

# ValuesML Project

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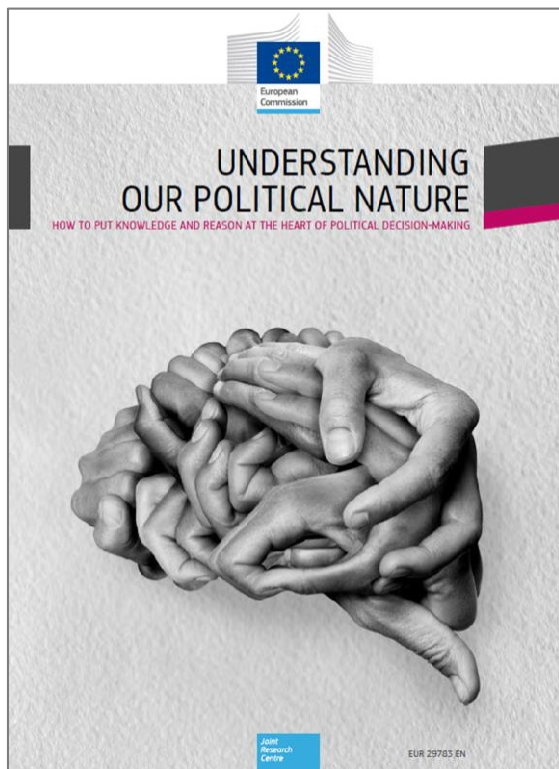
**Joint Research Center  
European Commission**

Project presentation on  
27 November 2023

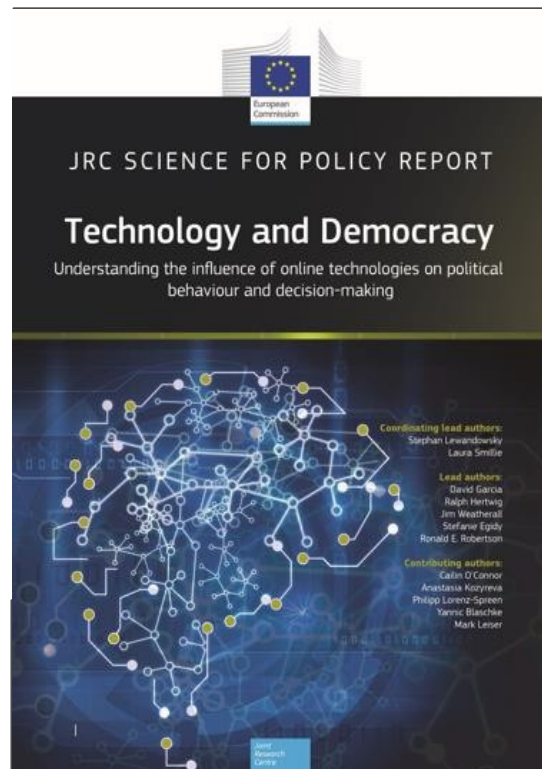
**VALUES  
AND IDENTITIES**  
A POLICYMAKER'S GUIDE



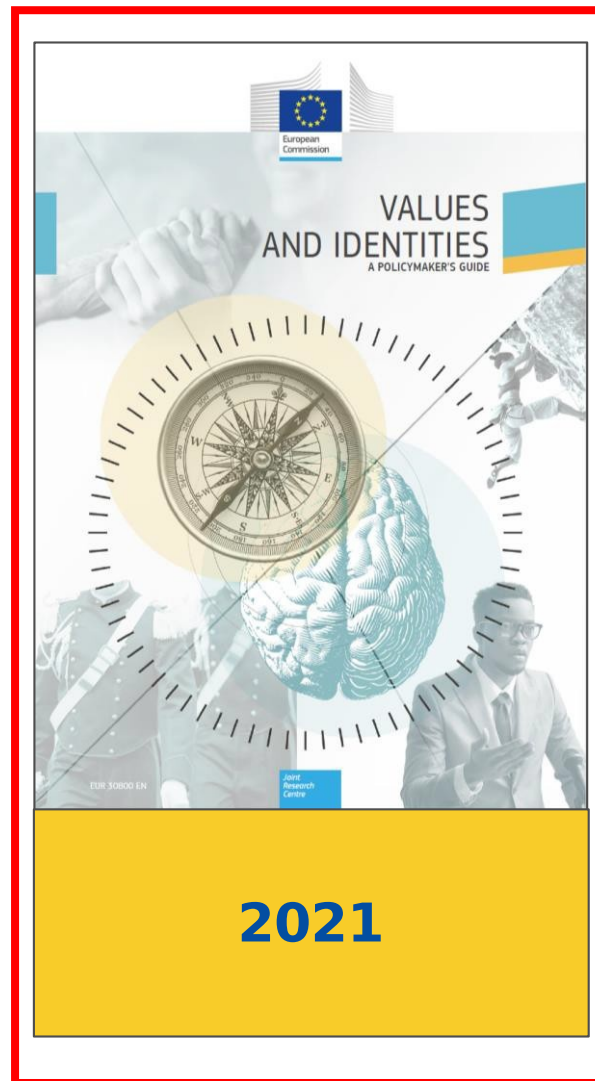
# Background: Enlightenment 2.0



**2019**



**2020**

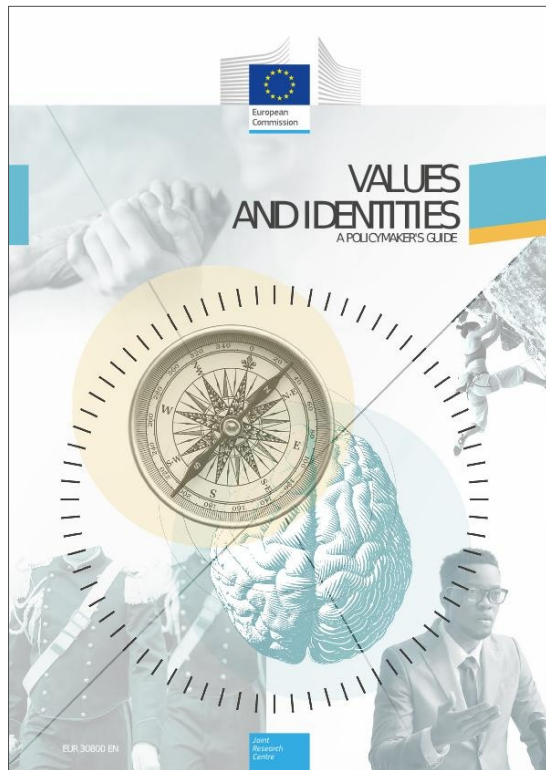


**2021**



**First half  
2024**

# How to include values in policymaking and communication?



Proposes



## TOOL TYPE 1. - Heightened understanding, contains:

- Discover one's own values priorities and values blind spots using a survey.
- Use a Fast-track Values Assessment to identify whether a policy is highly value-laden.
- Use a Fast-track Identities Assessment to identify whether a policy is highly identity-laden.
- Include questions on values in citizen polling (e.g. Eurobarometer) to uncover underlying psychological drivers of opinions and attitudes.

## TOOL TYPE 2. - Co-creation, contains:

- Use Citizen Engagement and Deliberative Democracy processes to understand values diversity, particular issue frames diversity and break down identity barriers.
- Employ a Values4Policy workshop to learn about and discover how policy problems and proposed solutions can be perceived through different values lenses
- Use Strategic Foresight incorporating values, employing a values explainer and values detector to uncover diverse values-driven scenarios.

## TOOL TYPE 3. - Communication

- Communicate using values frames for effective communication, but consider the ethical implications.
- Employ a values text-mining and media-monitoring tool to learn about one's own values in relation to communication habits and about the way citizens express their values around policy topics.



# Süddeutsche Zeitung

7. Juni 2018, 7:44 Uhr Altbundespräsident

## Gauck: Migranten müssen Deutschland und seine Werte akzeptieren



## Orbán, Le Pen, Salvini, Kaczyński join forces to impact on the future of EU

By Georgi Gotev | EURACTIV.com

🕒 2 Jul 2021 (updated: 🕒 5 Jul 2021)

“The cooperation of European nations should be based on tradition, respect for the culture and history of European states, respect for Europe’s Judeo-Christian heritage and the common values that unite our nations, and not on their destruction,” the signatories point out.



## Mismatch of mindsets: why the Taliban won in Afghanistan

Analysis: the west tried to impose its alien values and it is time to try a new approach, as Joe Biden has indicated

Laura Spinney

Fri 24 Sep 2021 12.45 BST

### STATE OF THE UNION 2020

Because being yourself is not your ideology.

It's your identity.

4

Ursula von der Leyen,  
16 September 2020



## Nicolas Sarkozy : «Mes valeurs pour la France»

Par Alexis Brézet et Carl Meeus

Publié le 10/02/2012 à 11:02, mis à jour le 10/02/2012 à 18:50



## France's Macron asks Muslim leaders to back 'republican values' charter

© 19 November 2020



## Marion Maréchal: «Ce ne sont pas les valeurs de la République qui sont attaquées mais bien les valeurs françaises»

Par Marion Maréchal

Publié le 22/10/2020 à 18:16, mis à jour le 22/10/2020 à 21:39

### DERSTANDARD

RECHTSSTAATLICHKEIT

## EU-Kommissarin Jourová: "So etwas wie beim Kapitol ist auch in Europa möglich"

Um Rechtsstaat, Freiheit, Demokratie müsse man stets kämpfen, sagt EU-Kommissarin Věra Jourová. Die Ereignisse in den USA sollten eine Warnung sein

Thomas Mayer 18. Jänner 2021, 12:30

POLITICO

## EU's two-faced 'values'

Does it really make sense to talk about 'European values'?

BY HANS KUNDNANI

April 22, 2019 | 4:05 am



## Trump celebrates 'shared and timeless values' with Christian evangelicals

The first sitting president to address the Values Voter Summit, Trump said he shared their agenda - despite his history of divorce, harassment and reality TV

David Smith in Washington

@smithinamerica

Fri 13 Oct 2017 18.33 BST

FINANCIAL TIMES

## 'Western values' forbidden in Chinese universities

Teachers and university professors in Beijing say they have been ordered to toe the party line

Jamil Anderlini in Beijing JANUARY 30 2015

POLITICO

## European values are not for sale

The recovery fund must not be held hostage by rule-of-law offenders.

BY MANFRED WEBER, IRATXE GARCÍA PÉREZ, DACIAN CIOLOS, SKA KELLER AND PHILIPPE LAMBERTS

October 6, 2020 | 4:01 am



European Commission

# Media Analysis



Dictionary approach  
or ML-based



Count values  
references.

Using text  
documents:

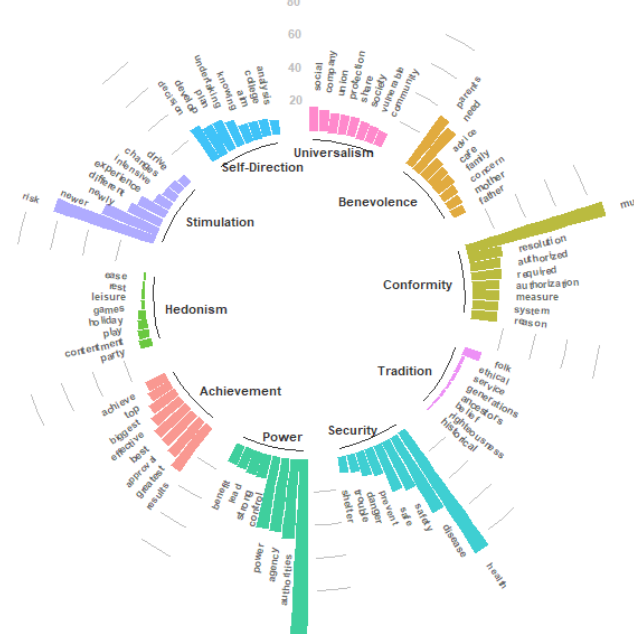
- Speeches
- Social media
- **Europe Media Monitor (EMM)**

<https://emm.newsbrief.eu/>

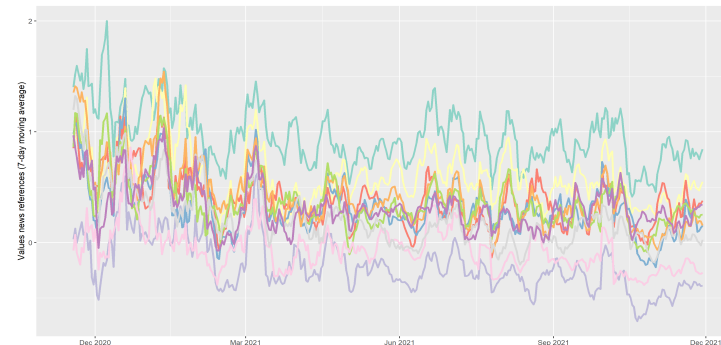
Source: Mario Scharfbillig, Vladimir Ponizovskiy, Zsuzsanna Pásztor, Julian Keimer, Giuseppe Tirone. Monitoring social values in online media articles on child vaccinations, European Commission, forthcoming, JRC.

## Example: Child vaccination news reporting

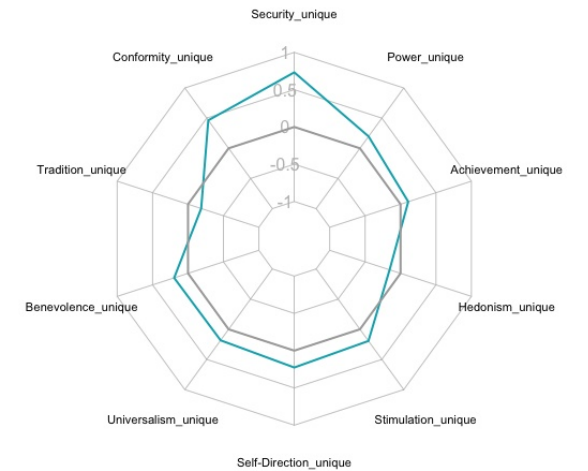
### Most used words



### Evolution over time

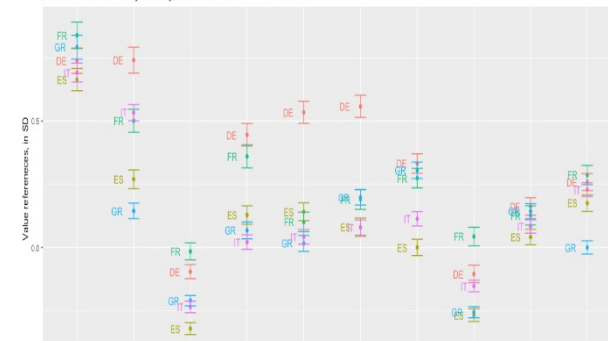


### Comparison to baseline texts



### Country comparisons

References to Values by Country, 5 Countries with the Most Articles



# Shortcomings Dictionary Based Approaches

- Missing context
- Missing negation, irony, sarcasm, etc.
- Missing negative/positive valuation
- Mindless counting vs. narrative of the text
- Policy vs. “normal text”
  - Specific framings of policy documents, technical analyses etc.
- Pivotal words, e.g. “risk”, “union”, “refuge”, “agency”, “company”

# Solution?

- Use a machine learning algorithm:
  1. Use full text (or paragraphs), were human coders can read and assign the context to a value,
  2. Compare across different coders to get to a common “gold standard” values-text assignment,
  3. Apply that text via machine learning algorithms to other similar text.