The Redirect Method

Jigsaw's been experimenting since its inception with how to use tech to tackle violent extremism. Over the past year we've incubated what we think is a promising new approach that we want to share with the broader community in the hopes of scaling it.

The Redirect Method uses Adwords targeting tools and curated YouTube videos uploaded by people all around the world to confront online radicalization. It focuses on the slice of ISIS' audience that is most susceptible to its messaging, and redirects them towards curated YouTube videos debunking ISIS recruiting themes. This open methodology was developed from interviews with ISIS defectors, respects users' privacy and can be deployed to tackle other types of violent recruiting discourses online.

About the Method

The Redirect Method tackles violent extremism by connecting people to authentic voices online.

The Redirect Method uses Adwords targeting tools and curated YouTube videos uploaded by people all around the world to confront online radicalization. It focuses on the slice of ISIS' audience that is most susceptible to its messaging, and redirects them towards curated YouTube videos debunking ISIS recruiting themes. This open methodology was developed from interviews with ISIS defectors, respects users' privacy and can be deployed to tackle other types of violent recruiting discourses online.

The so-called Islamic State (ISIS) is the **first terrorist group to have "secured territory" in both the physical and digital spheres**. It has set up central media outlets—including Al-Furqan, Al-I'tisam, Al-Hayat, and Ajnad—to craft its messaging. They have been able to produce a steady stream of leadership statements, documentaries, and videos of hostages and battlefields. ISIS also benefits from crowd-sourced efforts: loyalists serving as ISIS poster-children in the news (e.g., "Jihadi John", Sally Jones), remote sympathisers posting supportive messages on social media (such as Shami Witness), and dedicated disseminators sharing links between content-hosting websites. All of this forms a complex, reinforcing network of content and actors whose goal is to leverage the power of the Internet to recruit new adherents.

ISIS wouldn't be doing all of this if they didn't think that people were actively looking for it. And sadly there are too many doing so. We've built the Redirect Method to add to the arsenal of tools available to address this reality, to ensure that those browsing the Internet with precise questions around violent extremism and the Caliphate get answers from the many voices debunking ISIS recruitment narratives.

What makes The Redirect Method different?

The Redirect Method is **a 3-step approach that employs readily available online resources — existing online videos and targeted advertising tools** — to counter ISIS recruitment efforts online. Three key decisions have shaped this project and differentiate it from most other initiatives underway:

1. **Our target audience: those most susceptible to ISIS' messaging online.**
   We focused solely on reaching the slice of ISIS' audience that was most susceptible to its message and actively seeking to engage with ISIS-produced content. We based the Redirect Method on insights from speaking directly to those who had been recruited and convinced by ISIS rhetoric — both young girls who had aspired to be so-called ISIS-brides, and former ISIS fighters who had defected.
2. **Our targeting and design strategy: meeting our audience where they are.**
   To reach our target audience, we used the same tools used by a million advertisers every day to find their target audience: online advertising.
3. **Our content: credible content that's already out there.**
   Online videos of citizen testimonies, on-the-ground reports, and religious debates comprised the content portfolio. We avoided government-produced content and newly or custom created material, using only existing and compelling YouTube content.

For this experiment, we've relied on a diverse set of skills, perspectives and talents. Surely, we still have blind spots. We are releasing the story of our experiment, the data we have on how it performed, and blueprint of how to replicate the project. We leave it to others to continue the conversation, and improve this approach.

The Team

This Pilot project was carried out via a global collaboration. Here's our *credits* section:

- **Moonshot CVE** coordinated the English-language campaign in close collaboration with Jigsaw; this involved the translation of research into coded databases, design and production of advertising content, creating advertising campaigns, developing targeting keywords, day-to-day campaign management and analysis of campaign results.

- **Quantum Communications** coordinated the Arabic-language campaign in close collaboration with Jigsaw; this involved the translation of research into coded databases, design and production of advertising content, creating advertising campaigns, developing targeting keywords, day-to-day campaign management and analysis of campaign results.

- A team of researchers including **Valens Global & Nadia Oweidat** laid the groundwork looking at existing online content relevant to the project. They conducted the analytic effort to identify and categorize the most powerful existing online videos that refute important parts of ISIS's message, and organized this material to make it readily deployable for the pilot campaigns.

- Finally, **Jigsaw** provided the initial vision, recruited the partners, and incubated the project.

This Pilot has involved four researcher partners, videos from 83 different content creators (33 in English and 50 in Arabic), two lead partners, one market research firm and one technology incubator. We believe this collaborative model is particularly powerful. We're grateful to the many advisors who provided input and advice at every stage of this process.

The Pilot Experiment
The Redirect Method: a case study.

We tested the Redirect Method in an ISIS-focused campaign in Arabic and English. Over the course of 8 weeks, these two campaigns using 116 YouTube videos reached an estimated 320,000 people searching for ISIS and extremism-related terms.

The Redirect Method is open for any institution to use in their work - Read on to learn about how we've used it in this campaign.

PHASE 1 | **RESEARCH**

Which online videos effectively discredit ISIS, and violent Islamism more generally, to an audience of potential sympathizers?

What we did:

Between August and September 2015, we worked with several research partners with knowledge of ISIS's worldview and online materials in order to:

- Interview ISIS defectors and once-aspiring 'jihadi brides' to glean insights into our audience's online behaviors.

- Map the major narratives used by ISIS in their media to draw people in and mobilize them to action.

- Survey YouTube for existing and authentic videos that are effective at countering those narratives. Our final list had videos sourced from 83 different YouTube creators.

What we've learned:

- **We identified 5 ISIS recruitment narratives** recurring in ISIS's official media. We described them as:
  - *"Good Governance"*, in which ISIS showcased not only its bureaucratic structure and provision of social services, but also its harsh implementation of *sharia.*
  - *"Military might"*, a narrative where ISIS's battlefield victories portray it as an unstoppable force*. The group depicts itself as possessing continuous momentum,

and its message to its enemies is that they face capture, torture, humiliation, and death.

- *"Religious legitimacy"*, where ISIS depicts its interpretation of Islam as the only authentic manifestation of the faith, and argues that its alleged re-establishment of the caliphate makes all competing states and organizations null and void under God's law.

- *"Call to jihad"*, where the emphasis is on the individual duty to either emigrate to the "caliphate" or carry out local terrorist attacks in ISIS's name. This messaging portrays ISIS fighters as heroes, their days as packed with action, camaraderie, and glory.

- *"Victimhood of the umma"* (the umma is the worldwide body of Muslims). This narrative depicts outside powers conspiring to harm, subjugate, and disempower Muslims throughout the globe*.*

- **Content that effectively undermines ISIS does not always overtly attack ISIS**.

We focused our survey on videos that were objective in appearance rather than materials that appeared specifically designed to counter ISIS. We used keyword searches to identify "hidden" counter-argument content -- that is, videos that are not necessarily well known, and often not designed explicitly to refute ISIS. The following major categories contain credible, authentic voices:

- *Citizen journalism and documentary footage*. News content created by members of the general population, documentarians and journalists. This includes videos by those who reside in ISIS-controlled territory who document ISIS's atrocities toward civilians and failed governance efforts. They portray the world as the creators found it.
  - [Here](#) a bystander captures the moment a suffering elderly lady living in Syria confronts two ISIS fighters.
  - [Here](#) long food lines are evidence of a failing social welfare system in the so-called caliphate.
  - [This](#) report describes the failing healthcare system provided for those living under ISIS's rule.

- *Religious debate*. Videos featuring clerics and other religious figures who refute violent extremist narratives, and seek to undercut ISIS's religious legitimacy.
  - [This video](#), produced by the iLovUAllah YouTube channel, features a UK-based imam denouncing violent extremist groups claiming to act in the name of Islam.
  - [Hamza Yusuf](#), a prominent US-based Islamic scholar, denounces ISIS's interpretation of Islam and argues that the group is dividing, rather than uniting, the Muslim world.
  - In [this video](#), Muhammad Tahir-ul-Qadri, a Pakistan-born Canadian politician and Islamic scholar of Sufism, explains that there is no real evidence in Quran or Sunna (the traditional portion of Muslim law based on Muhammad's words or acts, accepted — together with the Koran — as authoritative by Sunni Muslims) that support the idea of re-establishing the caliphate.
  - [example 2](#)

- *ISIS defectors*. Videos highlighting the testimonies of ISIS defectors whose actual experiences undercut ISIS's recruitment narratives, and reveal the group's shortcomings and hypocrisy.
    - [This](#) defector talks of the wanton violence he witnessed, and the sense of betrayal he now feels.
    - [Here](#) an ISIS defector describes the excessive violence, unjustified killing, and a senseless takfiri mindset (as he describes it), which he witnessed when he among ISIS troops.

The above categories are not alone in contradicting ISIS's message. These voices became our focus because they seem to be *the most credible to the specific audience segment we want to reach*. For example, one genre we did not include in our Pilot was parody. Satire appeals to those predisposed to seeing ISIS as an object of ridicule, but not to our target audience.

- **All information sources do not carry equal weight.**
  We learned from interviews with ISIS defectors and failed aspirants — men, women and children — that all information sources do not carry equal weight. For example, one British teenager recounted her first memory of ISIS: "It was on the BBC, and I can't trust the BBC. If the BBC are saying this about them, I thought that it must be the opposite." Media created by governments or Western news outlets can be rejected on face value for a perception of promoting an anti-Muslim agenda.

- **Campaigns to confront online extremism don't necessitate new content creation.** The best part of the research—beyond identifying ISIS's recruiting narratives and the content categories most likely to debunk them—was that it surfaced hundreds of online videos in English and Arabic that were *already* uploaded to YouTube, and that would not be be rejected outright by our target audience. On the "military might" narrative for instance, the organization [Truth About ISIS](#), proved to be a good source of videos highlighting ISIS's military setbacks.

PHASE 2 │ **CURATION**
How can we organize and showcase the most engaging videos refuting ISIS recruitment narratives?

What we did:

- Moonshot CVE & Quantum Communications created two YouTube channels, one in English, one in Arabic, to host themed playlists featuring a selection of the videos debunking ISIS recruiting narratives.
    - A "[playlist](#)" in YouTube is a list, or group, of videos that plays in order, one video after the other. When one video finishes playing, the next starts automatically so you don't have to click or search to start playing a new video. Playlists can be created using your own videos, other videos, or a combination of both. YouTube playlists allow you to to organize videos into groups or themes. In the case of the Pilot, the playlist themes related to the five major ISIS recruitment narratives.

- ○ A "channel" on YouTube is the home page for an account, a place for videos to be uploaded, and for playlists to live. In the case of the Pilot, there were two channels — one for the English-language and one for the Arabic-language campaigns.
- They sent a message through the platform to all the YouTube creators whose content was curated within a playlist to provide high level context about the Pilot and ensured that the ordering of the videos within each playlist made for a compelling storyline. For example:
  - ○ In the playlist refuting the 'Good Governance' narrative, we started with a video depicting the general failure of ISIS governance, then built a flow by covering, food shortage, education, then healthcare -- so by the end of the playlist the user would get a 360 view of the hypocrisy of this branch of the ISIS messaging campaign.
  - ○ In the playlist refuting the 'Military Strength' narrative, we start with a couple of videos depicting the general losses of ISIS, then the second half of the playlist shows videos of the particular forces winning against ISIS; the Kurds, Iraqi Army, and Coalition forces.

Upvotely YouTube Channel
The Upvotely visual design and naming was inspired by news aggregation channels that encourage engagement by way of marking the videos with a "thumbs up" or a "thumbs down."
Sample playlist here.

Aswad Abyad YouTube Channel
Sample playlist here.

What we've learned:

- We found plenty of authentic, credible, powerful and relevant video content to curate. Our campaigns resulted in the 116 videos used in the playlist being watched for 500,070 minutes (347,195 minutes in Arabic playlists, and 152,875 minutes in English playlists).

- During the course of the campaign, we tweaked the playlists' composition to glean some insights about engaging content. We observed that:
  - ○ Some playlists were particularly successful - the Arabic-language *Call to Jihad* playlist, for example, had an average watch time of over 8 minutes.
  - ○ Defectors testimonies proved to be engaging material. Out of all the 65 videos curated for the Arabic pilot, the second and third most engaging videos — according to avg. view duration — were defector testimonies.
  - ○ Videos need not to have a high production value: some of the longer, low-budget, user-generated videos were amongst the highest performing of the campaign.

PHASE 3 | **TARGETING**
How can we design ads and target keywords so that our campaign reaches individuals who are to some degree already sympathetic to ISIS?

What we did:

Both partners created an elaborate targeting framework that was continually refined throughout the 8-week pilot. For the Arabic campaigns, Quantum created 60 ad campaigns comprising 150 unique ads and over 1,500 keywords. For the English campaign, Moonshot CVE created 30 ad campaigns comprising 95 unique ads and over 1,000 keywords. The keyword generation was focused on terms suggesting positive sentiment towards ISIS.

Designing the ads

- Moonshot CVE and Quantum Communications each created an [AdWords](#) advertising account in English and Arabic to house our ads and targeting criteria. The objective with the ads design was to anticipate and reflect the interests of the target audience.
- The designers involved in this campaign reviewed ISIS media material in order to understand its distinctive look and feel, and the two design teams (Arabic and English) decided on different approaches and themes.
- in order to mirror the visual aesthetic in our own ad design.
  - Quantum created ads with a look and feel that was in line with ISIS's creative content. The design was to feel familiar to a target audience likely already encountering ISIS material. The design challenge was to develop a "look and feel" for the ads that was compelling and also within YouTube's policy guidelines. To achieve this, the ad text had a neutral tone, featuring a message that was relevant and invited the audience to click to watch the playlist.
  - Moonshot CVE selected the most striking images from the playlist and overlaid statements and questions that captured the essence of the playlists. We found that questions, rather than statements, were more helpful in driving users to our ads. We also added the channels' logos to the ads.

- The ad campaign comprised three *formats*:
  - [Text](#),
  - [Image](#), and
  - [Skippable video ads](#).

Developing the keywords used in the campaign

Our targeting strategy relied entirely on selecting a robust set of keywords that would allow us to reach our audience and mirror the content curated on the playlists. To generate the initial keywords ("seed keywords") we worked with former violent extremists, researchers and online advertising specialists.

The keyword generation was focused on terms suggesting positive sentiment towards ISIS, for instance:

- **Supporter slogans** (e.g. *Baqiyah wa Tatamadad; Remaining & Expanding*); deferential terms to describe ISIS (e.g. *Al Dawla Al Islameyah* vs. *Daesh*). We prioritized terms free of prejudice against ISIS — these terms are less likely to be used by the general public.

- ○ **Interest in ISIS-related news with a desire to read from ISIS's official media outlets.** For this, we used the names of media sources with formal ties to ISIS e.g.Al-Furqan, Al-I'tisam, Al-Hayat, Amaq news agency, and Ajnad.

  - ○ **Research into how to enlist in the terrorist group** (e.g. *How to join ISIS*) or **into granular aspects of life under ISIS rule** (e.g. building names in ISIS-controlled provinces known to host joiners and commanders, such as *Ninawa Hotel*).

- We ensured that the keywords we selected were relevant to the content in our playlists: we used keywords that mirrored the content curated on the playlists. For example, the word 'fatwa' (a ruling on a point of Islamic law given by a recognized authority) was used as a targeted search term, and lead to a playlist containing fatwa content.

- Our keyword creation process combined qualitative human input with AdWords automated tools. The Keyword Planner tool was used to expand seed keyword lists, by allowing it to suggest synonyms, and additional keywords from the same cohort. For instance, the seed keyword "Al Furqan Foundation" led to suggestions like "Furqan Media Agency", and "Al Itisam Media".

Refining & tweaking the campaign as it runs

- After the Pilot went live, the focus shifted to optimization. Targeting was improved by prioritizing keywords that indicated a nuanced understanding of ISIS narratives. For example, the phrase "What is jihad?" was supplemented with phrases such as "Fatwa for jihad in Syria", "Mohamad Hassan Jihad Fatwa.", "Ibn Taymiyah Fatwa".

- Additions to the keyword lists reflected new developments in the conflict surrounding ISIS — for example, "Amaq News" was included as a keyword in March, 2016, when ISIS used the outlet to claim responsibility for the Brussels attacks.

- The keyword lists also changed in response to ad-hoc changes in the video playlists' composition: for instance, mid-campaigns we added a video about education conditions under ISIS, and mirrored this by adding "Schools in ISIS" as a keyword. Similarly, when adding content about healthcare conditions in ISIS, we also added keywords about "hospitals in ISIS".

What we learned:

- We ran the ads on both web platforms that Google owns (Google.com , YouTube.com, and the local domain equivalents) and non-owned properties that Google helps monetize for others (the Google Display Network). During the pilot, some third parties responded to the "look and feel" of our advertisements with concerns that they could be in fact supporting ISIS. Once this concern was raised, we restricted the platforms for Pilot ads to Google and YouTube. Publishers that are sensitive to this type of advertising however do have the option to exclude ads that are of a sensitive nature or cover political content in their AdSense account.

- As a general rule, when running such a campaign, we recommend to ensure that all parties that will be directly or indirectly exposed to this effort (former violent extremists, content

creators, playlist aggregators, websites that might be exposed to the ads) have an opportunity to discuss the project and opt-out of participating in the campaign.

PHASE 4 | **RESULTS**

How can we measure the performance of the campaign? What does data tell us about which bits and pieces were most effective?

What we did:

Analytics and measurement help us gauge the performance of the campaigns, and their impact on users. We chose to track metrics that will tell us how many people our campaigns reached, if our content successfully engaged the target audience, and what were the most and least successful elements of our experiment. There aren't a lot of similar metrics that we can compare and contrast our data with: by sharing our results, we aim to encourage others to also do so, and create best practices and benchmarks that can be used to evaluate similar efforts in this space.

> *About the data we used*
> *Our main requirement for measurement was to only use readily available metrics that did not infringe on users' privacy, and that others could easily collect when running similar campaigns: we hope that this will lead to others sharing similar data, building benchmarks, and sharing best practices to optimize campaigns. We used campaign metrics provided by AdWords, and Youtube Analytics, along with third party research vendor Tubular Labs who were offering methodologies to measure impact by looking at the public comments under the YouTube videos included in the campaign.*

We used metrics to answer four simple questions:
- How many people from our target audience did the campaigns reach? These are called **Reach** metrics.
- Did they watch the videos, and engage with the playlists? These are called **Engagement** metrics and they help us understand if we managed to make our campaign relevant and engaging for the target audience, or if they just glanced over it and moved on to other online activities.
- What did people think about the content? That's obviously the hardest question to answer, but we assumed that the comments under the video would give us a clue or two about people's reactions to the videos.
- What were the better performing elements of our campaign? What worked best, what didn't? We also used these analytics to build best practices and refine our experiment and methodology.

What we learned:

REACH

The reach of most awareness campaigns is gauged by the number of unique users who 'saw' the ads. Because in this pilot our goal was not just awareness, but actual engagement, we chose to measure the reach of our campaigns by the number of unique users who 'clicked' on the ads, not just 'saw' them.

- The campaigns reached an estimate of 320,906 Unique Users who chose to click on our ads across the different touchpoints of the campaign: Search, Google Display Network, and YouTube:
  - Est. 263,001 unique clickers from the Arabic campaign, and est. 57,905 unique clickers from the English campaign.

ENGAGEMENT

Click Through Rate is one of the most widely used online advertising metrics to gauge campaigns' engagement. It's a ratio showing how often people who see an ad end up clicking it.

- Average CTRs vary widely according to the industry of campaign, type of ad, precision of targeting, overall campaign objectives, and many other factors. The average Search CTR of all ads that ran against similar search terms in the 12 months prior to pilot launch was 2.41% for Arabic-language, and 1.73% for English language: these metrics can serve as a potential benchmark to evaluate our Search CTR.

- Overall Search CTR Performance of pilot campaigns:
  - Arabic-language = 4.3%
  - English-language = 3.06%

- Average time in playlist:
  - Arabic-language = 3:32
  - English-language = 1:55

- We reached our target audience:
  - Some of the comments our video ads received showed that we reached users who harbour strong positive sentiment towards ISIS.

- Lessons learned about keywords:
  - An analysis comparing average CTRs of different categories of search terms showed that users searching for official ISIS content in Arabic (eg. Dabiq magazine, Furqan Media, Amaq news..etc) had much higher engagement (≈9.21% CTR) vs. overall campaigns average (4.3% CTR). While in English language campaigns users searching for terms related to 'how to join' ISIS delivered exceptionally higher engagement (≈14.56% CTR) vs overall campaigns average (3.05% CTR).

- Lessons learned about narratives: better avg. time in playlist
  - The English language playlist dedicated to refuting ISIS's religious legitimacy narrative delivered an average time of 2:21 vs 1:55 overall avg. time in playlist average for all English language playlists. In Arabic, the playlist dedicated to directly refuting the 'call to jihad' narrative delivered an avg. time of 8:21 vs 3:32 for overall Arabic playlists.

Q&A
Frequently Asked Questions

What is the research you conducted?
We know that young people around the world are interacting with extremist content online, and we wanted to conduct an experiment to see if we could marry that demand with pre-existing online material that serves as a counter-weight against ISIS's recruiting efforts. This pilot project tested the efficacy of using targeted advertising to connect people interested in extremist content with videos that undermine extremists' recruiting efforts.

How is this different from previous attempts?
Many previous efforts to push back against extremist propaganda involve creating new content -- writing, videos, etc -- to dispel extremist narratives. Our method uses pre-existing content, including content that wasn't created expressly for the purpose of counter-messaging, to push back against extremist propaganda using authentic content that effectively reaches its target audience. Additionally, the sophistication of the targeted advertising framework is without precedent.

How does the method work?
We begin by working with partners to curate pre-existing online content that in some way undermines extremist group's recruiting efforts and propaganda. In this case, we were focused on ISIS and the ways that they spread their messages online and recruit new members. As you might expect, there is already a huge amount of video and written content online that directly confronts many of ISIS's claims (for example, the real experience of living in the caliphate). We work with partners to create curated playlists and collections of the best, authentic content that challenges ISIS's narrative.

Once we have this content in place, we create targeted advertising campaigns that serve this content directly to people who are searching for information about ISIS and the caliphate, as well as people who are trying to view extremist content online. We serve these ads the same way that businesses have been doing for years—we serve advertising against certain keywords that people tend to use when they're looking for jihadist content online.

What did you learn from the research?
We saw that the demand for online material created by ISIS presents an opportunity to reach individuals most vulnerable to their messaging, and that this opportunity can be seized through sophisticated online advertising. We also learned that people interested in extremist content engage with alternative messaging from the credible voices that already exist online (e.g. citizens living in the caliphate, defectors, documentarians, religious figures).

Was the method effective?
Yes. We were pleased by how many people we reached, and how deeply engaged people were with the content. An estimated 320,906 unique users clicked on the ReDirect Method's pilot ads. To evaluate how engaging our ads were for these users, we compared the "click through rate" (the ratio of people who click on the ad vs. people who see the ad) with the CTR of all ads that ran against similar search terms in the 12 months prior to our Pilot launch. From this comparison, we learn that on average our Arabic ads did 79% better in CTR than others similar ads in this space, and that our English ads did 76% better.

How will you apply your insights?
We're starting by sharing our insights with the community of people and organizations who are working on stemming the tide of violent extremism. We plan to continue our research exploring new ways to undermine extremist recruiting and propaganda online.

So you're tracking people's behavior online? Isn't that what law enforcement is supposed to do?
No. We are using the same tactics that businesses use to advertise. The term "targeted advertising" just refers to serving content against certain keywords—the same way a shoe company might serve ads against the keywords "running" or "jogging"—that indicate an interest in extremist content. While this method fuels a trillion-dollar ecommerce sector, it's hardly been used as a tool to provide alternative messages to people who are looking for extremist content online.

Aren't you discriminating against people with a certain opinion? Shouldn't people be able to access content without Google interfering?
This research doesn't discriminate in any way. We aren't blocking anyone's access to anything or preventing anyone from expressing an opinion. What we're doing is trying to identify the keywords that people use to search for extremist content online and serving curated content against those keywords. This is the same tactic that businesses use to advertise to consumers.

How will you imagine other organizations using this method?
We hope that people will be inspired by this research and realize that all sorts of non-governmental organizations can contribute to the struggle against violent extremism.

There have been several online campaigns that have aimed to undermine the appeal of violent Islamism — but targeting the mainstream; this campaign aimed to reach people who were already seeking out ISIS content online, and to engage them with ads that would not be rejected at face value. Our aim was to design compelling ads, pick the right set of keywords, and keep on refining the campaign as we learned more.

ENGAGE
How can others get involved? How can I submit feedback and news ideas?

- Recruitment narratives are tailored to specific audiences, and evolve quickly. We're interested in other approaches and findings into the main drivers of recruitment videos, and the counter-points that can be found in videos uploaded by others online. We're also eager to hear about relevant keywords and insights that would help others replicate the Method.

- If you check the following capability criteria, consider contributing to the pilot: conduct or commission research; manage YouTube channel and Adwords campaigns; funding (to buy ads, and for any commissioned research). If you focus in one of the criteria areas, then please reach out and we will try to pair you with other experts interested in replicating the pilot.

- If you have any insights and resources — e.g. useful research, a relevant video, funding — then, again, please let us know and we'd like to leverage this in future campaigns.