

# Cyprus Mapping Project

A brainchild of



Cypriot  
Enterprise  
Link

Andrea Solomonides  
2021

# The project



# What is the “Cyprus Mapping Project”

## An overview

The **Cyprus Mapping Project** is the latest project CEL is launching in order to measure and subsequently understand the current state of the population at various levels. After years of delivering numerous projects, it's high time a thorough data collection and analysis takes place in order to go through serious benchmarking for the future needs of the country on a multidimensional level.

Included in the data collection are Cypriot's preferences and attitudes towards digital literacy, disinformation, education, entrepreneurship, women's empowerment, culture etc. The outcome of this project is 4 reports that depict the state of the country at 4 distinct 6-month timeframes. Where possible, data collected will be categorized according to age, occupational category, and gender.



# Why are we doing this?

## An overview

Since Cypriot Enterprise Link was conceived as an idea, we have been shaping our ecosystem with our drive and gut feeling. Our latest project aims to help every single organisation that enters this ecosystem with tangible data in order to understand the current state of the country and divert their resources to the right project and initiative that will have direct impact on the people.

This project (refer to as CMP) aims to collect data, conduct analysis and produce 2 reports per year for 2 years on audiences' attitudes in Cyprus whilst at the same time identifying key influential users, gaps, interests, and trends. Data collection and analysis will be conducted in collaboration with trusted local partners and using state-of-the-art tools.

The objective of this project is to understand Cypriot public opinion and attitudes towards a number of areas that include but not limited to women's empowerment, education, entrepreneurship, digital literacy, and disinformation, culture, and society.



# Who We Are

## A decade of projects

The Cypriot Enterprise Link (CEL) is a youth-led organization founded by local and diaspora Cypriots with one goal: to put Cyprus on the global technology map.

Since 2011, the organization has evolved into one of the strongest organizations on the island in a multidisciplinary approach to how technology affects entrepreneurship and how eventually entrepreneurship shapes the future of any industry, the cultural and social environment, and how it connects people of different ethnicities that reside on the island. In the 9 years the organization is active, it has partnered up with a massive amount of local, European and international organizations and companies to deliver projects.

More information: [projectcel.com](http://projectcel.com)



# The Pillars of this project

## An overview

1. Identify Social Media influential accounts by sector
2. Identify local groups and understand activity times
3. Social Media interactions and interests by age groups or social clusters
4. Emphasize on the future scope of education and factors influencing selection of higher education.
5. Map and analyze the current local media state in online and print format
6. Measure the levels of disinformation in the country on specific topics
7. Measure and understand the sentiment towards specific countries like the US, UK, Greece, Turkey, Russia, China, and the EU
8. Include how the sentiment is shaped on every topic (e.g. the role of US for entrepreneurship, the role of EU and above countries in the Cyprus issue resolution etc)



# The Pillars of this project

## An overview

By using data gathering, measuring and polling tools as well as open data from various local and international sources we aim to understand the local audience.

Our methodology:

1. Quantitative data are presented in a normalised format
2. Qualitative data are presented via their sources with additional commenting by the CEL team
3. Other interesting facts and figures that go beyond the scope of the pillar are included for reference purposes.

# The research

# Pillar 1

Social Media Influential  
Accounts by Sector



# Research parameters

For this pillar, we opted identifying Social Media influential accounts by medium and sector with number of followers as the main identifier.

Cyprus has very high penetration of Facebook and Instagram usage, other mediums not as much as other countries.

Additionally, companies that work internationally but have HQs in Cyprus often come up in the algorithms as Cypriot hence, they appear big in Cyprus although local people are indifferent as to their existence.

Our goal in this report is primarily to establish a benchmark regarding the online audiences in Cyprus, defining a clear starting point. The measurements of the followers differ on each medium but distinctly are measured minimum once per quarter.

For Facebook, we divided brand pages from individuals into 2 different categories and for Instagram we took some extra measurements resulting into some extra observations.

Measurements are ongoing.



# Most Influential Accounts In Cyprus\*

\*June 2021 data



1. Michalis Hatzigiannis
2. Tromaktiko
3. Anna Vissi
4. Alkinoos Ioannides
5. Kiss FM
6. Heart Cyprus
7. 2J
8. European University of Cyprus
9. University of Nicosia
10. Συνθήματα σε τοίχους
11. Cyprus Space Exploration Organization

[see more](#)



1. Olymp Trade
2. Oshoplive
3. Aggelies Ergasias
4. Microsoft CEE
5. Lidl Cyprus
6. Ergodotisi
7. Investment Properties TRNC
8. Acapulco Resort and Convention
9. Epic cy
10. Skroutz.com.cy

[see more](#)



1. Barbaros Sansal
2. Marios Karatzias
3. Nicos Anastasiades
4. maria\_leonidou
5. Ada Nicodemou
6. Cyprus Mail
7. Holidays in Cyprus 🇨🇵
8. Rita Karatzia
9. Stella Kyriakides
10. Marcos Baghdatis

[see more](#)



1. 2J
2. Cat Von K
3. Great Flyer
4. Erins Animals
5. Xenios Charalambous
6. Alpha Κύπρου
7. easyMarkets
8. Cyprus Aeropolis - Larnaka and Pafos Airports
9. mixfmcypus
10. APOEL FC

[see more](#)



1. Andreas Geo
2. Katerina Stikoudi
3. Stefanos Michael
4. Eleftheria Eleftheriou
5. Katia Kyriakoudes
6. Marios Priamos
7. Katerina Agalia
8. Papadopoulos Giorgos
9. Constantina Evripidou
10. Andrea Kyriakou

[see more](#)



# Most Influential Accounts In Cyprus\*

\*January/February 2022 data



1. Michalis Hatzigiannis
2. Tromaktiko
3. Anna Vissi
4. Cyprus Space Exploration Organization
5. Kiss FM
6. Heart Cyprus
7. 2J
8. European University of Cyprus
9. University of Nicosia
10. Συνθήματα σε τοίχους
11. IVI ADAMOU Official

[see more](#)



1. Olymp Trade
2. Oshoplive
3. Aggelies Ergasias
4. Microsoft CEE
5. Lidl Cyprus
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5. Ada Nicodemou
6. Cyprus Mail
7. Stella Kyriakides
8. Holidays in Cyprus 🇨🇵
9. Rita Karatzia
10. Christos Stylianides

[see more](#)



1. 2J
2. Cat Von K
3. Great Flyer
4. Erins Animals
5. Alpha Κύπρου
6. mixfmcypus
7. Xenios Charalambous
8. easyMarkets
9. Cyprus Aeropolis - Larnaka and Pafos Airports
10. NICxx2

[see more](#)



1. Andreas Geo
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5. Katia Kyriakoudes
6. Marios Priamos
7. Katerina Agalia
8. Papadopoulos Giorgos
9. Constantina Evripidou
10. Andrea Kyriakou

[see more](#)



# Notable changes in Q3-Q4 in Pillar 1

## 1. Facebook generic:

Cyprus Space Exploration has added significant following to its roster

## 2. Facebook brands:

Microsoft CEE page has enhanced their audience in Cyprus

## 3. Youtube:

The medium banned APOEL FC account for violations. Alpha Kyprou and MixFM doubled their subscribers and 2j, the #1 account has added 150k to its subscriber count

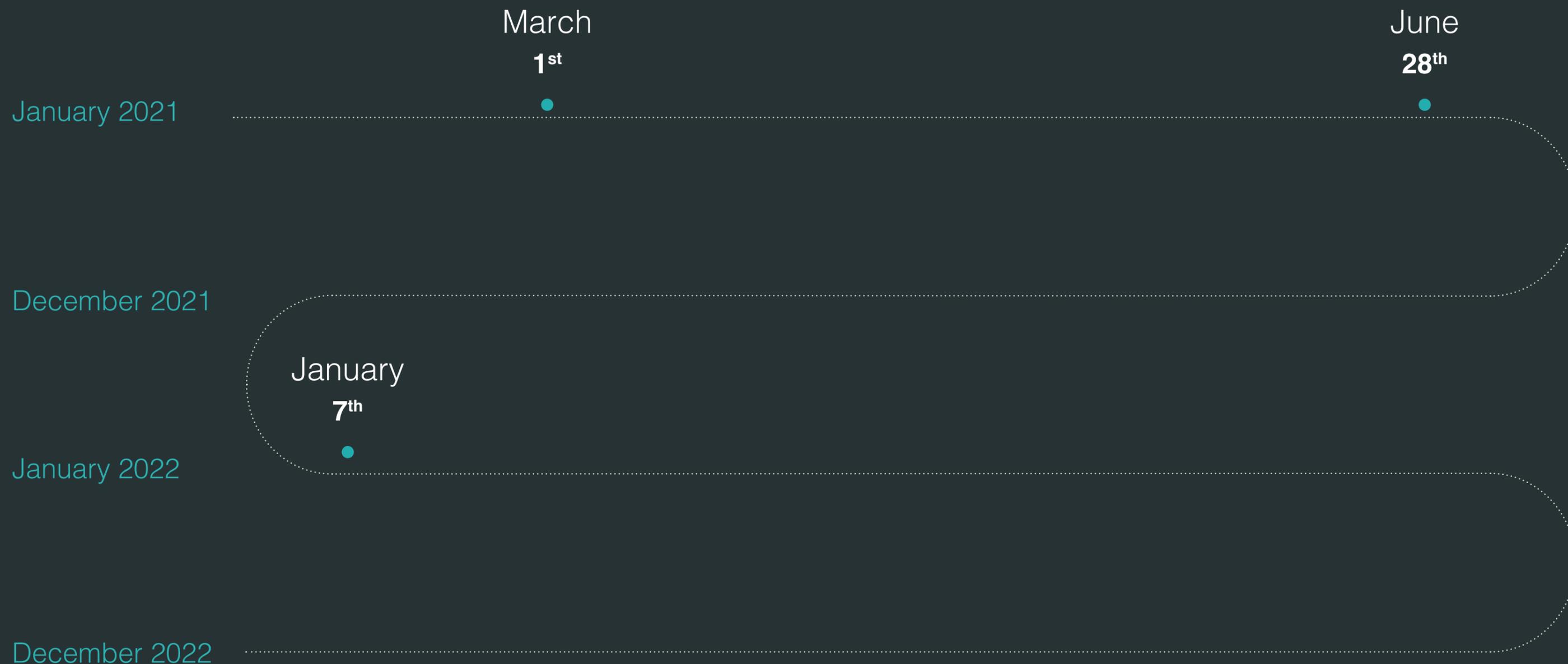
## 4. Twitter:

Stella Kyriakidou, the EU Health Commissioner ranks higher and Christos Stylianides has entered the top 10 after his appointment as Minister in Greece.



# Facebook pages

## Follower Track 2021-2022

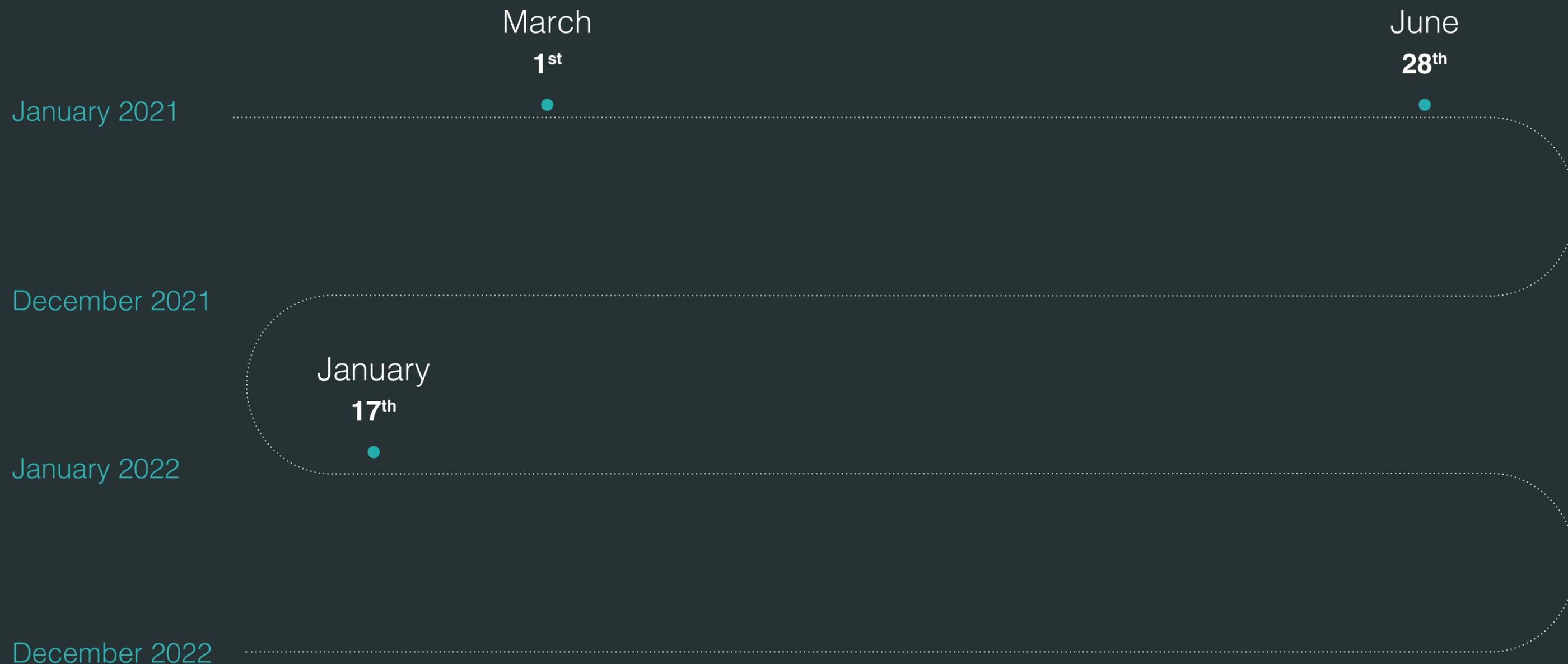


Raw Data 2021



# f Facebook brand pages

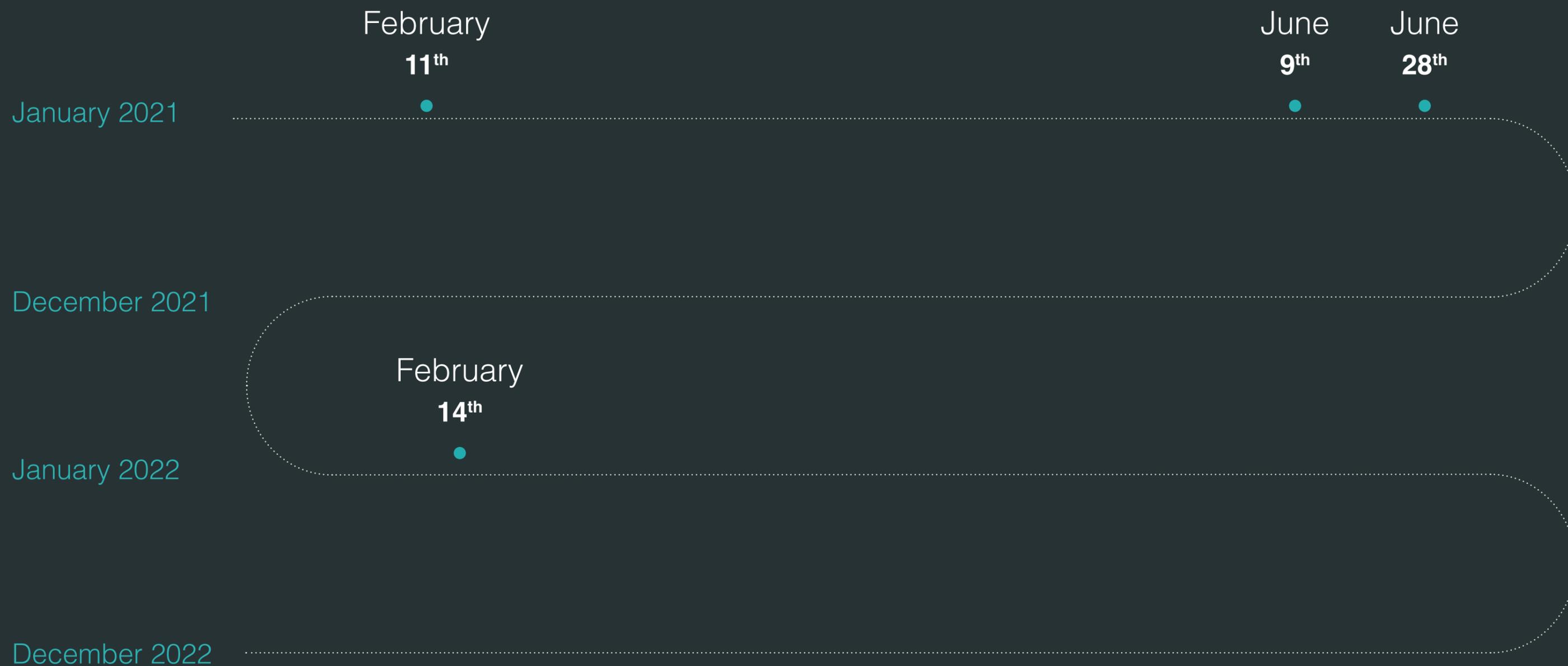
## Follower Track 2021-2022



Raw Data 2021



# Follower Track 2021-2022



Raw Data 2021



### Week 5 | 2021



6199 Instagram Accounts with the  
Cyprus Flag on their profile

Business Accounts:  
1k - Infinity Followers

The #1 account in Cyprus is  
5 Minute Crafts with a Global total  
of 5million

### Week 14 | 2021



7000 Instagram Accounts with the  
Cyprus Flag on their profile

Business Accounts:  
1k - Infinity Followers

10,000 -> infinity followers  
197 Greek speaking  
345 Russian speaking



# Instagram

Week 23 | 2021



7780 Instagram Accounts with the  
Cyprus Flag on their profile

Business Accounts:  
1k - Infinity Followers

10,000 -> infinity followers  
205 Greek speaking  
466 Russian speaking

Week 6 | 2022



7456 Instagram Accounts with the  
Cyprus Flag on their profile

Business Accounts:  
1k - Infinity Followers

10,000 -> infinity followers  
192 Greek speaking  
590 Russian speaking



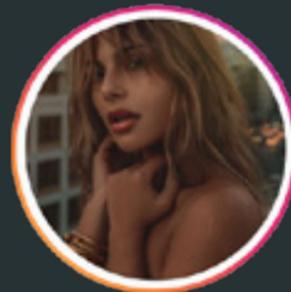
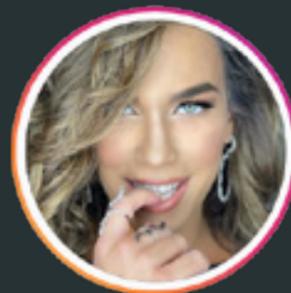
# @ Instagram

June 2021

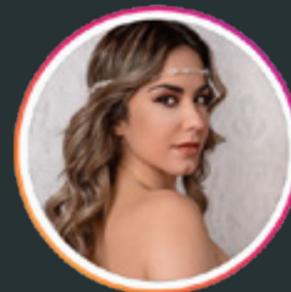
1m+



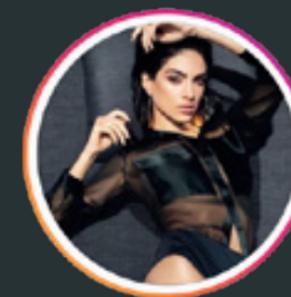
200k - 500k



100k+



50k+





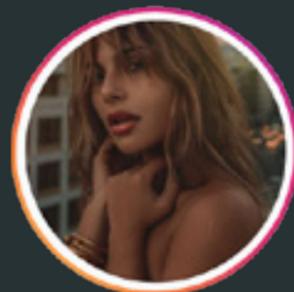
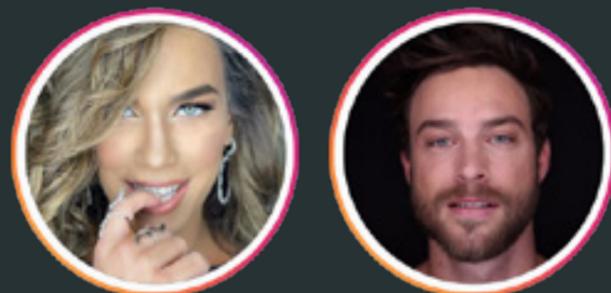
# @ Instagram

January 2022

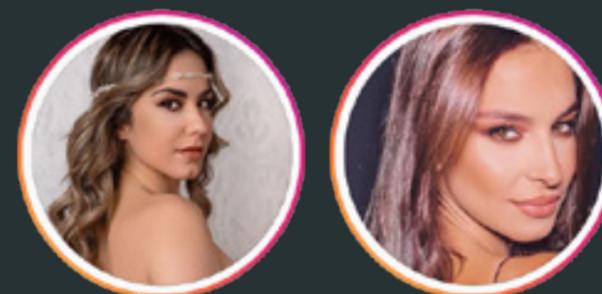
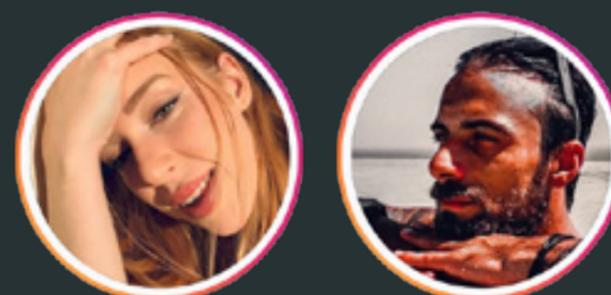
1m+



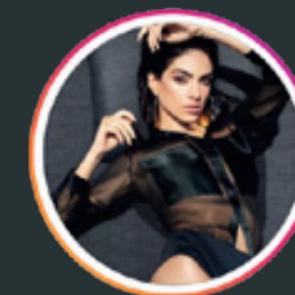
200k - 500k



100k+



50k+



# Pillar 2

Local Groups and activity times



# Local Groups in Cyprus

There is a very large amount of groups in Cyprus. People self organize in these groups but a lot of them are microgroups that hold no actual sway on any topic.

For organizing purposes we tracked the most prominent that come up on searches when someone searches for public groups in Cyprus, no additional filter added (city, village or any other keyword).

The topics are divided in 10 categories and by 3 sizes:

- 500 to 9,999 members
- 9,999 to 49,999 members
- 50,000+ members



# Research Categories

1. **Cyprus related:** groups like We love Cyprus, how to do stuff in Cyprus, where to go, how to move here, nature visits etc)
2. **Animals - Pets:** Anything related to animals, to adopt, to get feedback, to find lost pets etc
3. **Buy - Sell - Rent** (Marketplaces)
4. **Causes:** Everything related to a cause like LGBTQI+, Refugee support, Female support, Health support etc
5. **Political / Nationalist**
6. **Art:** Includes various art forms like music, theater, animation, creative writing etc
7. **Travel:** Groups that urge people to travel to Cyprus
8. **Jobs**
9. **Community/Industry groups:** Brand pages (e.g. Porsche lovers Cyprus) or Community groups per topic e.g Hack Cyprus, Maritime Professionals etc
10. **News and information**



# Statistics 2021

(Q1 - Q2)

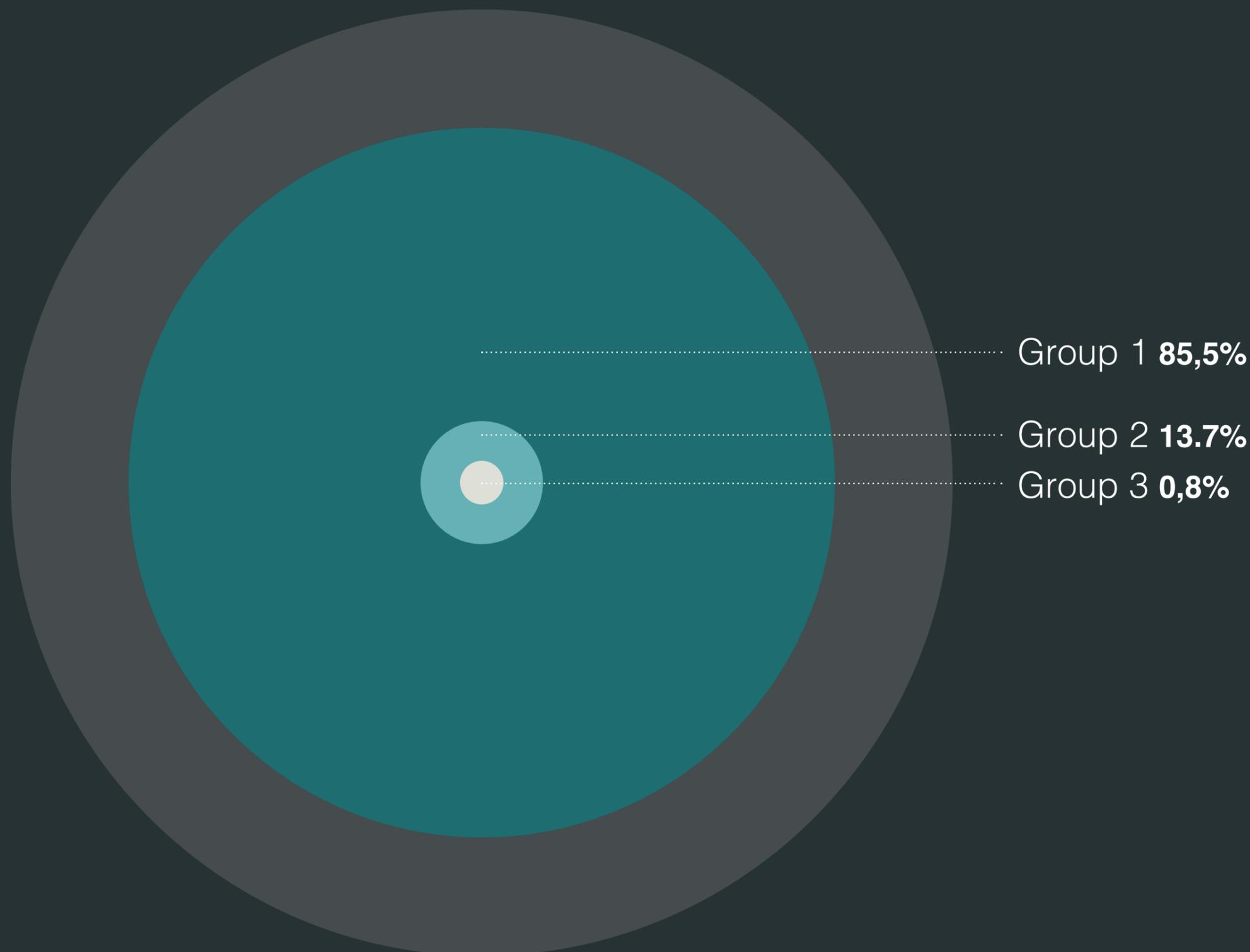
**Statistical sample:**  
500 groups researched

**Valid sample:** 298

**Group1**  
(500 to 9,999 members): 255

**Group2**  
(10,000 to 49,999 members): 41

**Group3:**  
(50,000+ members): 2





Group 1  
85,5%

---



Cyprus  
**13,3%**



Animals  
**22%**



Buy Sell  
Rent  
**10%**



Causes  
**5,5%**



Political  
Nationalist  
**3,5%**



Art  
**6,6%**



Travel  
**6%**



Jobs  
**5%**



Community  
Industry  
**24%**



News  
**4,1%**



Group 2  
13,3%

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Cyprus  
**14,6%**



Animals  
**17%**



Buy Sell  
Rent  
**43,9%**



Causes



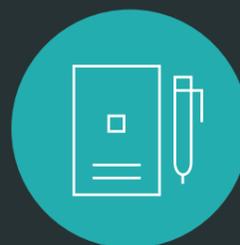
Political  
Nationalist  
**7,3%**



Art



Travel



Jobs  
**17%**



Community  
Industry



News



Group 3

0,8%

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Where we went and  
didn't like

82,5k members

*Lousy places*

Weather Friends  
Cyprus

57k members

*Weather Enthusiasts*



# Statistics 2021

(Q3 - Q4)

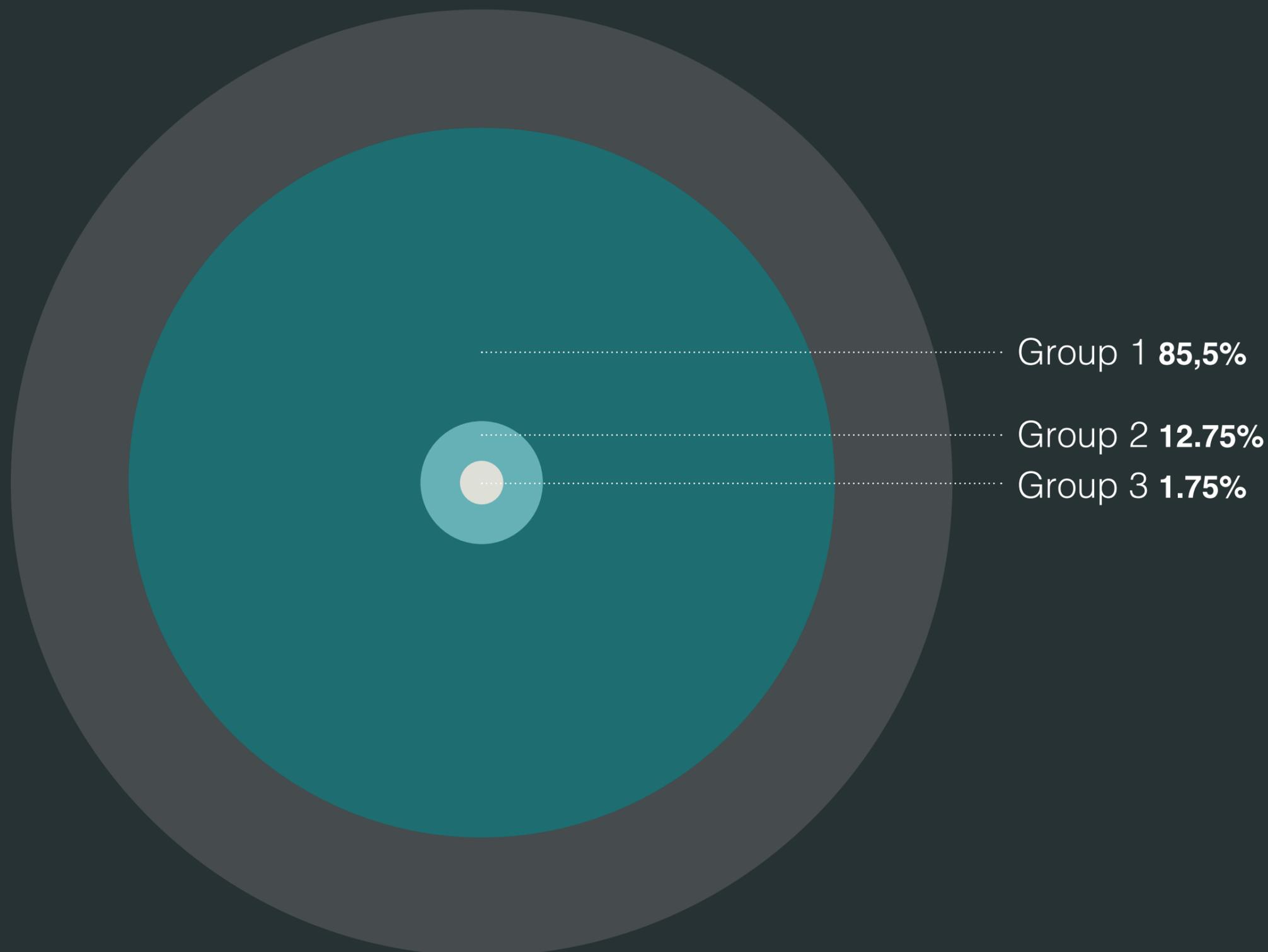
**Statistical sample:**  
500 groups researched

**Valid sample:** 298

**Group1**  
(500 to 9,999 members): 255

**Group2**  
(10,000 to 49,999 members): 38

**Group3:**  
(50,000+ members): 5



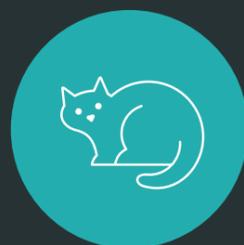


Group 1  
85,5%

---



Cyprus  
**13,3%**



Animals  
**22%**



Buy Sell  
Rent  
**10%**



Causes  
**5,5%**



Political  
Nationalist  
**3,5%**



Art  
**6,6%**



Travel  
**6%**



Jobs  
**5%**



Community  
Industry  
**24%**



News  
**4,1%**



Group 2  
12.75%

---



Cyprus  
**14,6%**



Animals  
**17%**



Buy Sell  
Rent  
**43,9%**



Causes



Political  
Nationalist  
**7,3%**



Art



Travel



Jobs  
**17%**



Community  
Industry



News



Group 3  
1,75%

Cyprus Police Check  
Points

141k members

*Visit Group*

Τοπια Της Κυπρου /  
Cyprus Landscapes

129k members

*Visit Group*

Where we went  
(The Original)

119k members

*Visit Group*

Where we went and  
didn't like

86k members

*Visit Group*

Weather Friends  
Cyprus

75,3k members

*Visit Group*

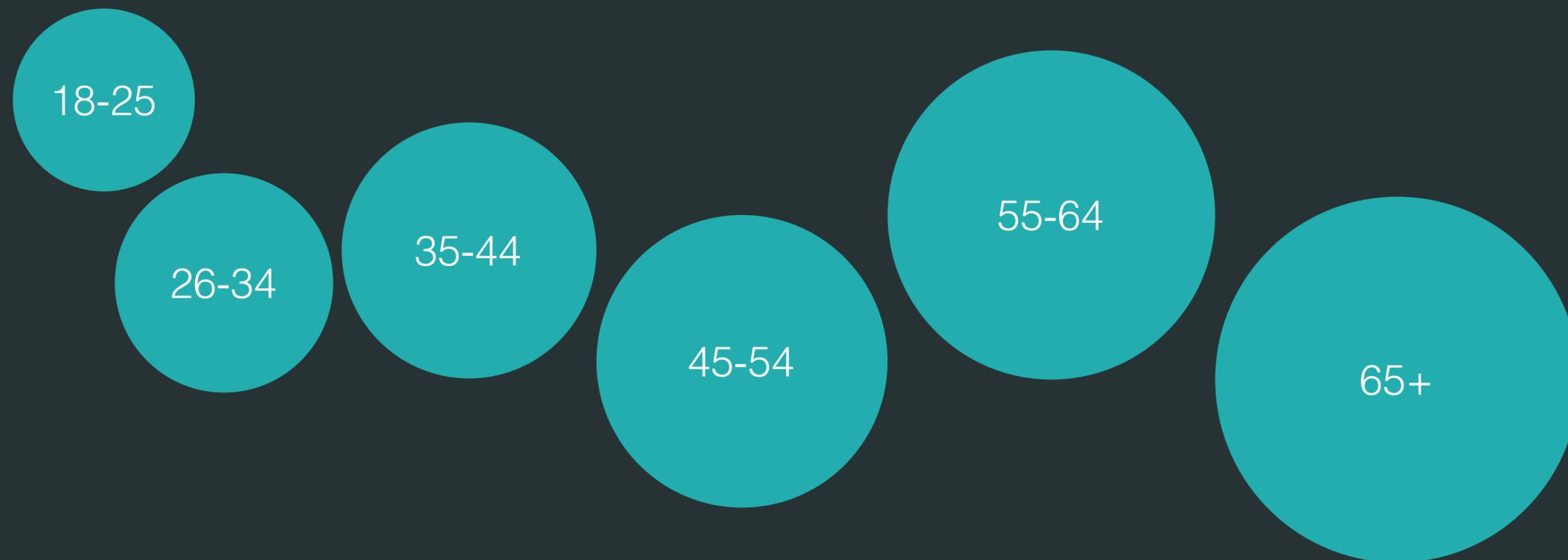
# Pillar 3

Social Media interactions  
and interest by age groups or  
social clusters



# Age Groups

Q1 - Q2 2021

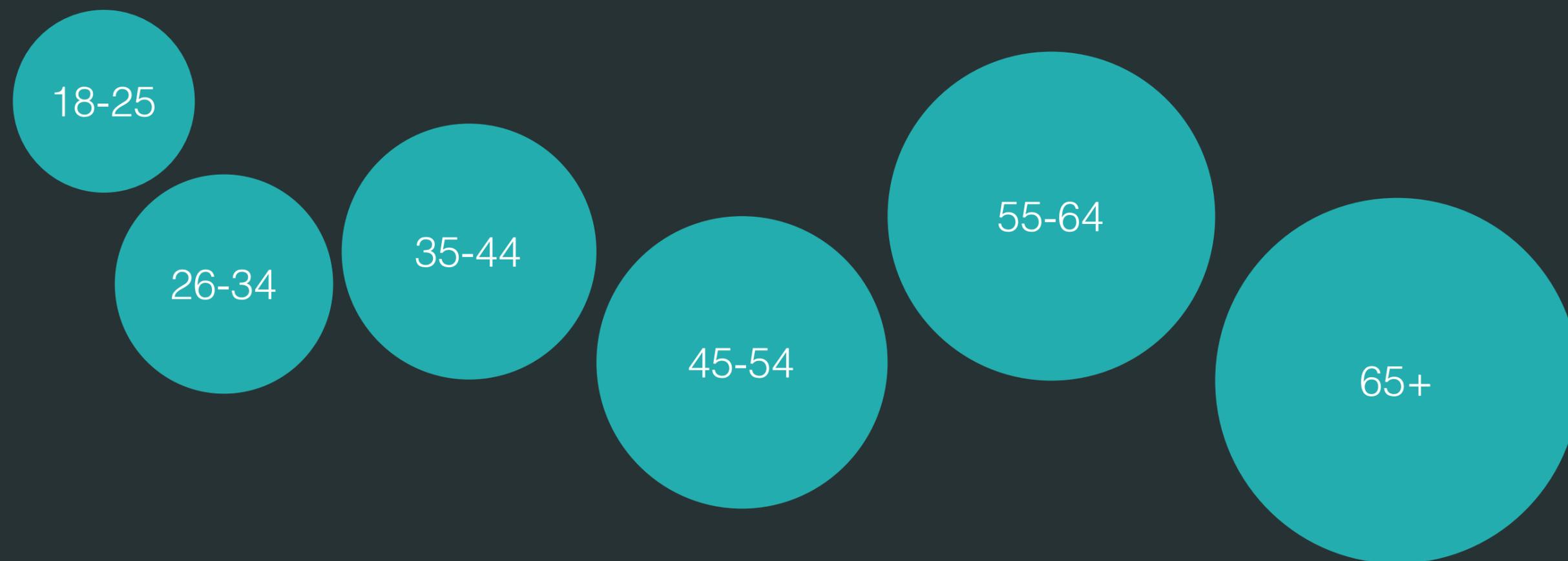


*Click on age group for data*



# Age Groups

Q3 - Q4 2021



*Click on age group for data*



# Notes

So far, the age groups perform as expected, keeping in line with the typical age group interests and activities.

The most popular pages for the youngest audience are the fun pages, parody and very youthful brands and on the other side of the spectrum, we see that politics and causes are most popular with the older groups as well as medical pages.

Ages between 26 and 55 have typical categories associated with kids and female or male brands

# Pillar 4

Future scope of education



# Research parameters

We started exploring how people in Cyprus research online to find out about universities in another country. For sample purposes we used USA as the target country.

The benchmark is keyword *statistics in 2020* compared to current year's searches.

At the same time, we follow the keywords every month and then have a trimester average to compare how trends are changing.

Comparing Q1 and end of Q2, we can see that the overall average in June was around 1,900 searches per month compared to Q1's 2,150 monthly.

**Smartphone** was the most popular search device.

Access *Q1 results* and *Q2 results* per keyword



# Research parameters

Q3 and Q4 in keyword searches have averaged between 1620 and 1690 per month. The most notable change in this research is the fact that the keywords regarding specific universities (UCLA and NYU more specifically) reached peak traffic in September and maintained that traffic almost all Q4 with slight fluctuations.

Access [Q3 results](#) and [Q4 results](#) here



# Education Polling Parameters

The first report of the Cyprus Mapping Project is trying to benchmark the sentiment of education in 2 groups:

1. Highschool kids (16-19)
2. Parents of high school students (35+)

Various polling has been conducted to capture the sentiment while being in the pandemic.

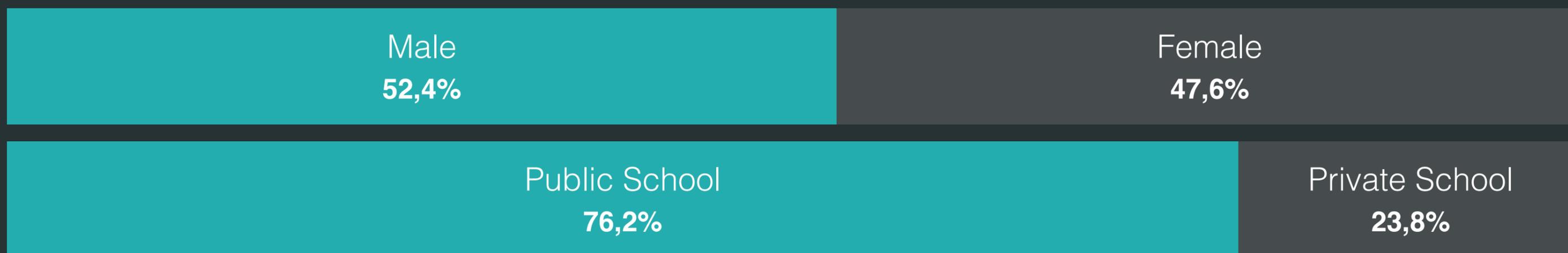
- For young high school students the poll ran progressively in June and July
- For parents the poll ran for the 45 and up in June and 35 and up in July

Statistically the sample for kids and adults in this survey was small in the first part of the year. The survey ran again in Q3 and was completed with a new sample of 200 parent participants. The highschoolers' survey was actively running between Q3 and the beginning of Q1 of 2022.



# Polling Results\* - Highschoolers

Q1 - Q2 2021



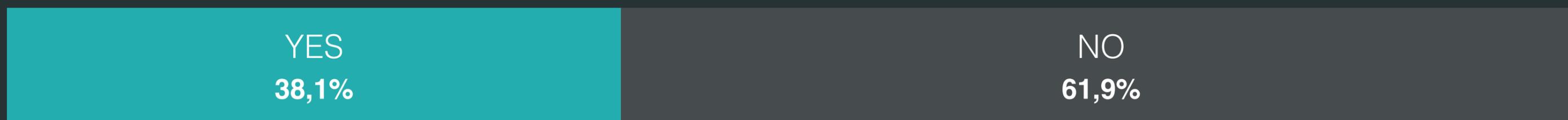
\* data gathering by Pollfish



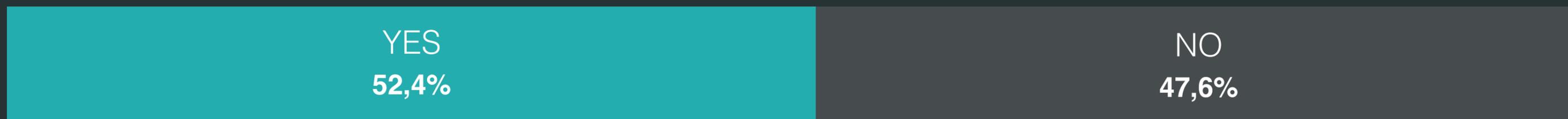
# Polling Results - Highschoolers

Q1 - Q2 2021

Have you decided **PLACE** of study?



Have you decided **COURSE** of study?



Where?





# Polling Results - Highschoolers

Q1 - Q2 2021

Has the pandemic affected your choices



If yes in what way?





# Polling Results\* - Parents

Q1 - Q2 2021

	Male <b>73,9%</b>	Female <b>26,3%</b>	
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	35-44 <b>75%</b>	45-54 <b>10,5%</b>	54+ <b>14,5%</b>
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	Public School <b>85,5%</b>	Private School <b>14,5%</b>
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\* data gathering by Pollfish



# Polling Results - Parents

Q1 - Q2 2021

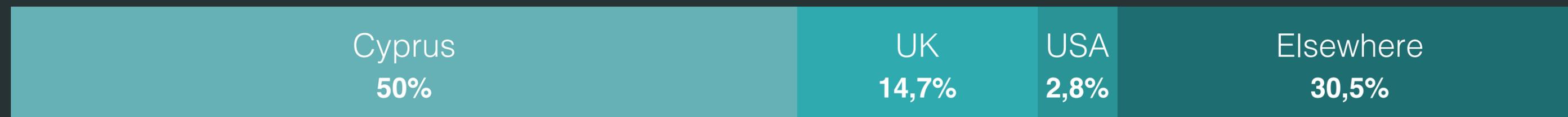
Has your child decided **COURSE** of study?



Has he/she decided **PLACE** of study?



↓  
**Where?**





# Polling Results - Parents

Q1 - Q2 2021

What did affect the aforementioned choices?

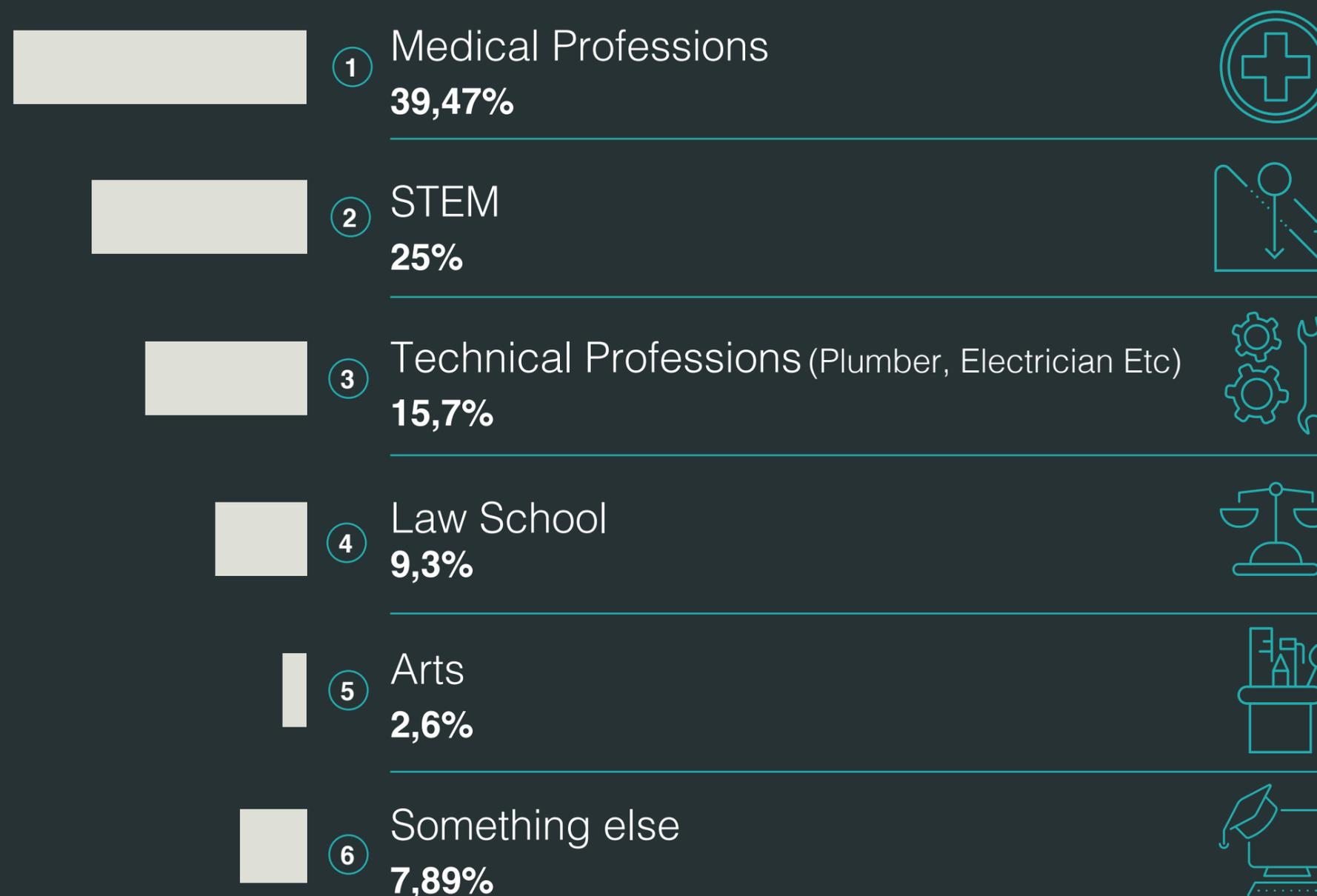




# Polling Results - Parents

Q1 - Q2 2021

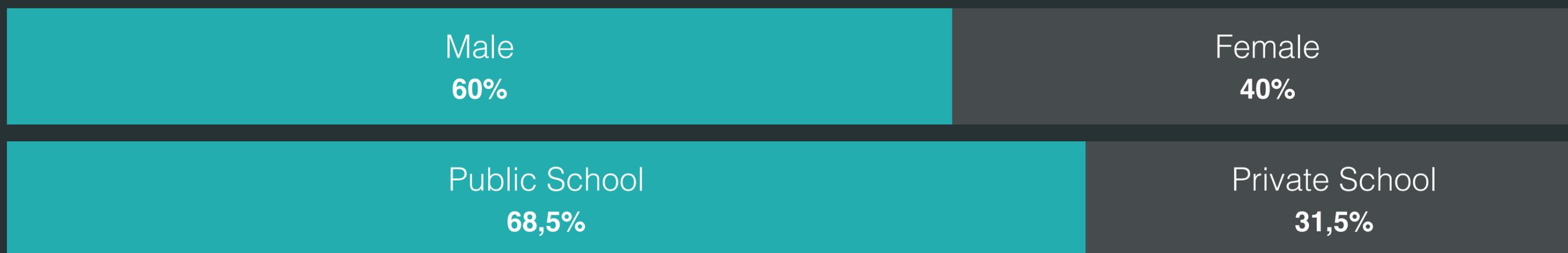
On the question  
**What would you wish  
your children to study?**  
a guided question with no  
association as to the actual  
choice of the child,  
the parent sample  
responded as follows





# Polling Results\* - Highschoolers

Q3 - Q4 2021



\* data gathering by Pollfish



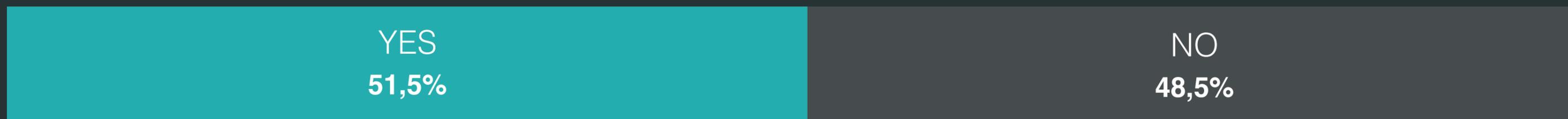
# Polling Results - Highschoolers

Q3 - Q4 2021

Have you decided **PLACE** of study?



Have you decided **COURSE** of study?



Where?





# Polling Results - Highschoolers

Q3 - Q4 2021

Has the pandemic affected your choices



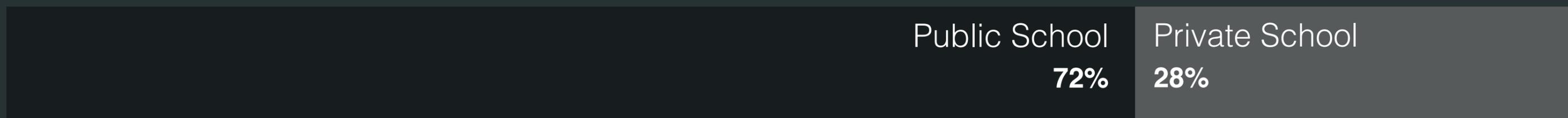
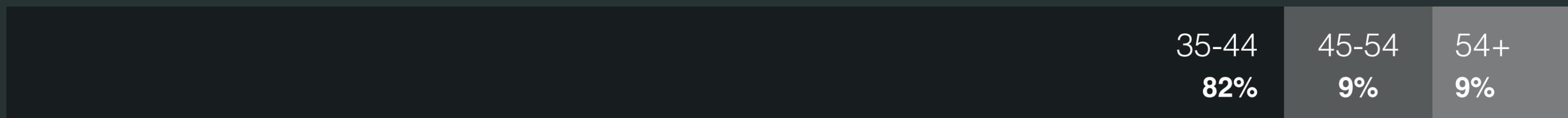
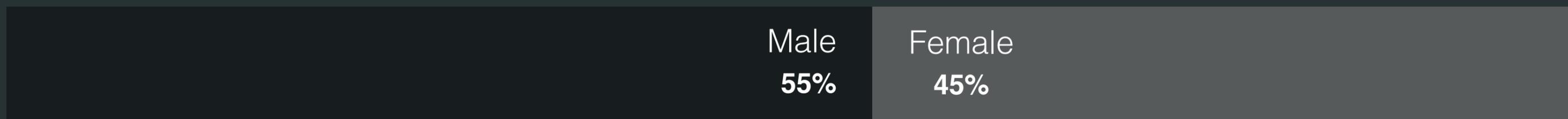
If yes in what way?





# Polling Results\* - Parents

Q3 - Q4 2021



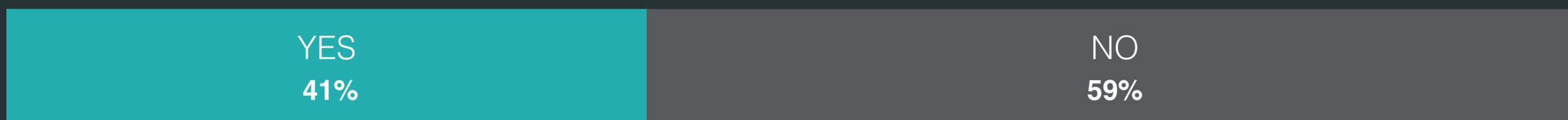
\* data gathering by Pollfish



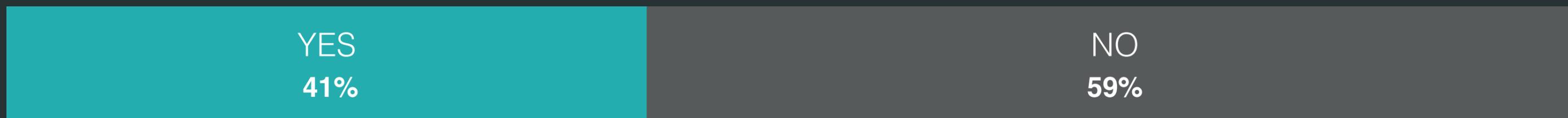
# Polling Results - Parents

Q3 - Q4 2021

Has your child decided **COURSE** of study?



Has he/she decided **PLACE** of study?



Where?





# Polling Results - Parents

Q3 - Q4 2021

What did affect the aforementioned choices?

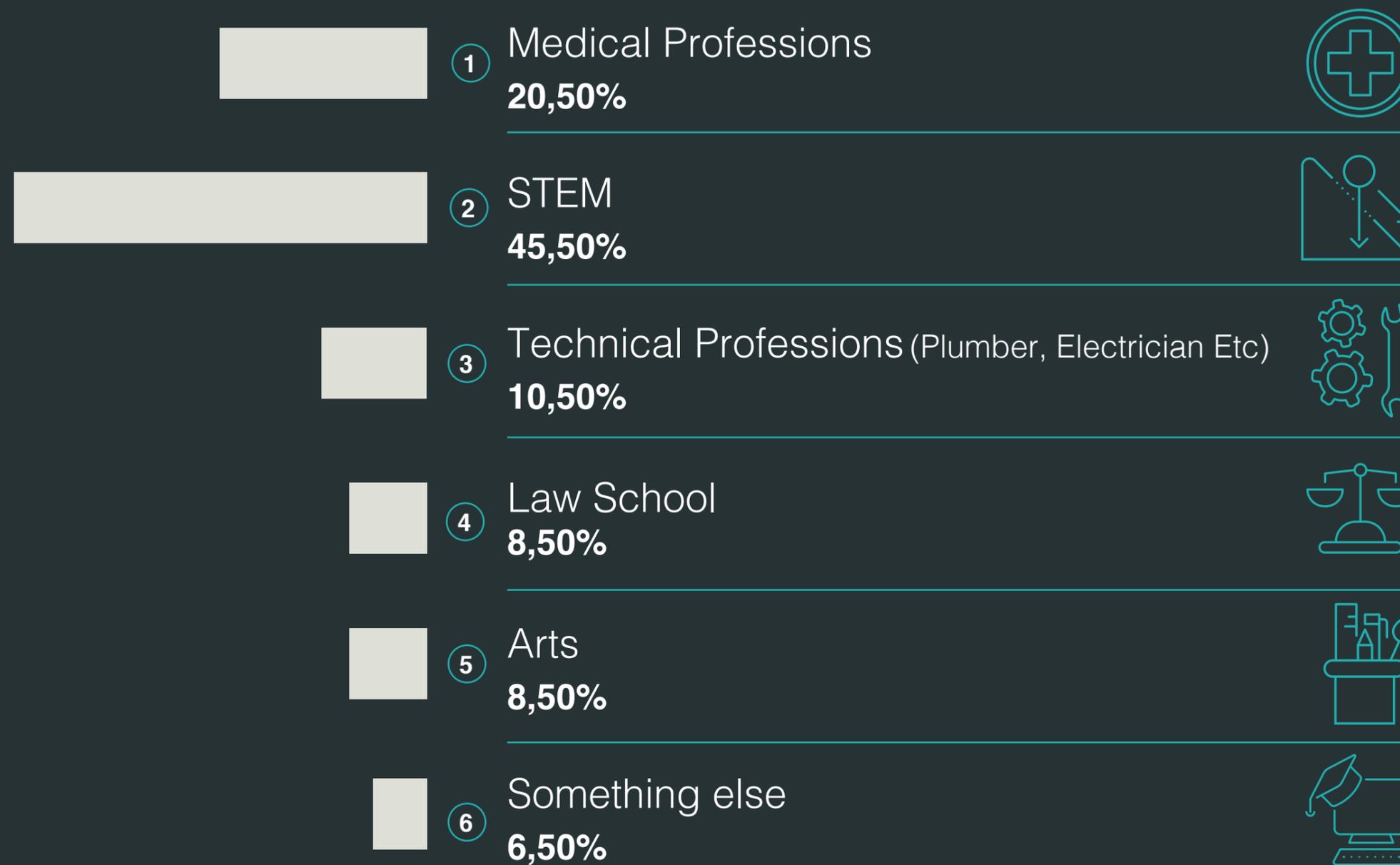




# Polling Results - Parents

Q3 - Q4 2021

On the question  
**What would you wish  
your children to study?**  
a guided question with no  
association as to the actual  
choice of the child,  
the parent sample  
responded as follows



# Pillar 5

Current Media state in Cyprus



# Cyprus Online Publishers Association

The Cyprus Online Publishers Association sets as a condition for its members the use of the internationally accepted service for measuring traffic data, Google Analytics, for full compliance of the measurement practices between the various organizations active on the internet.

The organization has established a common “Measurement Code”, which creates new data of transparency and reliability on the Cypriot internet and provides a strong basis for the further quality development of the advertising market.

An important measure for the observance of the code is the cooperation of the organization with the international internet data certification company, OJD Interactiva, which will carry out an audit and publish reliable data through the “MEMBER STATISTICS” section of the official website of KOED.

In these statistics, the affiliates of the organization from the advertising market, can be informed and process data related to Unique Visitors, Pageviews and Visits both for the website and for the applications of each member of the organization.



# Monthly Traffic Statistics for Cyprus Media



*Click on month for media traffic data*



# Media Twitter Following

Account Name	Handle	Follower track February 2021	Follower track June 2021	Follower track February 2022
<a href="#">Cyprus Mail</a>	@cyprusmail	63729	64400	67600
<a href="#">Sigmalive</a>	@sigmalivecom	41741	42200	45800
<a href="#">Kathimerini Kyprou</a>	@kathimerini_cy	25493	25600	27300
<a href="#">philenews.com</a>	@philenewscy	24130	24700	26600
<a href="#">Politis</a>	@politis_news	18014	17900	19300
<a href="#">Haber Kibris</a>	@haberkibris	15069	15900	17900
<a href="#">Sigma TV</a>	@sigmaTV	14660	14500	15100
<a href="#">Gundem Kibris</a>	@gundemkibris	12179	12200	12900
<a href="#">Ant1comcy</a>	@ANT1comcy	10056	10100	10800
<a href="#">24h.com.cy</a>	@24hcomcy	8034	8030	8160

# Pillar 6

Country levels of disinformation  
and specific topics



# Research parameters

Mapping disinformation levels globally has been a challenge, especially during year 2020 with the pandemic outbreak. No efforts have been made before into understanding the agents of disinformation in Cyprus and whether the mishaps are due to misinformation rather than disinformation.

CEL has started integrating the disinformation angle in terms of technology since 2019, during LEAD Cyprus project. It mapped all the academic actors and technological tools

being developed in order to fight disinformation. Tools that will eventually assist journalists, analysts and researchers as well as educators and advertisers. The list of actions that need to be taken is very long and the efforts still in infancy.

Center of Information Resilience has been a trusted partner and guide through their recent work on the island. The data on the pillar stems from their research.

*More information of the data can be found in annex.*



# Disinformation Narratives

While specific issues are targeted towards particular audiences, the following issues are the most dominant within Russian influence operations in Cyprus more generally:

- Post-Soviet Union disillusionment/fatigue with Western democracy and living standards. This theme resonates with AKEL/EDEK members and other entities on the left of the political spectrum.
- Perceived threat to 'traditional values', including rejecting LGBTI rights, feminism and multiculturalism.
- The threat posed to national identity and the nation by an incompetent and corrupt EU, multiculturalism and liberal values.
- Anti-US and anti-globalist sentiments based on the unresolved Cyprus Problem and the perceived or real role of NATO in relation to the island's division.
- Conspiracy theories, with COVID-19 denial being the most prominent recently. Others cover anti-Semitic, anti-migrant, anti-LGBT, anti-Turkey and pro-Russian themes.



# Disinformation Vectors

Historically, the Cypriot far-right has been connected to that of the Greek mainland, and various movements conduct themselves in the vein of the Greek far-right party the Golden Dawn.

The far-right in Cyprus focuses particularly on state corruption and anti-Turkish messaging. Although historically pro-Kremlin, there has been a slight shift in recent years. This is potentially due to the perceived Russian move towards an understanding with Turkey in Syria,

Armenia and Libya, and due to the Azeri-Armenian war.

This shift appears to cut both ways. Russian speaking journalists accessed by interviewees indicate that, though far right activists were active in their circles previously, there has been a cooling off. In particular, they did not produce coverage (favourable or otherwise) of prominent Golden Dawn activists being jailed recently. More broadly, the nationalist and far right scene remains very active both on and offline.

Overall the Cypriot far-right seems to be focusing on “traditional” networks like **Facebook (primary), Twitter** and **YouTube**.

Preliminary research in VK, Twitch, Steam indicate some limited use, but less so compared to other countries. There are, however, significant signs of networked activity in the more mainstream platforms, and a plethora of relevant websites.



# Websites

[elamcy.com](http://elamcy.com) - Official ELAM website. Pro-Russian narratives, Anti-Turkey, Anti-immigration, pro-Church.

[antistasi.org](http://antistasi.org) - Website of KEA, (Kinima Ellinikis Antistasis) - Movement for Greek-Resistance, pro-Russian, far-right, ultra-nationalist movement founded in 2008. Presents extreme nationalist views, is clearly in support of Golden Dawn / ELAM. The site publishes Greek content related to ancient Greek history; pro-Golden Dawn commentary and conspiracy theories mixed with anti-left, anti-Semitic, anti-immigrant and anti-LGBT editorials.

[simerini.sigmalive.com](http://simerini.sigmalive.com) - Owned by DIAS media group, conservative right-wing, anti-Turkey, antiimmigration, pro-current-government and pro-Church.

[metopo.org.uk](http://metopo.org.uk) - Right-wing, ultra-nationalist website for an autonomous political group for Greek-Cypriot students in the UK. Pro-armed forces, against British bases in Cyprus, anti-Turkey, pro-church, pro Cyprus-Greek narratives.

[galatikohorio.com](http://galatikohorio.com) – Featuring the sub-slogan: “No occupation. No division” the site hosts pro-Russian foreign policy editorials and anti-EU, anti-Turkey articles and content against the Bizonal-Bicommunal Federation solution model for the Cyprus Problem.

[www.patriotikometopo.com](http://www.patriotikometopo.com) – the website for Patriotic Front L, an ultra-nationalist political group founded in 2012. Espouses pro-church, pro-Russian values, anti-LGBT, pro-armed forces, anti-abortion, Cyprus-is-Greek, anti-immigration and anti-Turkey narratives.



# Facebook

- Patriotic Front L
- AFK Niki TEPAK
- Against Bizonal - Bicomuncal FED
- Cyprus Freedom
- Coalition Of Citizens Against Unite Cyprus Now - KISA - NGO'S
- DRASIS - KES
- Apoel ULTRAS 1979
- THE ORANGE AU79 - APOEL FC ULTRAS
- Yellow Vests Cyprus
- Pancyprian Group Of Protest Against Injustice And High-Cost Of Living
- Protest Limassol
- Pan-Cyprian Team of Indignant Citizens
- Awaken Cypriots
- Stop 5G In Cyprus - The Petition
- Foni Laou

# Twitter - Youtube - Other

- ELAM
- BISHOP OF MORPHOU



# Audiences

1

Spartan  
Nationalist

2

Alternative/  
Paranoid, Democracy  
Fatigued  
Pseudo-Intellectual

3

Far right sympathizer





# 1 Spartan Nationalist

Male, serving military or ex-military serviceman.

- Proud Christian-Orthodox patriot, willing and able to protect his nation. He joined the National Guard as part of compulsory military service and likely served in special force units like the commandos or marines. Distrusts mainstream media, journalists and politicians who are not as 'patriotic as him'.
- May be a supporter of a Football Ultra fan group.
- Shares conspiracy theories and/or toxic narratives online, including "Covid is a hoax" and anti-US/EU, anti-LGBT and anti-immigration rhetoric.
- Affinity for the Russian army and Vladimir Putin as a strong national leader preserving traditional values.
- Believes strongly in the Christian-Orthodox religious bond between Cyprus and Russia.
- The only acceptable solution to the Cyprus Problem, is the complete and total liberation of Cyprus from Turkish troops and eventually, the union of Cyprus with Greece.
- For him, Cyprus has always been and will always be Greek.
- He hates liberals for being weak or traitors to the nation, and admires strong / toxic masculinity.
- Believes the LGBTI community are 'sick and unnatural people' with 'mental problems' and are part of a 'Western Agenda' to destroy traditional family values.
- Typical examples would include ELAM, KEA and National Front L followers.



## 2 Alternative-Paranoid, Democracy Fatigued, Pseudo-Intellectual

This profile is predominantly male.

- Obsessed with challenging mainstream ideas and/or positions, he believed local and international corruption, deception and manipulation permeate every sphere, particularly Government institutions (both local and EU), but also through modern medicine and the media.
- He believes that's democracy is an illusion that naive 'sheep' follow and believe in. While sometimes able to acknowledge the lack rights in modern-day Russia, he thinks the imperialist US and NATO have been far more damaging for humanity around the world.
- Likely to have university or college degree.
- Takes pleasure in promoting alternative medicine that 'can truly heal people' as opposed to mainstream medicine sold by 'evil' pharmaceutical companies.
- Dislikes wearing a face mask and either thinks COVID-19 is a total lie, or that it is not as severe/lethal as officially presented.
- Believes Russia could help with the Cyprus Problem far more than the 'West'.
- Often complains of totalitarian censorship on Facebook and Twitter.
- Typical examples include users in online groups like Yellow Vests Cyprus, Pan-Cyprian Team of Indignant Citizens, Resign-Cyprus, Movement For the Purge and Injustice and POD- Pan-Cyprian Protest Group Against Injustice and High-Cost of Living.



### 3 Far right sympathizer

Primarily male / Lives away from urban centres in either a small town or village.

- He has either had first-hand or second-hand experience of recent immigrants in Cyprus.
- Traditionally has been a centre-right DISY voter but increasingly finds himself swinging to full identification with 'anti-system' and 'patriotic' parties like ELAM and other far-right entities - mainly because he feels that the mainstream centre are 'sell-outs' or 'traitors' who don't love their country and are solely motivated by money.
- Believes the US and NATO are imperialist and did nothing to prevent and/or were the perpetrators of the Turkish invasion.
- While mostly focused on hyper-local issues, with a limited to non-existent awareness/understanding of world affairs and geopolitics, he admires Putin for defending his country and preserving traditional Christian values.
- Interested in ancient Greece, but often has an inaccurate understanding of democracy in ancient Athens.
- Has no issue with employing and/or exploiting migrants for manual labour, as long as 'he is the boss and they know their place'.
- Might say that he doesn't care what LGBTI individuals 'do in their bedrooms', as long as they keep their activities private.
- Spends a significant amount of time online, predominantly on Facebook disinformation groups and pages in Greek, follows various far-right online entities and might have even attended some public events organised by parties like ELAM (e.g the annual condemnation of the Turkish invasion on 20th July).

# Pillar 7

Sentiment towards specific countries



# Research Parameters

The first report of the Cyprus Mapping Project focuses on 3 countries:

1. UK
2. USA
3. CHINA

Polling has been conducted in a controlled group with the following characteristics:

1. Cyprus based
2. Greek Speaking
3. Ages 35 - 54+
4. Male and Female

Survey ran from June 17th 2021 to July 28th 2021 with 273 participants. Measurements are being done on a rolling basis.



# UK key findings

Q1-Q2 2021

**54,5%** of participants find the relationship between Cyprus and UK average whereas **33%** find that the relationship is good.

**79,5% of** participants were not affected at all by BREXIT

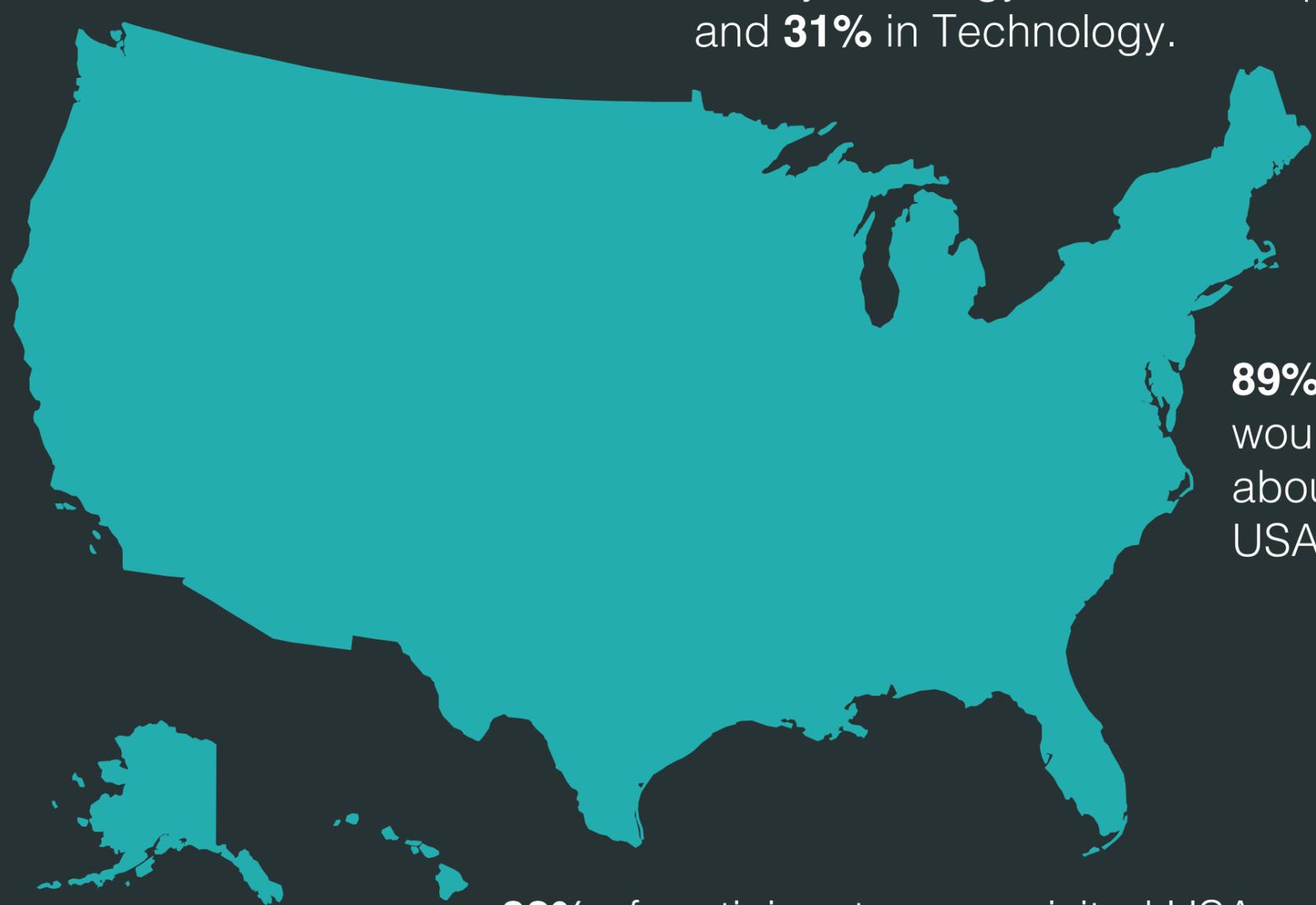
Out of the **20,5%** affected by BREXIT, **57,1%** were affected professionally whereas the rest were affected personally.





# USA key findings

Q1-Q2 2021



**54,5%** of participants believe that USA has invested in Cyprus out of which **63%** believe mostly in Energy, **37%** in Entrepreneurship and **31%** in Technology.

**52,3%** of participants find the relationship between Cyprus and USA average whereas **38,4%** find that the relationship is good.

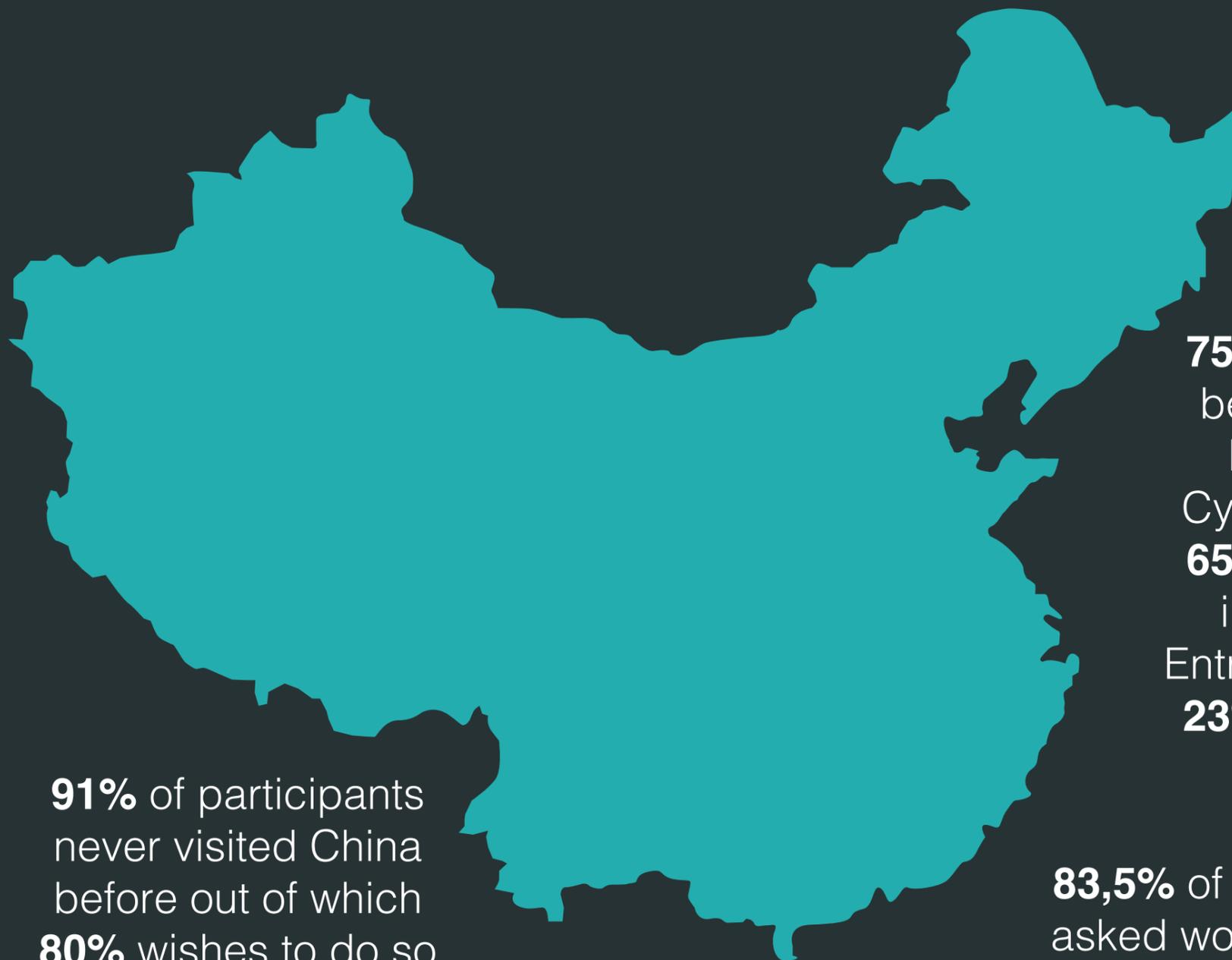
**89%** of people asked, would like to know more about the investments of USA in Cyprus.

**82%** of participants never visited USA out of which **86,9%** wish to visit at least 1 to 3 times in the future.



# China key findings

Q1-Q2 2021



**52%** of participants find the relationship between Cyprus and UK average whereas **37%** find that the relationship is good.

**91%** of participants never visited China before out of which **80%** wishes to do so after the pandemic.

**75%** of participants believe that China has invested in Cyprus out of which **65%** believe mostly in Business and Entrepreneurship and **23%** in Technology.

**83,5%** of people asked would like to see China invest more in Cyprus.



# Research Parameters

The second report of the Cyprus Mapping Project focuses on 3 countries:

1. UK
2. USA
3. RUSSIA

Polling has been conducted in a controlled group with the following characteristics:

1. Cyprus based
2. Greek Speaking
3. Ages 35 - 54+
4. Male and Female

The 1st survey ran from June 17th 2021 to July 28th 2021 with 273 participants. The 2nd survey used the same sample (273 participants) and ran between September 22nd and October 15th.



# UK key findings

Q3-Q4 2021

**61,2 %** of participants find the relationship between Cyprus and UK average whereas **24,5%** find that the relationship is good.

**77%** of participants were not affected at all by BREXIT

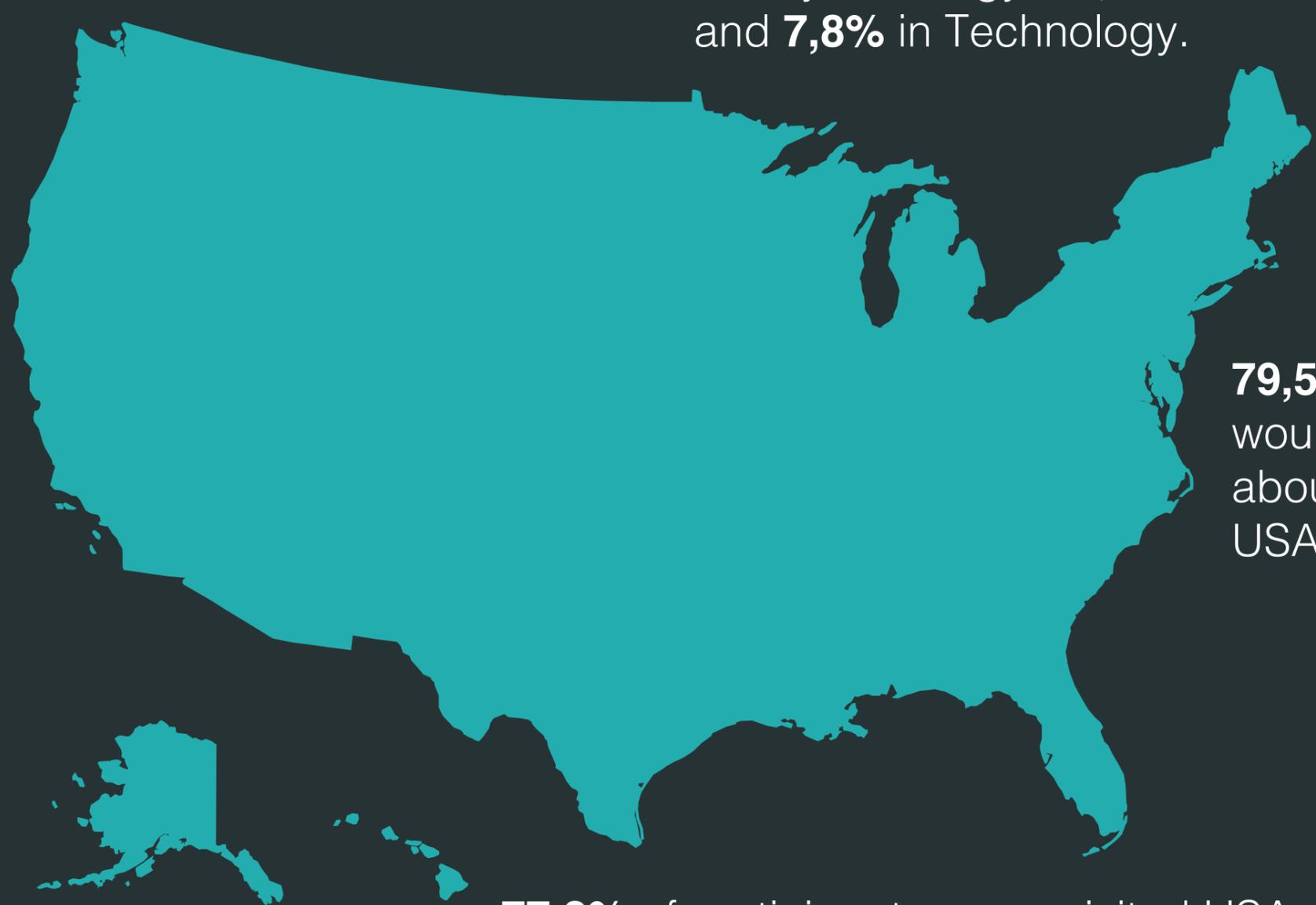
Out of the **23%** affected by BREXIT, **52,4%** were affected professionally whereas the rest were affected personally.





# USA key findings

Q3-Q4 2021



**66%** of participants believe that USA has invested in Cyprus out of which **63,9%** believe mostly in Energy, **16,1%** in Entrepreneurship and **7,8%** in Technology.

**58%** of participants find the relationship between Cyprus and USA average whereas **26,7%** find that the relationship is good.

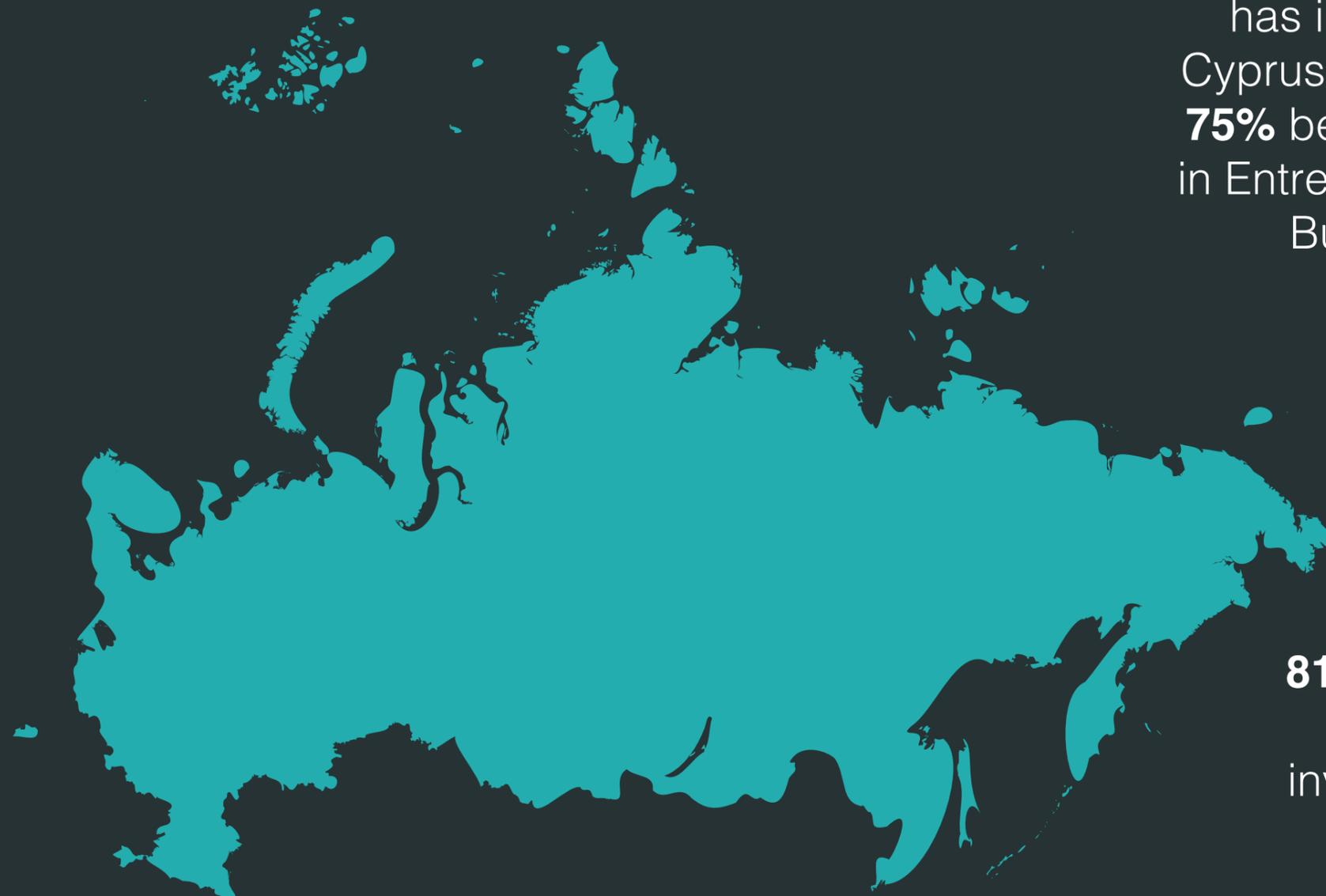
**79,5%** of people asked, would like to know more about the investments of USA in Cyprus.

**77,3%** of participants never visited USA out of which **84,3%** wish to visit in the future



# Russia key findings

Q3-Q4 2021



**52,75%** of participants find the relationship between Cyprus and Russia average whereas **31,5%** find that the relationship is good.

**80%** of participants believe that Russia has invested in Cyprus out of which **75%** believe mostly in Entrepreneurship/ Business

**81%** of people asked, would Russia to invest more in Cyprus

**22%** of participants visited Russia prior to the pandemic and out of the **78%** never visited, **81,7%** wish to visit in the future

# Pillar 8

Sentiment towards specific topics



# Vaccine and 5G conspiracy theories

As vaccination efforts start rolling out in January 2021 around the world and 5G infrastructure has been put in place simultaneously, we observe 2 major differences between Q1 and Q2 in 2021:

**Q1:** The excitement of the potential end of lockdown during a very bleak winter for most of the countries and the major advertising efforts of major telecommunication companies, curbed the conspiracy theories and left the usual instigators of the theories with no fuel.

**Q2:** As vaccination efforts increased and vaccine side effects became the cause of death on young and seemingly healthy individuals, the anti-vaxxers movements across the world came back into play. 5G conspiracy theories are currently almost obsolete in Cyprus due to the successful roll out of the Cyta 5G network in February.

The progression from Q2 to Q3 has been extremely difficult with massive strikes and protests from anti-vaxxers and conspiracy theorists that peaked with the July 18th attack on DIAS Media group, causing riots and arsony.



# Keywords examined

Collect content

IF

Includes

Any

of the following

εμβόλιο

×

or

εμβολιασμός

×

or

vaccination

×

or

anti vaxxers

×

or

covid-19 vaccine

×

or

covid vaccine

×

or

astra zeneca

×

or

pfizer vaccine

×

or

εμβόλια

×

or

AstraZeneca

×

or

Pfizer

×

or

αντιεμβολιαστές

×

or

αρνητές ιού

×

or

bill gates

×

or

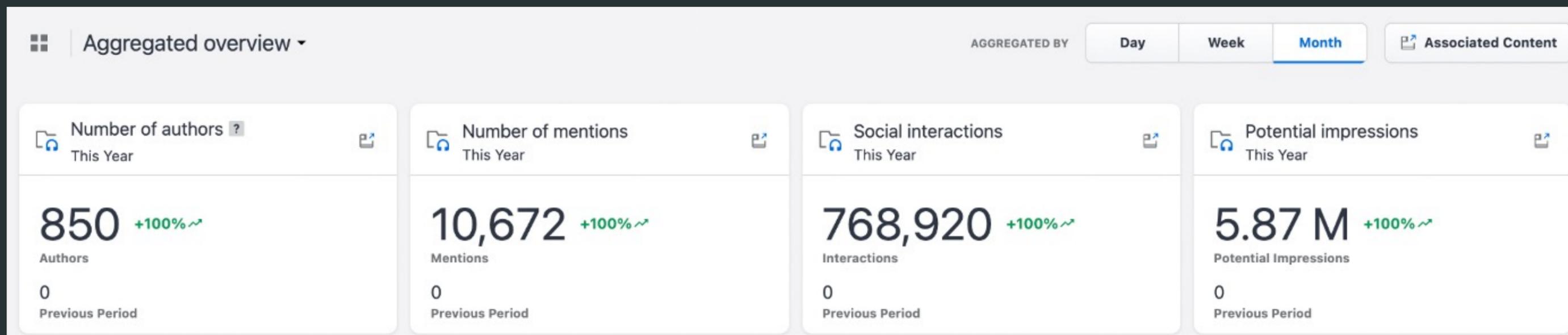
Μπιλ Γκέιτς

×



# Aggregated Results: 30/3 - 16/6

Keywords were also examined in Greece for monitoring spillover effects from Greek conspiracy theory perpetrators, to Cypriot ones.





# Cyprus only - Keywords examined

Collect content **IF** Includes  of the following

or   or   or   or

or   or   or

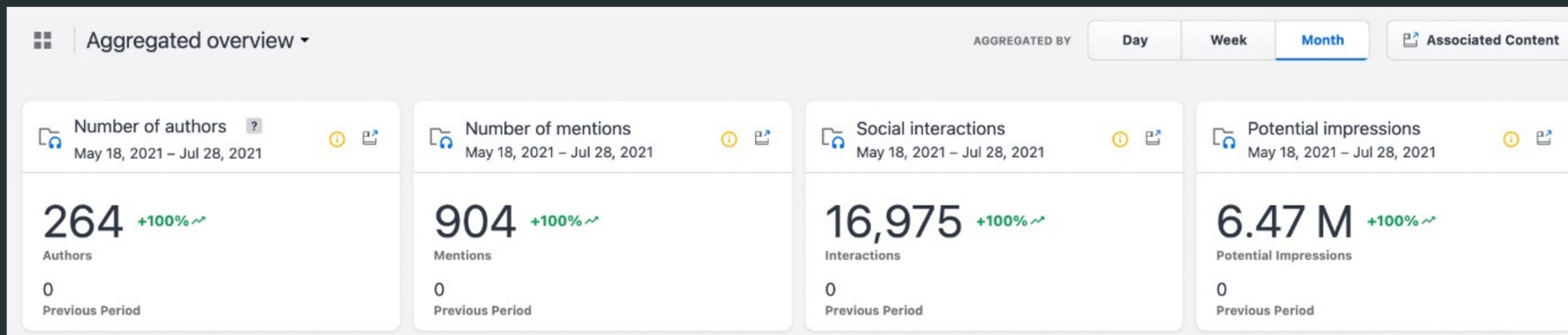
or   or   or

or   Add keywords, #hashtags, and @mentions



# Aggregated Results: 18/5 - 28/7

The Cyprus-only monitoring period overlaps with the Cyprus + Greece previous monitoring period, demonstrating the changes in the volume of data on the Vaccine topic.





# Q3-Q4 Sentiment towards topics

The sentiment towards the 2 monitored topics maintained the same status quo throughout the the year. The government in many occasions failed to control the narrative on measures and with the OMICRON variant raging, new measures were put in place. The 3rd vaccine dosage was successfully rolled out in Q4 but failed to prevent massive waves of infections.

In the next report, the topics monitored will be the same, with the additional monitoring and understanding the Cypriot issue and the relationship between foreign powers.



# Research notes

Most reshared/commented/interacted pieces of information:

1. Cyprus media articles about **death as implication from a vaccine**
2. Cyprus media articles about **vaccine inefficiency for current and future variants**
3. **Upcoming changes in rapid testing centers by the government (turning raptid-testing from free to paid)**

Monitoring is ongoing for the specific keywords.

# Cyprus Mapping Project

A brainchild of



Cypriot  
Enterprise  
Link

Andrea Solomonides  
2021

# ANNEX

## Resources used for data collection:

1. Facebook Advanced Analytics
2. Instagram Business Analytics
3. Socialbakers
4. Empify
5. Google Analytics
6. Google Trends
7. Pollfish
8. Center for Information Resilience
9. Cyprus Online Publishers Association
10. Cyprus Statistical Service