

# DIGITAL METHODS

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PROF. DR. RICHARD ROGERS  
MEDIA STUDIES  
UNIVERSITY OF AMSTERDAM

# DIGITAL METHODS

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I. Situating Digital Methods in Internet-related research *historically*

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II. Situating Digital Methods in the Digital Humanities and E-Social Sciences (or Digital Sociology) *epistemologically*

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III. Digital Methods *practically* with query design and list-building skills

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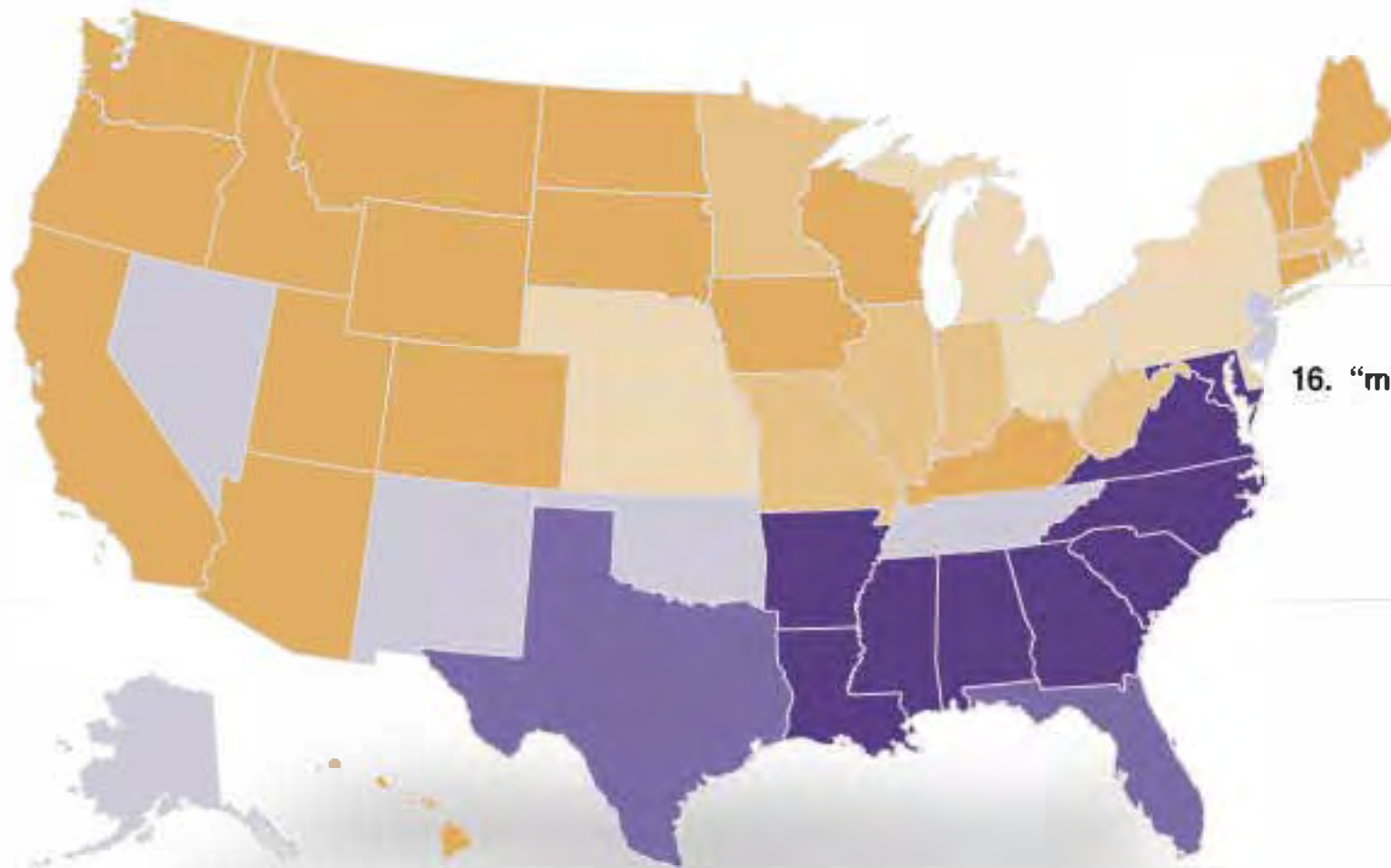
# WHERE ARE WE NOW? FROM 'THE END OF THE VIRTUAL' TO DIGITAL METHODS AND 'ONLINE GROUNDEDNESS'

1. Web as Cyberspace (1994-2000) Virtual as distinct from the real. Cyberstudies
2. Web as Virtual Society? (2000-2008) Virtual is part of the real. Offline as baseline and 'virtual methods'
3. Web as Societal Data (2008 - 2018) The end of the 'virtual'. Online as baseline?
4. Post-digital? (2018- ) From the abundance of web data to the question of its curation, blocking and withholding by engines and platforms ('platform lockdown')

# "sweet potato pie"

56

The Top 50  
Search Terms on  
Allrecipes.com  
On Wednesday



PREVIOUS

14. "turkey"



NEXT

16. "macaroni and cheese"



BELOW AVERAGE

AVERAGE

ABOVE AVERAGE



-25%

-10%

+10%

+25%

VERSUS NATIONAL AVERAGE

## "macaroni and cheese"

53

The Top 50  
Search Terms on  
Allrecipes.com  
On Wednesday

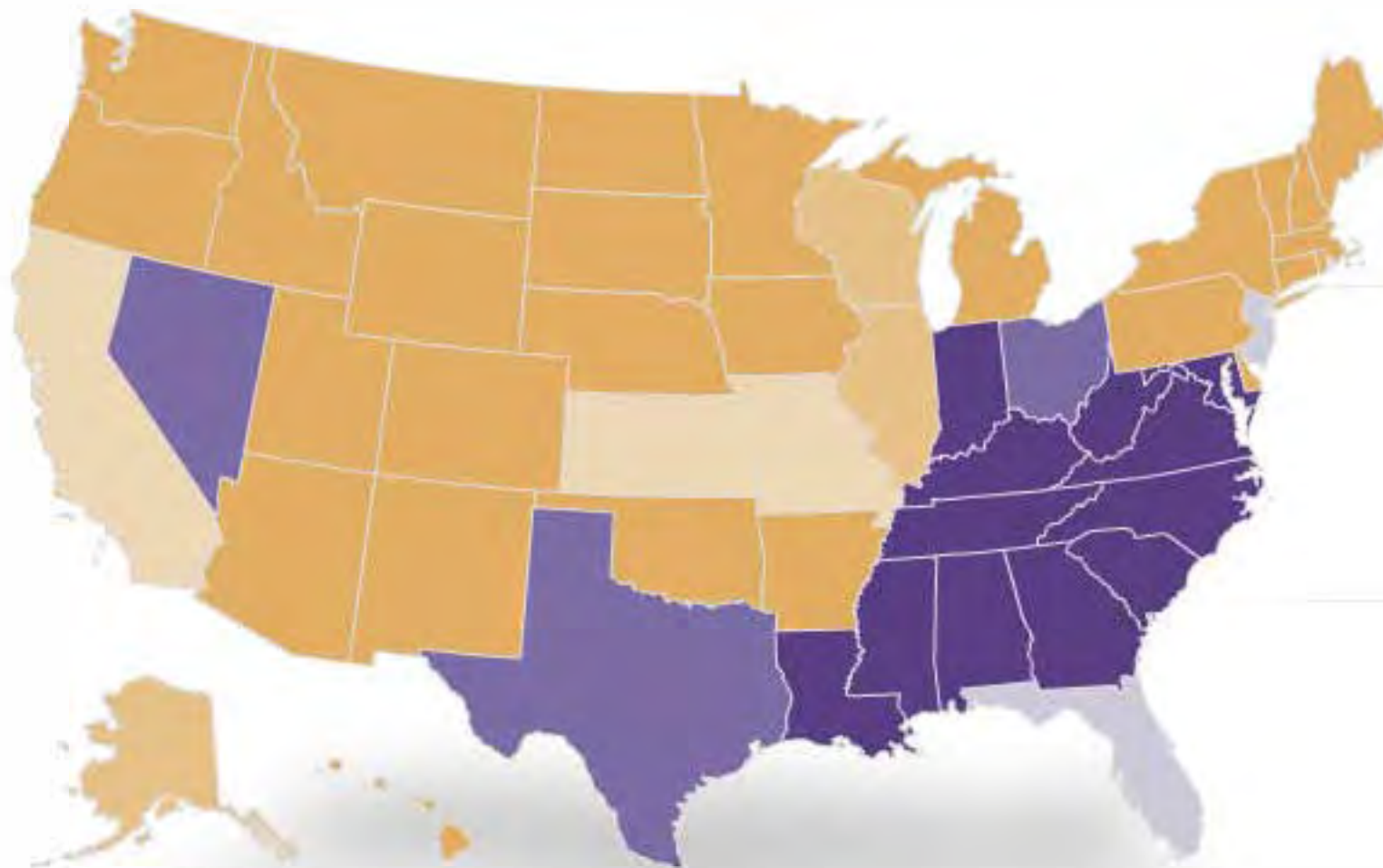
PREVIOUS

15. "sweet potato pie"



NEXT

17. "sweet potato"



BELOW AVERAGE

AVERAGE

ABOVE AVERAGE

-25%

-10%

+10%

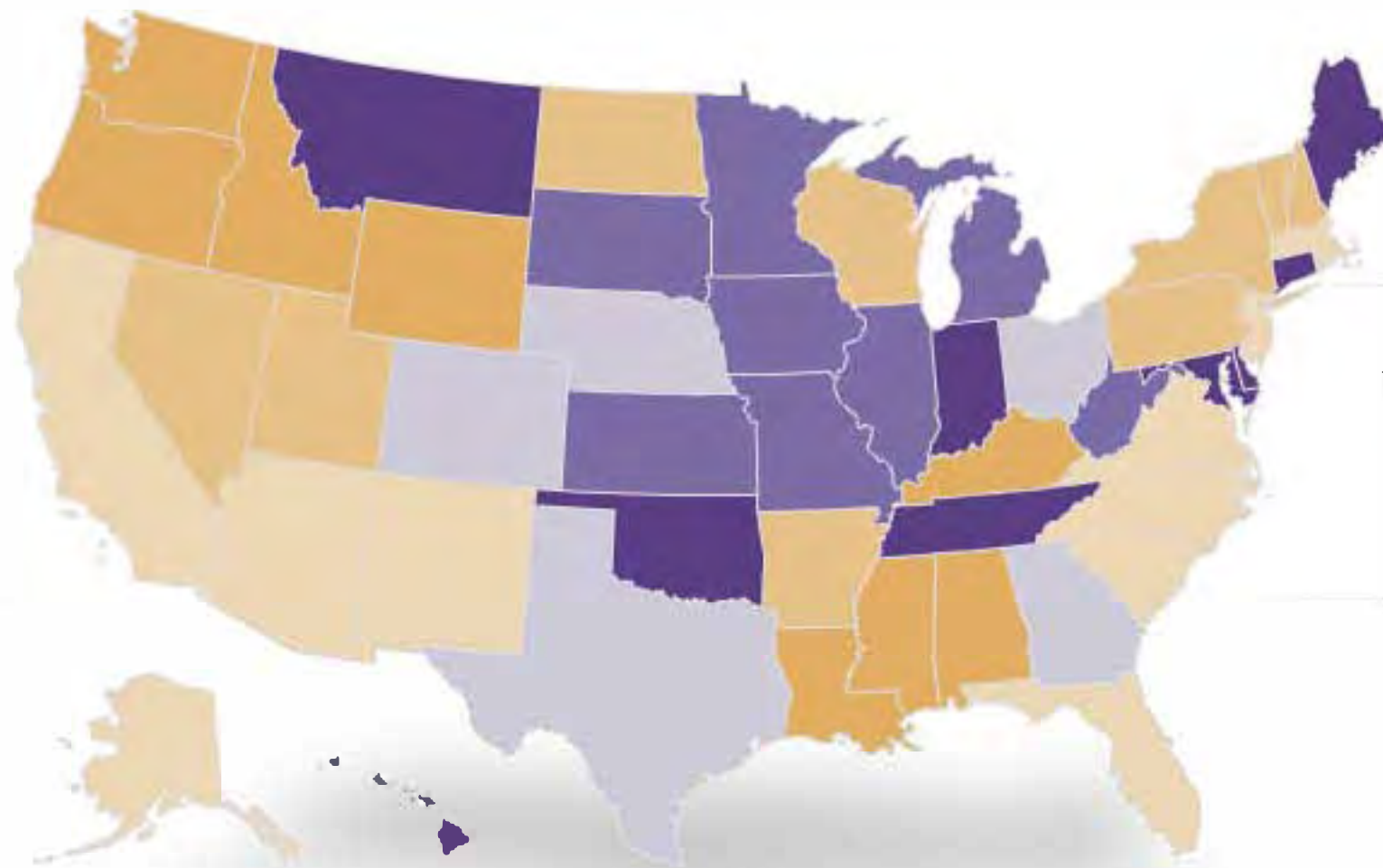
+25%

VERSUS NATIONAL AVERAGE

# "sweet potato"

47

The Top 50  
Search Terms on  
Allrecipes.com  
On Wednesday



PREVIOUS

16. "macaroni and cheese"



NEXT

18. "corn casserole"



BELOW AVERAGE

AVERAGE

ABOVE AVERAGE

-25%

-10%

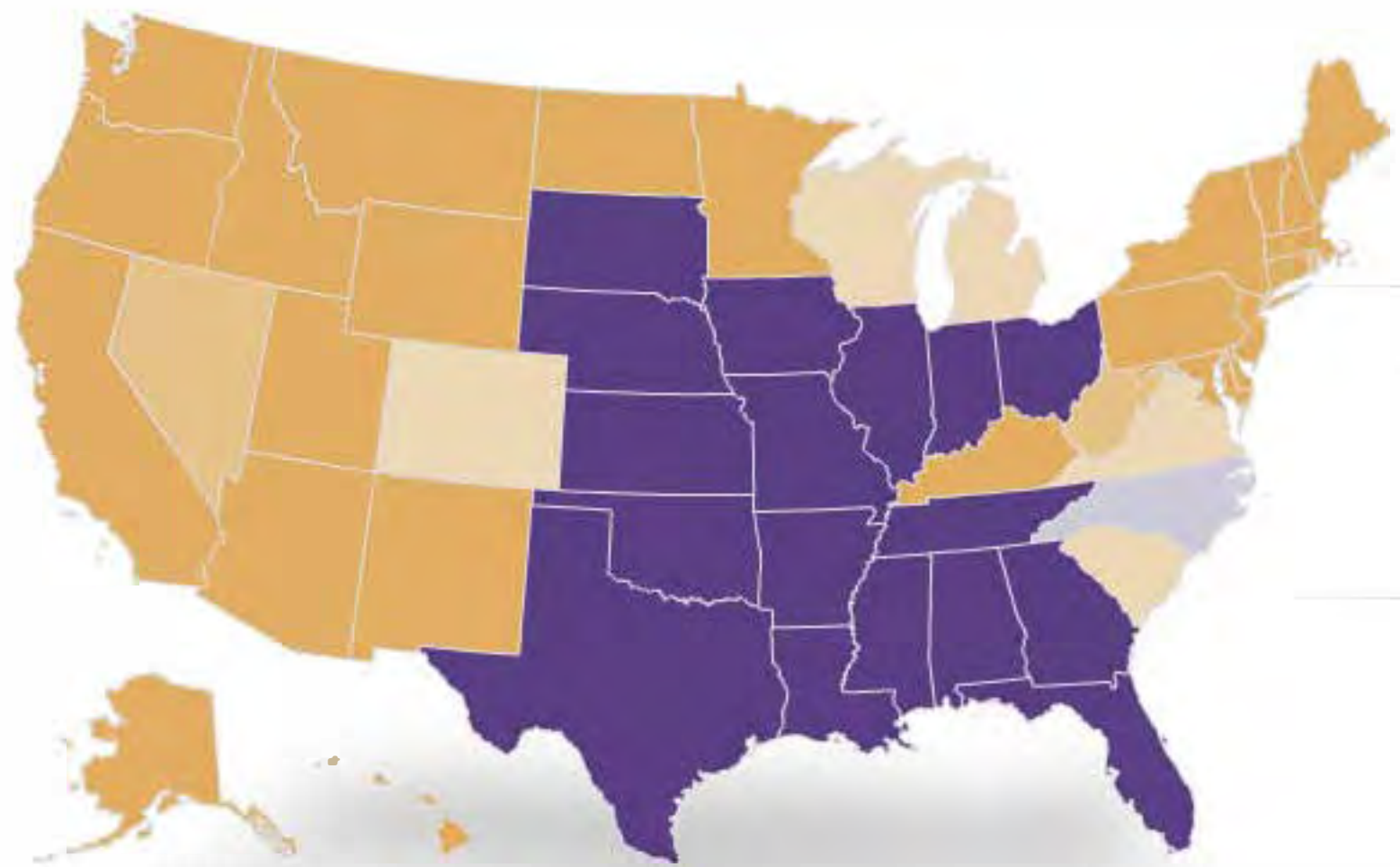
+10%

+25%

VERSUS NATIONAL AVERAGE

# “corn casserole”

44



PREVIOUS  
17. “sweet potato”



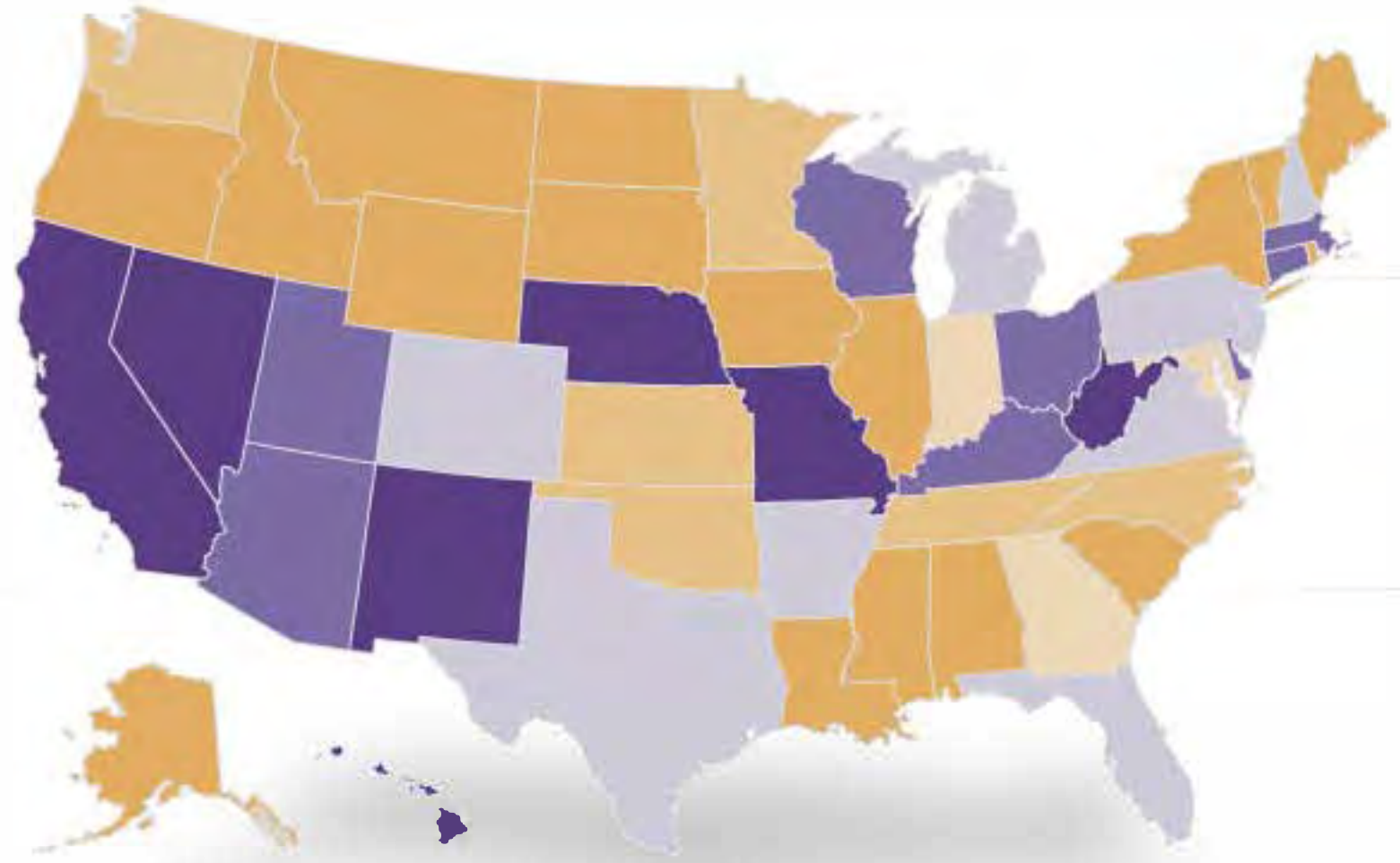
NEXT  
19. “green beans”



The Top 50  
Search Terms on  
Allrecipes.com  
● on Wednesday

# “green beans”

# 43



PREVIOUS  
18. “corn casserole”



NEXT  
20. “turkey brine”





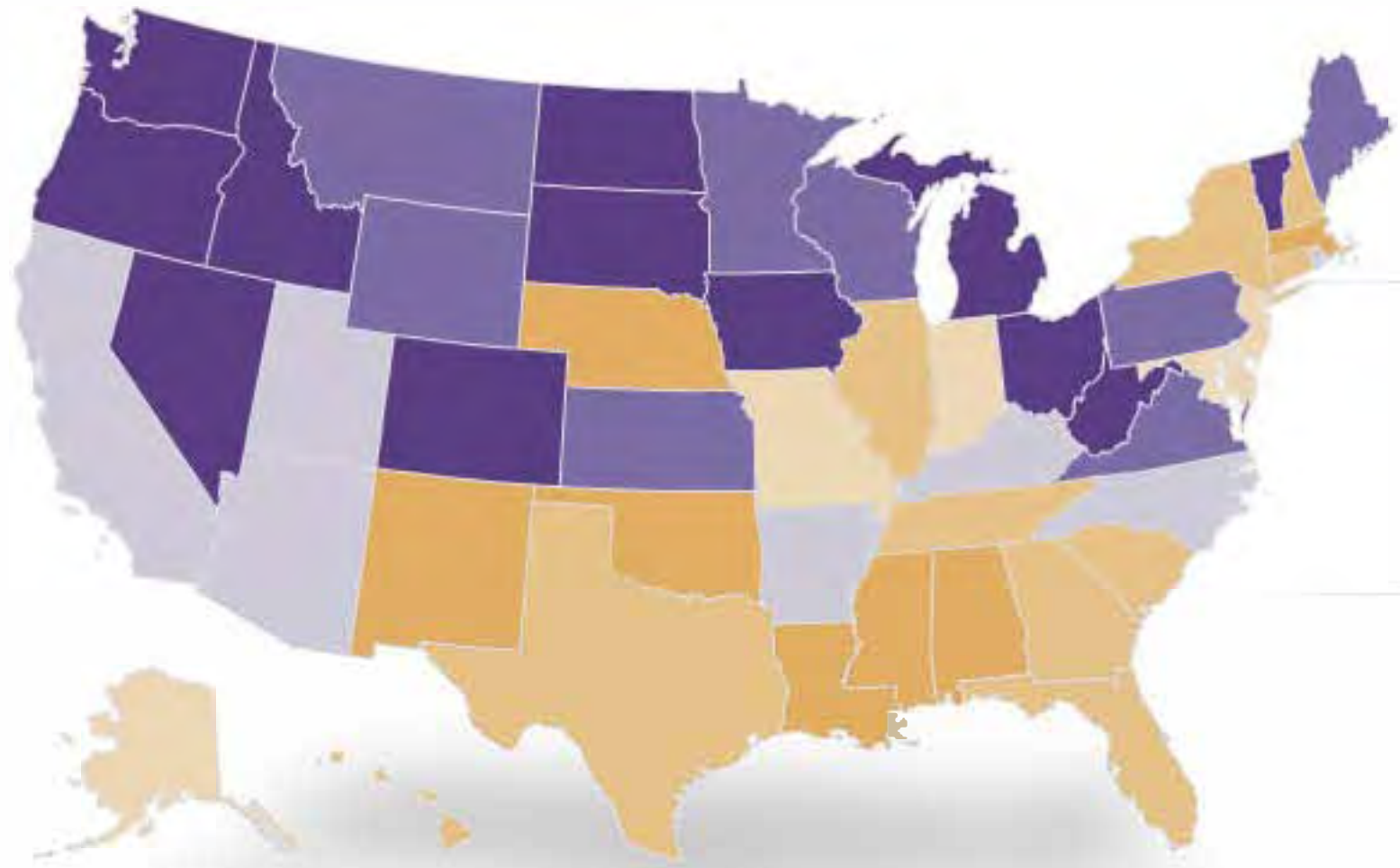
The Top 50  
Search Terms on  
Allrecipes.com  
On Wednesday

SEARCH TERM \_\_\_\_\_

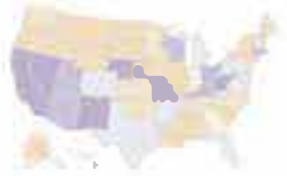
PER 10,000 SEARCHES

**“turkey brine”**

**42**



PREVIOUS  
**19. “green beans”**

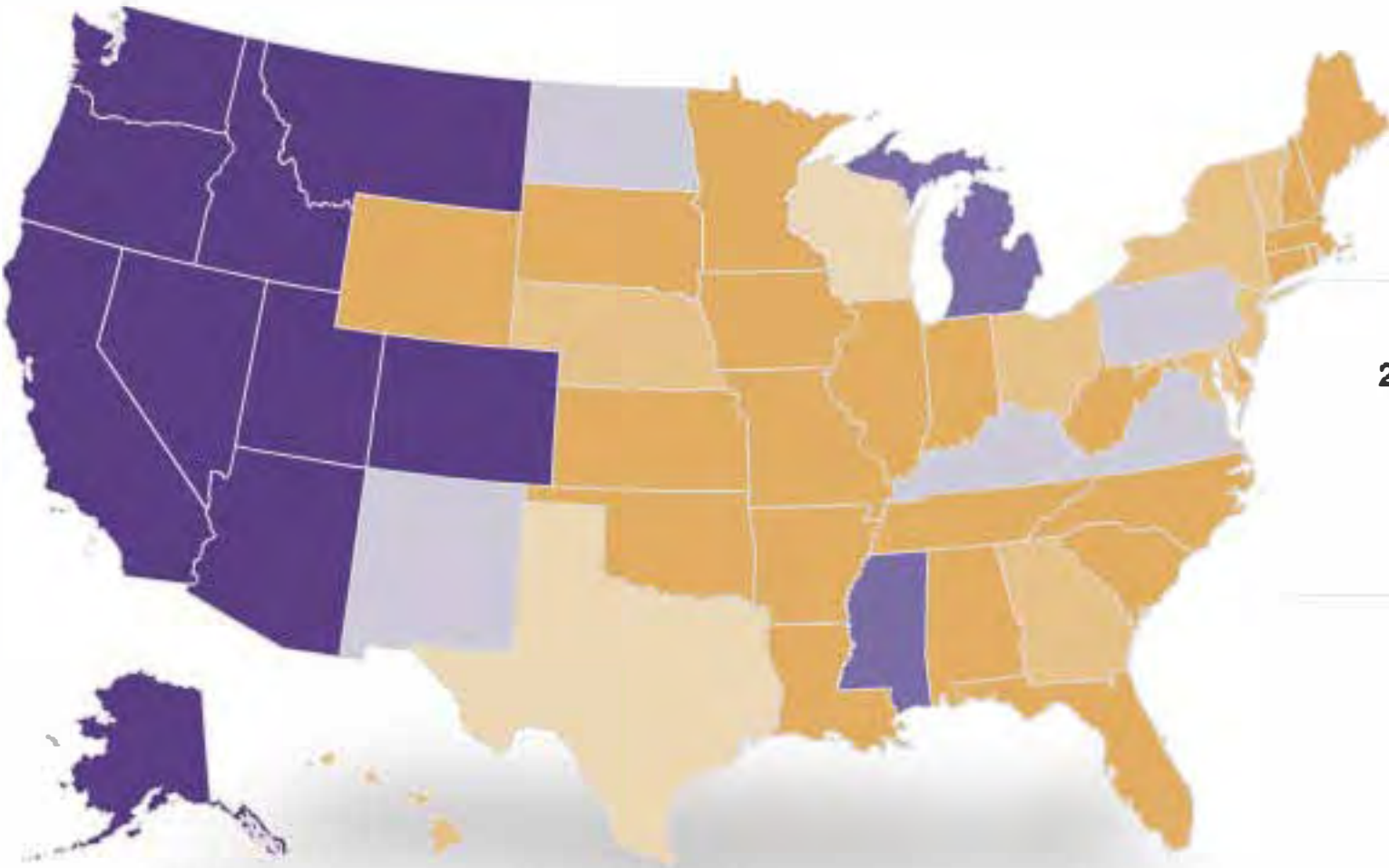


NEXT  
**21. “yams”**



**“yams”**

**40**



PREVIOUS  
20. “turkey brine”



NEXT  
22. “turkey stuffing”



BELOW AVERAGE      AVERAGE      ABOVE AVERAGE

-25%      -10%      +10%      +25%

VERSUS NATIONAL AVERAGE

# The Thanksgiving Recipes Googled in Every State

By THE UPSHOT STAFF NOV. 25, 2014

Which foods are unusually popular in each state on Thanksgiving.



# 'WEB AS DATA' TURN

From the study of online culture to the study of culture online

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Data about Internet-based communication and interactivity could revolutionize our understanding of collective human behaviour.

-D. Watts, "A twenty-first century science," *Nature*. 445: 489, 2007.

Tracing the spread of arguments, rumors, or positions about political and other issues in the blogosphere...

[T]he concerns of an electorate become visible in the searches they conduct.

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-D. Lazer et al., "Computational Social Science," *Science*, 323, 2009.

NATURE | NEWS  
عربي

# When Google got flu wrong

US outbreak foxes a leading web-based method for tracking seasonal flu.

Declan Butler

13 February 2013

PDF Rights & Permissions



### Top Story

**Full-galaxy dust map muddles search for gravitational waves**

Planck probe's survey of polarized light casts further doubt on BICEP2 discovery claims and could complicate Planck's own plans.

E-alert RSS Facebook Twitter

mid-year natureevents directory  
**Start exploring today**

Recent Read Commented Emailed

1. **Earth has water older than the Sun**  
Nature | 26 September 2014
2. **Forensic chemistry could stop African plant thieves**  
Nature | 26 September 2014
3. **Stone Age groups made similar toolmaking**

# Google Flu Trends vastly overestimates rate of influenza in 2012 and 2013 in the USA

## Is Big Data measuring societal trends or media effects?

Sources: D. Butler, *Nature*, 494, 2013; D. Lazer et al., *Science*, 343, 2014.

# SITUATING DIGITAL METHODS

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I. Situating Digital Methods in Internet-related research historically

---

>II. Situating Digital Methods in the Digital Humanities and E-Social Sciences (or Digital Sociology) epistemologically

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III. Digital Methods *practically* with query design and list-building skills

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*Table One: Situating five approaches to digital humanities and e-social sciences according to their preferred data and method types.*

		<b>METHOD</b>	
		<b>DIGITISED</b>	<b>NATIVELY DIGITAL</b>
<b>DATA</b>	<b>DIGITISED</b>	<ul style="list-style-type: none"> <li>▶ Culturomics*</li> <li>▶ Cultural Analytics*</li> </ul>	
	<b>NATIVELY DIGITAL</b>	<ul style="list-style-type: none"> <li>▶ Webometrics</li> <li>▶ Altmetrics</li> </ul>	<ul style="list-style-type: none"> <li>▶ Digital Methods</li> </ul>

\*Uses 'search as research'

# DIGITAL HUMANITIES DATA & METHOD

Two approaches: Cultural Analytics and Culturomics

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Cultural Analytics (Manovich): Analyzes patterns in Time Magazine and Popular Science covers, as well as Mark Rothko paintings.  
'Formal' analysis (art history): grayscale, brightness, hue, saturation, and forms.

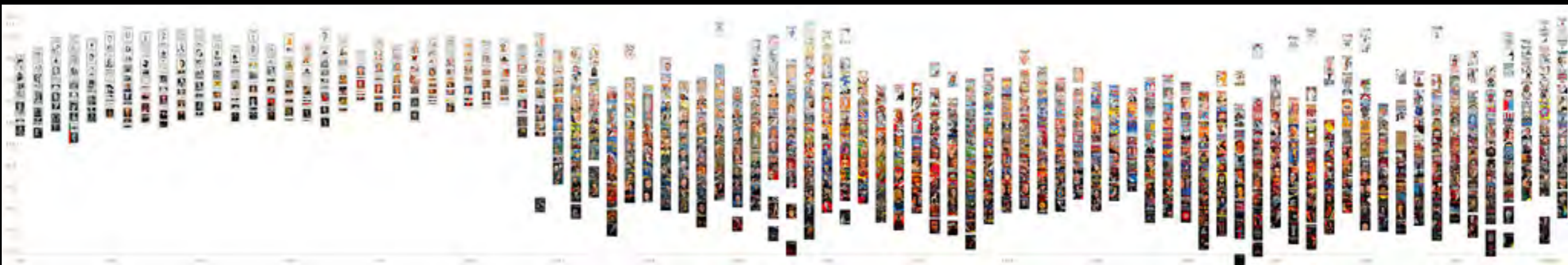
Approach: 'Style Space' - Images which are visually similar will be close; images which are different will be further away.

Software: ImagePlot by Software Studies Initiative

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A 'big data' approach that substitutes 'continuous change' for periodization and 'continuous description' for categorization.

The **SELFIEEXPLORATORY** is part of SELFIECITY

Help Share Reset filters

DEMOGRAPHICS

**CITY**



**YOUNG AGE OLD**




**GENDER**



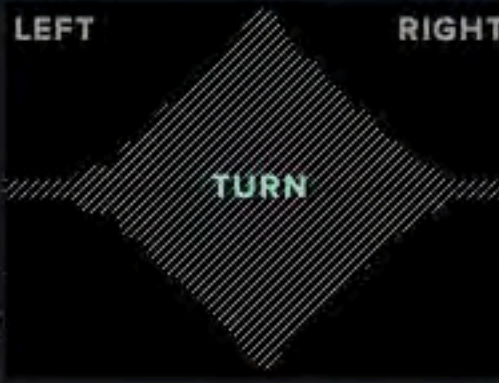
POSE

**UP**




**LOOKING**


**LEFT** **TURN** **RIGHT**



**DOWN**



**LEFT** **TILT** **RIGHT**



FEATURES

**EYES**

OPEN ? CLOSED



**MOUTH**

OPEN ? CLOSED



**GLASSES**

NO ? YES



MOOD

**CALM**



**ANGRY**



**HAPPY**



3200 of 3200 selfies.

Normal Crop Crop & rotate



# DIGITAL HUMANITIES DATA & METHOD

Two approaches: Cultural Analytics and Culturomics

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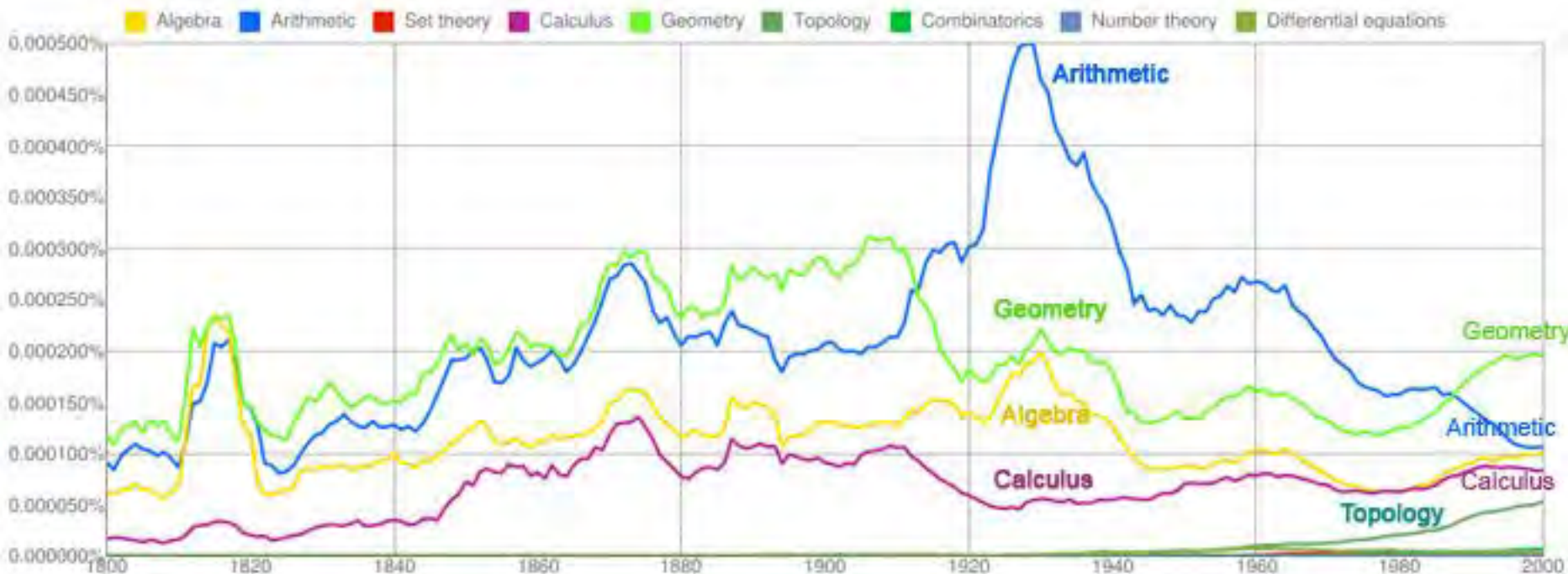
Culturomics (Google Books & Scholars): Lexicographical analysis of scanned books over hundreds of years. American spelling taking over from British spelling; celebrity increasingly shorter lived, etc.

Software: Google Books Ngram Viewer ("best data is the data for English between 1800 and 2000" - [culturomics.org](http://culturomics.org))

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Graph these **case-sensitive** comma-separated phrases:

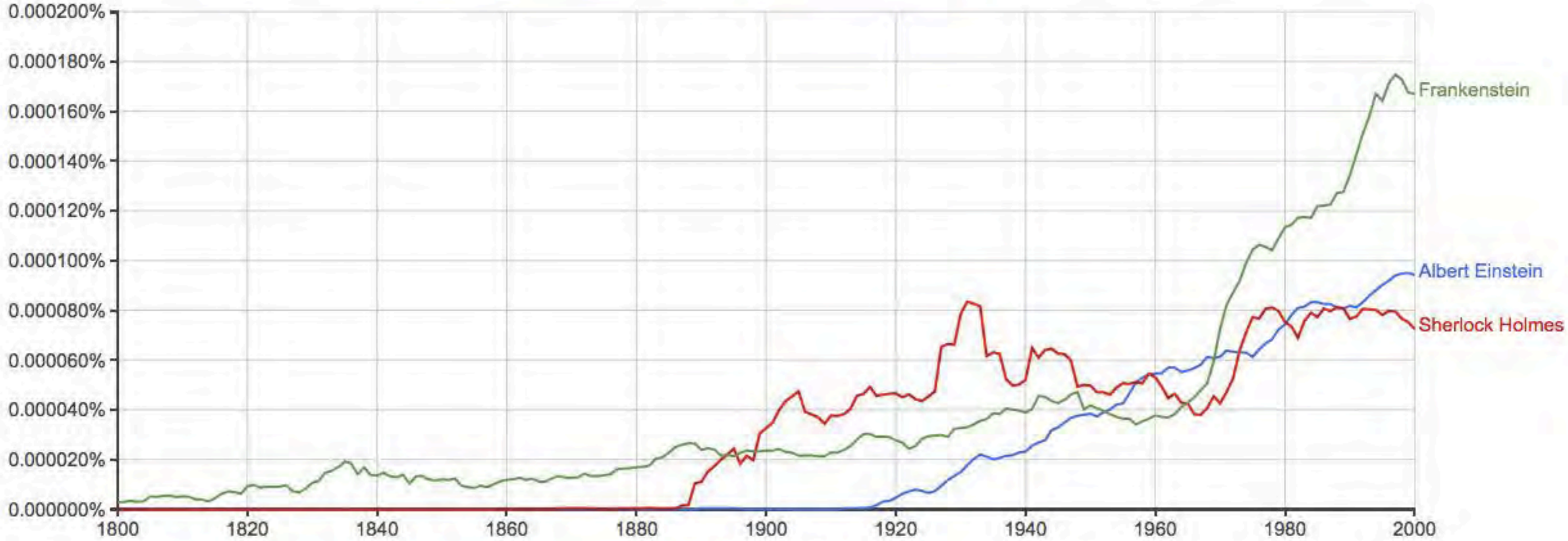
between  and  from the corpus  with smoothing of .



# Google books Ngram Viewer

Graph these comma-separated phrases:   case-insensitive

between  and  from the corpus  with smoothing of  [Search lots of books](#)



(click on line/label for focus)

*Table One: Situating five approaches to digital humanities and e-social sciences according to their preferred data and method types.*

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\*Uses 'search as research'

# E-SOCIAL SCIENCES DATA & METHOD

Two approaches: Webometrics and Altmetrics

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Webometrics (Thelwall et al.): Webometrics are citation analysis methods using web links (mainly) as if they were academic citations, where a link is treated as an endorsement or impact metric.

Altmetrics (Priem et al.): Altmetrics inverts traditional scientometrics, counting citations of academic work that appear not in published journals, but rather in social media, online reference managers, scholarly social networks, blogs, Wikipedia...

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Software: Webometric Analyst 1.0/2.0; 'Altmetric It' bookmarklet



# EGovernment and Armenia

## Co-link Map Details:

Author: Audrey Selian  
Email: aselian@hotmail.com  
Crawl start: 16 Jul 2004 - 08:43  
Crawl end: 16 Jul 2004 - 17:47  
Privilege starting points: off  
Co-link Analysis Mode: page  
Iterations: 2  
Crawl Depth: 3  
Node count: 50

Map generated from Issuecrawler.net by the Govcom.org Foundation, Amsterdam.

hello world

## Legend:

● (.am) ● (.com) ● (.org) ● (.gov) ● (.int)

## Statistics:

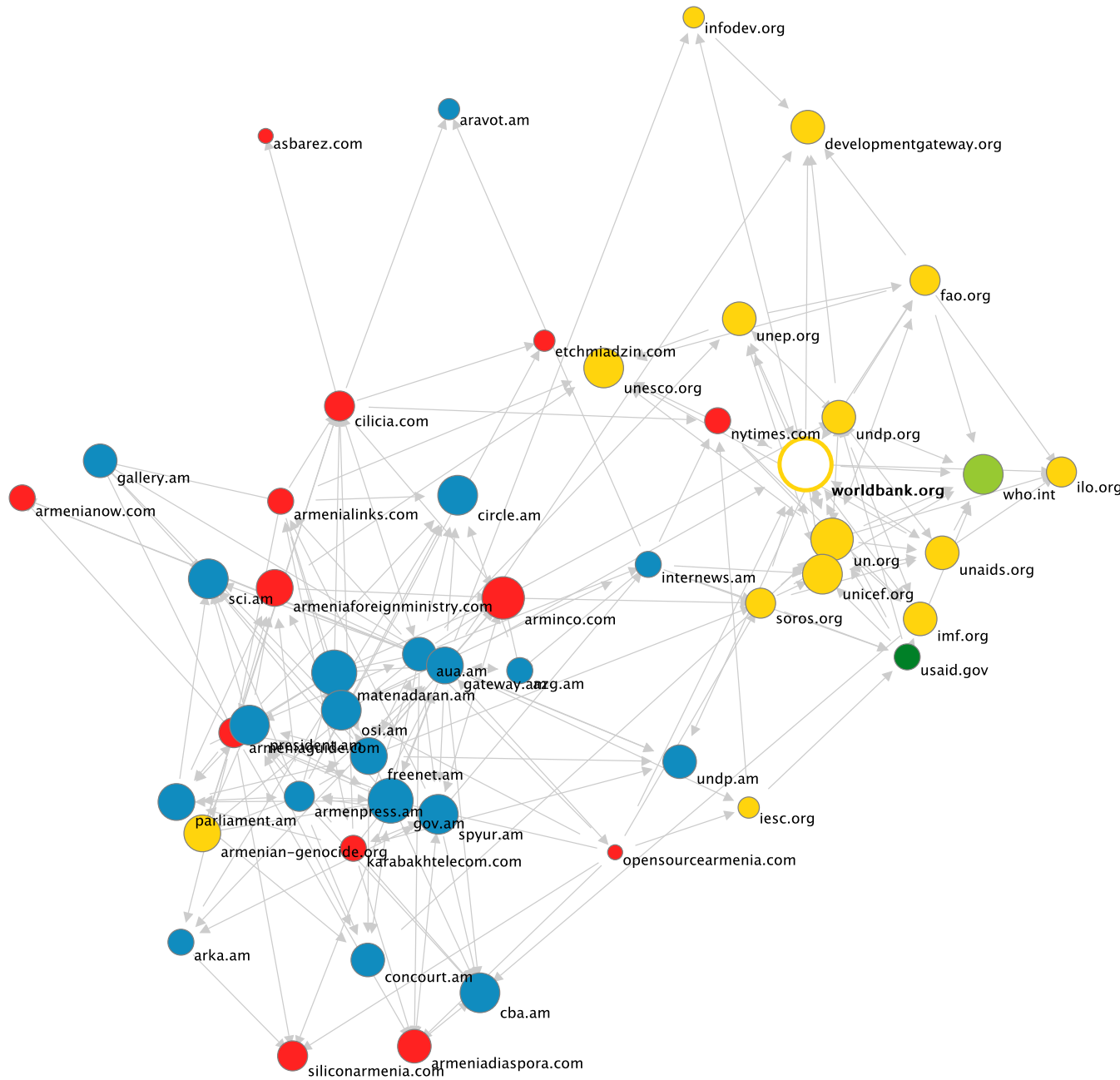
○ **worldbank.org**

Destination URL: <http://www.worldbank.org/>  
Page date stamp: 16 Jul 2004 - 10:29  
Links received from crawled population: 1694

## Links from network (1 - 20)

1. nytimes.com
2. infodev.org
3. usaid.gov
4. unids.org
5. unep.org
6. un.org
7. undp.org
8. soros.org
9. opensourcarmenia.com
10. gateway.am
11. imf.org
12. fao.org

Links to network: 11



# E-SOCIAL SCIENCES DATA & METHOD

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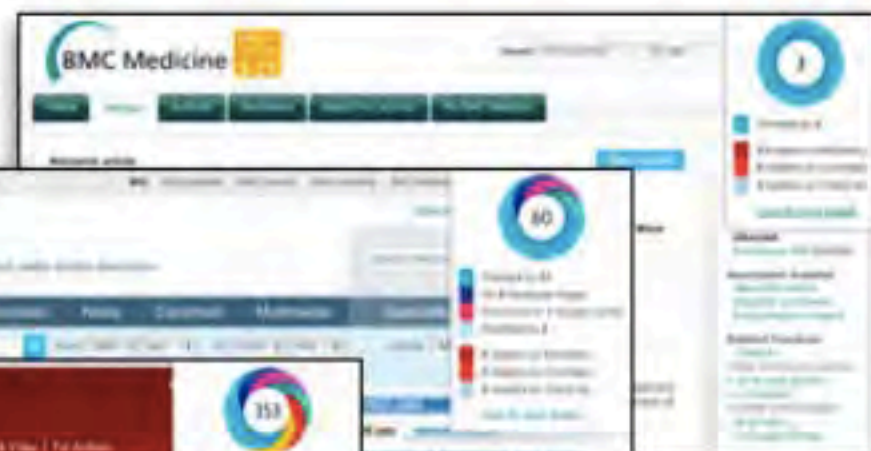
---

Software: Webometric Analyst 1.0/2.0; 'Altmetric It' bookmarklet

1. Add bookmarklet to your bookmarks toolbar

2. Visit any paper

3. Get article level metrics with a single click



Tweeted by 243

On 1 Facebook Pages

Mentioned in 22 Google+ posts

Reddited by 1

Picked up by 1 news outlets

Blogged by 9

0 readers on Mendeley

0 readers on Connotea

0 readers on CiteULike

*Table One: Situating five approaches to digital humanities and e-social sciences according to their preferred data and method types.*

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\*Uses 'search as research'

# NATIVELY DIGITAL

Natively digital is meant in a computing sense

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In computing, software has a native mode when it is written for a specific processor.

In computing, software has a native support when it is written for a specific operating system. (It runs "native".)

"Written for the medium"

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# DIGITIZED METHODS

Imported and migrated methods adapted slightly to the online

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Online surveys - Finding the mailing lists to send them to

Online samples - Become difficult. Knowability of population?

Online interviews - Record interviewees?

Online user studies - Browser histories?

Online investigative reporting - Order of fact-checking changes?

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# DIGITAL METHODS

Distinction between methods that migrate to the medium and those 'native' to it

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Which objects and data are available? (links, tags, timestamps...)

How do dominant devices and platforms handle them?

How to learn from and repurpose the device methods?

Are findings grounded in the online? Is the online the baseline?

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# DIGITAL METHODS OBJECTS & APPROACHES

1. Hyperlinks - For issue network analysis with the Issuecrawler and 'dynamic URL sampling' for Internet censorship research
2. Archived websites - For screencast documentaries of websites, historical link analysis and website as code rather than content
3. Search Engines - For the study of hierarchies of credibility and source partisanship with the Lippmannian Device
4. Blogosphere - Spheres are bounded, engine-demarkations, with epistemologies
5. The Web - As national Webs, with characteristics that may used for diagnoses and country reports

# DIGITAL METHODS OBJECTS & APPROACHES

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6. Wikipedia - As cultural reference to study the politics of memory (reconciliation)

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7. Twitter - As story-telling machines for 'remote event analysis', providing accounts of events on the ground and in substantive issue spaces

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8. Facebook (and Instagram) - As sites to study engagement through networked content analysis

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9. YouTube - A 'teardown' technique to unpack recommendations and authority

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10. Deep vernacular web - Robust terminological innovation from 4chan to Reddit

# 6. WIKIPEDIA AS CULTURAL POINT OF VIEW

## Wikipedia language versions for cross-cultural study

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As articles mature, they may express a national as opposed to neutral point of view. Neutral to whom?

How to have language Wikipedia versions show cultural reference?

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Wikipedia Language version	Name of Srebrenica article	Number of Bosniak victims
Dutch (Nederlands)	Fall of Srebrenica	7000-8000
English	Srebrenica Massacre	8372
Bosnian (Bosanski)	Srebrenica Genocide	8000
Croatian (Hrvatski)	Srebrenica Genocide	8000
Serbian (Srpski)	Srebrenica Massacre	6000-8000
Serbo-Croatian (Srpsko-Hrvatski)	Srebrenica Massacre	8000

**Table one:** Wikipedia articles on same subject compared across Wikipedia language versions, 20 December 2010. Comparison of titles and victim counts in the Bosnian, Croatian, Dutch, English, Serbian and Serbo-Croatian articles.

# WIKIPEDIA AS CULTURAL REFERENCE

## Method for the study of Wikipedia as cultural reference

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Compare article elements and determine their distinctiveness:

- title
- authors (or editors plus location)
- table of contents
- **references**
- **images**

Also features native to Wikipedia:

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- location of the anonymous editors (based on IP address)
- templates, revision history and talkpages

# Triangulate

## Input

List name (optional):

Serbian

One entity per line:

<http://www.iwpr.net/?p=bcr&>  
[http://www.washingtonpost.com/wp-dyn/content/article/2005/06/24/AR2005062401501\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2005/06/24/AR2005062401501_pf.html)  
<http://www.un.org/icty/krstic/TrialC1/judgement/krs-tj010802e.pdf#search>  
<http://www.ic-mp.org/press-releases/icmp-makes-13000-dna-led-identifications-of-missing-persons-from-bosnia-herzegovinaicmp-ostvario-13000-dnk-identifikacija-osoba-nestalih-u-bosni-i-hercegovini/>  
<http://www.ic-mp.org/press-releases/dna-results-of-the-international-commission-on-missing->

Include in detailed analysis.

List name (optional):

Bosnian

One entity per line:

<http://srebrenica-genocide.blogspot.com/>  
<http://www.un.org/icty/indictment/english/kar-ii951116e.htm>  
<http://www.srebrenica.ba/>  
[http://www.ogrish.com/archives/six\\_bosnian\\_muslim\\_men\\_from\\_srebrenica\\_being\\_executed\\_on\\_video\\_Jun\\_02\\_2005.html](http://www.ogrish.com/archives/six_bosnian_muslim_men_from_srebrenica_being_executed_on_video_Jun_02_2005.html)  
<http://www.srebrenica-zepa.ba/spisak.htm>  
<http://www.un.org/icty/bhs/cases/krstic/judgements/010902/krs-tj010902b.htm>  
<http://www.un.org/icty/bhs/cases/krsti>

Include in detailed analysis.

List name (optional):

Dutch

One entity per line:

<http://www.un.org/peace/srebrenica.pdf>  
<http://emperors-clothes.com/dutch/articles/deconstructie.htm>  
<http://www.ochtenden.nl/afleveringen/35385953/>  
<http://www.dutchbat1.com/>  
<http://www.icty.org/x/cases/krstic/tjug/en/krs-tj010802e.pdf>  
<http://www.nu.nl/buitenland/2221774/honderden-slachtoffers-srebrenica-mogelijk-nog-in-leven.html>  
<http://books.google.nl/books?id=1bPnKqhbraQC&>

Include in detailed analysis.

List name (optional):

Croatian

One entity per line:

<http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+TA+P6-TA-2009-0028+0+DOC+XML+V0//EN&>  
[http://www.ohr.int/print/?content\\_id=40028](http://www.ohr.int/print/?content_id=40028)  
<http://www.yihr.org/index.php?id=445&>  
<http://www.guardian.co.uk/world/2006/aug/21/warcrimes>  
<http://www.iwpr.net/?p=tri&>  
<http://news.bbc.co.uk/2/hi/europe/675741.stm>  
<http://www.nytimes.com/2010/06/11/world/europe/11hague.html>  
<http://news.bbc.co.uk/2/hi/europe/3999985.stm>

Include in detailed analysis.

List name (optional):

Serbo-Croatian

One entity per line:

<http://www.un.org/icty/indictment/english/kar-ii951116e.htm>  
<http://www.srebrenica-zepa.ba/spisak.htm>  
<http://www.un.org/icty/bhs/cases/krstic/judgements/040419/krs-aj040419b.htm>  
<http://www.vladars.net/lt/pm/index.html>  
<http://www.un.org/Docs/journal/asp/ws.asp?m=A/54/549>  
[http://www.srebrenica.nl/en/a\\_index.htm](http://www.srebrenica.nl/en/a_index.htm)  
<http://www.srebrenica.ba/>

Include in detailed analysis.

List name (optional):

English

One thing per line:

[milosevic.org/documents/](http://milosevic.org/documents/)  
<http://www.time.com/time/99,349957,00.html>  
<http://news.bbc.co.uk/2/tm>  
<http://www.vreme.com/id=384060>  
<http://www.vreme.com/id%3D384060>  
<http://www.bosnia.org.uk/at.cfm?articleid=1147&>  
[http://www.domovina.net/01\\_milosevic\\_eng.ram](http://www.domovina.net/01_milosevic_eng.ram)  
[http://www.publicinternational.eswatch/archives/wcpw\\_](http://www.publicinternational.eswatch/archives/wcpw_)

Include in detailed analysis

[Add another list](#), [Remove last list](#)

Case:  sensitive  insensitive

Detailed  Triangulation

Referenced hosts in the Srebrenica articles per Wikipedia language version, colored by frequency, and ordered by frequency and by alphabet, 20 December 2010

1 2 3 4 5 6

Serbian	Bosnian	Dutch	Croatian	Serbo-Croatian	English
un.org	un.org	un.org	un.org	un.org	un.org
srebrenica.ba	srebrenica.ba	icty.org	srebrenica.ba	srebrenica.ba	srebrenica.ba
icty.org	ic-mp.org	groene.nl	icty.org	srebrenica-zepa.ba	icty.org
bosnia.org.uk guardian.co.uk	idc.org.ba srebrenica-zepa.ba	vandiepen.com books.google.nl dutchbat.luchtmobiel.nl	bosnia.org.uk guardian.co.uk	srebrenica.nl vladars.net	bosnia.org.uk guardian.co.uk
ic-mp.org	helsinki.org.yu	dutchbat1.com	icj-cij.org		ic-mp.org
icj-cij.org	hlc.org.yu	emperors-clothes.com	idc.org.ba		icj-cij.org
iwpr.net	ogrish.com	nu.nl	iwpr.net		idc.org.ba
news.bbc.co.uk nytimes.com ohr.int	sense-agency.com vladars.net	ochtenden.nl volkskrant.nl	news.bbc.co.uk nytimes.com ohr.int		iwpr.net news.bbc.co.uk nytimes.com ohr.int
srebrenica-zepa.ba vreme.com	inzl.unsa.ba preventgenocide.org srebrenica-genocide.blogspot.com zeneucrnom.org		vreme.com balkaninsight.com		vreme.com
128.121.186.47			bim.ba		128.121.186.47
b92.net helsinki.org.yu hlc.org.yu news.independent.co.uk k ogrish.com reuters.com slobodan-milosevic.org			domovina.net edition.cnn.com europarl.europa.eu  independent.co.uk newsweek.com pbs.org potocarimc.ba		b92.net balkaninsight.com bim.ba  domovina.net edition.cnn.com europarl.europa.eu groene.nl

Map of the Srebrenica military operations, made by the U.S. Central Intelligence Agency, with green arrow showing the route of the Bosnian forces.



Burial of 465 identified Bosniaks, Potočari, 2007.

Map of the location of Srebrenica, the Republika Srpska, Bosnia-Herzegovina.

Srebrenica-Potočari Memorial and Cemetery, Bosnia-Herzegovina.



Grave of a 13-year old Bosniak boy.

Ratko Mladic.



Exhumed grave of victims, 2007.



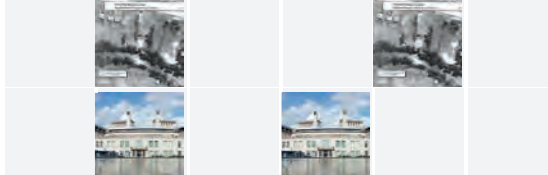
An exhumed body with blindfold and hands tied behind his back. As of September 2012, the photo has been removed from Wikipedia article.

"UN left 8,000 to die in Bosnia." Headline in The Independent, 30 October 1995.



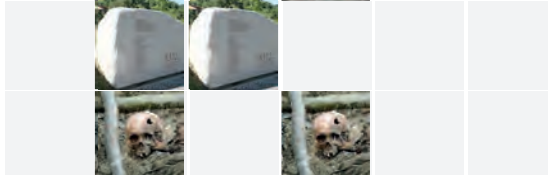
Podrinje Identification Project's facility for storing, processing, and handling exhumed remains..

International Criminal Tribunal for the Former Yugoslavia, Den Haag, the Netherlands.



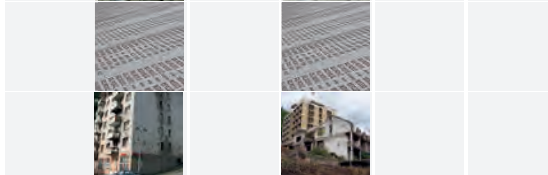
Satellite photo of Nova Kasaba mass grave.

Skull exhumed outside of Potočari, July 2007.



Srebrenica Genocide Memorial Stone at Potočari, with the victim count of 8,372.

War-damaged buildings in Srebrenica.



Wall of names at the Srebrenica Genocide Memorial.

The Bosniak enclaves of Srebrenica and Zepa, declared safe areas by the U.N. in 1993.



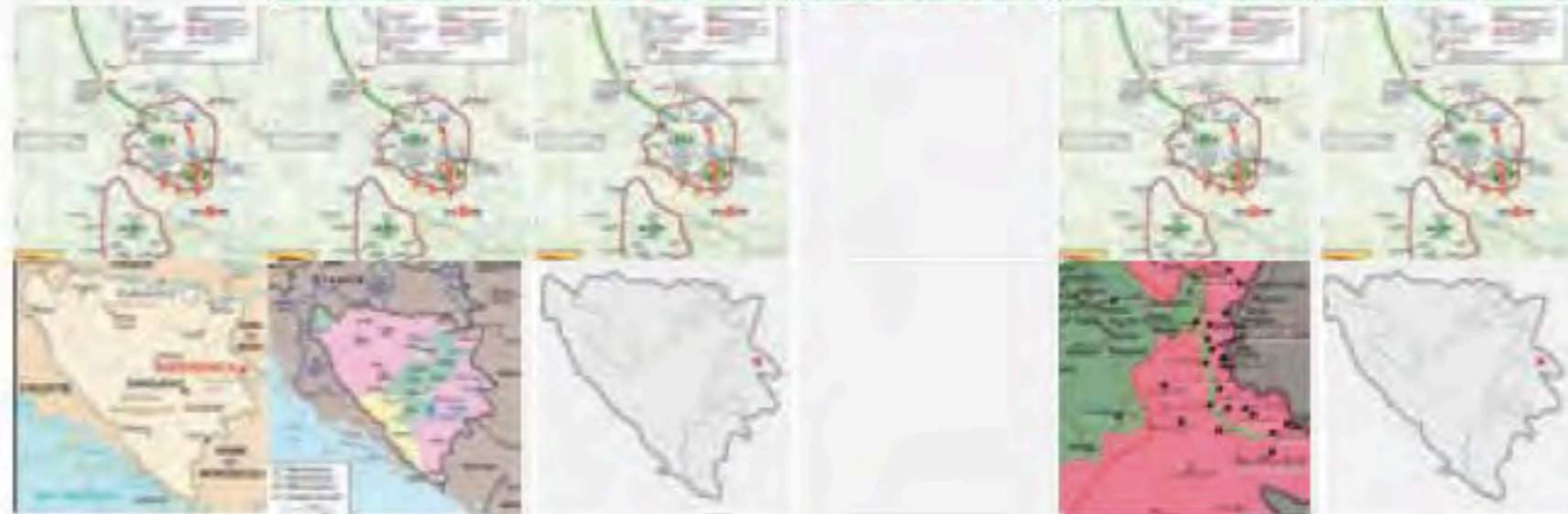


DUTCH      ENGLISH      BOSNIAN      CROATIAN      SERBIAN      SERBO-CROATIAN

Map of the Srebrenica military operations, made by the U.S. Central Intelligence Agency, with green arrow showing the route of the Bosnian forces.



Burial of 465 identified Bosniaks, Potočari, 2007.



Map of the location of Srebrenica, the Republika Srpska, Bosnia-Herzegovina.

Srebrenica-Potočari Memorial and Cemetery, Bosnia-Herzegovina.



Grave of a 13-year old Bosniak boy.



Ratko Mladic.



# COMPARATIVE REFERENCE AND IMAGE GRIDS

## Conclusions

---

The reference and image grids show 'alignment' and non-alignments of 'national' cultural accounts. They may be seen as indicators of current state of politics of memory and reconciliation.

---

# 7. TWITTER STUDIES

Digital Methods contributions to the study of Twitter as social media

---

'Remote event analysis': Twitter as means of news and event following with a story-telling approach

'Social issue space': Twitter as a means to study dominant voice and engagement in an (expert) issue space

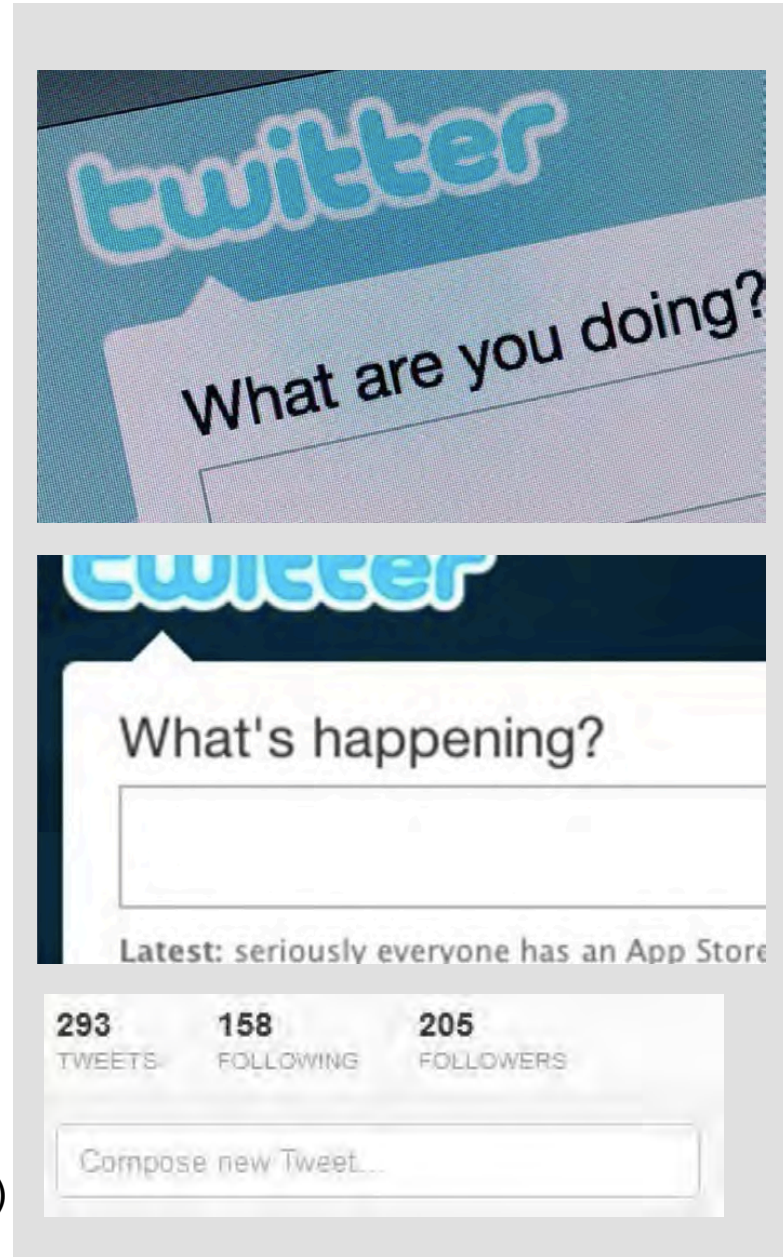
---

## Twitter Studies

---

What is one studying when studying tweets?

- Twitter I (2006-2009): Urban lifestyle tool (origins) and 'banal' lunch tweets  
Tagline: "what are you doing?"
- Twitter II (2009-2012): Elections, disasters and revolutions.  
Tagline: "what's happening?"  
Metrics: "trending topics"
- Twitter III (2012- ): Generic research tool (elections, stocks, celebrity awards)  
Tagline: "compose new tweet"



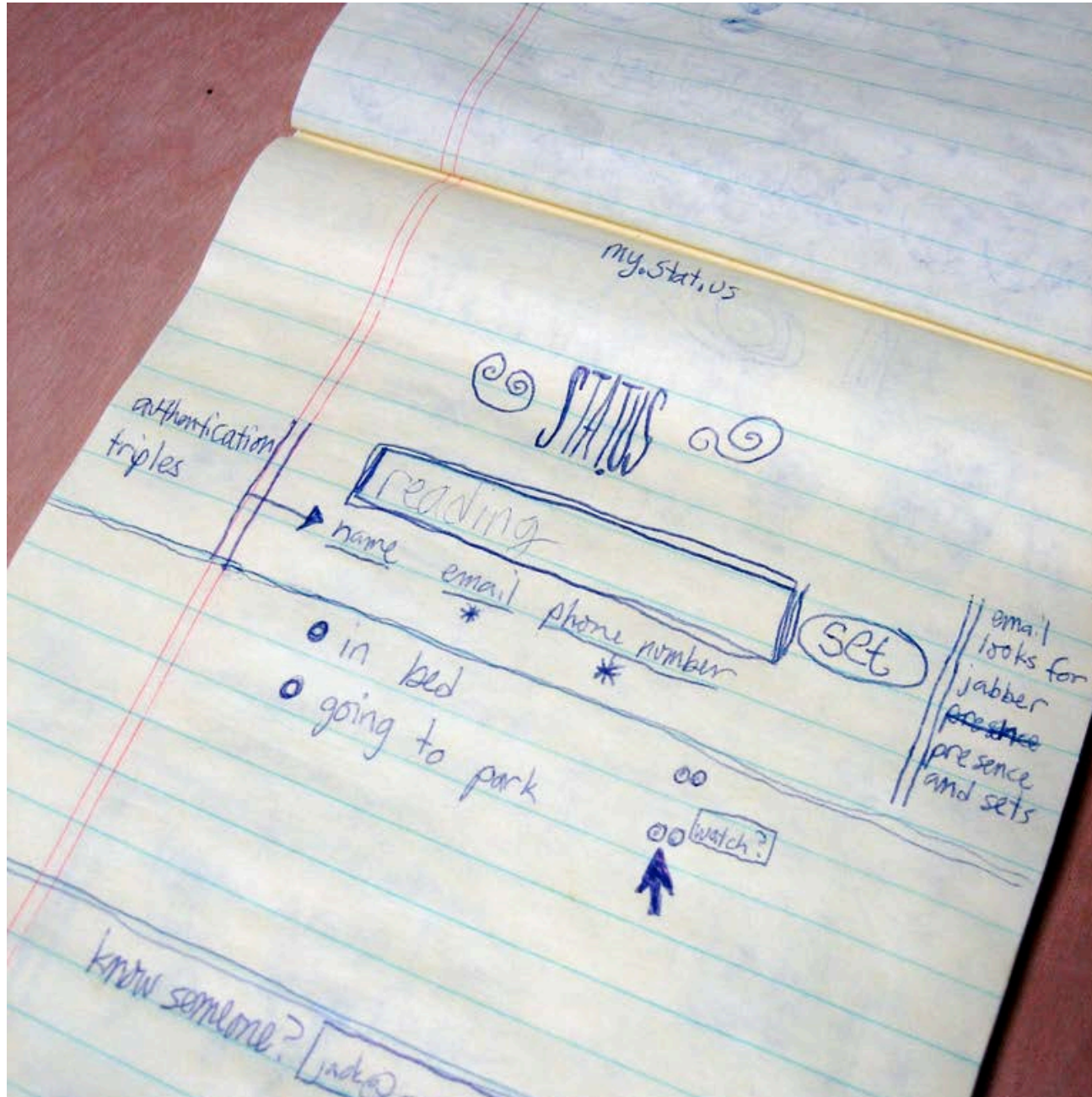
# Twitter

What are you doing?

---

---

# Twtr sketch, Jack Dorsey, 2006



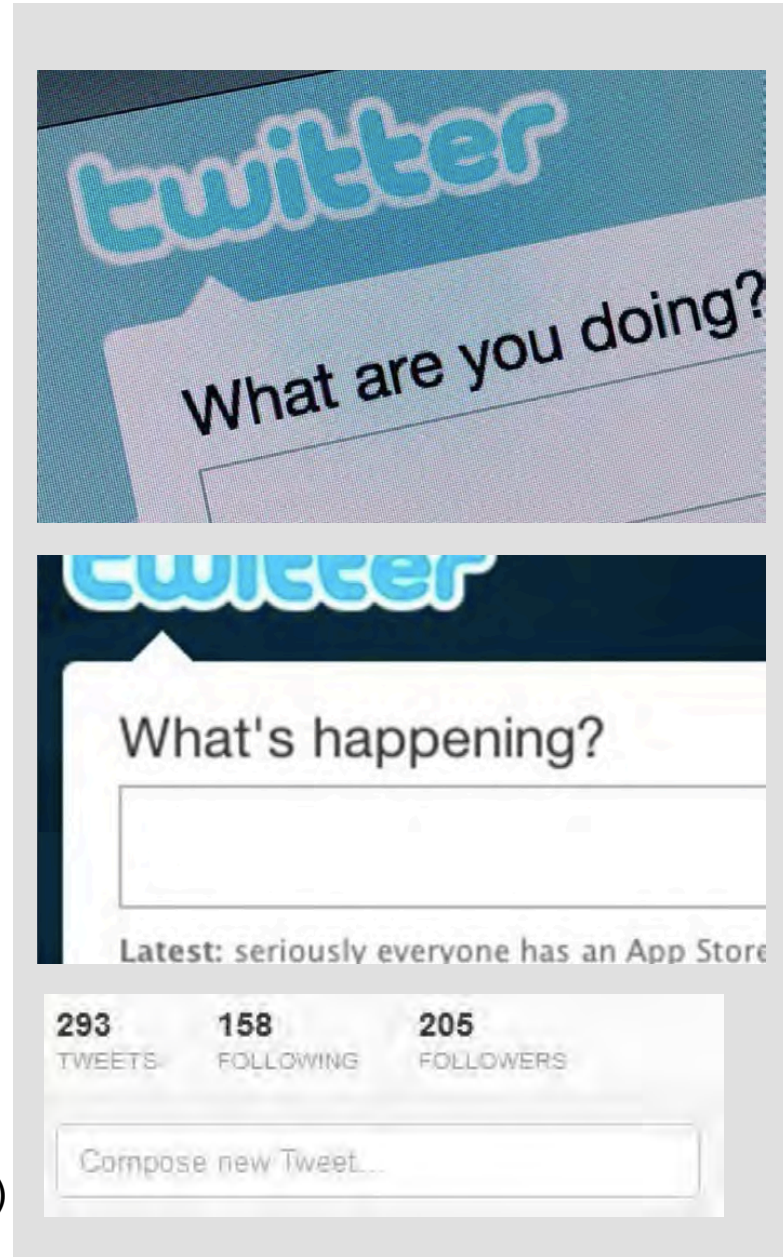
# From presentation of self to engagement in social causes

## Twitter Studies

---

What is one studying when studying tweets?

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Tagline: "what are you doing?"
- Twitter II (2009-2012): Elections, disasters and revolutions.  
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Metrics: "trending topics"
- Twitter III (2012- ): Generic research tool (elections, stocks, celebrity awards)  
Tagline: "compose new tweet"



# Twitter

What's happening?

Latest: seriously everyone has an App Store





## Iran's Twitter Revolution

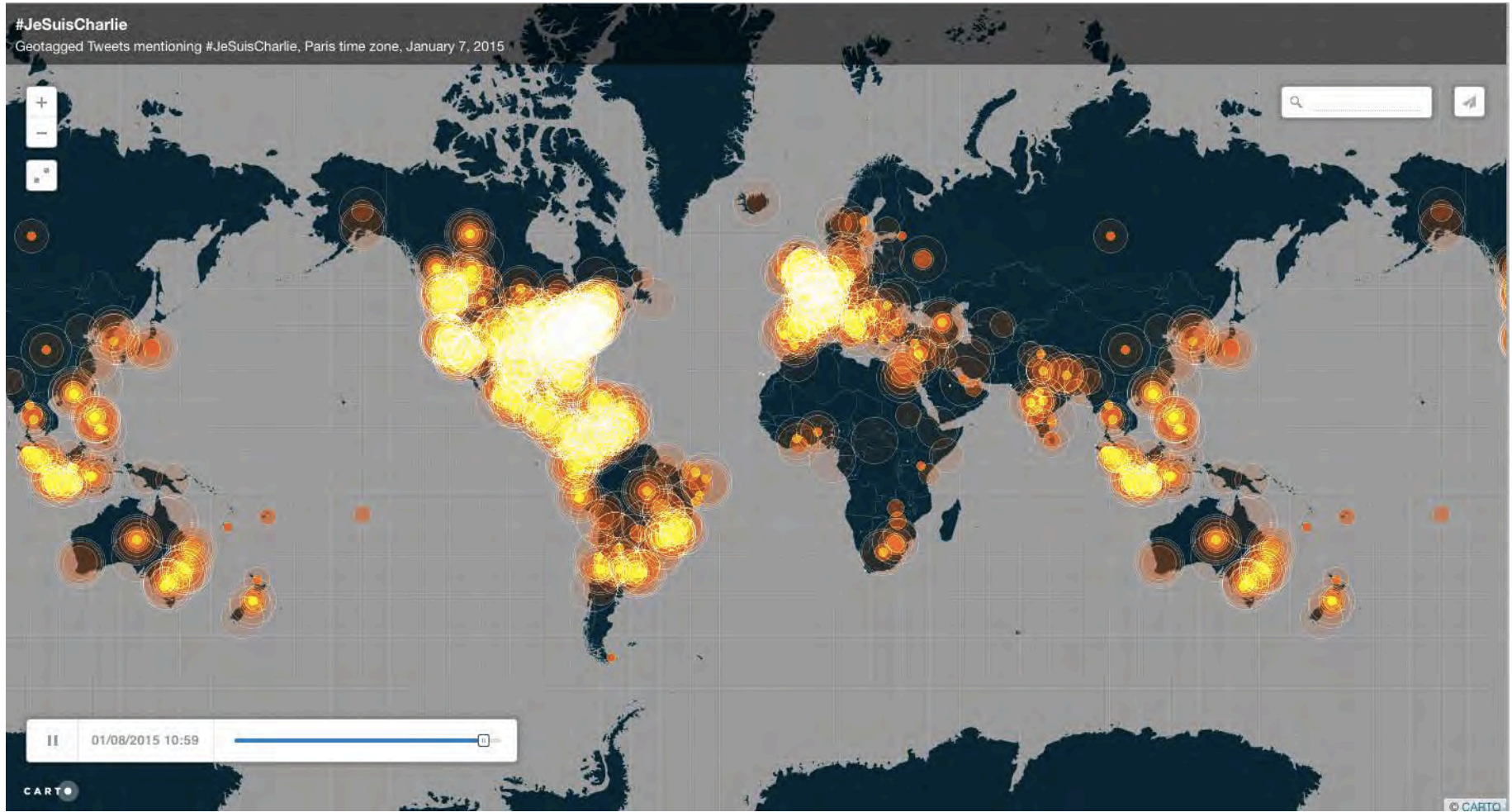
posted by **ARI BERMAN** on 06/15/2009 @ 12:15pm

[Email](#) | [Print](#) | [Share](#) | [Take Action](#) | [Comments \(62\)](#) | [Subscribe Now](#)

Forget CNN or any of the major American "**news**" networks. If you want to get the latest on the opposition protests in Iran, you should be reading blogs, watching YouTube or following Twitter updates from Tehran, minute-by-minute.

Berman, Ari (2009), "Iran's Twitter Revolution," The Nation blog, The Nation, 15 June.

# #jesuischarlie (geotagged tweets, S. Rogers, Jan. 2015) 'remote event analysis'



# REMOTE EVENT ANALYSIS: TWITTER AS STORY- TELLING MACHINE




Twitter studies as remote event analysis with story-telling machine approach




---




1. Create tweet collection
  2. Order most retweeted (and/or liked) tweets in chronological order
  3. Recount most significant instances during events on the ground and in social media
-



# For the ppl of Iran #iranelectionRT

top 3 retweets per day, 10-30 June 2009

**Jun 10** Wow - Twitter search can let you see all the Iran election tweets coming out of Tehran <http://bit.ly/x5C8P> #IranElection  3 retweets Prosecutor General declares unequal airtime given to candidates is against the law <http://bit.ly/1bhCHk> #IranElection  2 retweets Mousavi boycotts TV debate due to unfair time allocation: 20 min to Ahmadinejad, 1:41 to Mousavi #IranElection  2 retweets

**Jun 11** RT@LaraABCNewsAhmedinejad = Bush, Mousavi = #Obama? Sadjadpour's neat analysis of #iranelection <http://bit.ly/14jy0Y>  4 retweets Marc Lynch asks "Could there be a Mousavi Effect?" <http://bit.ly/12hkAW> #IranElection #retweet\_thursday  4 retweets RT: @alexlobov: RT @keyvan Expect internet connection problems and new wave of filtering in Iran within next 72 hours. #IranElection  3 retweets

**Jun 12** Mousavi will hold emergency press conference in 15 mins in Tehran <http://havadaran.net/archive/00309.php> #IranElection  6 retweets My conclusions after seeing 100s of #IranElection photos: Tehran looks a lot like Tel-Aviv and ALL Iranian girls are beautiful  5 retweets Reports says more that 80% are electing. This is very high, first time in the history of islamic republic #iranelection  5 retweets

**Jun 13** Latest photos from Tehran: [www.flickr.com/mousavi1388/](http://www.flickr.com/mousavi1388/) (updated every minute) #IranElection  11 retweets Mousavi has been arrested!!!!!! <http://tr.im/oopK> #iranelection  11 retweets SMS is down, Moussavi's websites and

**What's happening in Iran just after the disputed election (DMI, 2009)?**



Mousavi holds an emergency press conference. The voter turn-out is 80%. SMS is down; Mousavi's website and Facebook are blocked. Police are using pepper spray. Mousavi is under house arrest; he is prepared for martyrdom. Neda is dead. There's a riot in Baharestan Square. First aid info is here. Bon Jovi sings "Stand by Me" in support. Ahmadinejad is confirmed the winner. Light a candle for the ppl of Iran.

# TWITTER ANALYSIS WITH DIGITAL METHODS

Twitter for remote event, issue space, segmented audience and 'leader' analysis

---

Remote event analysis

>Issue space

Segmented audience

Leader (public figure) analysis

---

# QUERY DESIGN FOR TWITTER: TWEET COLLECTION AS 'ISSUE SPACE'

## **Approach to creating a collection of tweets to study an issue space**

---

- Two-step query design for creating a tweet collection
    - 1) Identify issue-related hashtags / kw (ask expert; close reading)
    - 2) Query Twitter API over short period of time
    - 3) Perform co-hashtag analysis, finding most significant hashtags
    - 4) Use most significant hashtags and begin tweet collection proper
-

# SOCIAL ISSUE SPACE: DOMINANT VOICE AND ENGAGEMENT ON TWITTER

Twitter studies social issues with dominant voice and engagement approach

---

1. hashtag analysis - hashtags are often embedded social issues
  2. @mention analysis - allows to identify dominant voice
  3. URL analysis - shows content that is most referenced
-



usafrica  
career  
asia  
job  
mch  
senegal  
highered  
aspenideas  
congo  
breastcancerawareness  
drc  
burundi  
breastcancer  
cameroon  
af14  
bringbackourgirls  
africarising  
em  
africayouthfwd  
mentalillness  
international  
alcohol  
radiographers  
au  
he4dev  
wcdchat

## ***Global health***

hiv  
malaria  
india  
aids  
mdgmomentum  
tb  
tuberculosis  
vaccines  
vaccine  
aids2014  
malawi  
dengue  
pharma  
mh17  
letssavelives  
fakemeds  
mdg500  
growthweek  
internship  
didyounow

patches  
mdgmomemntum  
needlefree  
swaziland  
hivhealth  
affordably  
condom  
egovernment  
msfjc  
mars  
mdr\_tb  
mangalyaan  
mdg8  
plague  
prep  
ecd  
arts  
economicprosperity  
healthyworkforce  
paho

ethics  
nursing  
us  
vaccination  
guinea  
militarymedicine  
bioethics  
crisis  
openaccess  
gender360summi  
openscience  
disease  
rc64  
epidemic  
anthropology  
cdc  
healthpolicy  
healthdiplomacy  
ghjobs  
asauk2014  
cuba  
outbreak  
tipreport  
war  
disasterrelief

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-

Show Me Your Dashboard  
DMI 2015 - @mention analysis

Non-grantees

Grantees

gatesfoundation  
BillGates  
UN  
UNICEF  
DFID\_UK  
UNDP  
TheEconomist  
melindagates  
GdnDevelopment  
nytimes  
USAID  
hootsuite  
guardian  
BBCWorld  
Oxfam  
nonprofitorgs  
NatureNews

ONECampaign  
newscientist  
wef  
UN\_Women  
FAOnews  
guardianscience  
BBCBreaking  
ClintonFdn  
Reuters  
wellcometrust  
BarackObama  
SavetheChildren  
HuffingtonPost  
AP  
AlertNet  
USAIDGH  
devex  
NickKristof  
washingtonpost  
GuardianGDP  
cnnbrk  
timeshighered  
UNEP  
ReutersScience  
sciencemagazine  
CNN  
HansRosling  
WeCanEndPoverty  
TheLancet

nytimescience  
NatGeo  
Harvard  
Number10gov  
hrw  
nprnews  
RockefellerFdn  
JeffDSachs  
allafrica  
SciDevNet  
NASA  
Stanford  
TIME  
CGDev  
GlobalHealthOrg  
NelsonMandela  
AJEnglish  
WSJ  
IFADnews  
BBCr4today  
MSF\_USA  
rajshah  
WorldBankAfrica  
PIH  
OECD  
bbchealth  
WorldVision  
PLOS  
sciam  
twitter  
guardianeco  
DFID\_Research  
WhiteHouse  
irinnews  
CDCgov  
BBCNews  
Ashoka  
nytimeshealth

WHO  
WorldBank  
WFP  
unfoundation  
GlobalFund  
ODI\_development  
TEDTalks  
UNAIDS  
CARE  
guardiannews  
Refugees  
IDS\_UK  
PATHtweets  
gavi  
UNESCO  
oxfamgb

# SOCIAL ISSUE SPACE: DOMINANT VOICE AND ENGAGEMENT ON TWITTER

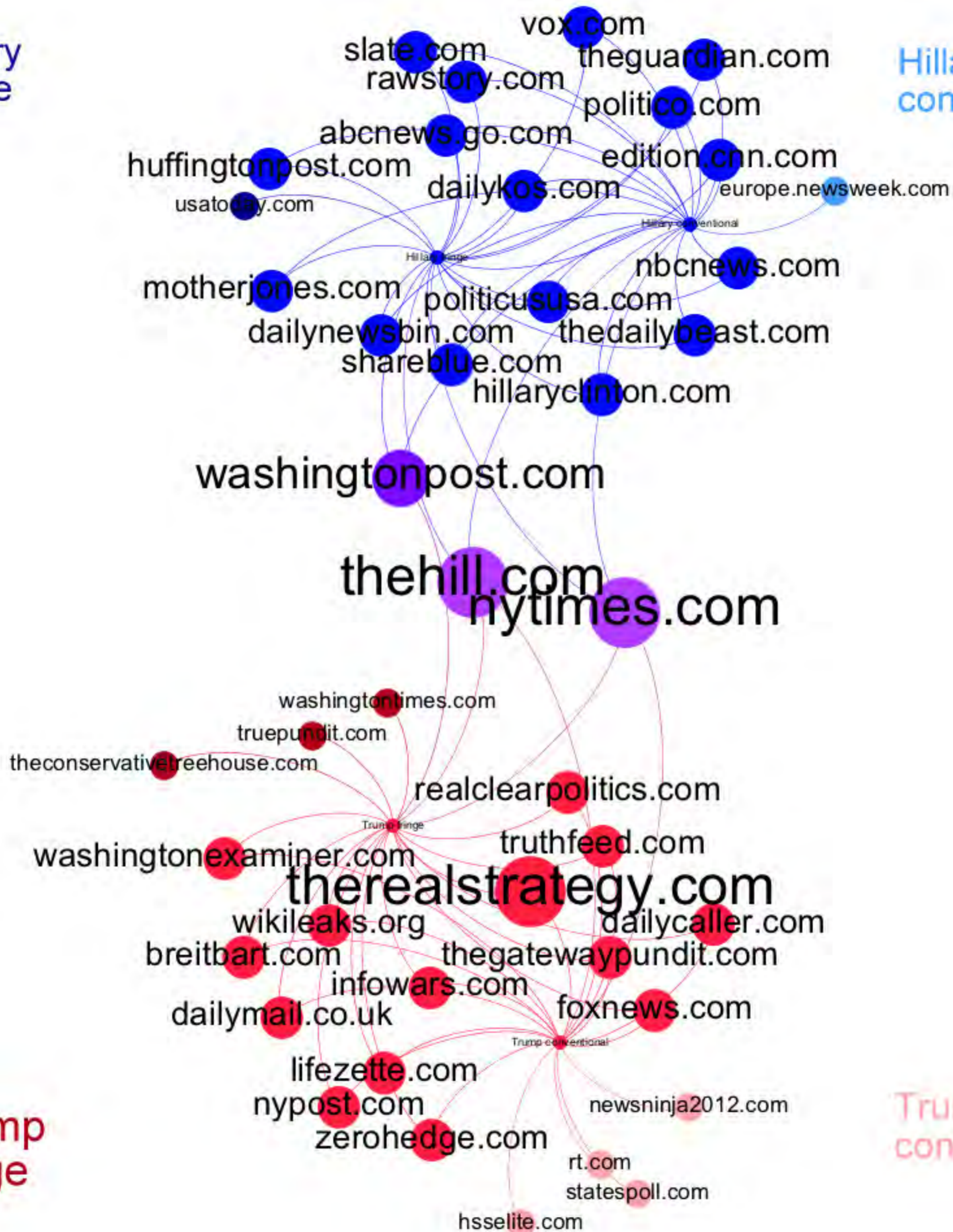
Twitter studies social issues with dominant voice and engagement approach

---

1. hashtag analysis - hashtags are often embedded social issues
  2. @mention analysis - allows to identify dominant voice
  3. URL analysis - shows content that is most referenced
-

Hillary fringe

Hillary conventional



Trump fringe

Trump conventional

# TWITTER ANALYSIS WITH DIGITAL METHODS

Twitter for remote event, issue space, segmented audience and 'leader' analysis

---

Remote event analysis

Issue space

>Segmented audience

Leader (public figure) analysis

---

# QUERY DESIGN FOR TWITTER: TWEET COLLECTION AS 'SEGMENTED AUDIENCE'

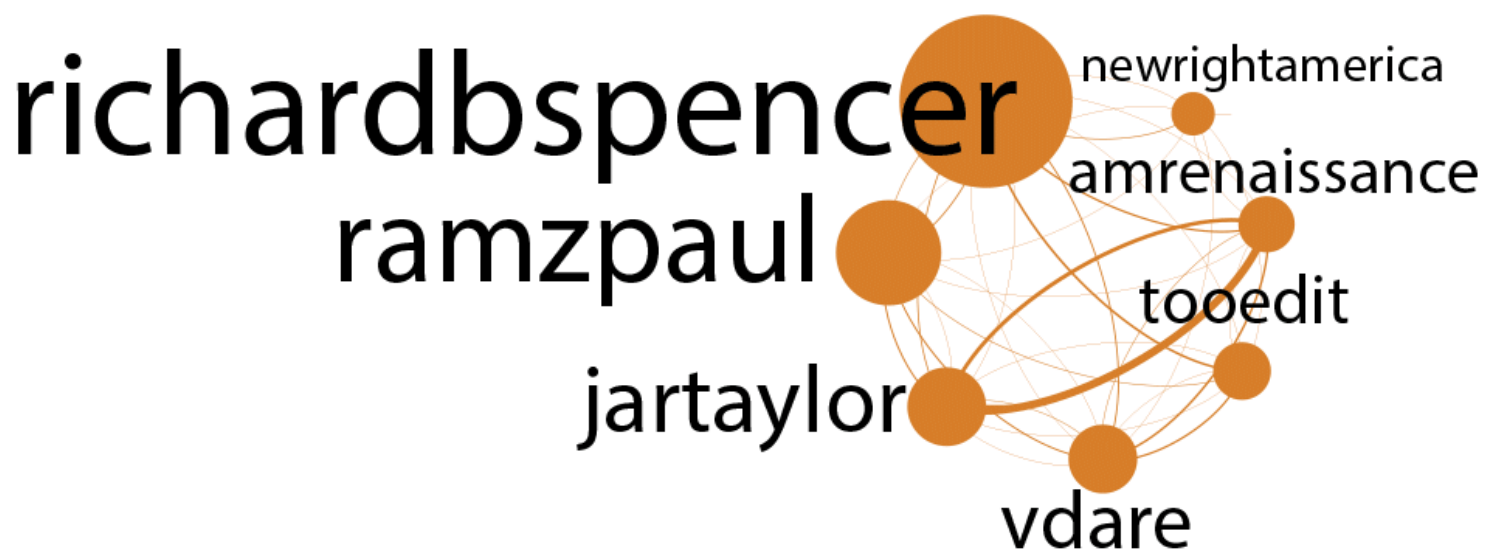
## Approach to creating a collection of tweets to study a subgroup

---

- Two-step query design for creating a tweet collection
    - 1) Identify core movement members, create @username list
    - 2) Query @mention for each core member
    - 3) Segment audience or subgroup according to those who @mention them all, @mention them all minus one, @mention them all minus two, and so forth.
    - 4) Or: download tweets of core members, and capture whom they mention
-

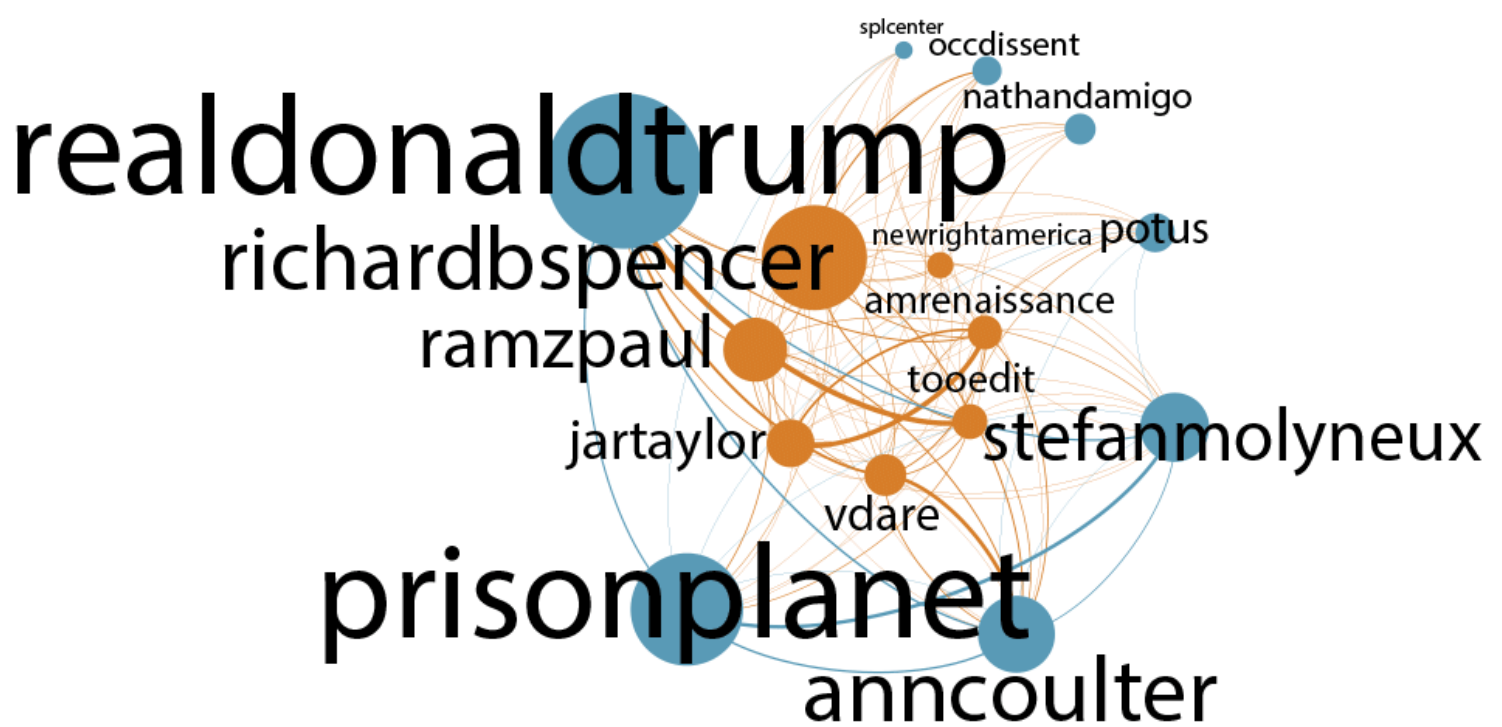
Alt Right Core's Significant Others

## Twitter @mention analysis

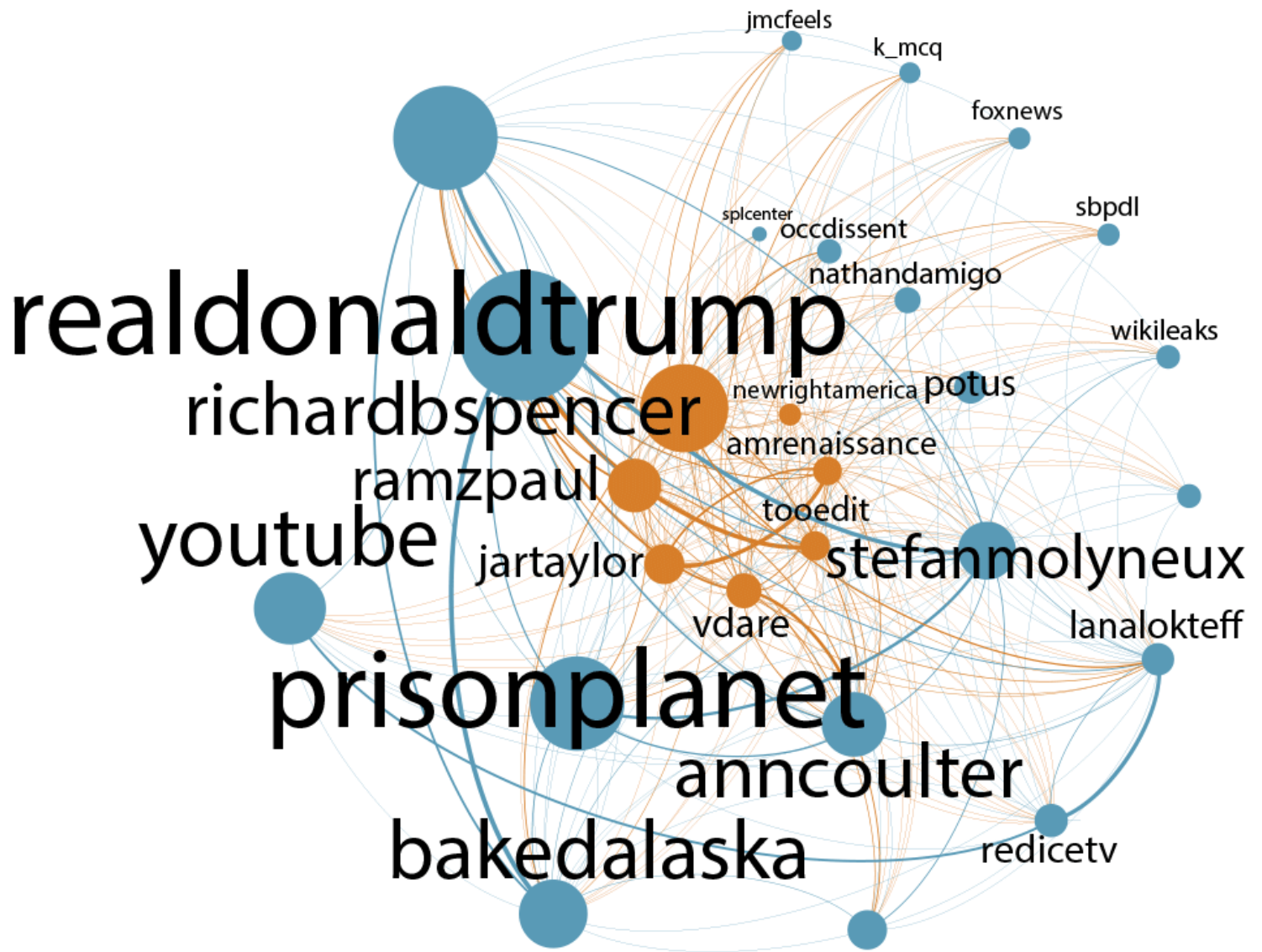


Alt Right's core on Twitter

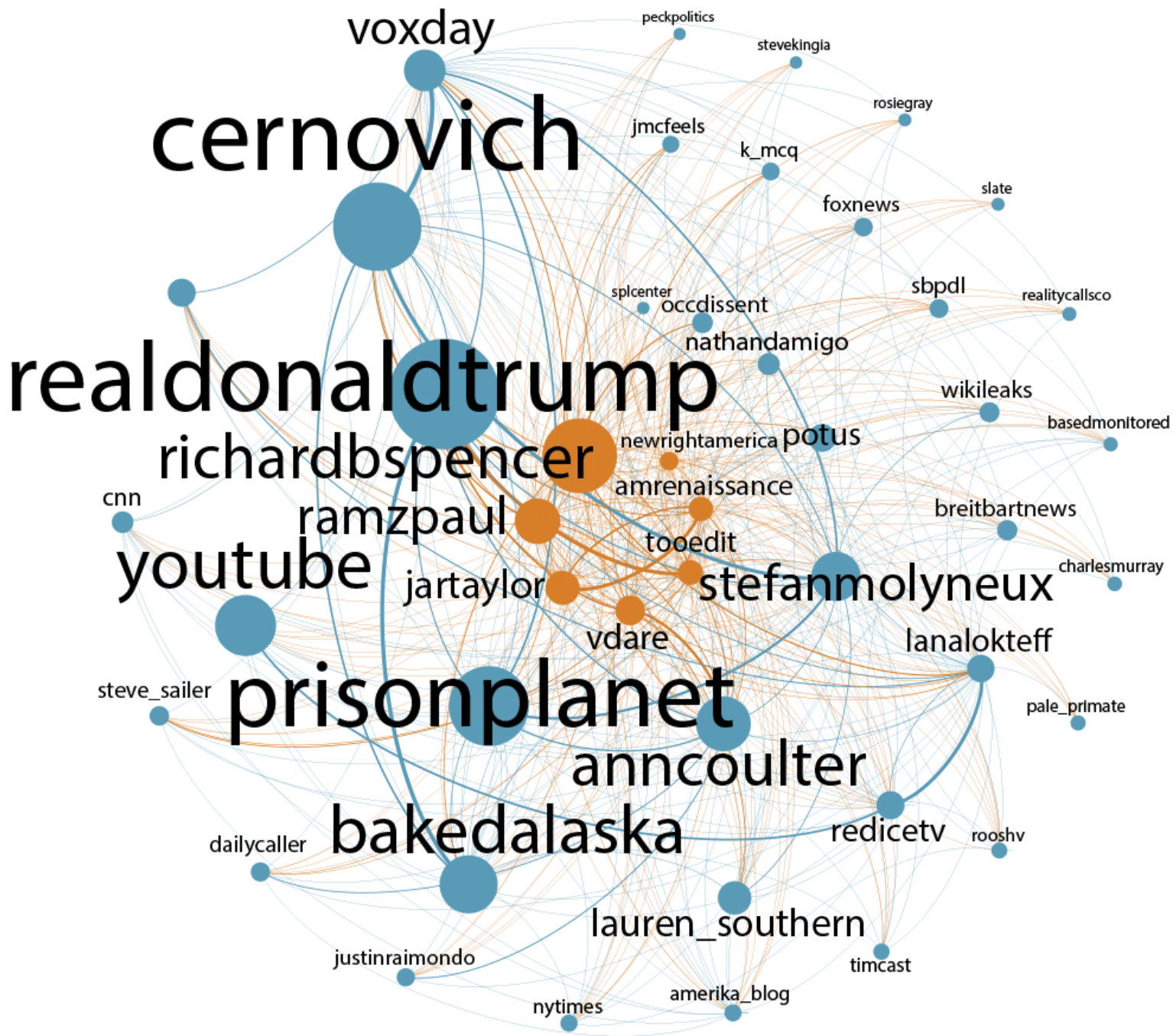




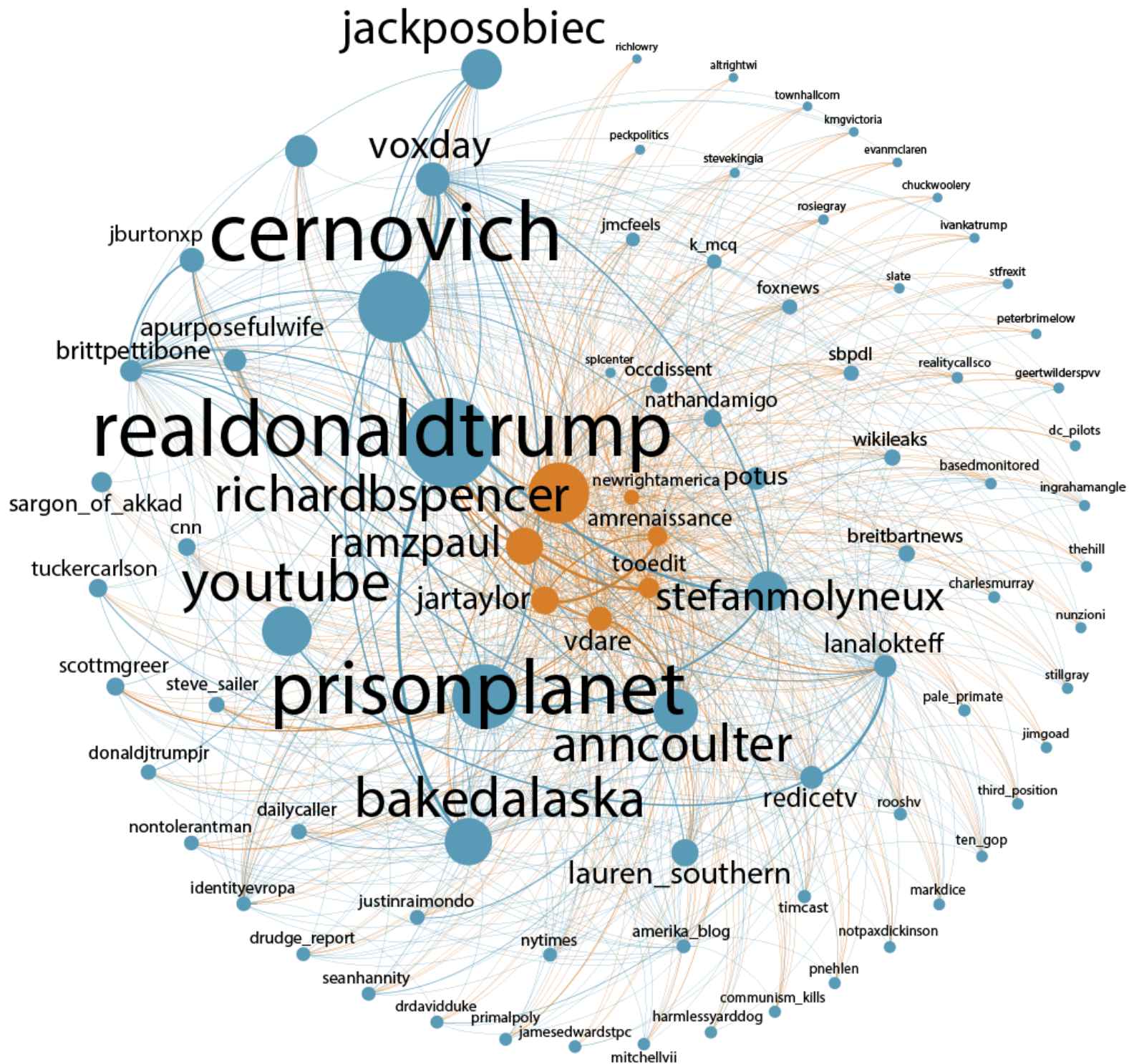
Users mentioned by 8 members of the core



Users mentioned by 7 members of the core

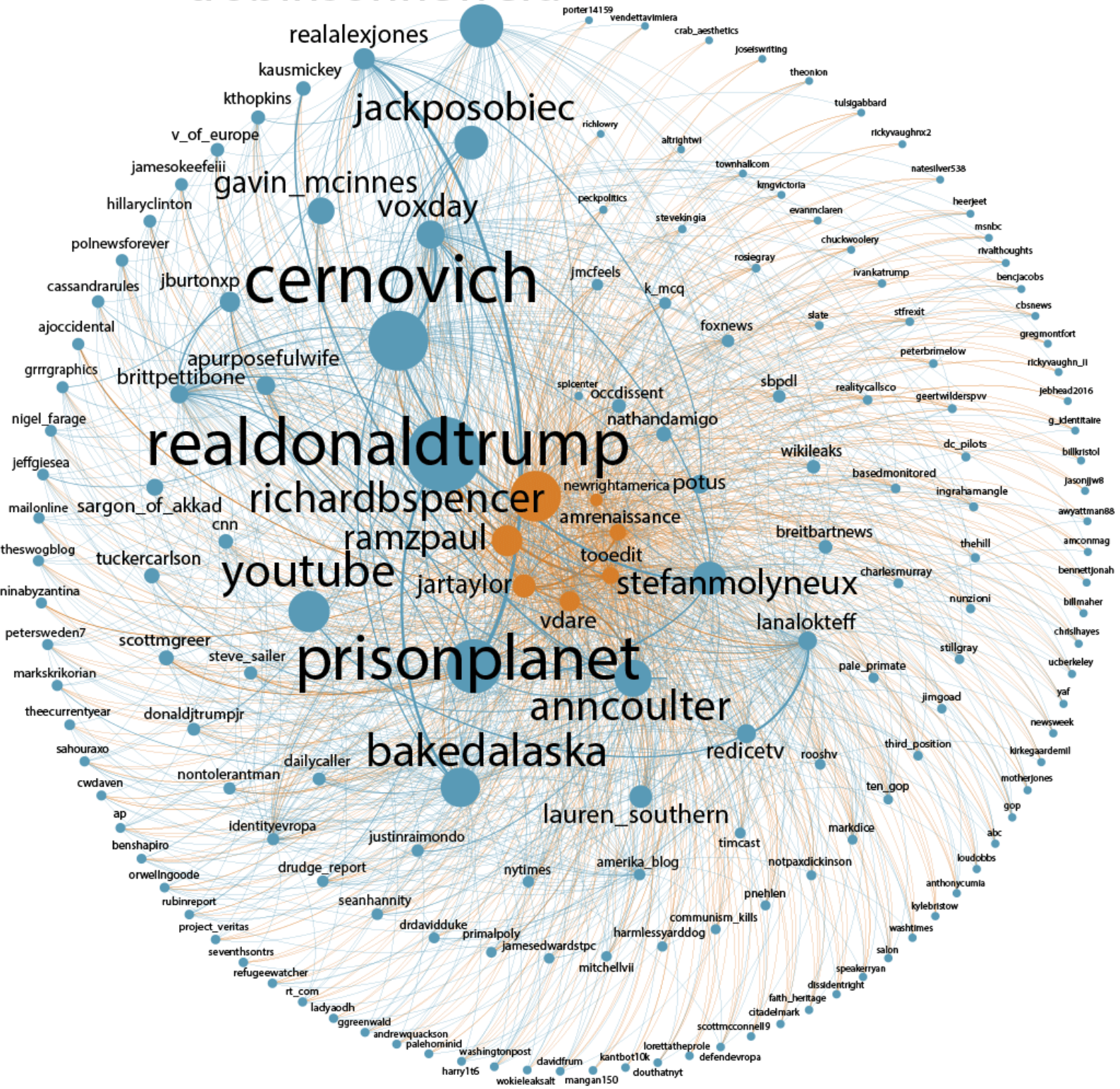


Users mentioned by 6 members of the core



Users mentioned by 5 members of the core

trobinsonnewera



Users mentioned by 4 members of the core

# TWITTER ANALYSIS WITH DIGITAL METHODS

Twitter for remote event, issue space, segmented audience and 'leader' analysis

---

Remote event analysis

Issue space

Segmented audience

>Leader (public figure) analysis

---

# QUERY DESIGN FOR TWITTER: TWEET COLLECTION OF 'LEADERS'

## Approach to creating a collection of tweets to study public figures

---

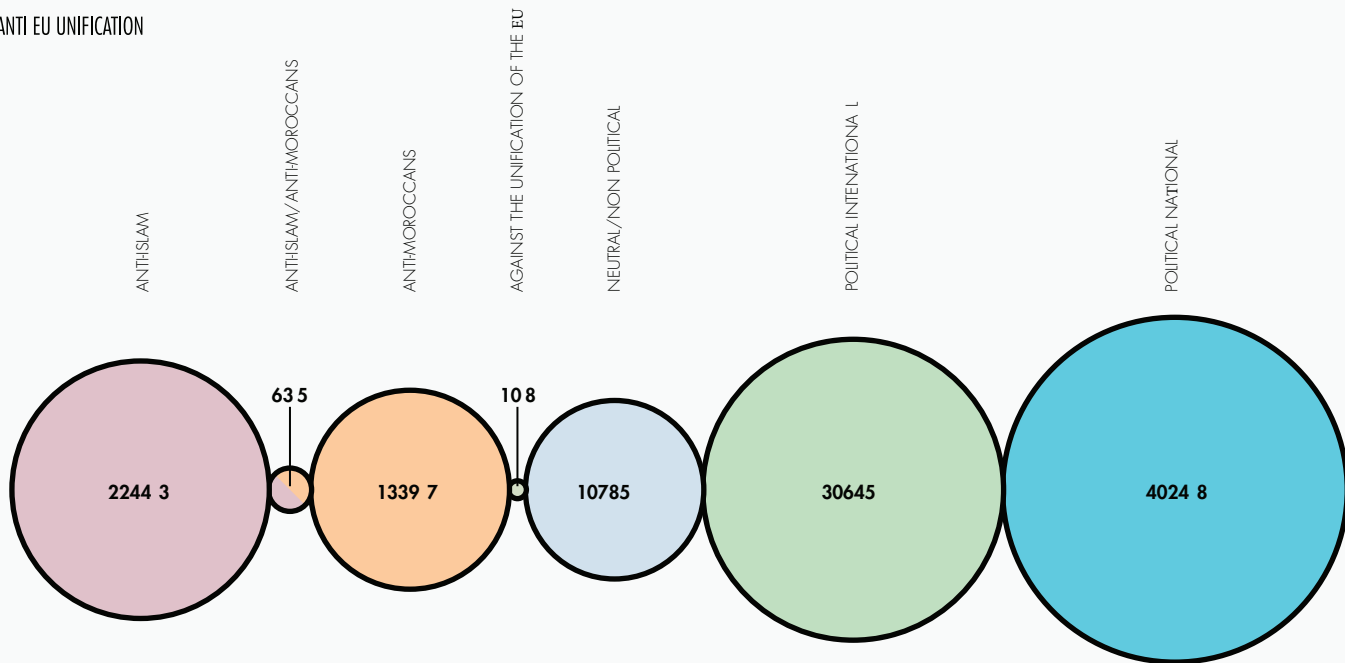
- Query design for creating a tweet collection
    - 1) Identify public figures
    - 2) Capture their tweets (consider limits)
-





### CATEGORIES

- ANTI MOROCCANS
- ANTI ISLAMIC
- NON POLITICAL
- POLITICAL NATIONAL
- POLITICAL INTERNATIONAL
- ANTI EU UNIFICATION



Nr. of Retweets per category

# TWITTER ANALYSIS WITH DIGITAL METHODS

Twitter for remote event, issue space, segmented audience and 'leader' analysis

---

Remote event analysis

Issue space

Segmented audience

Leader (public figure) analysis

---

# 8. FACEBOOK AND SOCIAL MEDIA STUDIES

Digital Methods contributions to the study of social media

---

'Postdemographics': Social media profile and interest data as means of studying cultural taste and political preference

'Networked content analysis': Social media activity data as means of studying 'most engaged with content' (quali-quantitative approach)

---

# Facebook Studies

---

## What to study on Facebook?

- Facebook I (2006-2011):  
Presentation of self;  
Profile and interests  
studies (with ethics)
- Facebook II (2011-2016):  
Social movement /  
causes; Studies of  
groups and pages
- Facebook III (2016-):  
Fake news / influence  
campaigning; Studies  
of pages; meme  
machine





quick search

- [My Profile | edit |](#)
- [My Friends](#)
- [My Groups](#)
- [My Parties](#)
- [My Messages](#)
- [My Account](#)
- [My Privacy](#)

### CHECK IT OUT!

**ManiaTV! on the Facebook**

#### The Next MTV!

Join other Facebook members in becoming the first to know about ManiaTV! Watch music videos from up and coming bands, your favorite X Games stars and animators - all while surfing the Facebook!

[Click Here](#)

### Picture



[Send Sean a Message](#)

[Poke Him!](#)

### Connection

You are friends with Sean.

### Mutual Friends

You have 1 friend in common with Sean.

### Access

Sean last logged in from facebook headquarters.

### Information

#### Account Info:

Name: Sean Parker  
 Member Since: December 31, 1969  
 Last Update: June 24, 2005

#### Basic Info:

School: Harvard  
 Status: Student  
 Sex: Male  
 Birthday: 12/03/1979  
 Home Town: Los Altos, CA 94024  
 High School: Chantilly High '98

#### Contact Info:

Contact Email: sean@thefacebook.com  
 School Email: [redacted]  
 Screenshot: [redacted]  
 Mobile: [redacted]

#### Personal Info:

Looking For: Random play  
 Interested In: Women  
 Political Views: Very Liberal  
 Interests: blanketing the earth with stuff  
 Clubs and Jobs: i work for thefacebook.  
 Favorite Books: unbearable lightness of being, sidartna  
 Favorite Movies: garden state, waking life, baraka, zoolander,  
 About Me: cyclothymic

### Groups

[Team Squid](#) • [Wirehog](#) • [Harvard Bay Area Association](#) • [I Just Tried To Ford the River and My Fucking Oxen Died](#)

### Courses

Sean has not listed any courses.

# POSTDEMOGRAPHICS

Social media profile and interest data as source for studying political preference

---

Do friends of political party leaders have similar interests?

Aggregate friends' interest and show compatibility.

One may also show compatibility of interests (e.g., Islam and Christianity).

---

## PROFILE BASED ON OBAMA

General , barack obama, reading, music, writing, history, politics, movies, traveling, friends, bob marley, peace, family guy, chicago, books, democrats, photography, harry potter, as a u, running, the producers, jon stewart, the daily show, art, senator, macs, napoleon dynamite, conan o'brien, sleeping, guinness, italy, the beatles, psychology, cats, dancing, shopping, summer, poetry, democracy, voting, gay rights, obama, mythology, coffee, borat, concerts, george orwell, david sedaris, icons, buddhism, ingrid chavez, pink floyd, piano

Music radiohead, belle and sebastian, the beatles, the roots, pearl jam, sufjan stevens, bob dylan, swervedriver, the smiths, cat power, nina simone, amy winehouse

Movies little miss sunshine, american beauty, goodfellas, alice in wonderland, amelie, a clockwork orange, archangel, secretary, memento, magnolia, lost in translation, rushmore

Television the office, arrested development, weeds, the daily show, lost, heroes

Books atlas shrugged, books, alice in wonderland, gone with the wind, harry potter, 1984, america: the book, catch-22, josef mengele, gravity's rainbow, the baroque cycle (quicksilver, being written before obama decied on a political career it offers an honest introspective look that few other politicians could ever have offered:

Heroes my mom, , johnny cash

## COMPATIBILITY

17%

0%

0%

16%

0%

0%

## PROFILE BASED ON MCCAIN

General yes, sometimes, edwin mccain, friends, reading, music, swimming, concerts, piercings, shopping, com, movies, metal, get paid to take surveys!, create your own!, (8), death metal, art, what?, soemtimes, laguna beach, jj mccain, john mccain, the beach, fugazi, freya, from autumn to ashes, full blown chaos, from first to last

Music the shins, com, the bravery, coldplay, evanescence, guster, blink 182, dido, green day, taking back sunday, the used

Movies love actually, old school, garden state, kill bill, pirates of the caribbean, napoleon dynamite, shawshank redemption, big fish, princess bride

Television family guy, project runway, top chef, america's next top model, csi, desperate housewives, lost

Books to kill a mockingbird, com, me talk pretty one day, "sneaking into the flying circus, it's just enough to get the blood pumping!

Heroes haha, kat von d, john lennon, barry goldwater

## YOUR NEW PROFILE BASED ON CHESS

General	chess, basketball, music, sports
Music	pop, jazz, hinahanap ng puso
Movies	matrix, lord of the rings, starwars
Books	bible, dictionary
Television	smallville
Heroes	batman

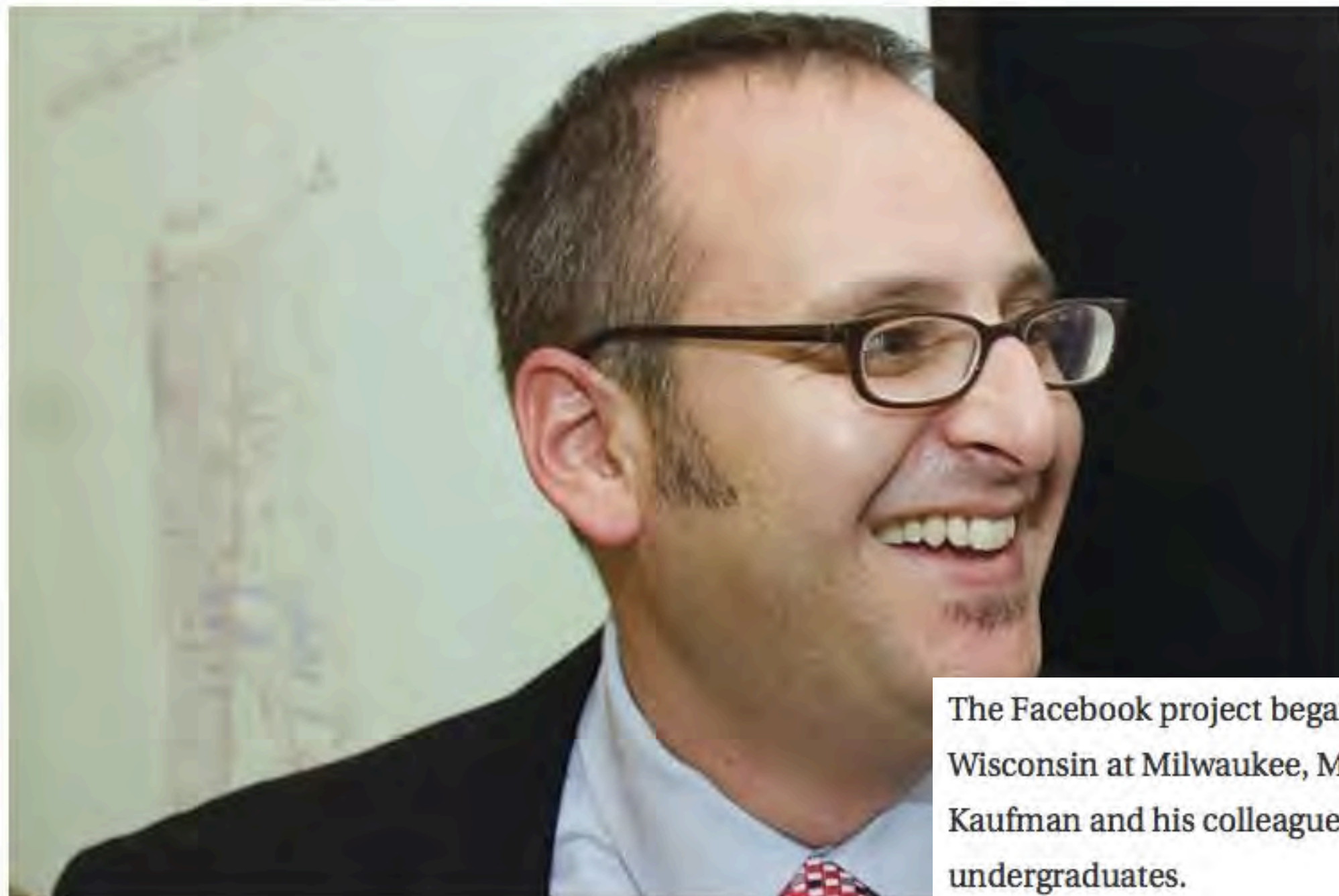


TECHNOLOGY

[Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#) [Print](#) [Comments \(76\)](#)

## Harvard Researchers Accused of Breaching Students' Privacy

Social-network project shows promise and peril of doing social science online



The Facebook project began to unravel in 2008, when a privacy scholar at the University of Wisconsin at Milwaukee, Michael Zimmer, showed that the "anonymous" data of Mr. Kaufman and his colleagues could be cracked to identify the source as Harvard undergraduates.

Jason Kaufman, of Harvard's Berkman Center for Internet & Society, says critics of his research on student Facebook profiles are

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TRENDING NOW

# Facebook Studies

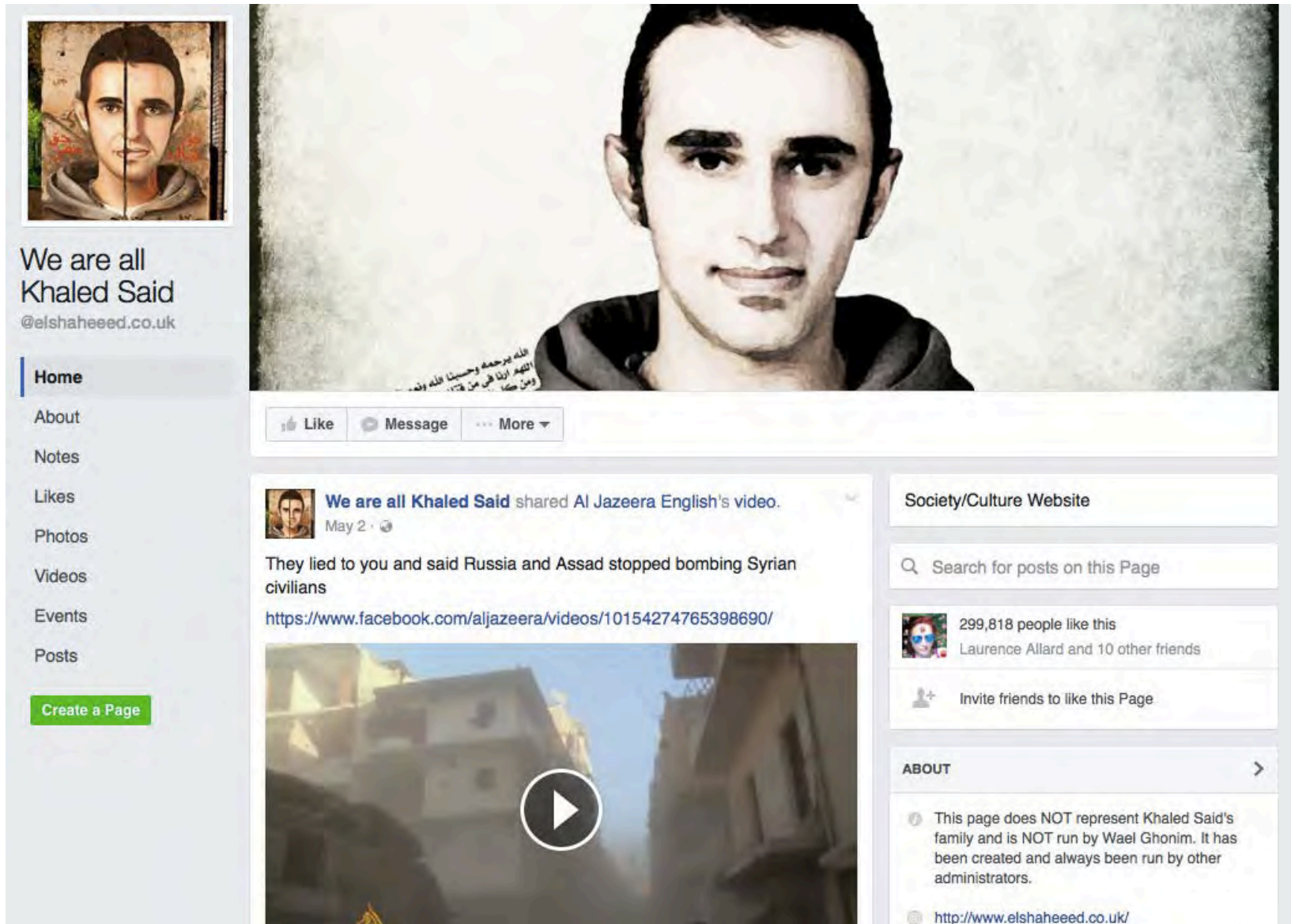
---

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Profile and interests  
studies (with ethics)
- Facebook II (2011-2016):  
Social movement /  
causes; Studies of  
groups and pages
- Facebook III (2016-):  
Fake news / influence  
campaigning; Studies  
of pages; meme  
machine



# Facebook memorial page by Wael Ghonim and Abdul Rahman Mansour, 2011



The image shows a screenshot of a Facebook page. At the top left is a small profile picture of a young man. To its right is a large cover photo of the same man, with Arabic text overlaid: "الله برحمته وحسينا الله والله اللهم اربنا انا في من قلوبنا ومن حكا". Below the cover photo are buttons for "Like", "Message", and "More".

The page name is "We are all Khaled Said" with the handle "@elshaheed.co.uk". A left-hand navigation menu includes "Home", "About", "Notes", "Likes", "Photos", "Videos", "Events", and "Posts", with a "Create a Page" button at the bottom.

The main content area features a post from "We are all Khaled Said" dated May 2, which says: "They lied to you and said Russia and Assad stopped bombing Syrian civilians" and includes a link to a video: <https://www.facebook.com/aljazeera/videos/10154274765398690/>. Below the text is a video player showing a street scene with a play button overlay.

On the right side, the page is categorized as a "Society/Culture Website". It shows "299,818 people like this" and lists "Laurence Allard and 10 other friends". There is an "Invite friends to like this Page" button. An "ABOUT" section contains a disclaimer: "This page does NOT represent Khaled Said's family and is NOT run by Wael Ghonim. It has been created and always been run by other administrators." and a website link: <http://www.elshaheed.co.uk/>.

# NETWORKED CONTENT ANALYSIS

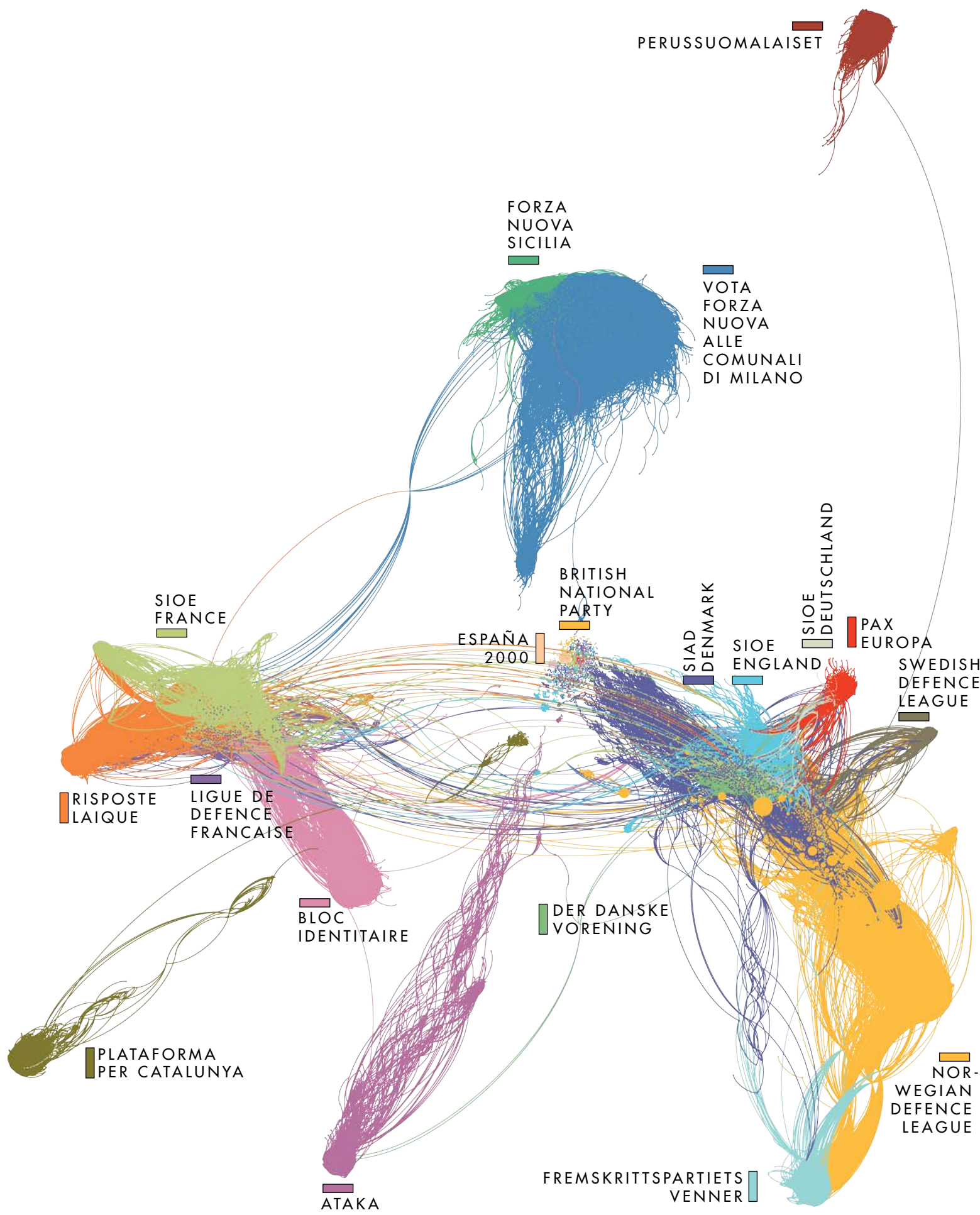
Social media data as means to study content engagement

---

Inter-liked page analysis and networked content analysis.

Which content has the most (and most consistent) likes, shares, comments and liked comments in Facebook pages and groups? What animates users to engage? Also, what is the relative significance of memes in the content space.

---



ONAL

SIAD DENMARK

SIOE ENGLAND

SIOE DEUTS

PAX EUROPA

SWEDISH DEFENCE LEAGUE

*Kevin Scott*

*Sareeta Webra-Bharaj*

*Conny Axel Meier*

*Michael Strzenberger*

*Stephen Gash*

*Pavel Chernev*

*Mikkie Dikkie*

*Mads Andersen*

*Tomas Kierstein*

*Lars stergaard*

*Vasili Richardsson*

*Harry Vinter*

*Andrea Ogando Dos San*

*Stefano Ns Liberi*

*Anders Gravers*

*Kamil Ryba*

*Steve Simmons*

*Nasir Abdul*

*Leo Baardsen*

*Arnt Roar Kvile*

*Christen Krogvig*

*Janne Louise Lindfeng*

*Roy-Birger Mulstad*

*Martin Hansen*

ANSKE

Most engaged-with content in right-wing  
(stop-Islamization) Facebook page

## Cultural differences

### Getting stoned



vs.



### Taking shots



vs.



### Gay guys hanging out



vs.



# Facebook Studies with Digital Methods

---

Procedure for page list-building, inter-like network and engagement analysis to study social movements / causes

- 1) Query Google for site:facebook.com and issue (query Facebook, too)
- 2) Make page list, and perform inter-like page analysis network
- 3) Gather most engaged with content - 'networked content analysis'



## 'Most engaged-with content' tends to be memes

---

Mememes are small cultural units of transmission which flow from person to person

They are circulated, imitated and transformed via the Internet

Images in the meme ecology are created with awareness of each other

One adds to the meme; Meme images are thereby additive

(Shifman)

# FACEBOOK: PREFERENCE AND ENGAGEMENT IN SOCIAL MEDIA

## Conclusions

---

Preference. Like sociometric or psychometric profiles, the aggregated interests of politicians' friends provide the politics of TV shows, music, movies and media more generally.

Engagement. Likes, shares, comments and liked comments are seen as forms of engagement in content for causes.

Most engaged-with content is most often memes.

---



< d1gi - Profile

☆ Favorite

Total Reach by Page

Page Interaction by Week

Engagement by Post

Posting vs Interactions

Table of Full Text Posts

Secured Borders

Being Patriotic

LGBTUN

United Muslims

Blacktivists

### Total Reach by Page



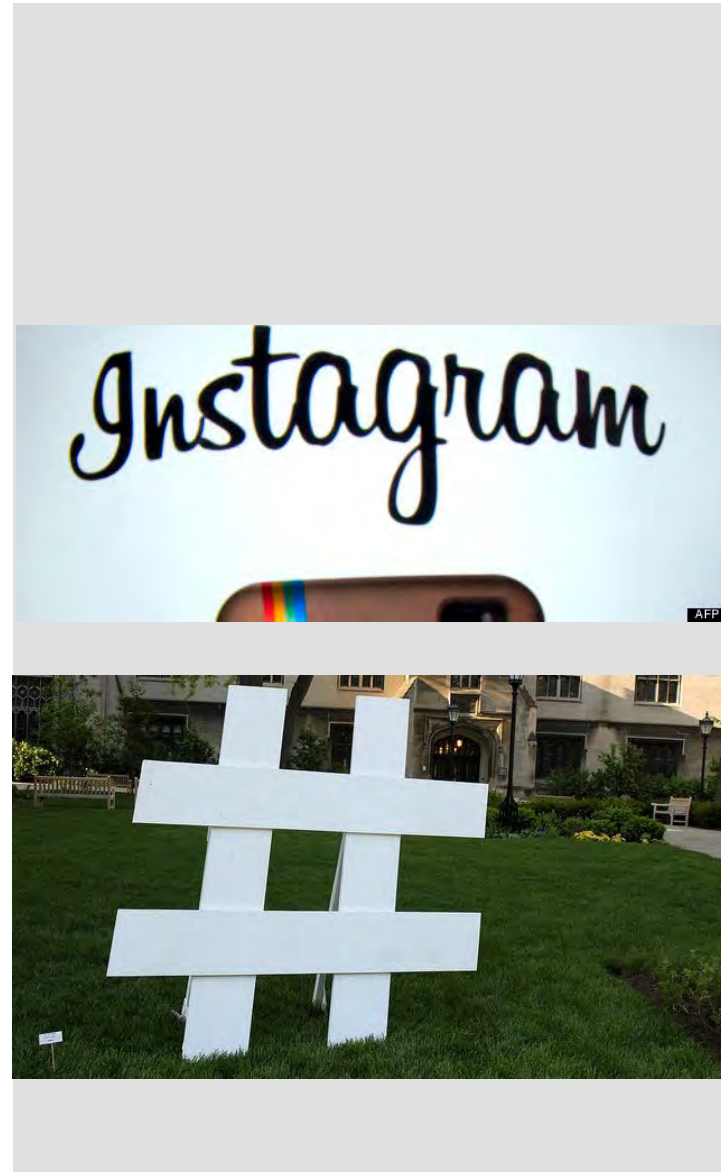
The IDs of 6 removed Facebook pages. Boxes sized by the # of "total shares to" based on 500 posts from each of the pages. Dates vary, but volume peaks in mid 2016 to early 2017 as the next graph shows in detail

## Instagram Studies

---

What to study on Instagram?

- Instagram I  
(2010-2014): Selfie culture (city 'mood' or sentiment)
- Instagram II (2014-2016):  
Antagonistic  
hashtags
- Instagram II (2016- ):  
Venture & visibility  
labor





kevin  · 64 months ago

[+ Follow](#)



The **SELFIEEXPLORATORY** is part of SELFIECITY

Help Share Reset filters

DEMOGRAPHICS

**CITY**



**YOUNG AGE OLD**




**GENDER**



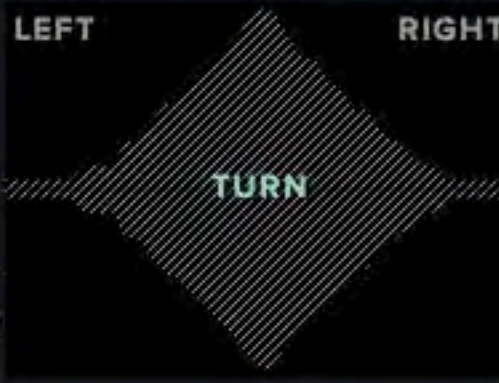
POSE

**UP**




**LOOKING**

**LEFT RIGHT**



**TURN**

**LEFT RIGHT**



**TILT**

FEATURES

**EYES**

OPEN ? CLOSED

**MOUTH**

OPEN ? CLOSED

**GLASSES**

NO ? YES

MOOD

**CALM**



**ANGRY**



**HAPPY**



3200 of 3200 selfies.

Normal Crop Crop & rotate

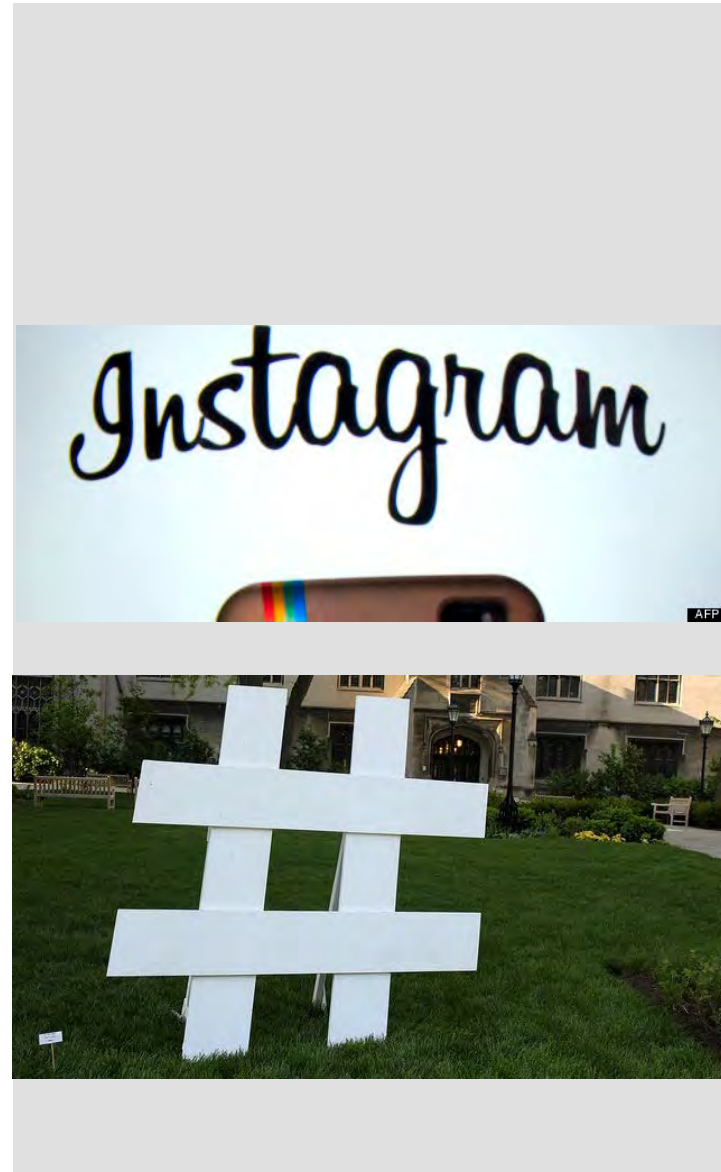


## Instagram Studies

---

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Venture & visibility  
labor





justinbieber 

[Follow](#)



**BLACK**

**LIVES**

**MATTER**



**YES, ALL LIVES  
MATTER**

**BUT WE'RE FOCUSED ON THE  
BLACK ONES RIGHT NOW, OK?**

**— BECAUSE IT IS VERY —**

**APPARENT  
THAT OUR JUDICIAL SYSTEM  
DOESN'T KNOW THAT.**

**PLUS, IF YOU CAN'T SEE WHY WE'RE EXCLAIMING  
#BLACKLIVESMATTER  
YOU ARE PART OF THE PROBLEM.**

*Platform*



*Stance*

program

anti-program

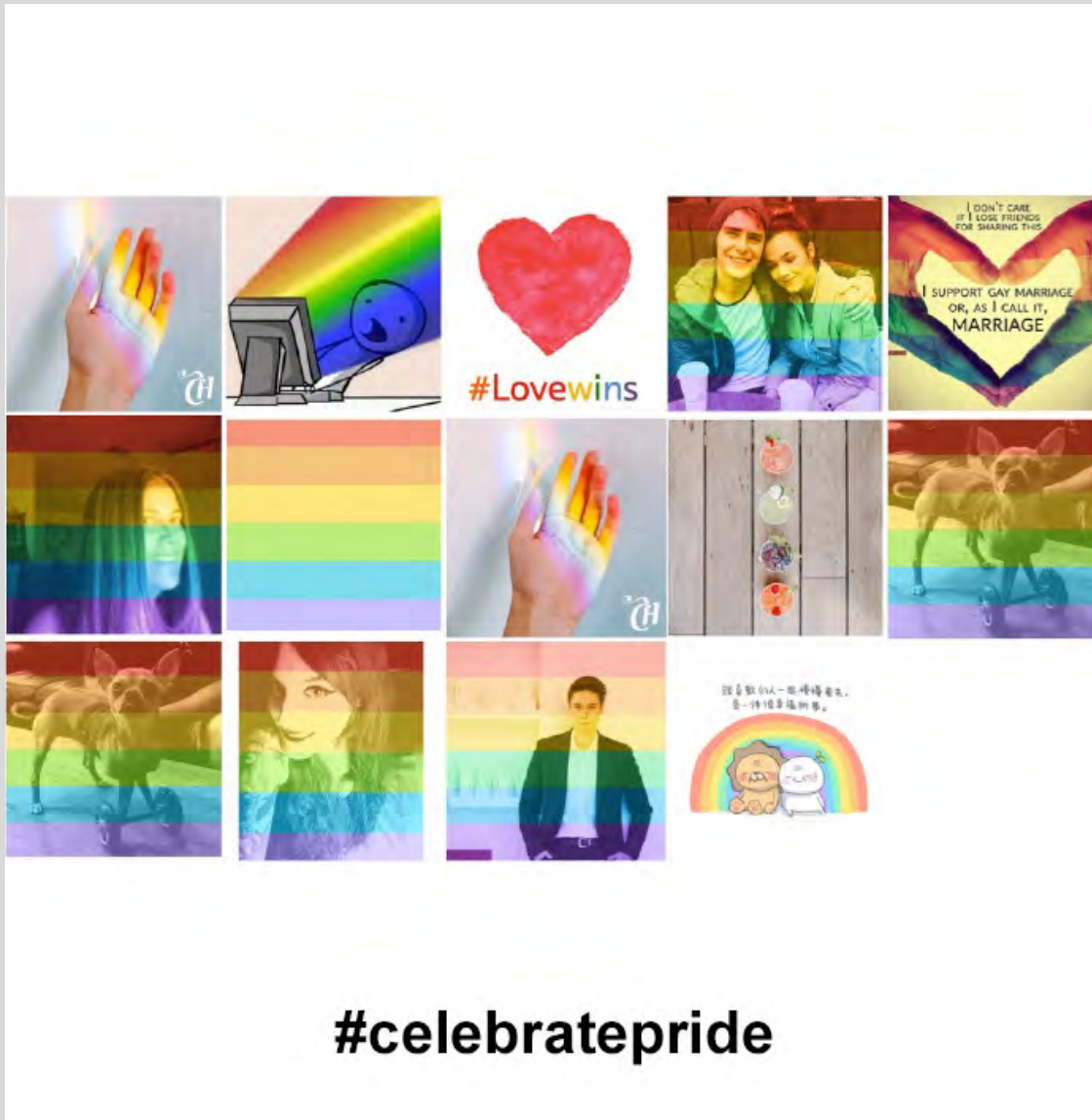
*Query*

#lovewins  
#celebratepride

#loveloses  
#jesuswins

DMI Summer School '15  
project, 'Does love win?'

# Otherwise Engaged



LOVE WAS WON FOR ME OVER 2,000 YEARS AGO

Love didn't win today. Love won more than 2000 years ago when a man died on a cross for you, knowing you might never love him back.

Love wins? No, Love won 1,982 years ago when Christ died on the cross for us. Love won when Noah stepped off the ark and God put a rainbow in the sky as a PROMISE to never flood the whole earth again. Love won when God created a MAN and a WOMAN, made for each other, to leave their parents and be married. Love will win again when the earth's time is up.

In Gods eyes, marriage will always be one man and one woman despite the legalization of same sex marriage in every state.

YOU SHALL NOT LIE WITH A MALE AS WITH A WOMAN. IT IS AN ABOMINATION. LEVITICUS 18:22

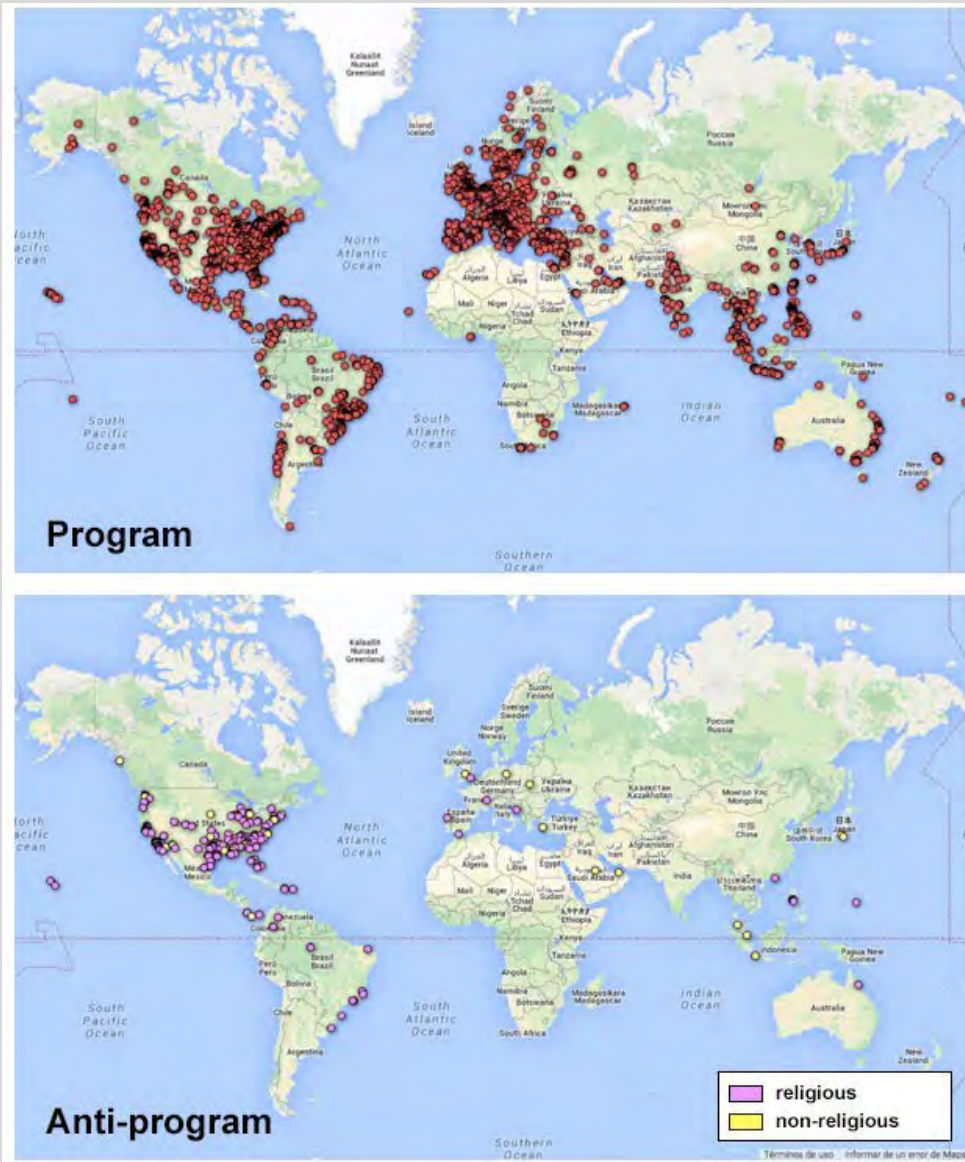
LAWS CHANGE GOD'S WORD DOESN'T #THATIS-IT

Love wins? No, Love won 1,982 years ago when Christ died on the cross for us. Love won when Noah stepped off the ark and God put a rainbow in the sky as a PROMISE to never flood the whole earth again. Love won when God created a MAN and a WOMAN, made for each other, to leave their parents and be married. Love will win again when the earth's time is up.

But only until Jesus comes back!

#jesuswins


# Otherwise Engaged

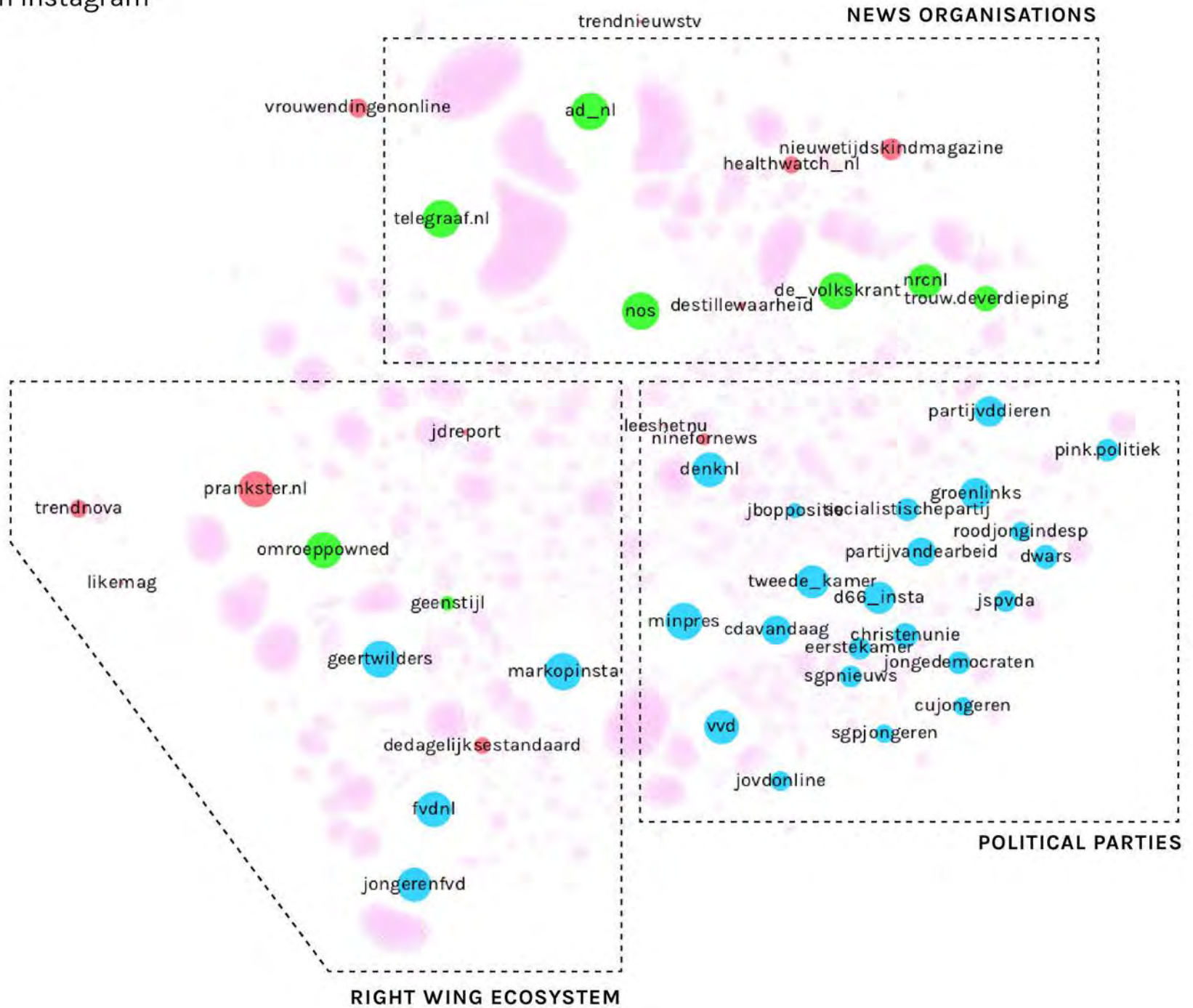


DMI Summer School '15  
project, 'Does love win?'

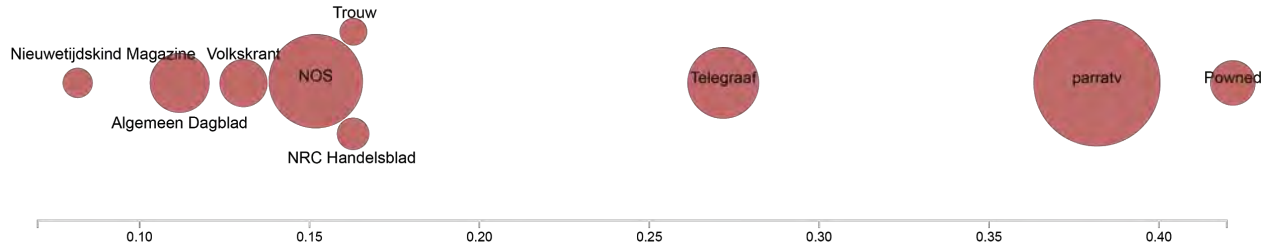
# Shared followers on Instagram

- Mainstream media
- Political entity
- Hoax Wijzer list
- Followers

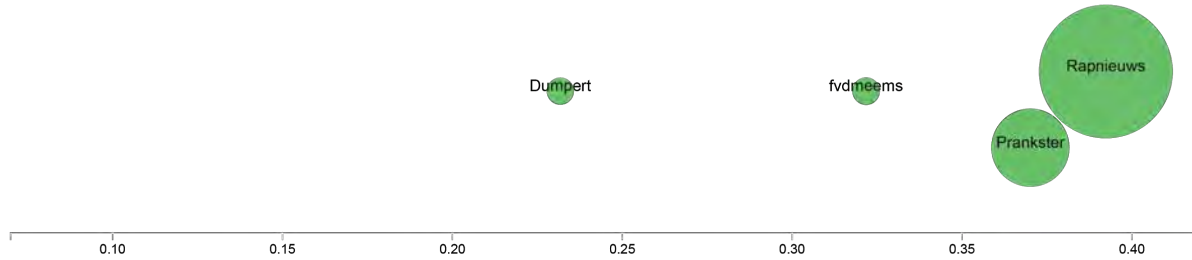
 Size  
 =  
 number  
 of followers



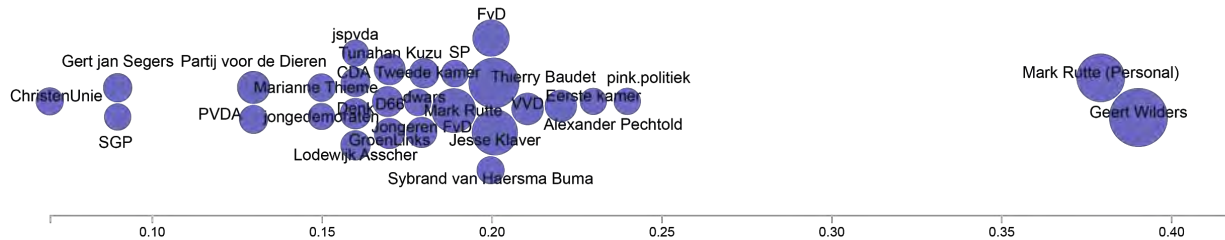
### Media Entity



### Meme Accounts



### Political Entity



Followers 'fakeness'

# YOUTUBE TEARDOWN

Hierarchies in YouTube recommendations

---

Carousel or 'up next' analysis and (related) channel and subscription network analysis

YouTube privileging. Does YouTube guide the user towards its micro-celebrities no matter the subject matter? To what extent is it a 'rabbit hole' of extremism?

Politics of deletion. How to reconstruct the significance of deleted videos?

---





[SIGN UP HERE >>](#)

[Help](#)

[HOME](#)

[FAVORITES](#)

[MESSAGES](#)

[VIDEOS](#)

[MY PROFILE](#)

**Username:**

**Password:**

[Log In](#)

I'm a

[Male](#) ⬆️

seeking

[Everyone](#) ⬆️

between

[18](#) ⬆️

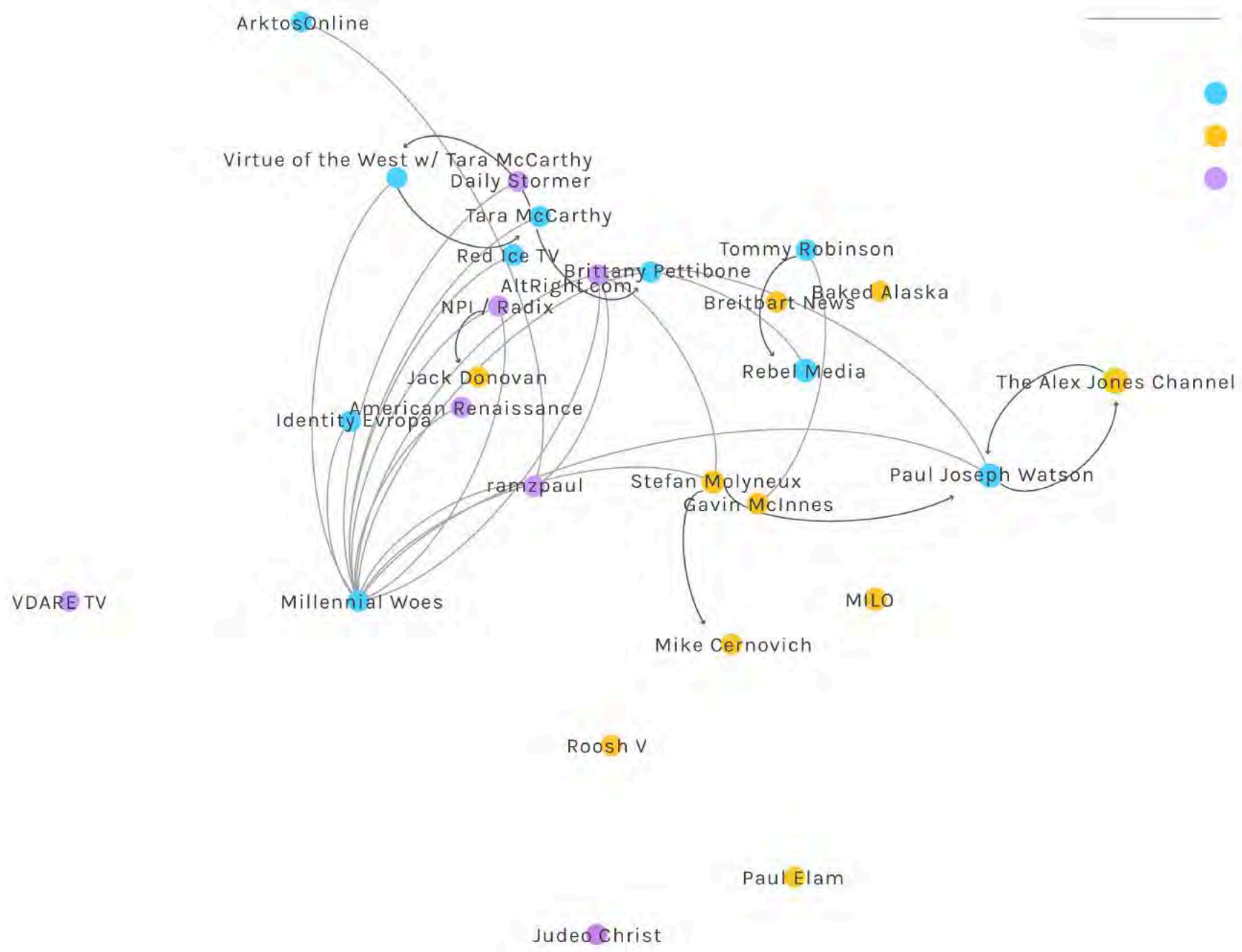
and

[45](#) ⬆️

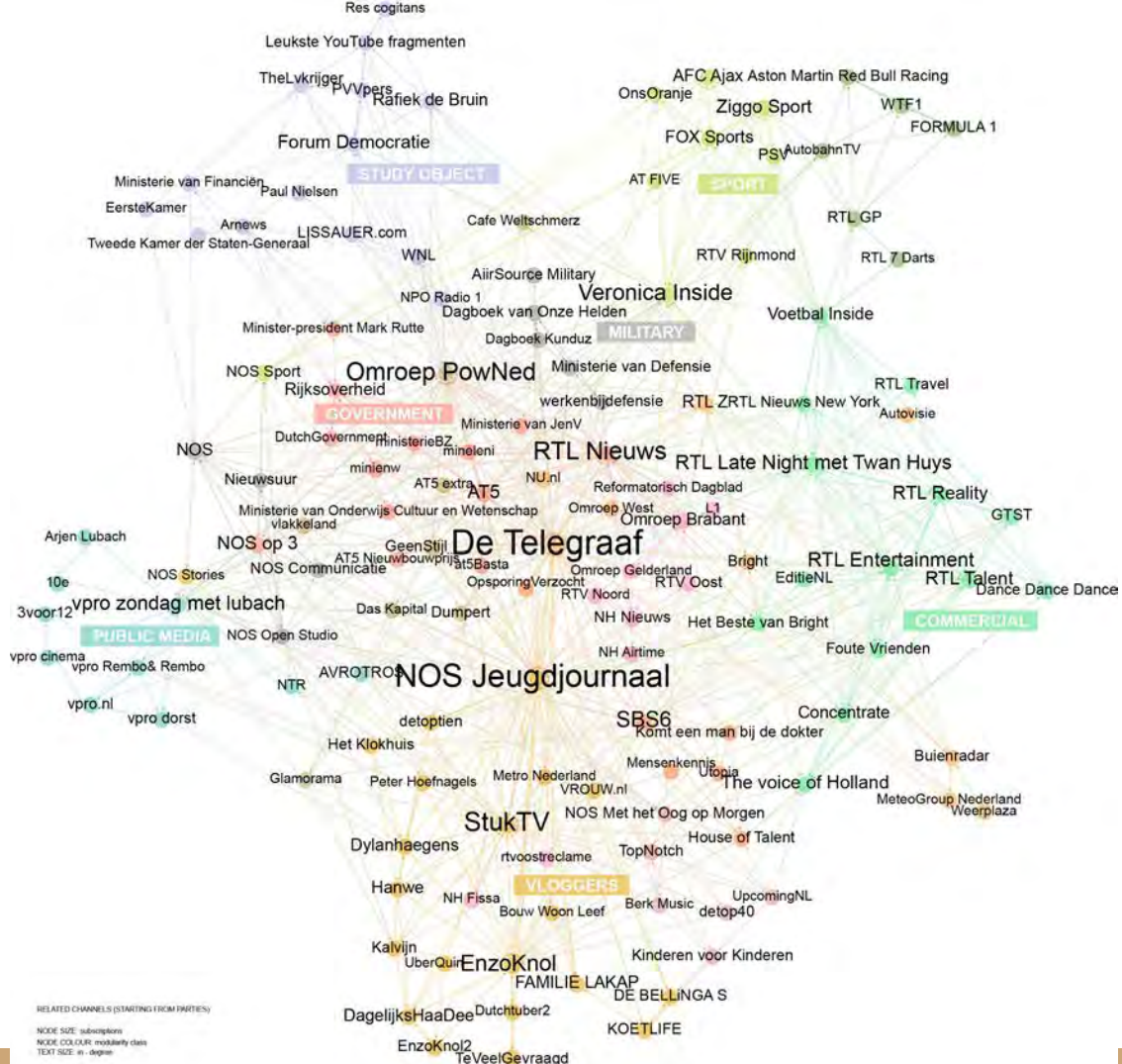


This video has been removed for violating YouTube's Terms of Service.





Alt right subscription and feature networks. Source: Alt-Right Open Intelligence Initiative



RELATED CHANNELS (STARTING FROM PARTIES)

NODE SIZE: subscriptions  
 NODE COLOR: modularity class  
 TEXT SIZE: in-degree

# DEEP VERNACULAR WEB

Mainstreaming of extremist content

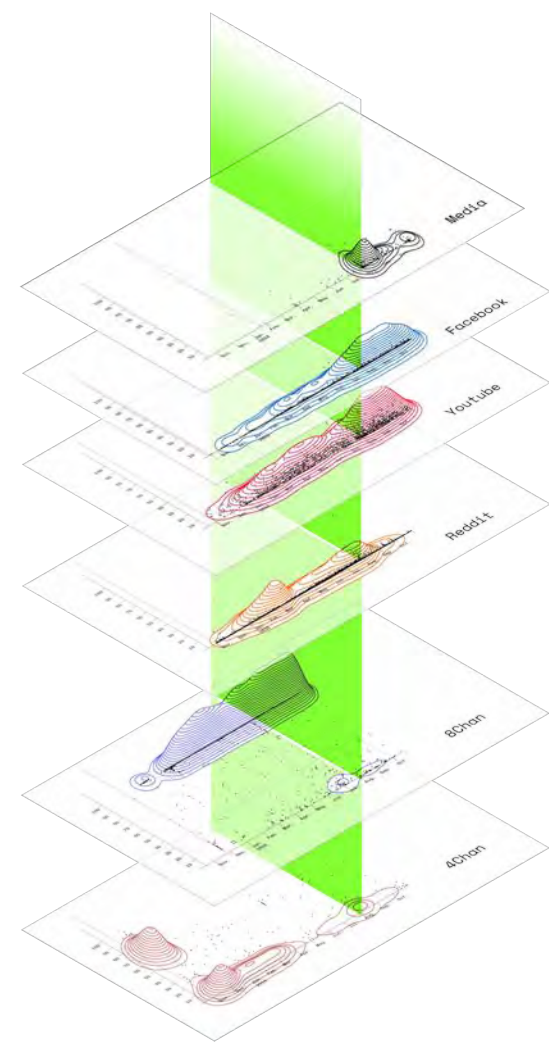
---

4chan as incubator of extremist content, and Reddit as gateway

---

# Deep vernacular web

To what extent has speech become more extreme, and mainstreamed?



nondutch

all subreddits  
with fake news

dutch

Relative amount of fake (0 - 50)



N° of posts



# DIGITAL METHODS OBJECTS & APPROACHES

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6. Wikipedia - As cultural reference to study the politics of memory (reconciliation)

---

7. Twitter - As story-telling machines for 'remote event analysis', providing accounts of events on the ground and in substantive issue spaces

---

8. Facebook (and Instagram) - As sites to study engagement through networked content analysis

---

9. YouTube - A 'teardown' technique to unpack recommendations and authority

---

10. Deep vernacular web - Robust terminological innovation from 4chan to Redditt



# DIGITAL METHODS

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I. Situating Digital Methods in Internet-related research *historically*

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II. Situating Digital Methods in the Digital Humanities and E-Social Sciences (or Digital Sociology) *epistemologically*

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III. Digital Methods *practically* with query design and list-building skills

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# DIGITAL METHODS

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Further information:

R. Rogers, *Digital Methods*, Cambridge, MA: MIT Press, 2015

R. Rogers, *Doing Digital Methods*, London: Sage, 2019.

Digital Methods Initiative, <http://www.digitalmethods.net>, holds Summer and Winter Schools in Amsterdam

[rogers@uva.nl](mailto:rogers@uva.nl)

---

# DIGITAL METHODS

RICHARD ROGERS



This painting is not available in your country.

**DOING  
DIGITAL  
METHODS**

FREE ACCESS TO  
INTERACTIVE EBOOK.  
See inside front cover for  
details and access link.



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MANUAL**

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