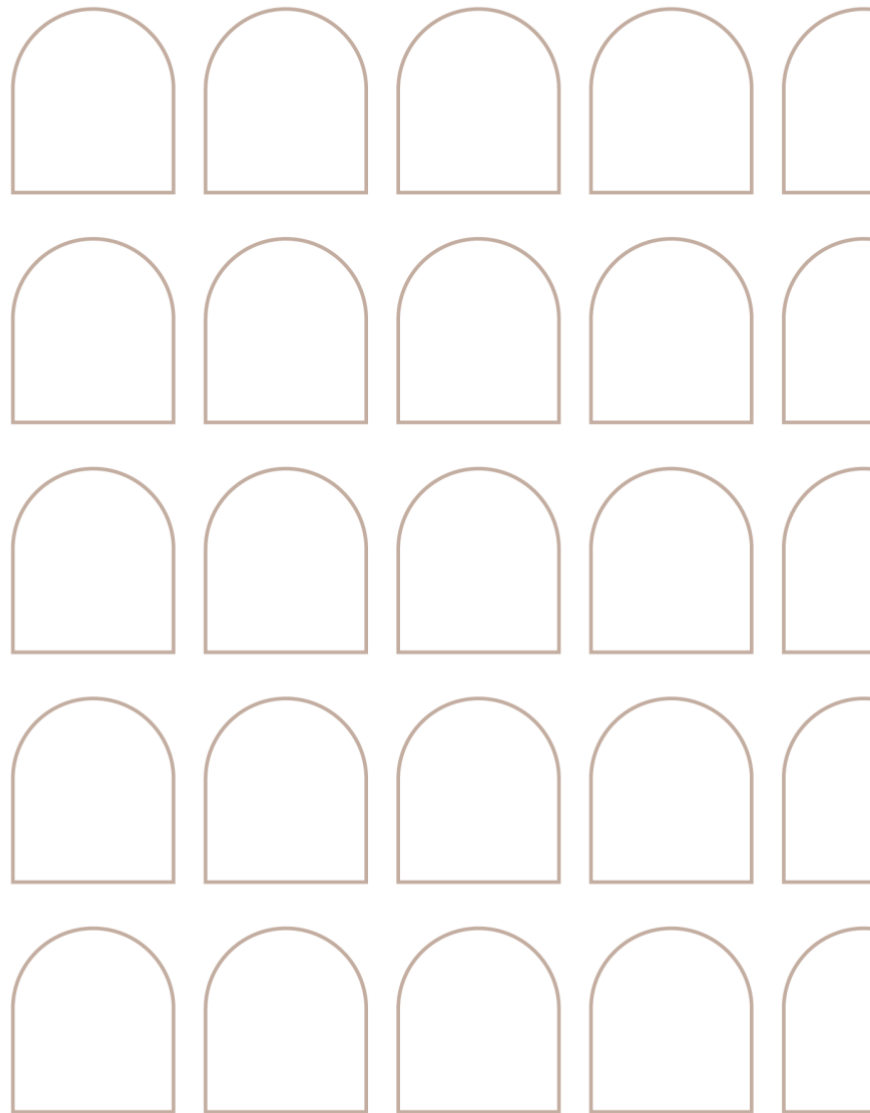


# CODEBOOK

## Migration Communication Campaigns Database



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# Introducing a New Comparative Database

## 1.1 Background

Each year, government agencies, international organisations, and civil society organisations produce public communications campaigns designed to inform, persuade, and motivate behaviour regarding numerous facets of migration. Communication campaigns are essential instruments of migration policy and practice. Communicating about the causes and effects of migration, they both *depend upon* and *contribute to* the construction of socially shared representations of what migration is and what its impacts are on society.

Despite their increasing ubiquity, resources, and—possibly—impact, the determinants and effects of such campaigns remain relatively understudied. The Migration Communication Campaigns Database, v1.0 (MCCD) (hereafter ‘the Database’) is an inventory that helps begin a unified, interdisciplinary research agenda on migration communication campaigns (MCCs).

## 1.2 Definitions

We treat communication campaigns as purposive attempts to inform, persuade, or motivate behavioural changes in a relatively well-defined and large audience (Rice and Atkin, 2001). Campaigns typically take place within a given period using organised communication activities. They are sometimes called ‘programmes’, ‘projects’, or ‘initiatives’.

## 1.3 Objectives

The primary function of the Database is heuristic, as it allows the systematic comparison of MCCs and identifies recurring messages, repertoires, and constellations of actors that promote communication initiatives. At the same time, by combining information available in the Database with data on public attitudes, it is possible to study the impact of campaigns. The broad geographical and longitudinal coverage makes it possible to learn how MCCs change across different places and over time.

## Data

## 2.1 Data coverage

This first version of the Database includes campaigns implemented for non-commercial and non-electoral benefits. We restrict the geographical focus to campaigns in 32 countries in the European Union, the European Free Trade Association, and the United Kingdom between 2012 and 2022.

## 2.2 Data file types

The Database includes one file coding MCCs, row-ordered by date of coding and name of the campaign in English ('data\_v1.0\_year\_name.csv', 301 rows with 141 columns).

## 2.3 Data Sources

We built the Database in three steps.

First, we systematically organised existing sources and coded the already identified campaigns as part of three international projects. Specifically, we used the repository of MCCs created by James Dennison for the International Centre for Migration Policy Development (Dennison 2020, 104 items between 2015 and 2019), a follow-up inventory developed by the same organisation in 2022 (284 campaigns for the period between 2019 and 2022), the repository of MCCs created by the Organization for Economic Co-operation and Development (2022, 36 items between 2018 and 2022), and the list of MCCs created by the Clarinet project (2021, 53 items between 2018 and 2019). Through this method, we included 280 campaigns in the Database.

Second, we searched on the Web of Science for all the academic articles on MCCs published between 2012 and 2021. We used the following keywords: “migration campaign”, “information campaign” + “migration”, “information campaign” + “immigration”, “information campaigns” + “emigration”. We found five articles, which in turn helped us identify four campaigns.

Finally, in September 2022, we circulated a survey among prominent advocacy, regulation, and migration research institutions. We selected these institutions to reflect a diversity of scale, mandate, geography and other characteristics. Our contacts included professionals working at the International Organization for Migration (IOM), the International Centre for Policy Advocacy (ICPA), the Migration Policy Institute (MPI), the European Commission's department in charge of migration and home affairs (DG HOME), the European Migration Networks (EMN), as well as local, regional, and national governments and civil society associations. Through this method, we added 17 campaigns to the Database.

The Database is not exhaustive. Inevitably, there will be campaigns that we are not aware of. However, thanks to the combination of pre-existing sources of information and our original

survey, we are confident that the broad range of included campaigns allows users to evaluate critical patterns regarding the messages, repertoires, and constellation of actors involved.

We will continue updating the Database in the future. We rely on our users to provide us with feedback. Please let us know if you have any questions or find errors, inconsistencies, or ambiguities by writing to [lorenzo.piccoli@eui.eu](mailto:lorenzo.piccoli@eui.eu). If we learn about incomplete or wrong information, we will correct it immediately.

## Indicators

### 3.1. Overview

Our approach is iterative. Rather than pre-determining a set of variables, we started collecting empirical observations, seeking patterns in those observations. We then theorised about recurring patterns and continued with this iterative process until we could rely on a coding structure that captured elements of different campaigns. We break down those patterns into 141 variables, 17 attributes, and five general components.

### 3.2. Main components

The table below summarises the five main components coded for each MCC.

*Table 1. The main components that are coded for each MCC*

<b>ID</b>	<ul style="list-style-type: none"> <li>- Coders</li> <li>- Coding date</li> <li>- Campaign identification number</li> <li>- Title</li> <li>- General references of the MCC</li> </ul>
<b>Demographics</b>	<ul style="list-style-type: none"> <li>- When</li> <li>- Where</li> <li>- Media platform</li> <li>- Subject actor (institution or person)</li> <li>- Impact assessment</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>- Type</li> <li>- Object of change</li> <li>- Specific objective</li> <li>- Target audience</li> </ul>

<b>Substantive Content</b>	<ul style="list-style-type: none"> <li>- Contents</li> <li>- Subjects of interest</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>- Strategies</li> <li>- Values</li> <li>- Emotions</li> </ul>

*Note: Authors' elaboration.*

### 3.3. Variables

*Table 2. List of variables of the MCCD*

<b>Name</b>	<b>Short Name</b>	<b>Description</b>	<b>Coding</b>	<b>Type of Variable</b>
<b>ID VARIABLES</b>				
<b>Coders</b>				
Number of coder(s)	IDV_cod_id	Coder Numeric ID	- Coder ID	Numeric, close ended
Name of coder(s)	IDV_nam_cod	Name of the coder	- Coder Name	Nominal, close ended
<b>Coding Date</b>				
Coding Date	IDV_cod_dat	Date when the Migration Communication Campaign was coded by coder	- Format date (ddmmyyyy)	Numeric, Date, close ended
<b>Campaign Identification Number</b>				
Campaign Identification Number	IDV_CID	This number is automatically assigned when a	- Campaign ID	Numeric, close ended

		new record is opened		
<b>Title</b>				
Name of the Campaign – Original language	IDV_nam_org_camp	Name (title) of the Migration Communication Campaign in the original language	- Campaign title in the original language	Nominal, open ended
Name of the Campaign – English	IDV_nam_en_camp	Name (title) of the Migration Communication Campaign in English, translation by the coder	- Campaign title in English	Nominal, open ended
<b>General References</b>				
Brief Description of the Campaign	IDV_dscrpt_camp	Description of the Migration Communication Campaign	- Description of the campaign in two-three sentences	Nominal, open ended
Long Description of the Campaign	IDV_dscrpt_camp_long	Description of the Migration Communication Campaign as it appears online on the website of the campaign	- Description of the campaign as it appears online, translated into English by the coders	Nominal, open ended
Website of the Campaign	IDV_web_campaign	Url link to the website of the Migration Communication Campaign	- Hyperlink	Nominal, open ended
Mail of the Campaign	IDV_mail_campaign	Mail email contact of the Migration Communication Campaign as reported on the website of the campaign	- Email contact	Nominal, open ended

Language of the Campaign	IDV_lang_campaign	Main language of the Migration Communication Campaign	- Language of the campaign	Nominal, close ended
<b>DEMOGRAPHICS</b>				
<b>When</b>				
Number Year(s)	DEM_WHN_n	The number of year(s) when the Migration Communication Campaign takes place	- 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11	Numeric, close ended
2012	DEM_WHN_2012	The Migration Communication Campaign takes place in 2012	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2013	DEM_WHN_2013	The Migration Communication Campaign takes place in 2013	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2014	DEM_WHN_2014	The Migration Communication Campaign takes place in 2014	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2015	DEM_WHN_2015	The Migration Communication Campaign takes place in 2015	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2016	DEM_WHN_2016	The Migration Communication Campaign takes place in 2016	- 0 (No) - 1 (Yes)	Numeric, binary, close ended



2017	DEM_WHN_2017	The Migration Communication Campaign takes place in 2017	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2018	DEM_WHN_2018	The Migration Communication Campaign takes place in 2018	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2019	DEM_WHN_2019	The Migration Communication Campaign takes place in 2019	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2020	DEM_WHN_2020	The Migration Communication Campaign takes place in 2020	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2021	DEM_WHN_2021	The Migration Communication Campaign takes place in 2021	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
2022	DEM_WHN_2022	The Migration Communication Campaign takes place in 2022	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>Where</b>				
Number countries	DEM_WHR_n	The number of countries where the Migration Communication Campaign takes place	- 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 13 - 14 - 15 - 16 - 17	Numeric, close ended

			- 18 - 19 - 20 - 21 - 22 - 23 - 24 - 25 - 26 - 27 - 28 - 29 - 30 - 31 - 32	
Austria	DEM_WHR_at	The Migration Communication Campaign takes place in Austria	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Belgium	DEM_WHR_be	The Migration Communication Campaign takes place in Belgium	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Bulgaria	DEM_WHR_bg	The Migration Communication Campaign takes place in Bulgaria	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Croatia	DEM_WHR_hr	The Migration Communication Campaign take place in Croatia	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Cyprus	DEM_WHR_cy	The Migration Communication Campaign takes place in Cyprus	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Czechia	DEM_WHR_cz	The Migration Communication Campaign takes place in Czechia	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Denmark	DEM_WHR_dk	The Migration Communication	- 0 (No) - 1 (Yes)	Numeric, binary,

		Campaign takes place in Denmark		close ended
Estonia	DEM_WHR_e e	The Migration Communication Campaign takes place in Estonia	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Finland	DEM_WHR_fi	The Migration Communication Campaign takes place in Finland	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
France	DEM_WHR_fr	The Migration Communication Campaign takes place in France	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Germany	DEM_WHR_d e	The Migration Communication Campaign takes place in Germany	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Greece	DEM_WHR_el	The Migration Communication Campaign takes place in Greece	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Hungary	DEM_WHR_h u	The Migration Communication Campaign takes place in Hungary	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Iceland	DEM_WHR_is	The Migration Communication Campaign takes place in Iceland	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Ireland	DEM_WHR_ie	The Migration Communication Campaign takes place in Ireland	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Italy	DEM_WHR_it	The Migration Communication Campaign takes place in Italy	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Latvia	DEM_WHR_lv	The Migration Communication Campaign takes place in Latvia	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Lichtenstein	DEM_WHR_li	The Migration Communication Campaign takes place in Lichtenstein	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Lithuania	DEM_WHR_lt	The Migration Communication Campaign takes place in Lithuania	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Luxembourg	DEM_WHR_lu	The Migration Communication Campaign takes place in Luxembourg	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Malta	DEM_WHR_mt	The Migration Communication Campaign takes place in Malta	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Netherlands	DEM_WHR_nl	The Migration Communication Campaign takes place in Netherlands	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Norway	DEM_WHR_no	The Migration Communication Campaign takes place in Norway	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Poland	DEM_WHR_pl	The Migration Communication Campaign takes place in Poland	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Portugal	DEM_WHR_pt	The Migration Communication Campaign takes place in Portugal	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Romania	DEM_WHR_ro	The Migration Communication Campaign takes place in Romania	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Slovakia	DEM_WHR_sk	The Migration Communication Campaign takes place in Slovakia	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Slovenia	DEM_WHR_si	The Migration Communication Campaign takes place in Slovenia	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Spain	DEM_WHR_es	The Migration Communication Campaign takes place in Spain	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Sweden	DEM_WHR_se	The Migration Communication Campaign takes place in Sweden	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Switzerland	DEM_WHR_ch	The Migration Communication Campaign takes place in Switzerland	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
United Kingdom	DEM_WHR_uk	The Migration Communication Campaign takes place in United Kingdom	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Geographical Coverage	DEM_WHR_geo_cov	The territorial coverage/scope of the Migration Communication Campaign	- 1 (Local) - 2 (National) - 3 (European) - 4 (Global)	Ordinal, close ended
<b>Media</b>				
Billboard	DEM_MDA_billbrd	The Migration Communication	- 0 (No) - 1 (Yes)	Numeric, binary,

		Campaign uses billboards		close ended
Exhibition	DEM_MDA_exhib	The Migration Communication Campaign uses an exhibition or theatre performance	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Leaflet	DEM_MDA_lflt	The Migration Communication Campaign uses leaflets	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Newspaper	DEM_MDA_nwsprr	The Migration Communication Campaign uses advertisements in newspapers	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Petition	DEM_MDA_ption	The Migration Communication Campaign uses a petition	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Podcast	DEM_MDA_podcst	The Migration Communication Campaign uses a podcast	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Radio	DEM_MDA_radio	The Migration Communication Campaign uses radio advertisements	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Social Network	DEM_MDA_soc_ntwrk	The Migration Communication Campaign uses social networks	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Television	DEM_MDA_tv	The Migration Communication Campaign uses television advertisements	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Video	DEM_MDA_video	The Migration Communication Campaign uses videoclips	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Website	DEM_MDA_website	The Migration Communication Campaign uses a website	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Workshop	DEM_MDA_workshop	The Migration Communication Campaign uses a public debate or workshop	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Other	DEM_MDA_other	The Migration Communication Campaign uses other media that are not listed above	- Description of the media in a few words	Nominal, open ended
<b>Subject Actor</b>				
Academic Institution	DEM_SA_academic_inst	The institution(s) coordinating the Migration Communication Campaign is an Academic Institution	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Educational Organisation	DEM_SA_educ_org	The institution(s) coordinating the Migration Communication Campaign is an Educational Organisation	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Informal Group	DEM_SA_informal_grp	The institution(s) coordinating the Migration Communication	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

		Campaign is an Informal Group		
International Organisation	DEM_SA_int_org	The institution(s) coordinating the Migration Communication Campaign is an International Organisation	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Media	DEM_SA_media	The institution(s) coordinating the Migration Communication Campaign is a Media Company	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Local Authority	DEM_SA_lcl_auth	The institution(s) coordinating the Migration Communication Campaign is a Local Authority	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Museum	DEM_SA_museum	The institution(s) coordinating the Migration Communication Campaign is a Museum	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
National Government	DEM_SA_nat_gov	The institution(s) coordinating the Migration Communication Campaign is a National Government	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Non-governmental Organisation	DEM_SA_non_gov_org	The institution(s) coordinating the Migration Communication Campaign is a	- 0 (No) - 1 (Yes)	Numeric, binary, close ended



		Non-governmental Organisation		
Private Company	DEM_SA_priv_comp	The institution(s) coordinating the Migration Communication Campaign is a Private Company	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Public Hospital	DEM_SA_pub_hosp	The institution(s) coordinating the Migration Communication Campaign is a Public Hospital	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Public Library	DEM_SA_pub_libr	The institution(s) coordinating the Migration Communication Campaign is a Public Library	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Regional Government	DEM_SA_reg_gov	The institution(s) coordinating the Migration Communication Campaign is a Regional Government	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Religious Organisation	DEM_SA_relig_org	The institution(s) coordinating the Migration Communication Campaign is a Religious Organisation	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
European Institution	DEM_SA_eur_inst	The institution(s) coordinating the Migration Communication Campaign is a	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

		European Institution		
Think Thank	DEM_SA_thnk_thnk	The institution(s) coordinating the Migration Communication Campaign is a Think Thank	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Trade Union	DEM_SA_trd_union	The institution(s) coordinating the Migration Communication Campaign is a Trade Union	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Sports Organisation	DEM_SA_sprts_org	The institution(s) coordinating the Migration Communication Campaign is a Sports Organisation	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Organisation name	DEM_SA_org_nam	The name of the main organisation coordinating the Migration Communication Campaign	- Name of the organisation	Nominal, open ended
Representation	DEM_SA_migrated	The main organisation coordinating the campaign is led by migrants	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>Impact Assessment</b>				
Assessment	DEM_ASM_assess	The Migration Communication Campaign discloses the existence of an	- 0 (No information) - 1 (Yes)	Numeric, binary, close ended

		assessment/evaluation of success		
<b>OBJECTIVE</b>				
<b>Type of Objective</b>				
Inform	OBJ_TYP_inf	The Migration Communication Campaign aims at informing	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Persuade	OBJ_TYP_pers	The Migration Communication Campaign aims at persuading	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Motivate	OBJ_TYP_mot	The Migration Communication Campaign aims at motivating individuals to change their behaviour, sign a petition, join a fundraising initiative, or take action	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>Object of Change</b>				
Awareness	OBJ_OCH_aware	The Migration Communication Campaign aims at informing individuals to raise their awareness	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Misinformation	OBJ_OCH_misinf	The Migration Communication Campaign aims at tackling misinformation	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Beliefs/perceptions	OBJ_OCH_bel_perc	The Migration Communication Campaign aims at changing individual beliefs/perceptions	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Preferences	OBJ_OCH_pref	The Migration Communication Campaign aims at changing individual preferences	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Behaviour	OBJ_OCH_beh	The Migration Communication Campaign aims at motivating behaviour change	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>Target Audience</b>				
Would be-migrants in the country of origin	OBJ_TA_wbm	The target audience of the Migration Communication Campaign are would be-migrants in the country of origin	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Migrants in the country of destination	OBJ_TA_mcd	The target audience of the Migration Communication Campaign are migrants in the country of destination	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Population in the country of destination	OBJ_TA_pcd	The target audience of the Migration Communication Campaign are population in the country of destination	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Expert audience in the country of destination	OBJ_TA_eed	The target audience of the Migration Communication Campaign is an expert audience in the country of destination	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>SUBSTANTIVE CONTENT</b>				
<b>Content</b>				
Gender	SCT_CNT_gender	The key message of the Migration Communication Campaign is about gender, family, the youth	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Governance	SCT_CNT_gov	The key message of the Migration Communication Campaign is about governance and politics (e.g. human rights, citizenship, political participation)	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Health	SCT_CNT_health	The key message of the Migration Communication Campaign is about public health	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Incorporation	SCT_CNT_incorp	The key message of the Migration Communication Campaign is about immigrant incorporation (migration)	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

		economics and businesses, integration)		
Process	SCT_CNT_proc	The key message of the Migration Communication Campaign is about migration processes (e.g., mobilities, displacement, journeys)	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Diversity	SCT_CNT_div	The key message of the Migration Communication Campaign is about migration-related diversity	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>Subject of Interest</b>				
Refugees and Asylum seekers	SCT_SIT_ref	The topic of the Migration Communication Campaign is asylum and refugee protection	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
International Immigrants	SCT_SIT_immig	The topic of the Migration Communication Campaign is international immigration	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Irregular migrants	SCT_SIT_irreg	The topic of the Migration Communication Campaign is irregular migration	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Children	SCT_SIT_child rn	The topic of the Migration Communication Campaign is children on the move (e.g. unaccompanied minors)	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Other	SCT_SIT_othe r	The topic of the Migration Communication Campaign is the life of specific categories of people on the move (e.g., women, individuals with disabilities)	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>STRATEGY</b>				
<b>Strategies</b>				
Correct information on stocks/flows/fact checking on effects of migration	STG_STG_inf	The Migration Communication Campaign contains quantitative information on immigration, typically with the aim of emphasising how large/small these figures are	- 0 (No) - 1 (Yes)	Numeric, binary
Appeal to emotion	STG_STG_em t	The Migration Communication Campaign draws inward feelings such as fear, pity, and joy from the recipient of the information	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Appeal to self-interest/common interest	STG_STG_slf-int	The Migration Communication Campaign describes migration as good/bad because it affects individuals personally and/or collectively in good/bad ways	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Emphasise conformity or diversity	STG_STG_divrst	The Migration Communication Campaign emphasises the similarity or diversity of migrants and migration compared to citizens	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Migrant Description	STG_STG_mg rt_dscrpt	The Migration Communication Campaign contains qualitative information on migrants' lives, for example explaining how they fled persecution or the jobs they have in society	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Emphasise a Common Ground	STG_STG_cm n_grnd	The Migration Communication Campaign emphasises the shared values of migrants and migration compared to citizens	- 0 (No) - 1 (Yes)	Numeric, binary, close ended



Appeal to empathy	STG_STG_em pth	The Migration Communication Campaign draws empathy	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Messenger Effects	STG_STG_mes sng	The Migration Communication Campaign uses the views of someone who has first-hand, direct experience on the topic – generally, accounts from migrants	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Appeal to identity	STG_STG_ide nt	The Migration Communication Campaign portrays migrants as good/bad because they do or do not share some specified collective identity with them (e.g., European, Christian, nationality, Western)	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>- Values</b>				
Universalism	STG_VLS_uni v	The Migration Communication Campaign appeals to the well-being of people and the environment	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Benevolence	STG_VLS_ben ev	The Migration Communication Campaign appeals to safeguarding and aiding people with whom one is in close contact	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Tradition	STG_VLS_trad	The Migration Communication Campaign appeals to the historically established customs, norms of behavior, attitudes, beliefs, etc., that are passed on from generation to generation	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Conformity	STG_VLS_conf	The Migration Communication Campaign appeals to a conscious limitation of one's desires, emotions and impulsive actions that can harm or hurt other people	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Security	STG_VLS_security	The Migration Communication Campaign appeals to the need for a sense of harmony and security in society, oneself and others	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Power	STG_VLS_power	The Migration Communication Campaign appeals to the right and ability to have power over other people or resources	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Achievement	STG_VLS_achievement	The Migration Communication Campaign appeals to positive result of work and activities	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

		and the success associated with the evaluation of these results as outstanding		
Hedonism	STG_VLS_hed onsm	The Migration Communication Campaign appeals to the enjoyment of life's goals and events	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Stimulation	STG_VLS_sti mltn	The Migration Communication Campaign appeals to the search for excitement and vivid sensations in life	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Self-Direction	STG_VLS_slf_ drctn	The Migration Communication Campaign appeals to establishing and developing one's own life path	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
<b>- Emotions</b>				
Joy	STG_EMT_joy	The Migration Communication Campaign draws joy	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Sadness	STG_EMT_sd nss	The Migration Communication Campaign draws sadness	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Fear	STG_EMT_fea r	The Migration Communication Campaign draws fear	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

Anger	STG_EMT_anger	The Migration Communication Campaign draws anger	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Anticipation	STG_EMT_antcip	The Migration Communication Campaign draws anticipation	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Surprise	STG_EMT_surprises	The Migration Communication Campaign draws surprise	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Disgust	STG_EMT_disgust	The Migration Communication Campaign draws disgust	- 0 (No) - 1 (Yes)	Numeric, binary, close ended
Trust	STG_EMT_trust	The Migration Communication Campaign draws trust	- 0 (No) - 1 (Yes)	Numeric, binary, close ended

*Note: Authors' elaboration.*

## 4. Robustness Test

In March 2023 the authors of the Database ran a robustness test. For this test, five campaigns were randomly selected, allocated to three coders, and coded separately. The authors then compared the similarity of the coding. The results were consistently higher than 95%.

*Table 3. Robustness test of the MCCD with three coders coding five randomly selected campaigns*

<b>Name of the campaign</b>	<b>Similarity score</b>	<b>Number of compatible codes across three different coders</b>
<i>Oltre il Ghetto</i> (IDV_CID 284)	96%	129/135

<i>A child is a child</i> (IDV_CID 71)	98%	132/135
<i>Stories of children from around the world</i> (IDV_CID 31)	96%	129/135
<i>Juntos en la misma dirección</i> (IDV_CID 91)	99%	133/135
<i>JUMA Map</i> (IDV_CID 113)	99%	133/135

Source: Authors' elaboration.

Despite these high similarity scores, the test highlighted some limitations in the coding. Specifically, most of the dissimilarities appeared when coding values (STG\_VLS) and emotions (STG\_EMT). We are aware that the same campaign may prompt slightly different values and emotions for different coders.

## Conclusion

As migration has become a highly polarised issue, MCCs are increasingly used to try to shape public perceptions and attitudes towards migration. They have been conducted locally, nationally, and internationally by a range of organisations—from governments to sports teams, to religious groups to international organisations. Despite this growth, there has been little research on MCCs and a lack of data for analysis and stocktaking.

The MCCD aims to change this. The interactive and opensource database contains 301 MCCs conducted across Europe between 2012 and 2022. The database helps organisations and staff responsible for communicating about migration to identify key messages of existing campaigns, get ideas and inspiration of what has worked, plan more strategic and effective communication. The Database is also a tool to advance scholarship in migration communication. It allows researchers from a range of disciplines to conduct comparative studies on campaigns across countries and by geographic scale, analyse longitudinal trends of migration campaigns over an 11-year period, contribute to theoretical frameworks and conceptual models related to public communication, persuasion, and social change.

The Database is freely available for anyone to access. Moving forward, it will rely on and be expanded through the contributions of users. If you have conducted or heard about a MCC, please share it with us.

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