

newsPERCEPTIONS / Impact of Novel Technologies and Social Media on Perceptions of Europe in Countries abroad

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The aim of the PERCEPTOINS project is to identify and understand the narratives and (mis-)perceptions of the European Union abroad, assess potential issues related with the border and external security in order to allow better planning and outline reactions and countermeasures.

Narratives on a "better life" that can become reality somewhere else has always been shaping **human migration**. However, this "better life" might not be real respond to the **image of "promised land"** that many migrants carry with them, who often face obstacles and challenges.

The misconceptions and false narratives propagated through social networks influence these migratory aspirations, raising expectations or disapproval.

Misperceptions about Europe can generate frustration and powerlessness, and even lead to radicalisation processes, threatening the security of the destination country.

Social media and **new communication networks**, though they have increased the scope and the intensity of **distribution of such narratives**, are at the same time an opportunity to **set an exaggerated image straight and to promote a more realistic narrative.**

In order to understand these narratives and combat them, the project will conduct research on the narratives and the myths that are circulating about the EU in countries West- and Central Mediterranean area. Based on the research insights, the consortium will develop a **PERCEPTIONS framework model including policy recommendations, action plans and a policy.**

The project is funded by the EU Research and Innovation Programme [Horizon 2020](#) [1].

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