**APPENDIX**

A revised version of the study's online research survey is included here as part of the report for readers to reference.

**Online Research Survey: "Conversation with a Historic Movement: An Analysis of Global Tigrayan Digital-Advocacy Efforts" – CHM-S Questionnaire**

**Introduction**

Hi,

My name is Goitom Mekonen, author of Primed for DEATH, a memoir on the Tigray Genocide. I am currently working on a project titled "Conversation with a Historic Movement: An Analysis of Global Tigrayan Digital-Advocacy Efforts," which focuses on pro-Tigray digital advocacy efforts made by Tigrayan diaspora communities at the height of the genocide, specifically from November 2020 to November 2022, up to the Pretoria Agreement, in comparison to the period before.

I believe the efforts made, especially during the war, stand as evidence of a pivotal moment in history, offering a window into the heart and soul of the digital advocacy that emerged among Tigrayan communities in the diaspora. These are not merely data shared on social media but living chronicles of the people of Tigray's ongoing struggle and resilience amid the crisis and genocidal war. I want to begin with a preliminary study of the firsthand experiences of the online community by quantifying these efforts before examining the data scraped from social media platforms.

The objective of this research is to conduct a comprehensive data-based analysis of digital advocacy efforts during the active fighting period of the Tigray Genocide in comparison to the time before. By examining social media usage patterns, advocacy strategies, and their impacts and effectiveness, this research aims to:

1. Document and preserve the historical record of this crucial period

2. Identify effective digital advocacy techniques

3. Understand the role and potential of social media-led movements in times of crisis

4. Inform future advocacy efforts for Tigray and similar causes globally

5. Contribute to the broader understanding of digital activism in the modern era

The first phase of the research is estimated to run from May 12, 2024, to September 28, 2025. Research findings will be published in phases in our TDR Journal of the Tigray Data Repository journal.

Throughout this research project, I will employ two methodologies: an online survey to gather firsthand experiences from community members and the collection and advanced analysis of scraped social media data on advocacy using some keywords or hashtags. The survey will serve as a preliminary step to the in-depth analysis of the posts scraped from various social media platforms.

The online survey will use the snowball sampling method. The survey link will be shared with respondents on social media upon invitation, and respondents will be encouraged to refer others to participate.

I would like your help in bringing this project to life. Your honest response will be invaluable in understanding the role of social media activism in shaping narratives, combating misinformation, and mobilizing support during crises.

Thank you for completing the survey, which will take approximately 30 minutes.

**Eligibility Criteria**

Participants must be 16 years old or older, be of Tigrayan descent, reside outside of Tigray, have been active on various social media platforms elevating Tigrayan causes, and able to speak and/or write in English or Tigrinya to complete the survey.

**Confidentiality**

Your responses are organized in a way that ensures your anonymity and cannot be traced back to you. At the end of the study, the data collected will be compiled into a research report and the datasets will be made available to the public on our data repository – the Tigray Data Repository.

**Consent Form**

I have read and understand the purpose of this survey and agree to participate voluntarily. I understand that my responses will be used for research purposes and will ensure my anonymity.

⃘ I agree to participate

**Part I: Participant’s Demographics**

Gender:  **⃘⃘** Male  **⃘⃘** Female **⃘⃘** Other

Age (in years):  **⃘⃘** 16-24  **⃘⃘** 25-34  **⃘⃘** 35-44  **⃘⃘** 45-54  **⃘⃘** 55-64  **⃘⃘** 65 and above

Level of Education Completed:  **⃘⃘** None   **⃘⃘** High school **⃘⃘** Undergraduate coursework **⃘⃘** Bachelor's degree **⃘⃘** Graduate degree

Profession: [Education and Research, Technology and IT, Business and Management, Government and Public Service, Artistic and Media, Healthcare, Trade and Skilled Labor, Sales and Customer Service, Self-Employed (Business Owner), Student, Other (Please specify): [Short answer]]

Location:  **⃘⃘** Ethiopia (Outside of Tigray) **⃘⃘**  Africa ⃘⃘   North America ⃘⃘ Central/South America   ⃘⃘  Asia **⃘⃘** Europe **⃘⃘** Middle East  **⃘⃘** Australia

**Part II: Contributions Prior to the Tigray war**

1. Did you use social media prior to the Tigray War?

* Yes
* No [skip to part 3]

1. [If yes, to question 1], Individuals exhibit varying levels of technological proficiency and interest. What was your level of familiarity with and usage of social media?

**⃘⃘** Mostly read and browsed

**⃘⃘** Mostly posted content

**⃘⃘** Actively posted and read

1. Which social media platform(s) did you use most frequently?

**☐** Twitter/X

**☐** Facebook

**☐** Instagram

**☐** TikTok

**☐** LinkedIn

**☐** Reddit

**☐** Others (Please specify): \_\_\_\_\_\_\_\_\_\_

1. How often did you use the social media platform you used the most? [repeat questions 4 through 6 for each social media platforms selected in question 3]

**⃘⃘** Less than 10 minutes per day

**⃘⃘** 11-30 minutes per day

**⃘⃘** 31 minutes to 1 hour per day

**⃘⃘** 1-2 hours per day

**⃘⃘** More than 2 hours per day

1. On average, how many posts or tweets did you create per day on this platform?

 **⃘⃘** Less than 5

**⃘⃘** 6-10

**⃘⃘** 11-20

**⃘⃘** More than 21

1. For what purposes were you using this platform? Please select all that apply:

**☐** Advocacy/awareness creation

**☐** Campaigns/Fundraising

**☐** Socializing/entertainment

**☐** Education/information/news

**☐** Business/advertisement

**☐** Other (Please specify): \_\_\_\_\_\_\_\_\_\_

1. Were you participating in any of the following campaigns on social media before November 2020? Please select all that apply:

**☐** Academic (research-based) Advocacy

**☐** Education and Mentorship

**☐** Click-to-Tweet and/or Email Campaigns

**☐** Lobbying and Policymaking

**☐** Fundraising

**☐** Cultural and Heritage Initiatives

**☐** Media and Communication

**☐** Diplomatic Engagement

**☐** Refugee and Displacement Support

**☐** Youth Empowerment

**☐** Business/Advertisement

**☐** Other (Please specify): \_\_\_\_\_\_\_\_\_

**Part III: Time During the Tigray war**

1. Did you use social media during the Tigray war?

* Yes
* No [skip to part 4]

1. If you did not use social media before the war and started to use it during the war, how did you get engaged on social media? And what motivated you to use social media?

[Short answer]

1. What was your level of familiarity with and usage of social media?

**⃘⃘** Mostly read and browsed

**⃘⃘** Mostly posted content

**⃘⃘** Actively posted and read

1. Which social media platform(s) did you use most regularly?

**☐** Twitter/X

**☐** Facebook

**☐** Clubhouse

**☐** Instagram

**☐** TikTok

**☐** LinkedIn

**☐** Reddit

**☐** Others (Please specify): \_\_\_\_\_\_\_\_\_\_

1. If you selected your most frequently used platform(s), how often did you use this platform? [repeat questions 5 through 7 for each social media platform selected in question 4]

**⃘⃘** Less than 10 minutes per day

**⃘⃘** 11-30 minutes per day

**⃘⃘** 31 minutes to 1 hour per day

**⃘⃘** 1-2 hours per day

**⃘⃘** More than 2 hours per day

1. On average, how many posts or tweets did you create per day on this platform?

**⃘⃘** Less than 5

**⃘⃘** 6-10

**⃘⃘** 11-20

**⃘⃘** More than 21

1. For what purposes were you using this platform? Please select all that apply:

**☐** Advocacy/awareness creation

**☐** Campaigns/Fundraising

**☐** Socializing/entertainment

**☐** Education/information/news

**☐** Business/advertisement

**☐** Other (Please specify): \_\_\_\_\_\_\_\_\_\_

1. Did you participate in any of the following campaigns on social media platforms? Please select all that apply:

**☐** Academic (research-based) Advocacy

**☐** Education and Mentorship

**☐** Click-to-Tweet and/or Email Campaigns

**☐** Lobbying and Policymaking

**☐** Fundraising

**☐** Cultural and Heritage Initiatives

**☐** Media and Communication

**☐** Diplomatic Engagement

**☐** Refugee and Displacement Support

**☐** Youth Empowerment

**☐** Business/Advertisement

**☐** Other (Please specify): \_\_\_\_\_\_\_\_\_

1. In your opinion, which of these Tigrayan diaspora community segments was at the forefront of the social media led advocacy to stop war on Tigray? Please select the option that best reflects your view.

**⃘⃘** Diaspora born to one or more Tigrayan parent

**⃘⃘** Individuals that moved abroad as young adults

**⃘⃘** Individuals that moved abroad as adults

1. Please explain why your choice in Q16 played a crucial role.

[Short answer]

1. In your opinion, which age group do you believe was at the forefront in driving the social media led movements during the war? Please select the option that best reflects your view.

**⃘⃘** 16 - 24

**⃘⃘** 25-34

**⃘⃘** 35-44

**⃘⃘** 45-54

**⃘⃘** 55-64

**⃘⃘** 65 and above

1. Please explain why you believe this age group played the most crucial role.

[Short answer]

**Part IV: Impact and effect of Click-to-Tweet and/or Email Campaigns**

\* Click-to-tweet and email contents are pre-written messages that advocates create to make it easy for supporters to share information on Twitter or through their email accounts.

1. Were you actively involved in preparing click-to-tweet and/or email contents during the war?

**⃘⃘** Yes

**⃘⃘** No

1. Did you use click-to-tweet and/or email contents prepared by others during the war?

**⃘⃘** Yes

**⃘⃘** No

1. If you were engaged in preparing or using click-to-tweet and/or email contents, how impactful do you believe they were in raising awareness, mobilizing support and visibility about the Tigray War?

**⃘⃘** Not impactful

**⃘⃘** Somewhat impactful

**⃘⃘** Moderately impactful

**⃘⃘** Highly impactful

**⃘⃘** Neither impactful nor unimpactful

**⃘⃘** I don’t know

1. How engaging were the click-to-tweet and/or email campaigns for the target audience?

**⃘⃘** Very low

**⃘⃘** Low

**⃘⃘** Moderate

**⃘⃘** High

**⃘⃘** Very high

**⃘⃘** I don’t know

1. How impactful do you believe the click-to-tweet and/or email campaigns were in influencing advocacy and achieving policy change?

**⃘⃘** Not impactful

**⃘⃘** Somewhat impactful

**⃘⃘** Moderately impactful

**⃘⃘** Highly impactful

**⃘⃘** Neither impactful nor unimpactful

**⃘⃘** I don’t know

1. Overall, how extensive was the reach of the click-to-tweet and/or email campaigns?

**⃘⃘** Very limited

**⃘⃘** Limited

**⃘⃘** Moderate

**⃘⃘** Extensive

**⃘⃘** Very extensive

**⃘⃘** I don’t know

1. In general, how effective do you think click-to-tweet and/or email campaigns were as tools? (Please consider the following criteria: reach and visibility, engagement, action taken, and impact on tactic and decision-making.)

**⃘⃘** Not effective at all

**⃘** Slightly effective

**⃘⃘** Moderately effective

**⃘⃘** Very effective

**⃘⃘** Neither effective nor ineffective

**⃘⃘** I don’t know

1. Based on your observations, who were the three most influential Tigrayan diaspora individuals on social media platforms known for providing accurate and timely information about the war? Please provide their names and/or handles. [Only used during the pilot test.]

[Short answer]

[Short answer]

[Short answer]

1. Based on your observations, who were the three most influential individuals outside of our community on social media platforms known for providing accurate and timely information about the war? Please provide their names and/or handles.

[Short answer]

[Short answer]

[Short answer]

1. Based on your observations, please provide the names and/or handles of the top three diaspora-based NGOs or Civil Society Organizations (CSOs) supporting the Tigrayan causes that were actively engaged on social media.

[Short answer]

[Short answer]

[Short answer]

1. Based on your observations, which are the top three used hashtags by the Tigrayan diaspora community to inform the public about the war on social media?

[Short answer]

[Short answer]

[Short answer]

1. Based on your observations, which are the top three used hashtags by the large Ethiopian diaspora community to mis/disinform the public about the war on social media?

[Short answer]

[Short answer]

[Short answer]

**Part V: CSOs and Women Participation (Only used for pilot test)**

1. Were you involved in any CSOs established during the war?

**⃘⃘** Yes

**⃘⃘** No [Skip to part 6]

1. If yes, what is (are) the name(s) of the organization(s)?

[Short answer]

1. Are (or were) you part of the organization’s leadership and able to provide detailed information?

**⃘⃘** Yes

**⃘⃘** No [Skip to part 6]

1. How many founders were involved in establishing the organization(s)?

[Short answer]

1. Where is the geographic origin of the organization(s)?

**⃘⃘** Ethiopia (Outside of Tigray) **⃘⃘**  Africa ⃘⃘   North America ⃘⃘ Central/South America   ⃘⃘  Asia **⃘⃘** Europe **⃘⃘** Middle East  **⃘⃘** Australia

1. What percentage of women are part of the organization(s)?

**⃘⃘** Less than 50

**⃘⃘** 50

**⃘⃘** More than 50

**⃘⃘** Zero

1. What was the aim or reason of establishing the organization? Please select all that apply:

**☐** Education and Youth Empowerment

**☐** Humanitarian Efforts

**☐** Advocacy and Awareness

**☐** Women Affairs

**☐** Cultural and Heritage Preservations

**☐** Civic Associations and Movements

**☐** Media and Information

**☐** Other (Please specify): \_\_\_\_\_\_\_\_\_\_

1. Could you briefly describe the organization’s ongoing operations, and the impact it has made?  
    [Short answer]

**Part VI: Lasting Impressions**

1. How effective do you think social media activism was in efforts to raise global awareness about the war on Tigray?

**⃘⃘** Very ineffective

**⃘** Ineffective

**⃘⃘    E**ffective

**⃘⃘** Highly effective

**⃘⃘** Neither effective nor ineffective

**⃘⃘** I don’t know

1. Overall, what do you think were the strengths of the digital advocacy efforts made to help raise global awareness about the war on Tigray?

[Short answer]

1. Overall, what do you think were the weaknesses of the digital advocacy efforts made to help raise global awareness about the war on Tigray?

[Short answer]

1. Lastly, could you briefly share any unique memorable experience, story while advocating during the war?

[Short answer]

**Conclusion:**

Thank you for completing this detailed survey. Your participation is highly appreciated.