

T-CAT

OPERATIONALIZATIONS

ISSUE PROFILING THROUGH HASHTAGS

- ❑ Broad hashtags - topical collections
- ❑ Capture and describe the substance of an issue at a given moment
- ❑ Identify actors and capture their issue labor as labor in the media. For example, most active actors.
- ❑ Authority-making (links, retweets)
- ❑ Comparative or longitudinal analysis



here



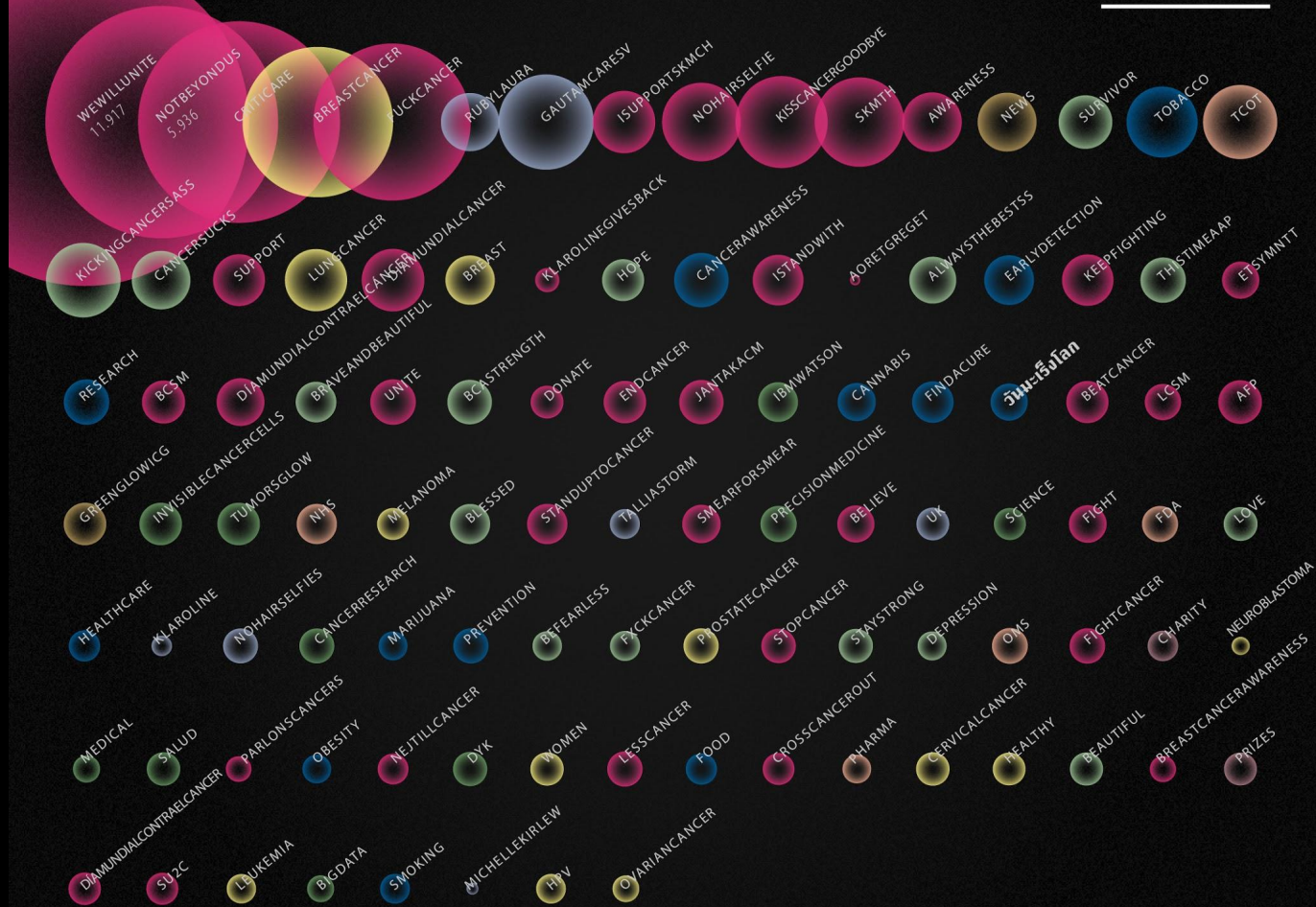
RISE AND FALL

- The rise and falls of themes, issues, ideas through a dataset when it is studied over time, using engagement metrics.



Unique Users tweeting with

● CAMPAIGN ● CONDITION ● MOOD ● PEOPLE ● SCIENCE
 ● CAUSE ● MONEY ● NEWS ● POLITICS



EMERGENCE AND ASSOCIATION

- Co-hashtags analysis
- Identify emerging issues (from broad to specific)
- Thematic Issue-networks
- From hashtags to actors and issues



QUERY

"climate change" OR "global warming"

DATE RANGE

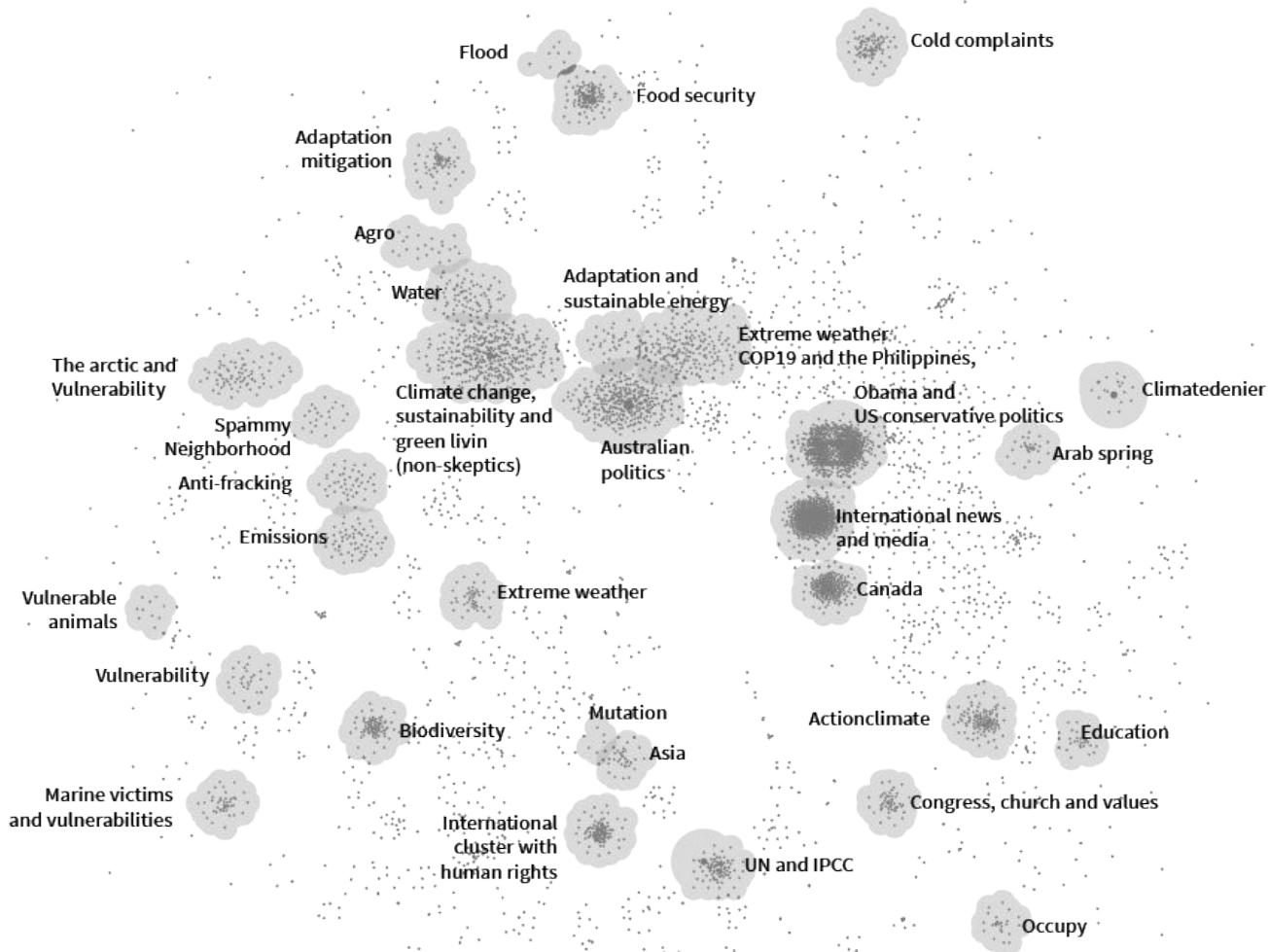
23 November 2012 - 23 November 2013

SIZE

4.771.135 tweets from

1.780.225 distinct users

KEY

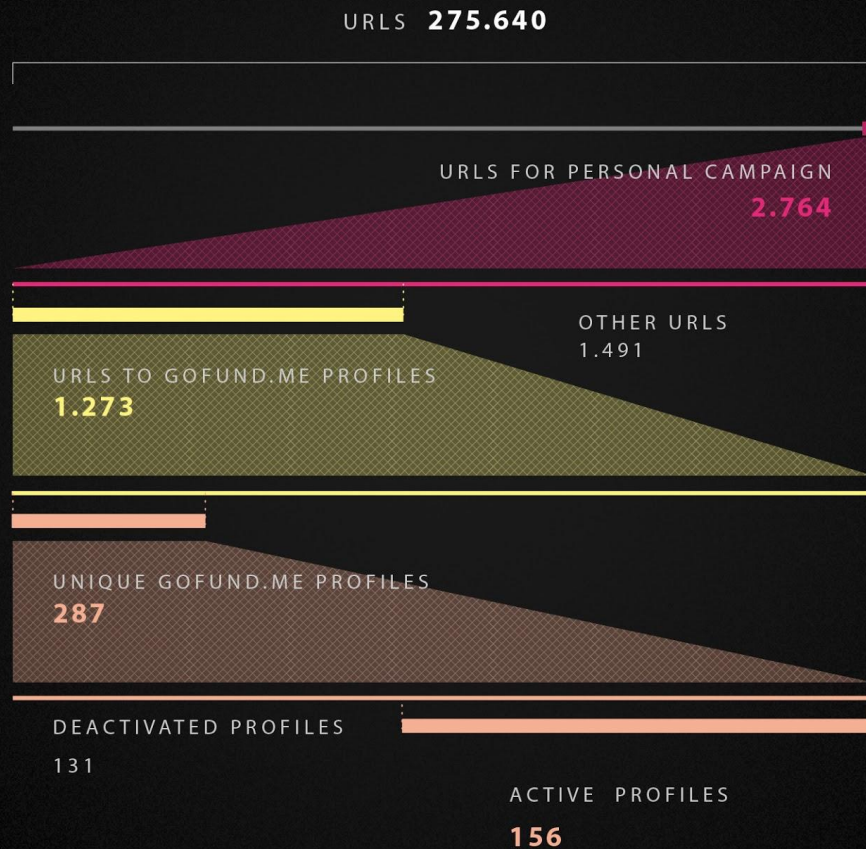


LIST-MAKING

Extract a list of actors, hyperlinks, accounts to be studied elsewhere.



Overview - URLs retweeted #CANCERDAY 4th feb 2015

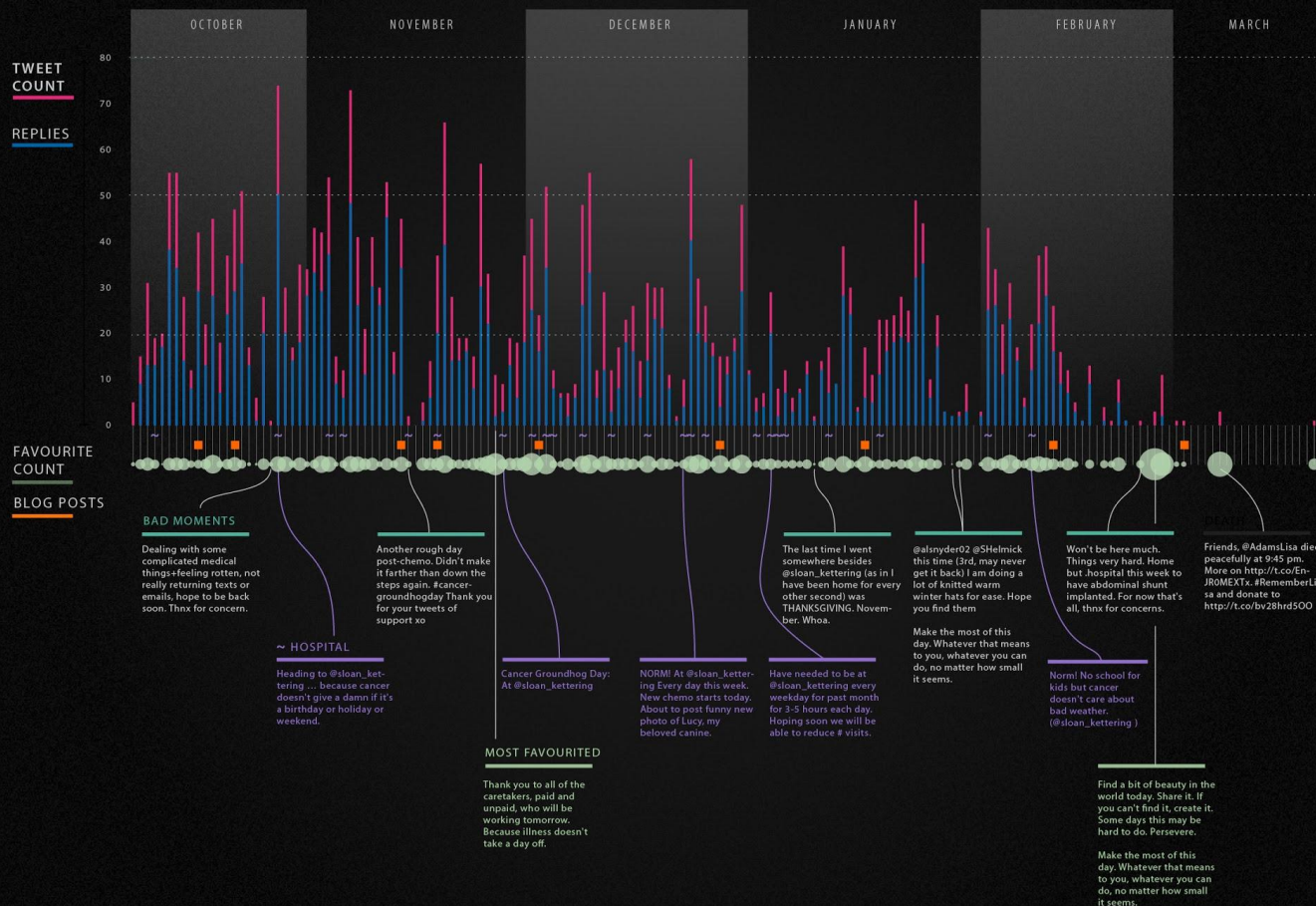


VISUALIZING AN ACCOUNT

Timeline (following a specific elements)

Rhythms and frequency

Twitter Account Rhythm Analysis



NETVIZZ **OPERATIONALIZATIONS**

NETVIZZ OPERATIONALIZATIONS

- Evolution through time (type of content, engagement)
- Words in comments (see most recurrent)
- Most engaged with content
- Network of pages

MOST ENGAGED WITH CONTENT

Most-engaged-with content on Facebook by Dutch-based Somali Diaspora, January–June 2014



HIRDA SUMMER CUP 2014

Rotterdam**
Utrecht
Nijmegen

II ENGAGEMENT 17



Somali Zainab has been elected for the PvdA to the city council in Wijchen.

II ENGAGEMENT 19



Fatuma farah and bleda's chair mr egal putting together our strategic plan 2015-2020.

II ENGAGEMENT 19



HIRDA - Support the Somali Teakwondo team!

II ENGAGEMENT 19



"Da dachan ciimaal dal is the tanna gataa ba!"
OdeWorld.nl

As a 9-year old boy he fled from Somalia to the Netherlands with five of his brothers and sisters. Now, 15 years later, Omar Hani is a successful bag designer in The Hague, and will start offering work places to long term unemployed people. Even Queen Maxima and Hillary Clinton carry his designs!

II ENGAGEMENT 23



Somali Business man (Abuu) donated Teakwondo team training Kit. Thank you Abuu for your contribution.
[...]

II ENGAGEMENT 25



Ajax made happy for sport kits to Somali school boys in Mogadishu. Thank you for the donations, it makes different!

II ENGAGEMENT 27

[...] Peace-building in action: We are proud of our local partner, women organisation KARAMA, who has just played a substantial role in the reconciliation process of two clans in Abudwak (South-Central Somalia). HIRDA ensures women can train themselves in political participation and peace-building. With results!
The video below (in Somali) catches the discussions.



II ENGAGEMENT 34

HIRDA SUMMER CUP 2014 Poules Indeling



Poules A	Poules B
1. ZWOLLE	1. DEN BOSCH
2. ALMERE	2. ANTWERPEN
3. ALKMAAR	3. VENRAY
4. HOOFTDORP	4. EINDHOVEN

Poules C	Poules D
1. NIJMEGEN	1. AMSTERDAM
2. ROTTERDAM	2. UTRECHT
3. PURMEREND	3. NUREN
4. NUREN	4. Gouda

HIRDA SUMMER CUP 2014 POULES INDELING!
Check below the draw for the 2014 Summer Cup!Diaspora conference in Istanbul, Turkey.

II ENGAGEMENT 41



Fatuma Farah - Director of HIRDA departed today for the Global Somali Diaspora conference in Istanbul, Turkey.

II ENGAGEMENT 52

Most-engaged-with content on Facebook by US-based Somali Diaspora, January-June 2014



With Somali Artist , Amin Asir.
<http://www.youtube.com/watch?v=K-ZfCpTf6Y>

ENGAGEMENT 37



Somali Americans signing the Corn Oregon. What started from a handshake with Multnomah County Commissioner Loreta Smith & SACOO's Chairman Musa Odi, on October 2013, has finally turned into reality in signing Somali American families, that for the first time got access of Corn Oregon. Interpreters and translated brochures were on hand. [...]

ENGAGEMENT 40

Love and compassion are necessities, not luxuries. Without them humanity cannot survive. Dalai Lama



Pupil relives 'kiss' teacher who gave her one of his kidneys

ENGAGEMENT 46



W/ Commissioner Amanda Fritz, City of Portland.

ENGAGEMENT 47



Somali American Council of Oregon (SACOO) updated their cover photo. April 26

ENGAGEMENT 49



With Oregon U.S. Attorney, S. Amanda Marshall.

[http://en.wikipedia.org/wiki/Amanda_Marshall_\(attorney\)](http://en.wikipedia.org/wiki/Amanda_Marshall_(attorney))

ENGAGEMENT 53



ENGAGEMENT 58

Portland civilian wins FBI award

Mussa Odi helps Somalian refugees escape violence, government crackdowns and instability by coming to Oregon. Find out how.

KORINLOCALA.COM

ENGAGEMENT 71



Obama meets new Somali president (AFP) – WASHINGTON — US President Barack Obama met Somalia's new President Hassan Sheikh Mohamud on Thursday, as Washington recognized the African nation's government for the first time since 1991. Obama dropped by a meeting between Mo-

hamud and US Deputy National Security Adviser Denis McDonough at the White House, before the Somali leader headed across town to see Secretary of State Hillary Clinton, a White House statement said.

"The president congratulated (Mohamud) on his election last September and the establishment of the first permanent, representative government in Somalia in two decades," the statement said. [...]

ENGAGEMENT 115



In Search of Identity by Farhiya Iman

Throughout my lifetime, I was continuously asked where I am originally from. This question possesses a unique answer from me. This question is asked by various people trying to understand where you originate from. When individuals see our beautiful headscarves, our unique clothing, our intriguing culture, or our foreign language, they automatically become curious about our ancestors. When I am asked where I am from, one answer comes to mind, which is Somalia. One might think since my name, culture, tradition, and language is Somali I would be Somali. That's exactly how I personally feel, however, to the rest of the world it is perceived differently. [...]

ENGAGEMENT 197

NETWORK OF PAGES

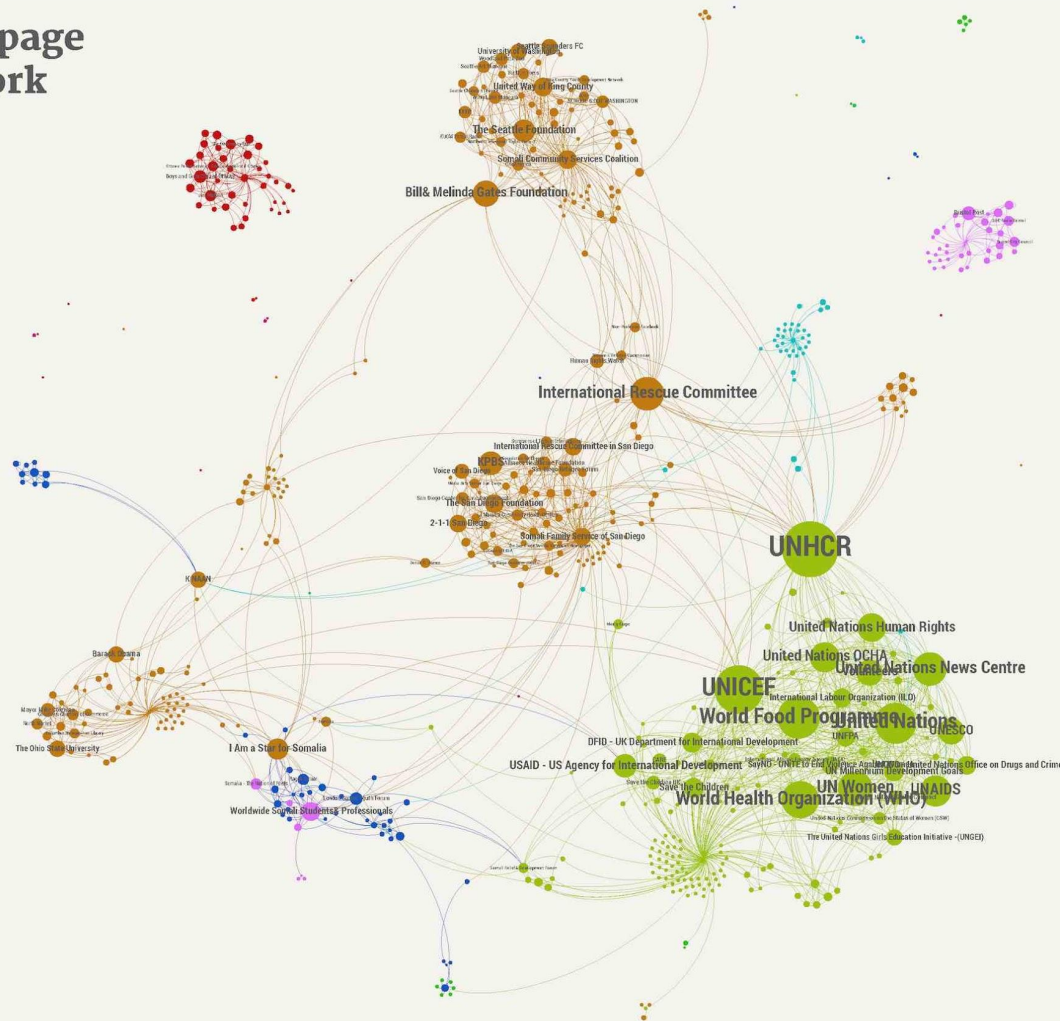
Network of pages connected through the likes between them

Facebook page like network

Source page country

- Us
- Somalia
- Transnational
- Uk
- Netherlands
- Canada
- Norway
- Kenya
- Sweden
- Denmark

● **in-degree**



YTD OPERATIONALIZATIONS

YOUTUBE ANALYSIS

- Modules focused on different sections and entities of the platform: video, lists, channels
- Study practices and YT algorithm logics

YOUTUBE AND HIERARCHIES

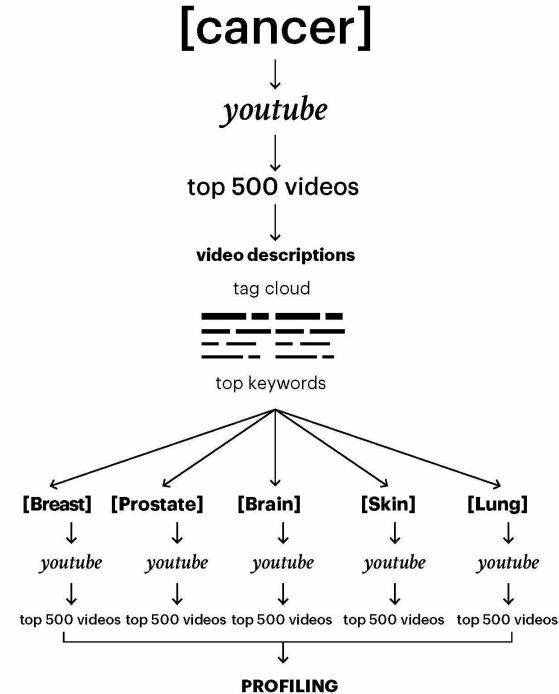
- Hierarchies exist with respect to the representation of the topic. Since they are chosen by users, it is possible to see how a topic is treated.
- Using the “Video List” module, it is possible to collect all the description of videos related to a specific query

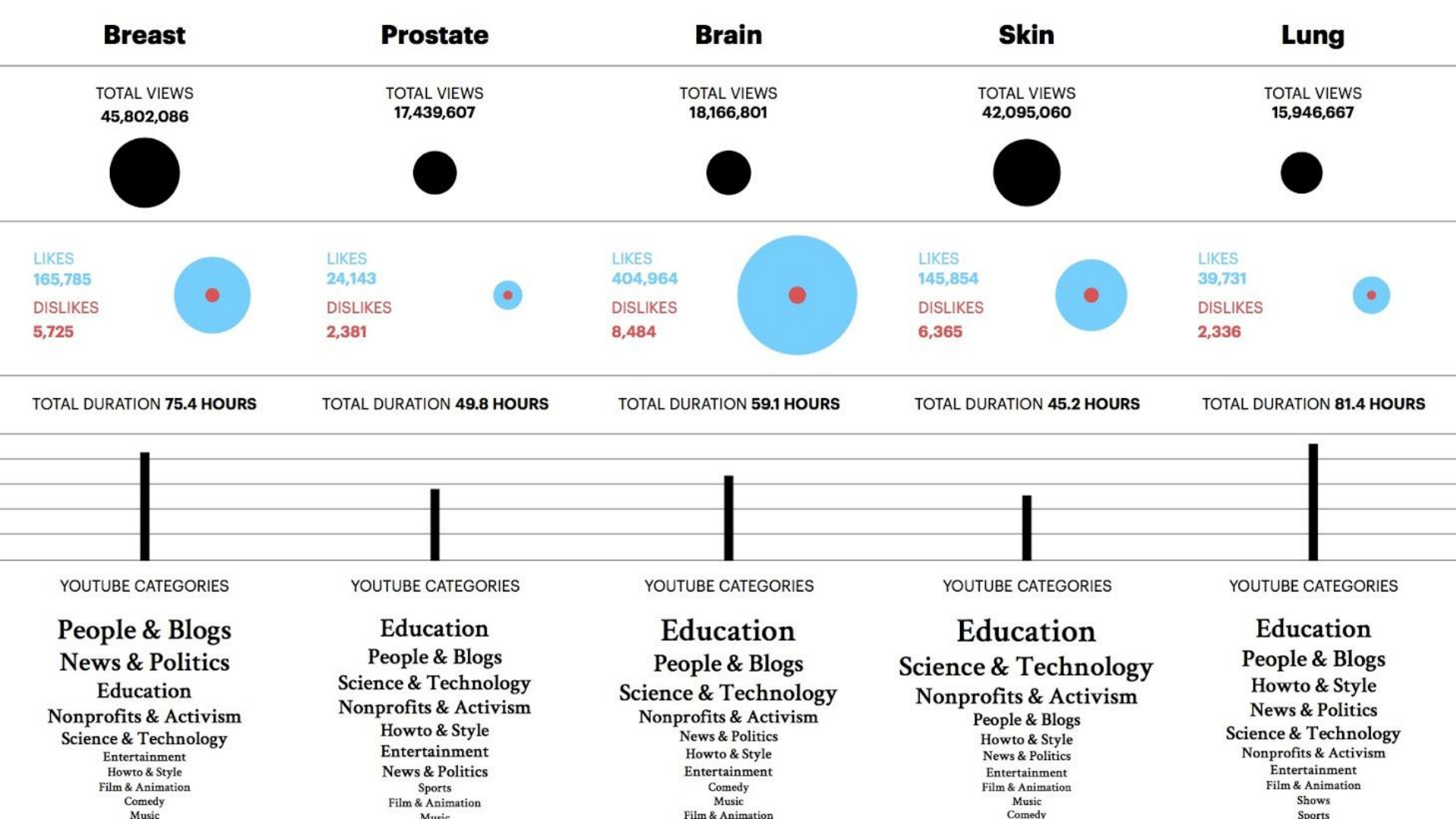
YouTube and hierarchies

Hierarchies exist with respect to the representation of illness and each conditions organizes a different world of concerns, actors, and hopes.

Question 1: When one searches for videos about illness in YouTube, what conditions are most represented and what worlds do they “organize”?

Object 1. 1000 YouTube videos captures using the queries “Cancer” and “My illness” and their associated metadata. Capture the most salient and then profile them.





YOUTUBE CHANNELS ANALYSIS

- Channel analysis through “Channel Info” module
- Analyze the relation of channel updates and video variables (e.g. video length) with subscribers engagement to define channel rhythm

Life channels

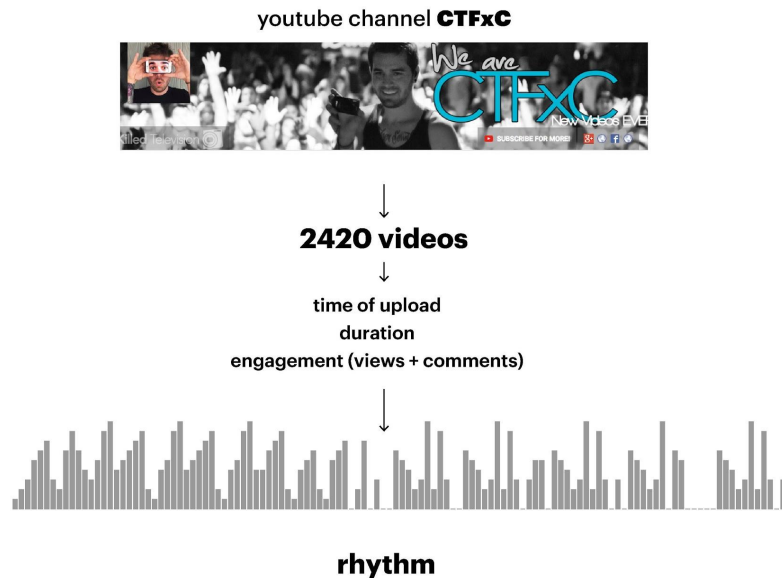
Illness is a biographical disruption

Questions 2: Can disruption be captured and visualized by analyzing the continuous documentation produced by an individual that becomes sick?

Object 1: Internet Killed Television (2010-) is a [web series](#) hosted by Charles Trippy and formerly featuring Allison Speed. The [video blog](#) follows daily events. Some of the events which were documented in these video blogs included his courtship, marriage, illness and divorce.

Charles is diagnosed with brain tumor on 2012.

We visualized the 2420 videos that make up his life and trace how illness episodes disrupt the rhythms of the channel.



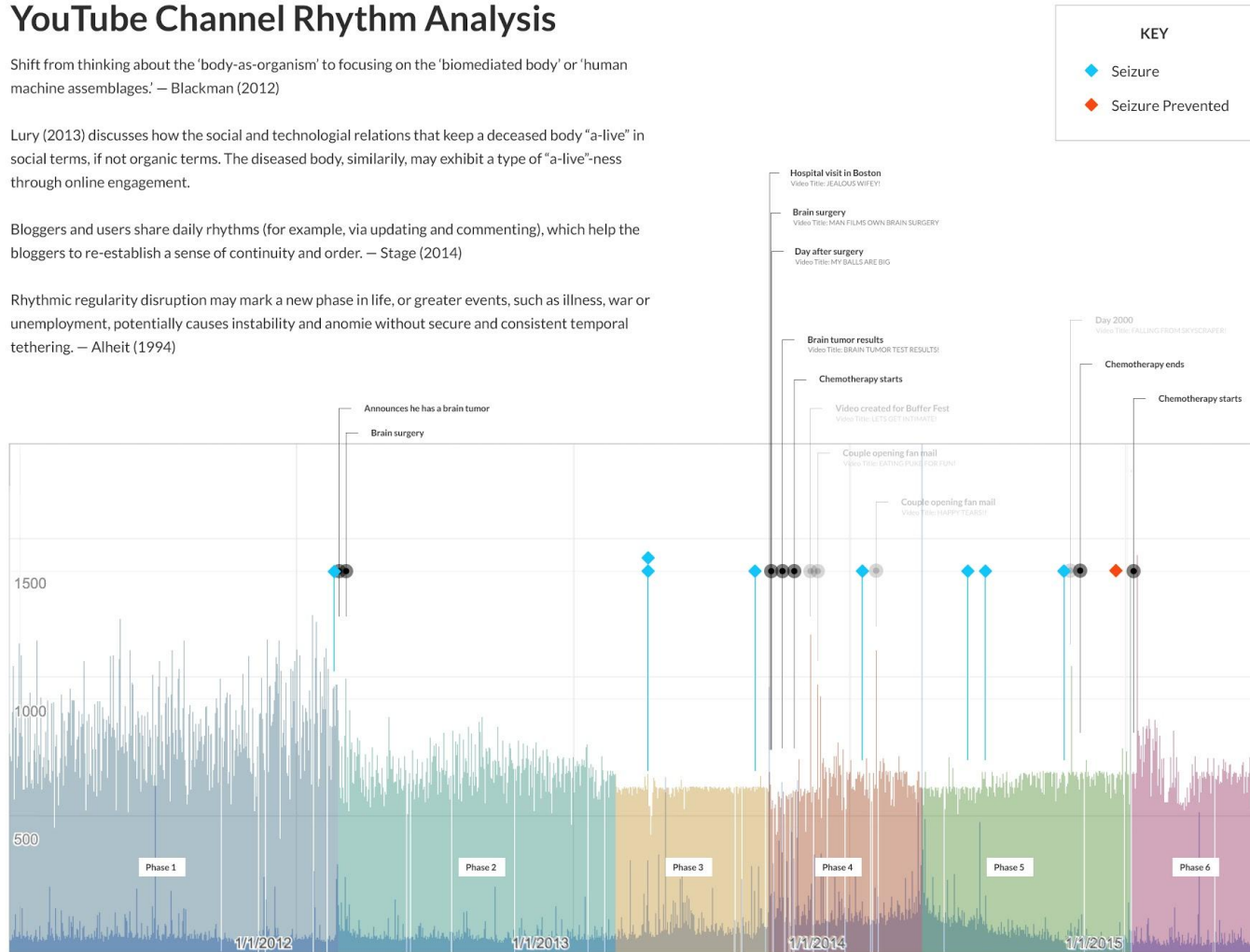
YouTube Channel Rhythm Analysis

Shift from thinking about the 'body-as-organism' to focusing on the 'biomediated body' or 'human machine assemblages.' — Blackman (2012)

Lury (2013) discusses how the social and technological relations that keep a deceased body "a-live" in social terms, if not organic terms. The diseased body, similarly, may exhibit a type of "a-live"-ness through online engagement.

Bloggers and users share daily rhythms (for example, via updating and commenting), which help the bloggers to re-establish a sense of continuity and order. — Stage (2014)

Rhythmic regularity disruption may mark a new phase in life, or greater events, such as illness, war or unemployment, potentially causes instability and anomie without secure and consistent temporal tethering. — Alheit (1994)



THE EVOLUTION OF THE COMMENT SECTION

- Comment analysis using the “Video Info and Comments” module
- Understand which keywords are used over time

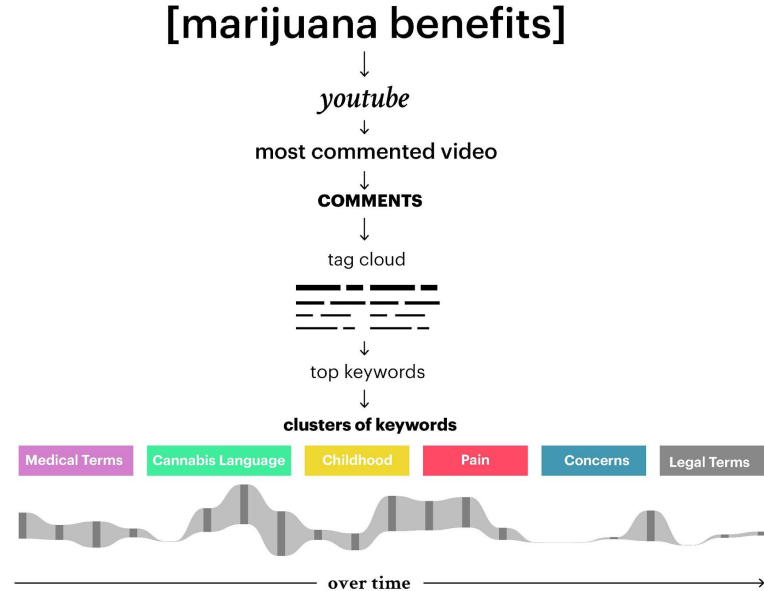
The evolution of the comment section

The words reveal the discuss

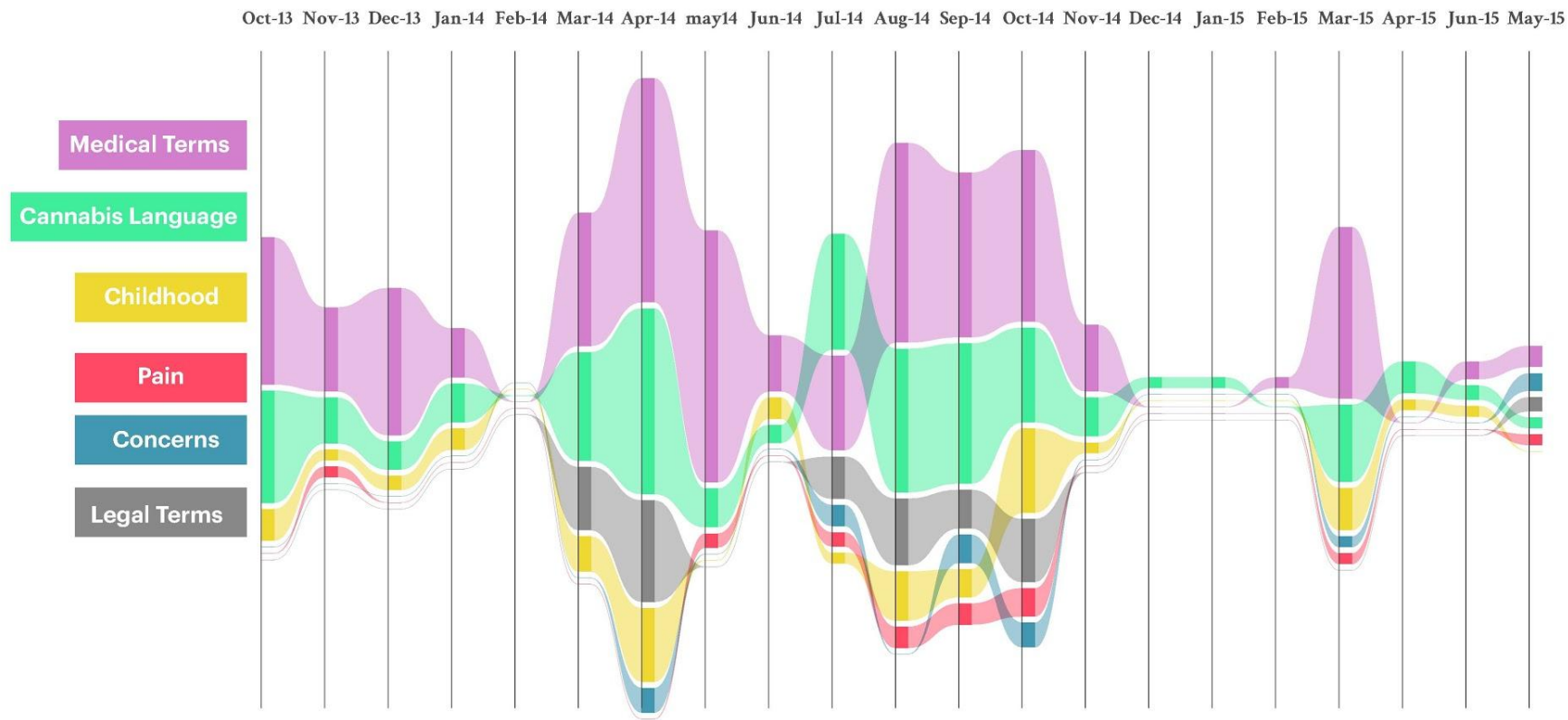
Questions 3: Which keywords do commenters employ while debating about medical Cannabis? Could these words reveal some trends?

Object 3: Stone Kids is a video published by the digital magazine Vice. The video talks the story of Mykayla, an eight-year-old girl leukemia patient who takes massive amounts of Cannabis to treat her illness. The video has accumulated 4,5 millions of views and 11,000 comments since it was published. This video is the most comment video when we search for the queries “Marijuana Benefits”.

We analyse the 908 comments and organized the keywords in the way to understand when and how many times these words was used by commenters.



The evolution of the comment section



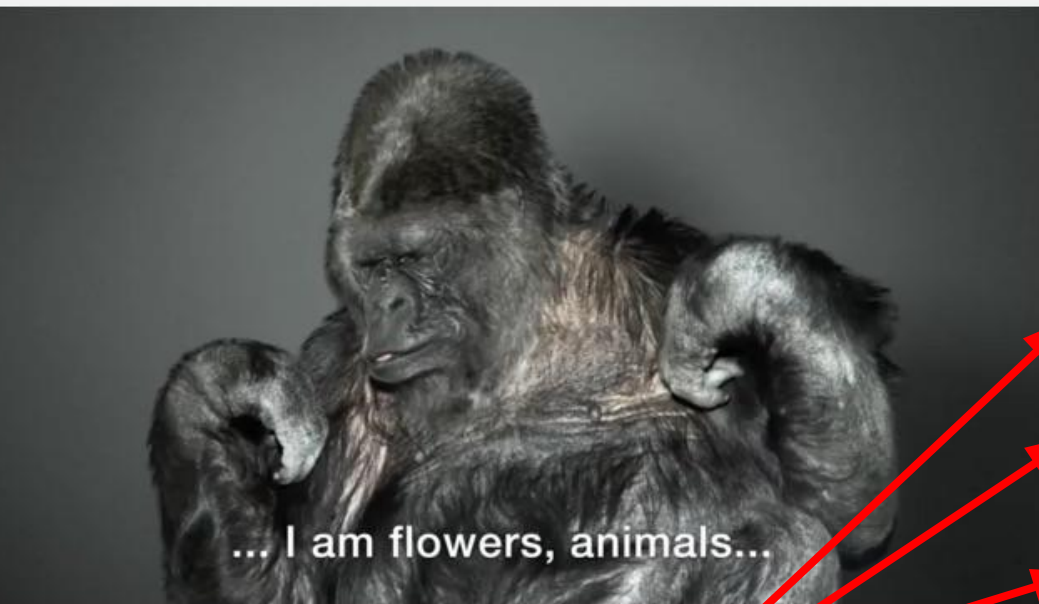
The evolution of the comment section

Keywords Cluster

- Legal (Legal, Illegal, Government, Legalize)
- Pain (Pain, Suffering, Illness)
- Medical Terms (Drug, Drugs, Epilepsy, Cancer, Prescription, THC, CBD, Medical, Medicine)
- Cannabis Language (Marijuana, Weed, Cannabis, Smoke, Hemp, Stoner)
- Childhood (Child, Children, Kids, Pediatric)
- Concerns (Alcohol, Propaganda, Dangerous)

VIDEO NETWORKING

- “Video network” module to analyse a video relations with “next up” correlations.
- Define algorithm drifts in relation with users choices



Koko the gorilla is the voice of Nature at COP21



Noé ONG

Subscribe 454

+ Add to Share ... More

1 630,819 views

Published on Dec 1, 2015

Noé lets nature have its say for this edition of the COP21. How? With Koko, a female gorilla who belongs to one of the rarest species on earth which can communicate using sign language, and the only one that can send a message to mankind : the preservation of biodiversity must be written in the Paris Agreement

Up next

Autoplay ☒



A Conversation With Koko

Beth Gallagher
5,703,807 views



A Conversation With Koko The Gorilla: Full Documentary

Ahamo
682,697 views



KOKO THE GORILLA WHO TALKS | Preview | PBS

PBS
117,015 views



Koko's Tribute to Robin Williams

kokoflix
4,754,592 views



Koko eats and plays with her trainer

justinrill
67,983 views



Koko the Gorilla Mourns Her Friend, Robin Williams

Entertainment Tonight
641,908 views



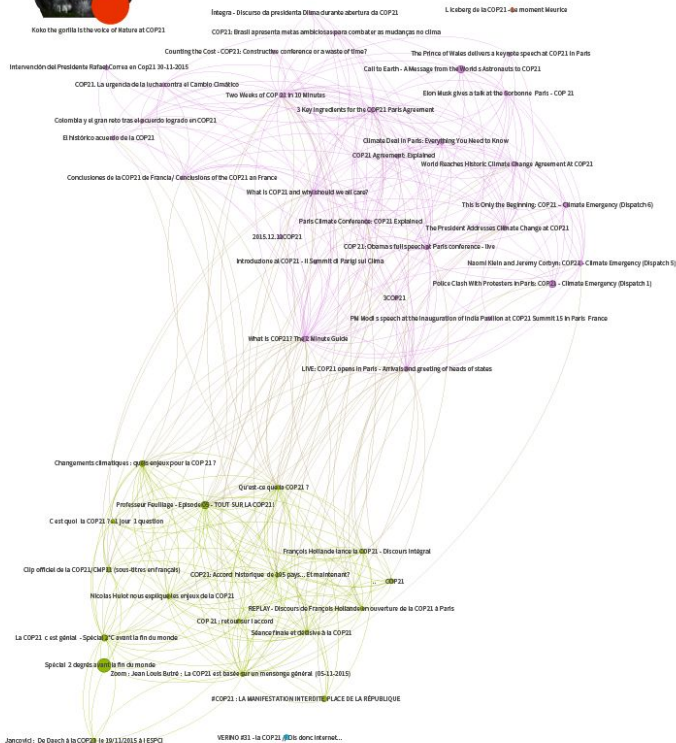
Orangutan Asks Girl for Help in Sign Language

FYCDXinDeFoTang

'COP21' top 50 most RELEVANT

linked by “next up”
(coloured by community)

*Koko the gorilla is the voice
of Nature at COP21
by Noe NGO*

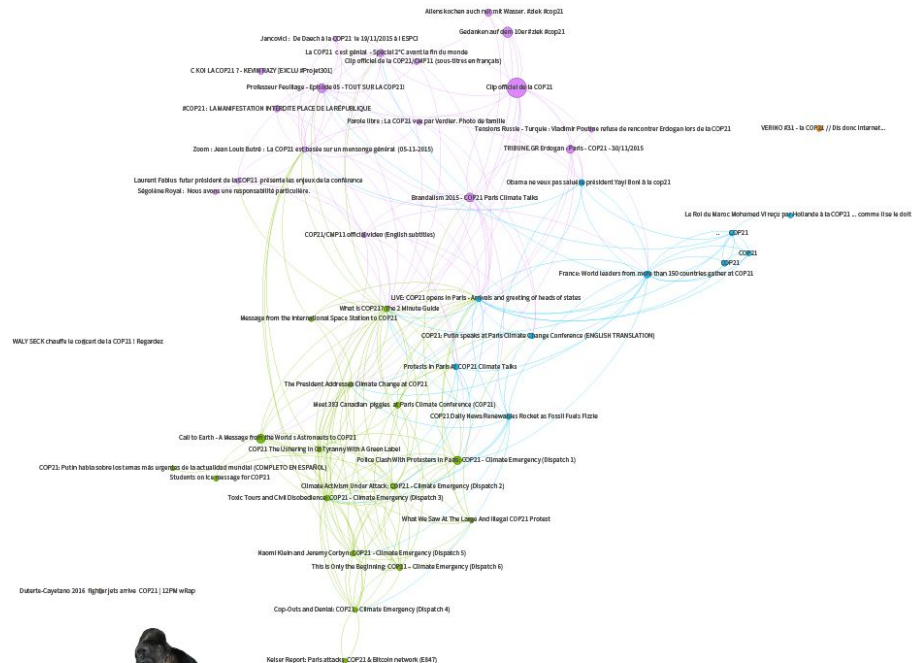


'COP21' top 50 most VIEWED

linked by “next up”
(coloured by community)

COP21 & OPEN: From [Koko the gorilla](#) to [Koko the gorilla](#)

Alain Serfati sur l'écologie COP21 NP1 Non@station EELV Huit bobo, 4800 tonnes carbone



KOKO'S UNIVERSE
linked by "next up"
(coloured by community)

