

Cyprus Mapping Project

A brainchild of



Cypriot
Enterprise
Link

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2022

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



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 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.

Research parameters: Our goal in this report is to continue monitoring the identified pages after we established the benchmark regarding the online audiences in Cyprus last year (2021). The measurements of the followers differ on each medium but distinctly are measured minimum once per quarter. For Facebook, we divided brand pages (clear international brand name e.g. Microsoft) from individuals and other types of pages, 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 2022 data

generic

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

[see more](#)

brands

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. Skroutz.com.cy
10. Epic cy

[see more](#)

generic

1. Marios Karatzias / Nicos Anastasiades
2. maria_leonidou
3. Cyprus Mail
4. Stella Kyriakides
5. Holidays in Cyprus 🇨🇵
6. Rita Karatzia
7. Sigmalive
8. Christos Stylianides
9. Nikos Christodoulides
10. Marcos Baghdatis

[see more](#)

1. 2J
2. Cat Von K
3. Great Flyer
4. Erins Animals
5. Alpha Κύπρου
6. mixfmcyprus
7. Xenios Charalambous
8. easyMarkets
9. Cyprus Aeropolis - Larnaka and Pafos Airports
10. Nicxx2

[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](#)



Notable changes in Q1-Q2 2022

1. Facebook generic:
Cyprus Space Exploration consistently is adding significant following to its roster

2. Facebook brands: no brand has enhanced its presence, on the contrary almost all facebook pages tracked show following decrease.

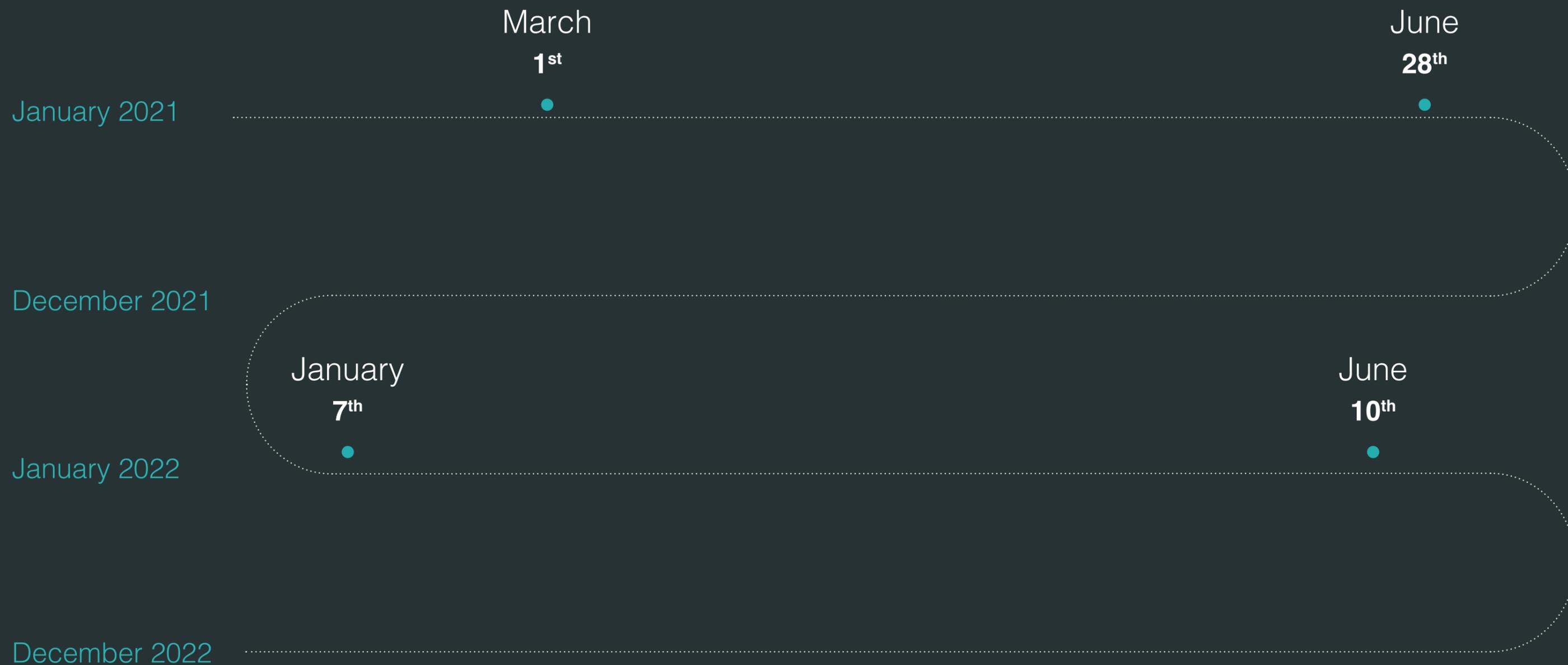
3. Youtube: 2j, the #1 account has moved its location from Cyprus to Greece. We have tracked a high number of youtube accounts, mostly in Russian, to have moved their location to Cyprus

4. Twitter: we have reallocation of the top 10 accounts



Facebook pages

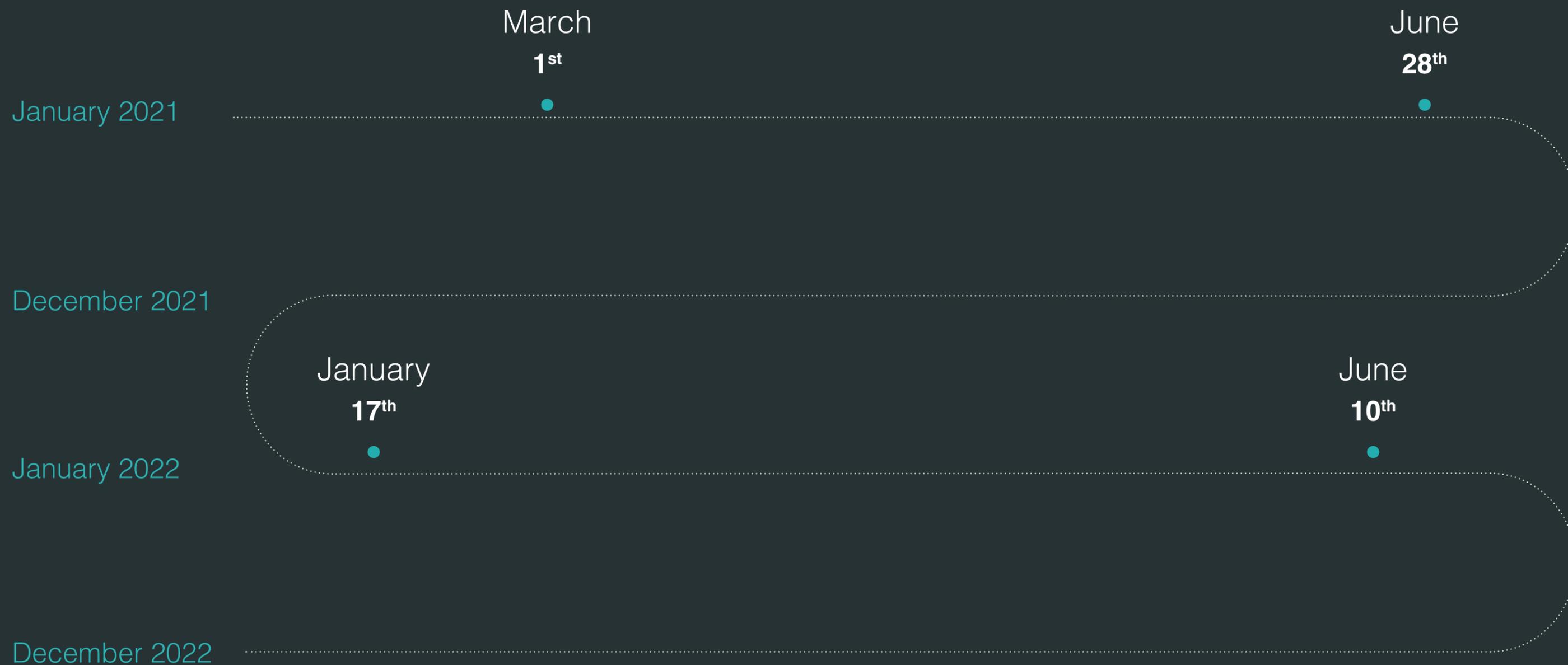
Follower Track 2021-2022





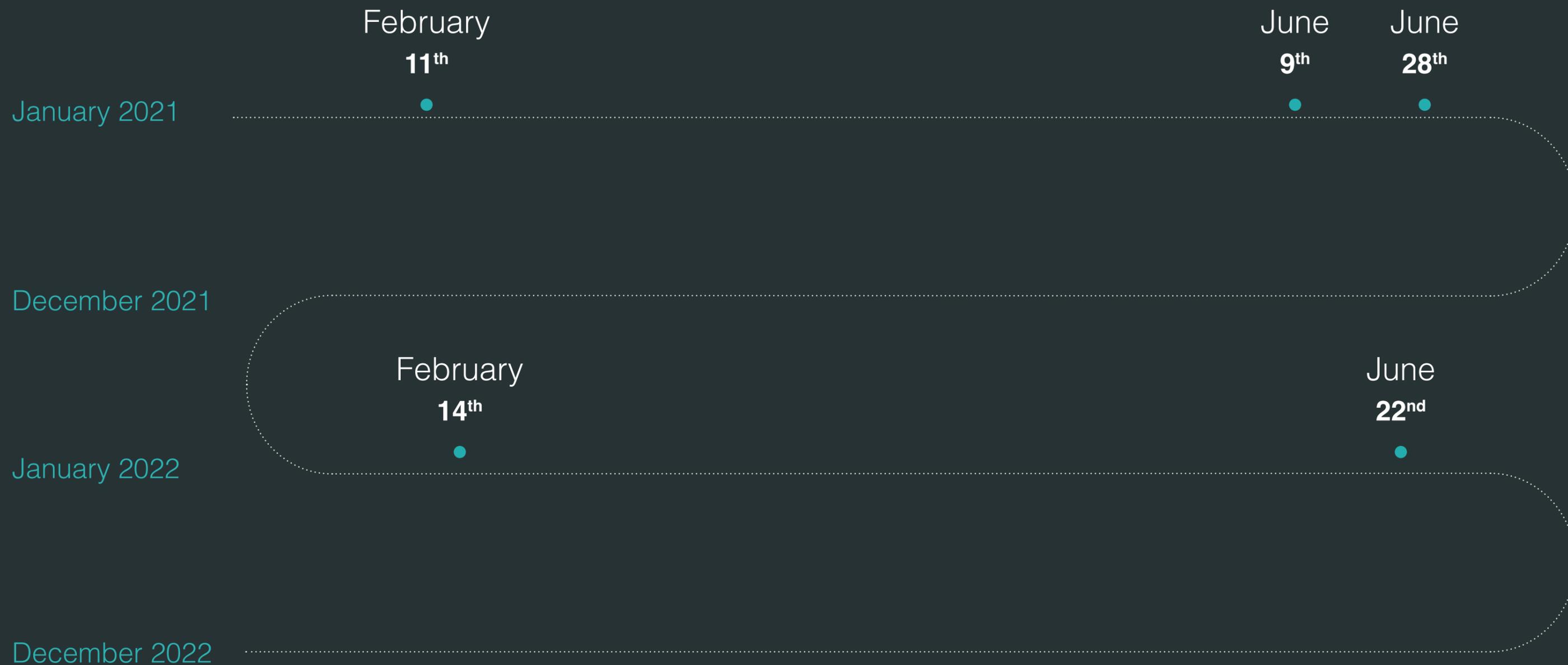
Facebook brand pages

Follower Track 2021-2022





Twitter Follower Track 2021-2022





Instagram

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

Week 14 | 2022



2141 Instagram Accounts with the
Cyprus Flag on their profile

Business Accounts:
10k -> Infinity Followers

196 Greek speaking
539 Russian speaking
356 Turkish speaking

Week 26 | 2022



2018 Instagram Accounts with the
Cyprus Flag on their profile

Business Accounts:
10k -> Infinity Followers

200 Greek speaking
416 Russian speaking
346 Turkish speaking



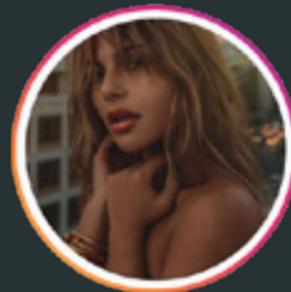
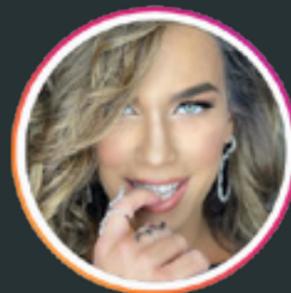
Instagram

June 2022

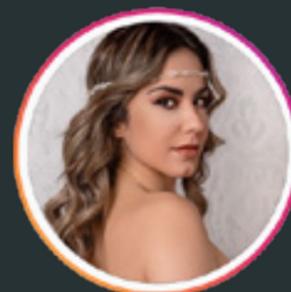
1m+



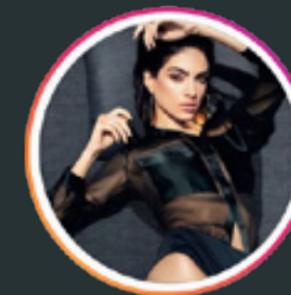
200k - 500k



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

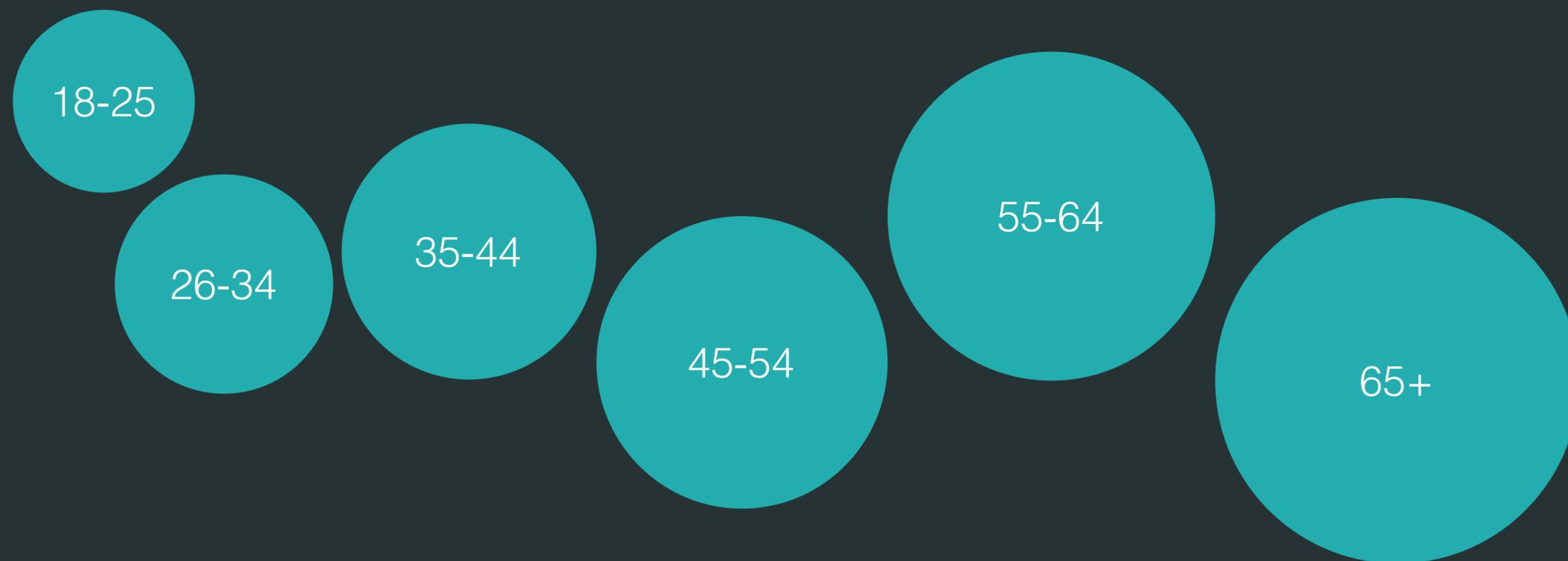
Pillar 3

Social Media interactions
and interest by age groups or
social clusters



Age Groups

Q1 - Q2 2022



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 finding jobs and home related products

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 are keywords 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 2020 and 2021, we can see that the most popular time of search is the beginning of the school year rather than the summer.

Additionally, extra research with questionnaires to parents and kids demonstrate the pandemic has affected their choice of place to study tremendously.

More results on this topic in the Q3 - Q4 2022 report.

Pillar 5

Current Media state in Cyprus



Cyprus Online Publishers Association

After January 2022, COPA has stopped submitting their monthly numbers resiting issues within the organization and within the members and their approvals to the auditing company.

They expect to resume their metrics after August 2022.



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	Follower track June 2022
Cypzrus Mail	@cyprusmail	63729	64400	67600	70900
Sigmalive	@sigmalivecom	41741	42200	45800	48400
Kathimerini Kyprou	@kathimerini_cy	25493	25600	27300	28200
philenews.com	@philenewscy	24130	24700	26600	27900
Politis	@politis_news	18014	17900	19300	20400
Haber Kibris	@haberkibris	15069	15900	17900	18300
Sigma TV	@sigmaTV	14660	14500	15100	15500
Gundem Kibris	@gundemkibris	12179	12200	12900	13200
Ant1comcy	@ANT1comcy	10056	10100	10800	11300
24h.com.cy	@24hcomcy	8034	8030	8160	8200

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.

No new research has been contacted in regards to these topics in 2021 and early 2022.

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.
- All of these themes still play out due to the invasion of Russia in Ukraine in February 2022. Results and measurements of the topics aforementioned will be presented later in the year.

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 started running on February 22nd 2022, 2 days before Russia's assault to Ukraine took place with 400 participants



UK key findings

Q1-Q2 2022

36% of participants find the relationship between Cyprus and UK average whereas **34,6%** find that the relationship is good.

62% of participants were not affected at all by BREXIT

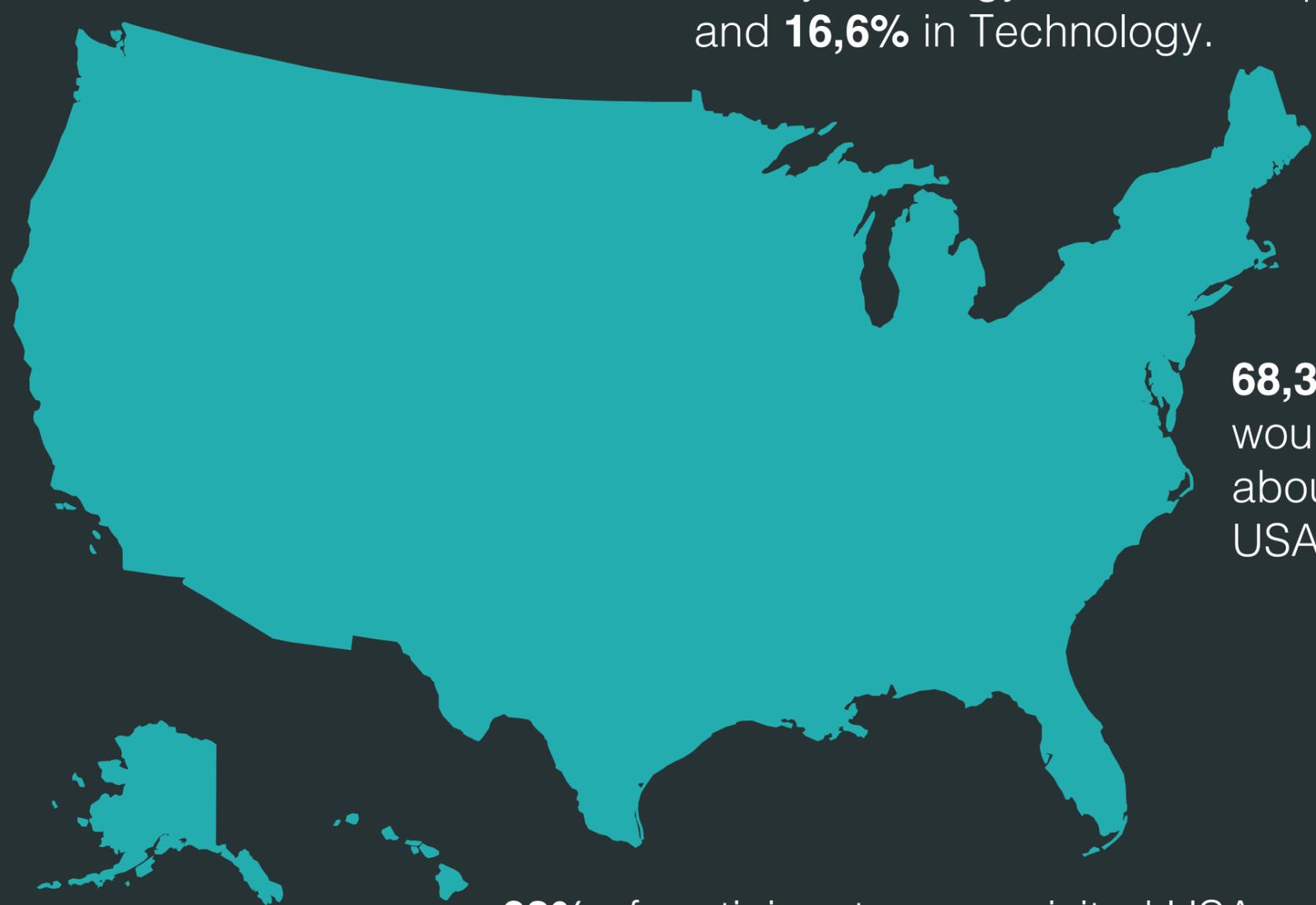
Out of the **38%** affected by BREXIT, **50%** were affected professionally and **50%** were affected personally.





USA key findings

Q1-Q2 2022



52,6% of participants believe that USA has invested in Cyprus out of which **29%** believe mostly in Energy, **19%** in Entrepreneurship and **16,6%** in Technology.

39,4% of participants find the relationship between Cyprus and USA average whereas **24,2%** find that the relationship is good.

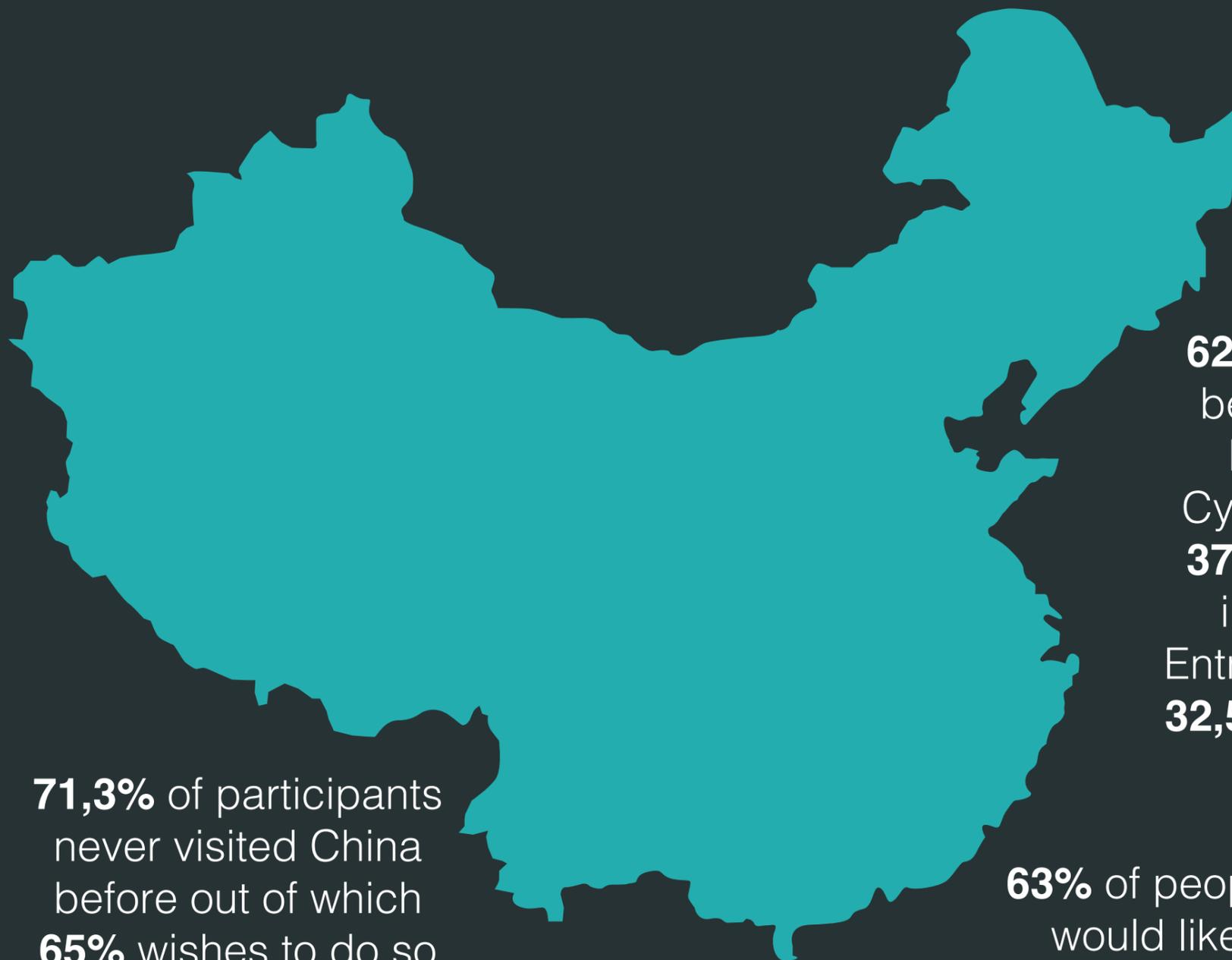
68,3% of people asked, would like to know more about the investments of USA in Cyprus.

63% of participants never visited USA out of which **68,7%** wish to visit in the future.



China key findings

Q1-Q2 2022



38,7% of participants find the relationship between Cyprus and China average whereas **30%** find that the relationship is good.

71,3% of participants never visited China before out of which **65%** wishes to do so in the future.

62% of participants believe that China has invested in Cyprus out of which **37%** believe mostly in Business and Entrepreneurship and **32,5%** in Technology.

63% 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

Survey started running on February 22nd 2022, 2 days before Russia's assault to Ukraine took place with 400 participants. The survey that includes Cypriot people's sentiment towards Russia run again in May 2022.



UK key findings

Q1-Q2 2022

40,5% of participants find the relationship between Cyprus and UK average whereas **30%** find that the relationship is good.

61,7% of participants were not affected at all by BREXIT

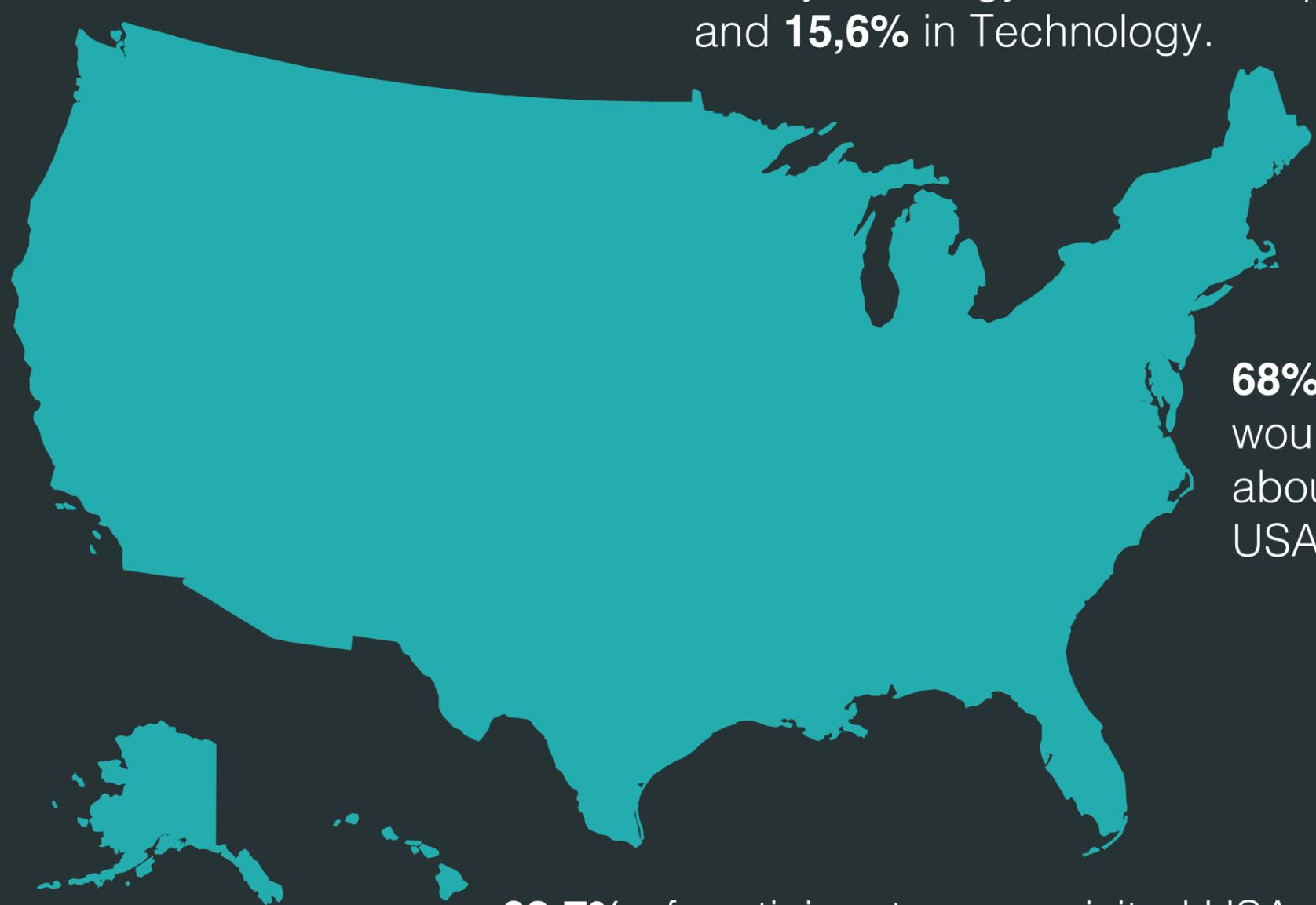
Out of the **38,3%** affected by BREXIT, **54,2%** were affected professionally whereas the rest were affected personally.





USA key findings

Q1-Q2 2022



52,7% of participants believe that USA has invested in Cyprus out of which **38%** believe mostly in Energy, **16%** in Entrepreneurship and **15,6%** in Technology.

42,2% of participants find the relationship between Cyprus and USA average whereas **23%** find that the relationship is good.

68% of people asked, would like to know more about the investments of USA in Cyprus.

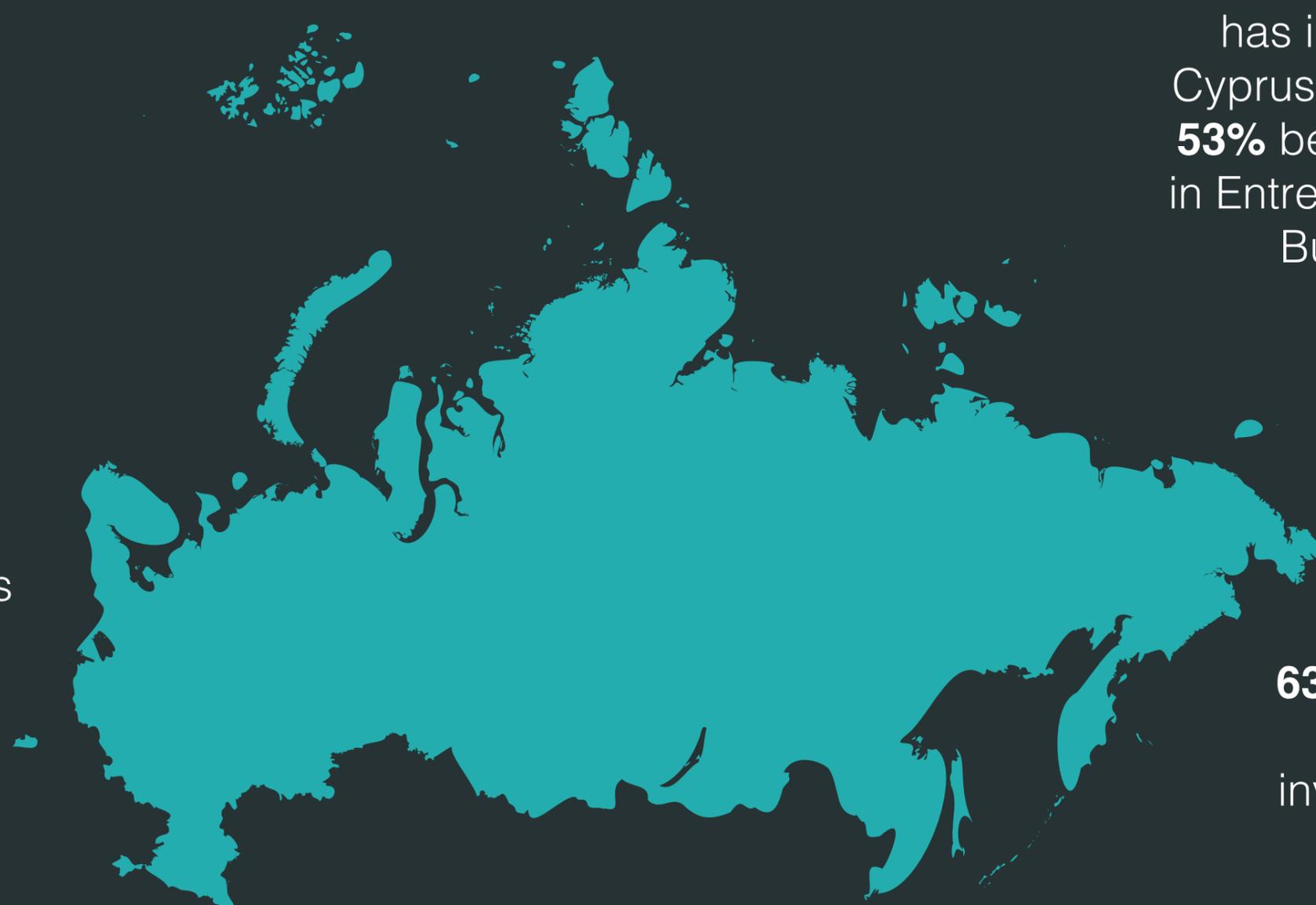
63,7% of participants never visited USA out of which **66,2%** wish to visit in the future



Russia key findings

Q1-Q2 2022

37% of participants find the relationship between Cyprus and Russia average whereas **30%** find that the relationship is good.



68% of participants believe that Russia has invested in Cyprus out of which **53%** believe mostly in Entrepreneurship/ Business

63% of people asked, would Russia to invest more in Cyprus

34,7% of participants visited Russia out of which **78%** prior to the pandemic. Out of the **65%** never visited, **65,5%** wish to visit in the future



Research Parameters

This report of the Cyprus Mapping Project focuses on 2 countries:

1. USA
2. 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

Survey started running on May 23rd 2022, 3 months after Russia's assault to Ukraine took place with 400 participants.

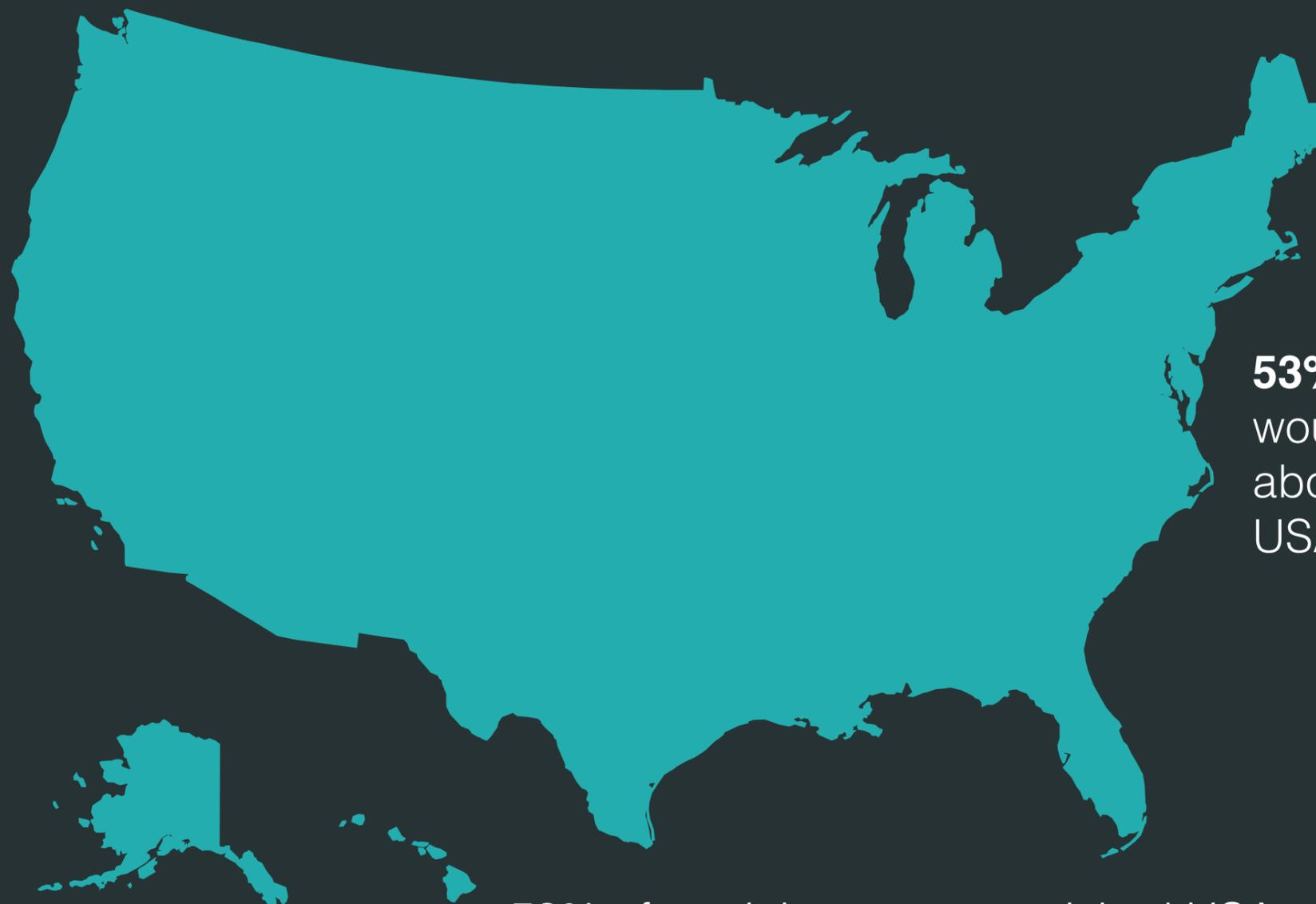


USA key findings

Q2 May 2022

For the first time running this survey, the majority of participants asked (52,2%), believe that USA has NOT invested in Cyprus

24,75% of participants find the relationship between Cyprus and USA average whereas 25,25% find that the relationship is good and 30% believe it's bad.



53% of people asked, would like to know more about the investments of USA in Cyprus.

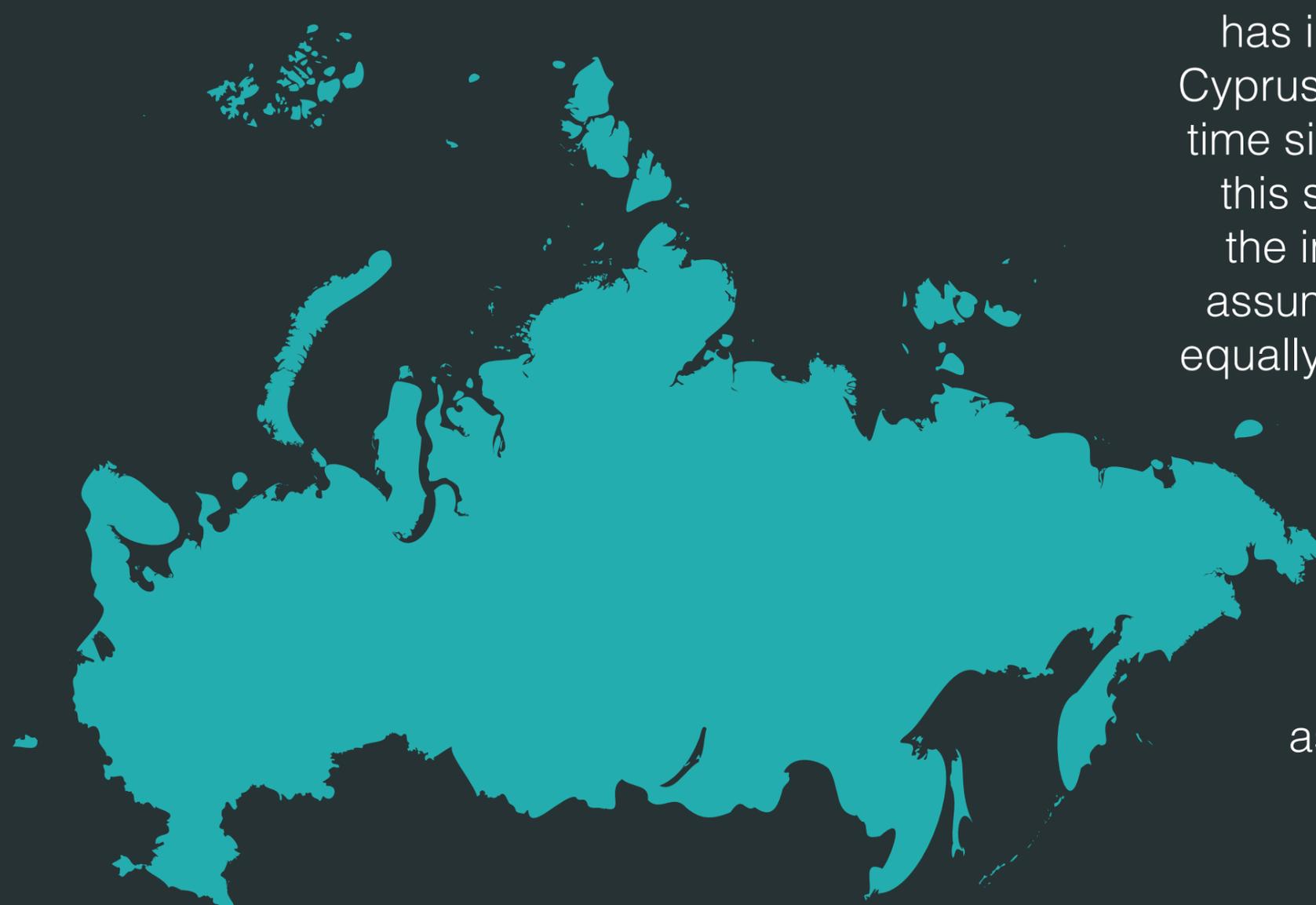
50% of participants never visited USA out of which 56% wish to visit in the future



Russia key findings

Q2 May 2022

26,75% of participants find the relationship between Cyprus and Russia average whereas **23,5%** find that the relationship is good and **23,75%** believe it's bad.



51,5% of participants believe that Russia has invested in Cyprus. It's the first time since running this survey that the investment assumptions are equally distributed.

52,5% of people asked, would Russia to invest more in Cyprus

54% of participants visited Russia out of which **78%** prior to the pandemic. Out of the **46%** never visited, **52%** wish to visit in the future

Pillar 8

Sentiment towards specific topics



Vaccine and 5G conspiracy theories

As vaccination efforts started rolling out in January 2021 around the world and 5G infrastructure has been put in place simultaneously, we observe 2 major differences between 2021 and 2022:

1. We have curbed any 5G conspiracy theories. Virtually no mention in 2022 regarding 5G
2. Vaccination talks about side effects is curbed but also any discussions regarding conspiracies in general. There is a vast number of links and publications that mention vaccination but it's not making headlines and waves in any sort of ways. By May 2022, every rule and restriction has been lifted, allowing people with or without vaccine to travel and move freely

The progression from Q2 to Q3 in 2022 will be extremely interesting to observe as Cyprus brings back mandatory use of mask indoors at the beginning of July 2022.



WAR IN UKRAINE

Our 2022 topic track and analysis focuses solely on the war in Ukraine. Even the sentiment analysis from the previous pillar has a before/after track whilst at the same time we tried to head on ask people their opinion.

In 2 different occasions during Q1 and then Q2 we asked the people of Cyprus directly if they support the “Invasion of Russia to Ukraine”. We ran the question in samples 217 nationwide and 150 locally in 2 municipalities in Nicosia.

In July 2022 we restarted the measurements nationwide. The survey is ongoing and will be presented in the next report.



Polling results

March 15th Poll

Question: Do you agree with Russia's invasion in Ukraine?

Answers:

Yes **15,2%**

No **84,8%**

If yes, why?

Various answers aligned with Russian propaganda

May 23rd Poll

Question: Do you agree with Russia's invasion in Ukraine?

Answers:

Yes **55,3%**

No **44,7%**

(sample ran on 2 Nicosia district suburbs)

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A brainchild of



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2022

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