

# Luminate

Terms of Reference  
Survivors of Social Media Harms

Initial Mapping Research

**About Luminate:** Luminate is a global foundation working to ensure that everyone –especially those who are underrepresented - has the information, rights, and power to influence the decisions that shape society. The foundation is focused on enabling people to fully participate in civic and political life, to safely challenge power, and to access accurate, trustworthy information. Luminate works globally with a regional focus on Africa, Asia, and Latin America. It was established by philanthropists Pierre and Pam Omidyar and has worked for over a decade on issues related to governance and citizen engagement.

[Luminate Strategic Initiatives](#) consolidates our global work to tackle digital threats to democracy created by the business models and products of the Big Tech platforms. Part of our work is to raise public expectations for how Big Tech should operate and to mobilize citizens in support of enforcement actions against Big Tech's harmful practices.

To achieve this, we believe it is important that the public, Big tech companies, and policy makers hear from survivors of social media harms. We need to hear the individual human stories of the damage that Big Tech's business model can create. Where these individual stories do get amplified, they have a powerful impact on public debate and policy.

**Our assumption and hypothesis:** Harms of Big Tech are widespread and diverse and affect people in every corner of the world. It ranges from addiction to harassment of female politicians and minorities, to fuelling direct acts of individual and mob violence. We are keen to explore the following question: Are there organisations or individual efforts to bring together the different survivors of Big Tech and help elevate and coordinate their voices to change the narrative around Big Tech.

We believe that bringing these survivors together could be powerful in connecting the spread, diversity, and scale of the harms that Big Tech unleash on our modern society. It would help the public connect to the issue and move public opinion in Europe. These efforts would also enable survivors to pressure tech platforms directly and policymakers in the EU to enforce the law.

**Objectives of the consultancy:** That is why LSI is looking to commission initial research to scope and identify already existing survivors' initiatives. The purpose is to:

- Challenge our assumption and hypothesis by scoping what already exists in key locations, what are the needs, and potential interests in connecting the different survivors' initiatives.
- The initial scoping will help us start identifying if, where, and how LSI could make interventions in this space.

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## Scope of work:

The consultant will work to identify:

- All existing survivors' initiatives and efforts (either individually or as a group) – or, if needed, groups who could help us identify survivors willing to conduct direct advocacy - in the EU. Priority countries are: Germany, France, Netherlands, Ireland, Poland or Hungary.
- 2 from the US.
- 2/3 from Africa.
- 2/3 from Asia.
- 2/3 from Latin America.

Survivors and victims may represent different harms of social media.

**Methodology:** The consultant will conduct mostly desk research as well as key informant interviews with 6 to 10 survivors or any organisations working to represent victims.

The harms of Big Tech's business models are wide-ranging and often primarily affect individuals who already face stigma and discrimination including LGBTIQ+, women, people of colour, or religious and ethnic minorities. That is why it is crucial to Luminate that the researcher applies a research methodology that guarantees inclusion, openness, and creativity when approaching the work. The consultant should pay particular attention to survivors from underrepresented groups.

**Deliverables:** The consultant will provide a short write-up of their findings in a clear and concise format.

## Requirements:

- Proven experience of conducting large scale desk research and interviews.
- Previous experience of working with groups of survivors' activists.
- Experience in conducting research that incorporates diversity, equity, and inclusion in its methodology and implementation.
- Strong research and analytical skills.
- Strong written skills in English and desirable similar skills in another widely spoken language.

**Project timeframe:** An estimated 10 to 15 days of work.

## Milestones and deadlines:

- Deadline for application: 28 April 2023
- Start of the consultancy: 15 May 2023
- Delivery of first draft: 15 June 2023
- Delivery of final draft: 30 June 2023
- End of the consultancy: 30 July 2023

**Please send your application that includes a CV and a cover letter to:**  
[etillet@luminategroup.com](mailto:etillet@luminategroup.com)