

Analysing Media Analytics Tools for Foreign Policy Monitoring: A Comparative Assessment of Methodological Approaches

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This exploratory research presents key findings regarding media coverage and media monitoring of foreign policy, foreign affairs and international relations. It should be noted that we found that monitoring of media content in general, including related past and recent research projects in the areas of foreign affairs and international relations, has been widespread, but the successful monitoring of media content for the purpose of revealing emerging foreign policy in particular was not found in the research. Therefore, the research could not directly answer the question of what are the methodological challenges associated with using media monitoring tools to identify emerging foreign policy. Nonetheless, our research reveals inconsistencies in algorithmic dependability, coding biases, and data collection and interpretation issues in current media monitoring tools.

Despite the challenges identified, the key lesson from this pilot study is that the only reliable way to assess the effectiveness of media monitoring tools in any field is to assign identical specific tasks to their creators or managers and then compare the results. To come to such simple finding, however, first requires producing an overview such as this one. Notably, the most we managed to get from contacted private projects and tools through experiments and communication, were outputs based on sentiment analysis or frequency of mentions. This is obviously an insufficient information result for a comprehensive media monitoring of emerging foreign policies. Often, there was silence or contradictory information provided by researchers from publicly funded projects. Therefore, this report underscores the need for advancements in foreign policy monitoring and analysis while remaining sceptical about the effectiveness of automated monitoring, analytical and detection tools (with an exception of some partial tasks such as automated abstracts productions) without substantial human oversight.

Key Findings

- In spite considerable investment in financial resources and research aimed at creating effective legacy media content monitoring tools, and to a lesser extent, identifying appropriate legacy media sources in the USA, EU, and countries like Switzerland, a truly reliable and current monitoring tool, especially for foreign policy, remains unavailable.
- Worryingly, a few identified, directly or indirectly, ad hoc or permanently, by the EU funded projects, ultimately seem to result in limbo. It is questionable how scientifically-, or practically- relevant can be seen their outputs, usually assessed as delivering excellent results.
- At the same time, the international situation has deteriorated in recent years, with low prospects to returning into previous status. Therefore, careful monitoring of emerging and changing foreign policies in legacy media globally seems to be an urgent task. This can finely supplement other sources of analyses and information available (if at all). It is without question that the EU Member States should use synergy of their efforts precisely in this way.
- However, AI and ML, with all its hype, can not solve this issue alone. It is still open question whether the most recent large reasoning models (LRMs), that are specially trained to perform certain types of reasoning, can help here. Instead, carefully selected and trained intelligence type analysts, supported with AI- and ML-based monitoring tools, and with researchers in background providing conceptual materials and critical feedback, can be seen as a solution. Cooperation with private sector may provide a critical advantage and access to the cutting edge experience.

Policy and Research Recommendations (briefly)

1. Establishing a permanent interdisciplinary virtual or cross-border team.
 - Coordinating the development of comprehensive research and policy strategies for detecting new foreign policy trends in legacy media.
 - Integrating AI-powered and ML analysis tools, including large reasoning models (LRMs), with human expertise,
2. Prior that, thorough review of previously funded research projects in the field should be carried out, with specific focus on learning from failures and mistakes, and examining the deeper reasons for the lack of further continuation and development of these projects and initiatives.
3. Enhance current systems for detecting bias and identifying quality newsreporting.
4. Monitoring changes in news selection and coverage trends.
5. To establish a dedicated European media monitoring system for foreign policy coverage and analysis.
6. Strengthening collaboration within the EU and beyond, and improving interactions and consultations among key stakeholders in foreign policy:
 - A shared resource database.
 - Aim to improve or just to test professional competences of journalists to evaluate and interpret often contradictory and incomplete information.
 - Establishing regular online and offline forums for selected participants.
 - Creating rapid-response communication strategies to address unfolding international events.
 - Adopting a strategic approach to exclusive information sharing with specific news outlets.
 - Creating mechanisms to address coverage gaps in important niche events and localities.

Full text: [Analysing Media Analytics Tools for Foreign Policy Monitoring:](#)

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Experimental Design, Methodology and Outputs for Detecting Foreign Policy Discourses



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