EMOTIONAL CLICKTIVISM

ANNA, ARRAN, DENISE, LIV, MARLOES, MICHELE & NATHAN

How do visual characteristics on Facebook associate with the use of reaction buttons?

شبكة الثورة السورية - Syrian Revolution Network

@Syrian.Revolution

Startpagina
Berichten
Recensies
Video's
Foto's
تصويت الجمعة
Info
Community

Een pagina maken

Berichten

Syrian Revolution Network - شبكة الثورة السورية
1 uur ·

مجازر ترتكب بحق المدنيين تحت ذريعة محاربة الإرهاب ونشطاء يكشفون زيف الهجمات العسكرية على داعش عبر هاشتاغ: #ديرالزور_ضحية_ارهاب_دولي
شارك و كن صوتاً لمن لا صوت له

Vertaling bekijken

Leuk | Opmerking plaatsen | Delen

135 | Topreacties

11 keer gedeeld

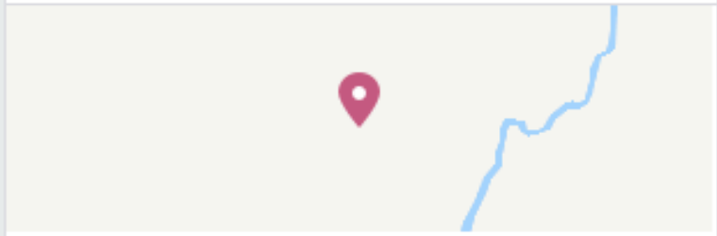
Schrijf een reactie...

Alle 6 reacties weergeven

Syrian Revolution Network - شبكة الثورة السورية heeft

4,4 van 5 sterren· 9.616 recensies
Recensies bekijken

Info



N/A Aleppo | Opslaan
http://www.TheSyrianNetwork.net/
Colofon [?]

Pagina's die deze pagina leuk vindt

- Solidarietà al p... — Vind ik leuk
- شبكة الثورة السورية — Vind ik leuk
- لا تكن مثل بشار — Vind ik leuk

RESEARCH QUESTION

↓ *Netvizz*

STARTING DATASET
links & reactions metrics

DownThemAll! →

PICTURES

↓ *Google Vision API*

CONTENT TAGS

←

CLEAN DATASET
link, reactions & content tags

↓ *Spss*

SAMPLE

QUANTITATIVE ANALYSIS
- Descritives
- Correlation matrix
- Testing

Spss

QUALITATIVE ANALYSIS
- Tag clouds — *Tag Cloud Generator*
- Content analysis

NETWORK ANALYSIS
- Image - reactions bipartite network
- Image - content bipartite network
- Reaction - content bipartite network

Gephi + Illustrator

KEY

PROTOCOL STEP

Tool

• Output

DESCRIPTIVES

QUANTITATIVE ANALYSIS

CORRELATION

T-TEST

QUALITATIVE ANALYSIS

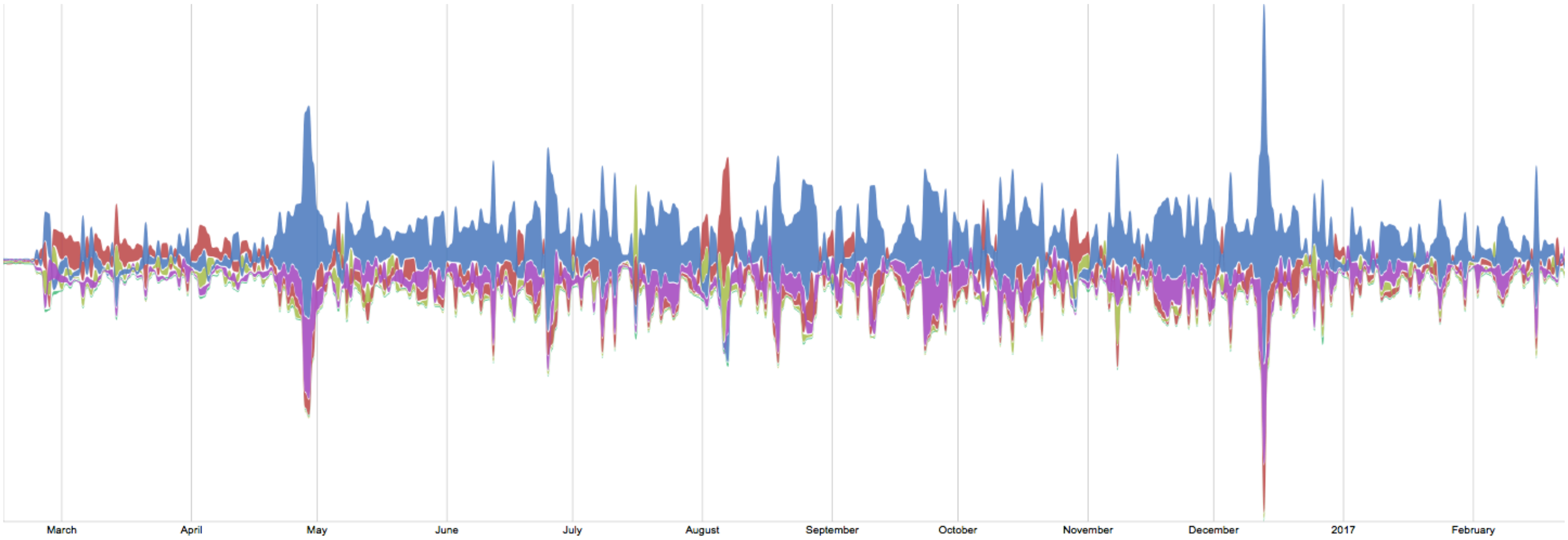
TAG CLOUD

CONTENT ANALYSIS

NETWORK ANALYSIS

- N = 6409

TIME FRAME


March
April
May
June
July
August
September
October
November
December
2017
February

DESCRIPTIVES

N = 12525629

M = 1959.58

SD = 2099.218

N = 54150

M = 8.47

SD = 43.043

N = 139632

M = 21.84

SD = 44.390

N = 377436

M = 59.05

SD = 157.974

N = 8694

M = 1.36

SD = 3.540

N = 140285

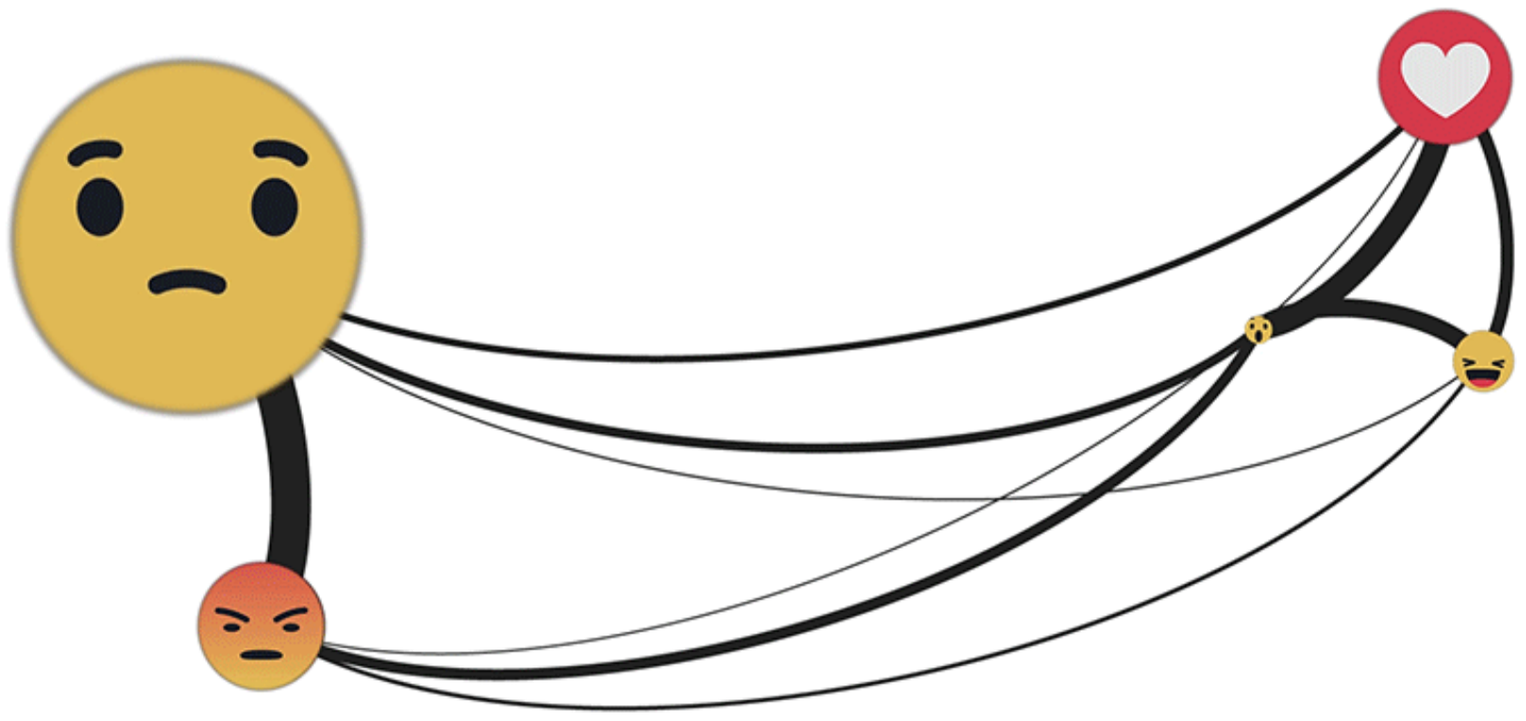
M = 21.95

SD = 59.428

CORRELATION

	1					
	.171**	1				
	.412**	.290*	1			
	.045**	-.056**	.102**	1		
	-.103**	-0,014	.139**	.733**	1	

CORRELATION



DESCRIPTIVES

QUANTITATIVE ANALYSIS

CORRELATION

T-TEST

QUALITATIVE ANALYSIS

TAG CLOUD

CONTENT ANALYSIS

NETWORK ANALYSIS

- T-test emotions
- T-test comments, reactions, shares & engagement

T-TEST: EMOTIONS

Soldier					
Protest					
Vehicle					

T-TEST: COMMENT, REACTIONS, SHARES, ENGAGEMENT

	Comment	Reactions	Shares	Engagement
Soldier				
Protest				
Vehicle				

DESCRIPTIVES

QUANTITATIVE ANALYSIS

CORRELATION

T-TEST

QUALITATIVE ANALYSIS

TAG CLOUD

CONTENT ANALYSIS

NETWORK ANALYSIS

QUALITATIVE ANALYSIS: TAG CLOUD

QUALITATIVE ANALYSIS: TAG CLOUD

حلب نيوز
Photo

QUALITATIVE ANALYSIS: TAG CLOUD

QUALITATIVE ANALYSIS: TAG CLOUD

اللواء الأول
أحرار برزة

DESCRIPTIVES

QUANTITATIVE ANALYSIS

CORRELATION

T-TEST

QUALITATIVE ANALYSIS

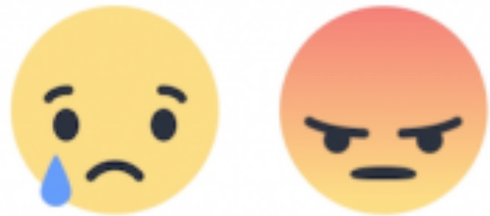
TAG CLOUD

CONTENT ANALYSIS

NETWORK ANALYSIS

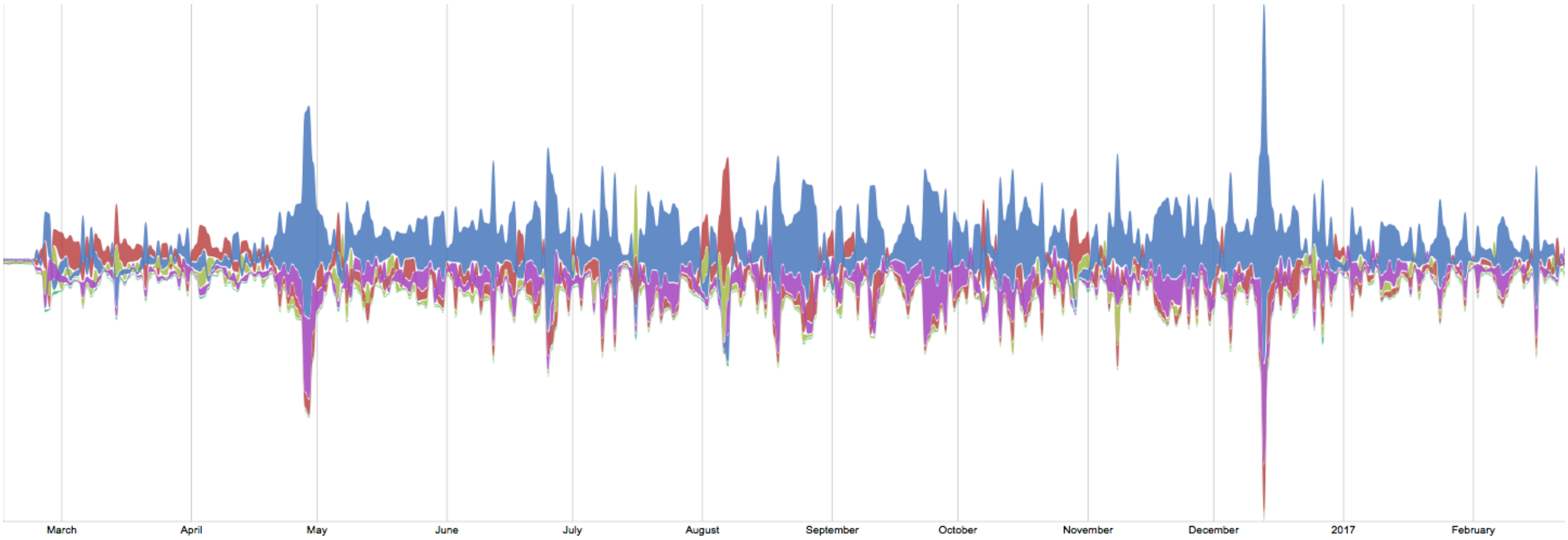
- Top 10 sad & angry
- Top 10 haha & love

SAD & ANGRY

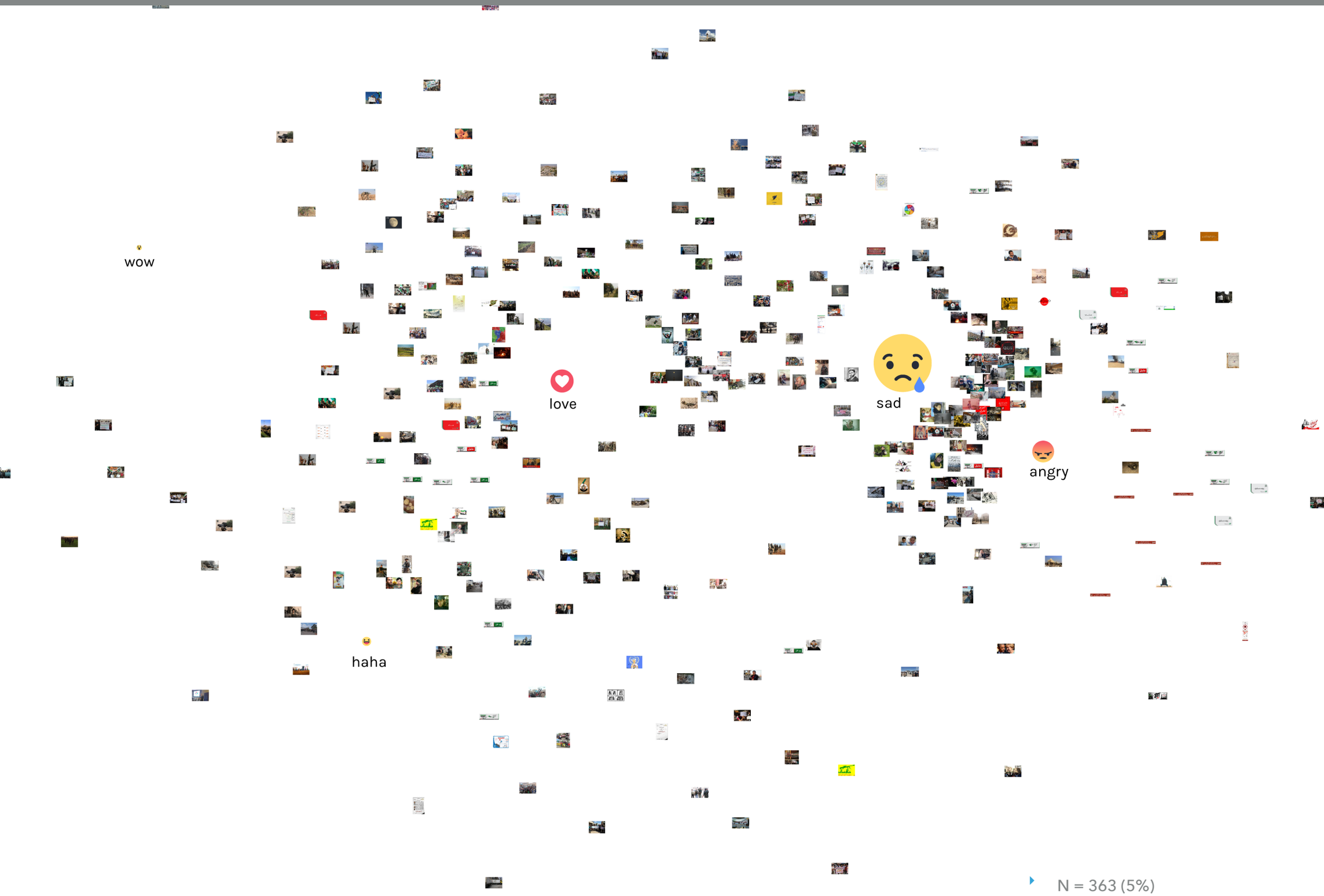


HAHA & LOVE

TIME FRAME


March
April
May
June
July
August
September
October
November
December
2017
February

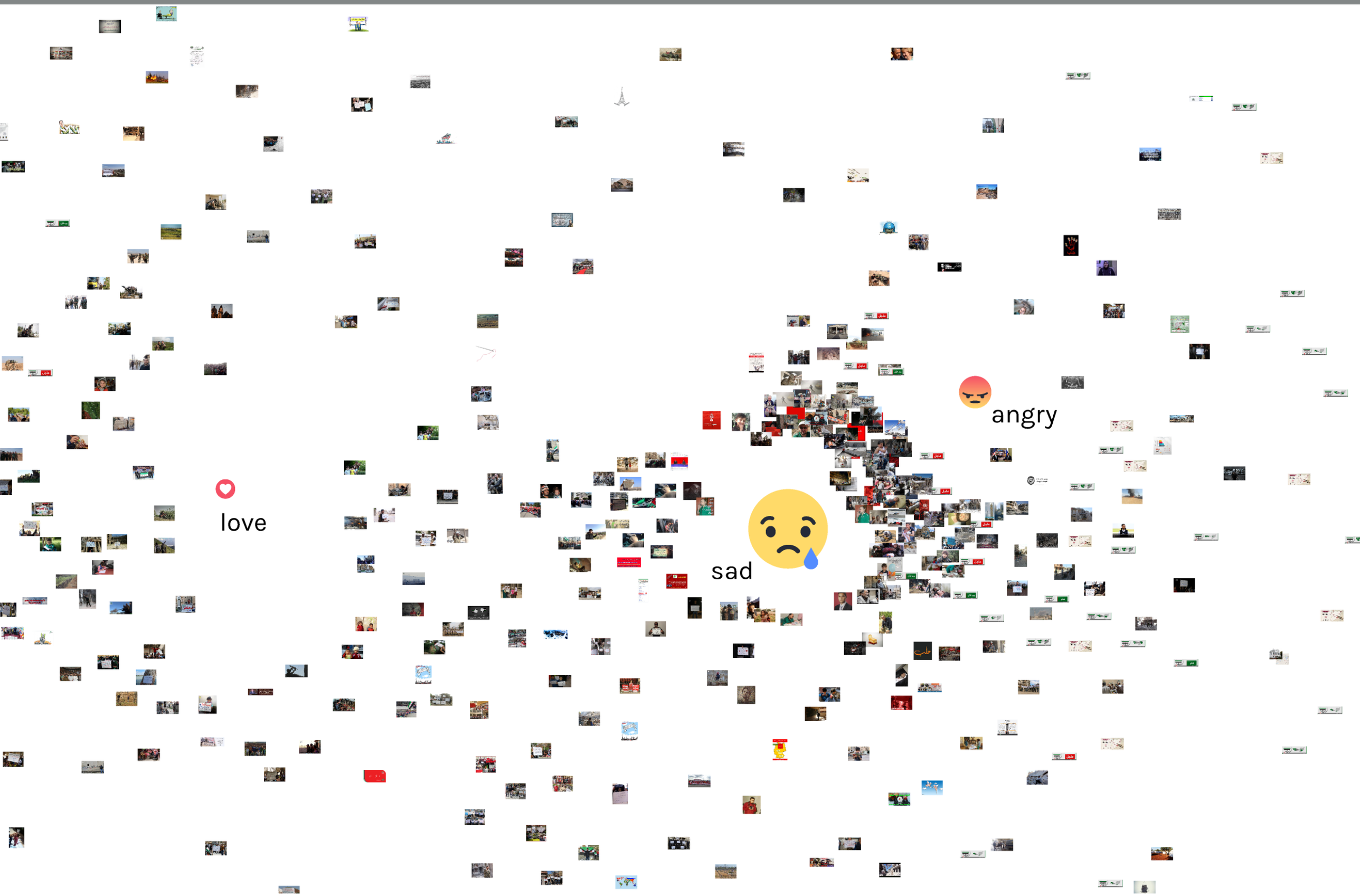
TIME FRAME: SAMPLE



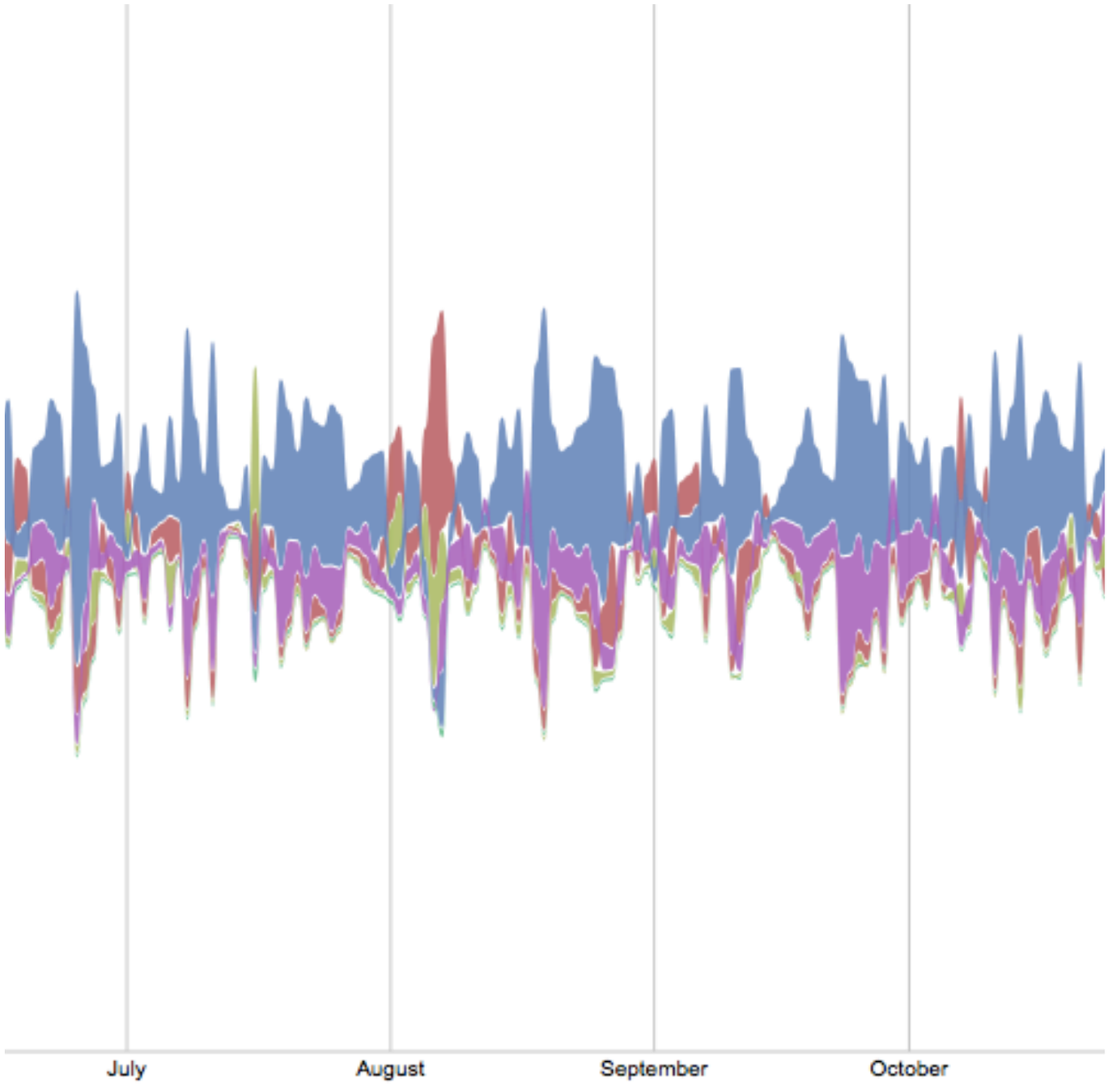
- N = 363 (5%)
- T-test: not significant different from the whole dataset

SAD BEATS

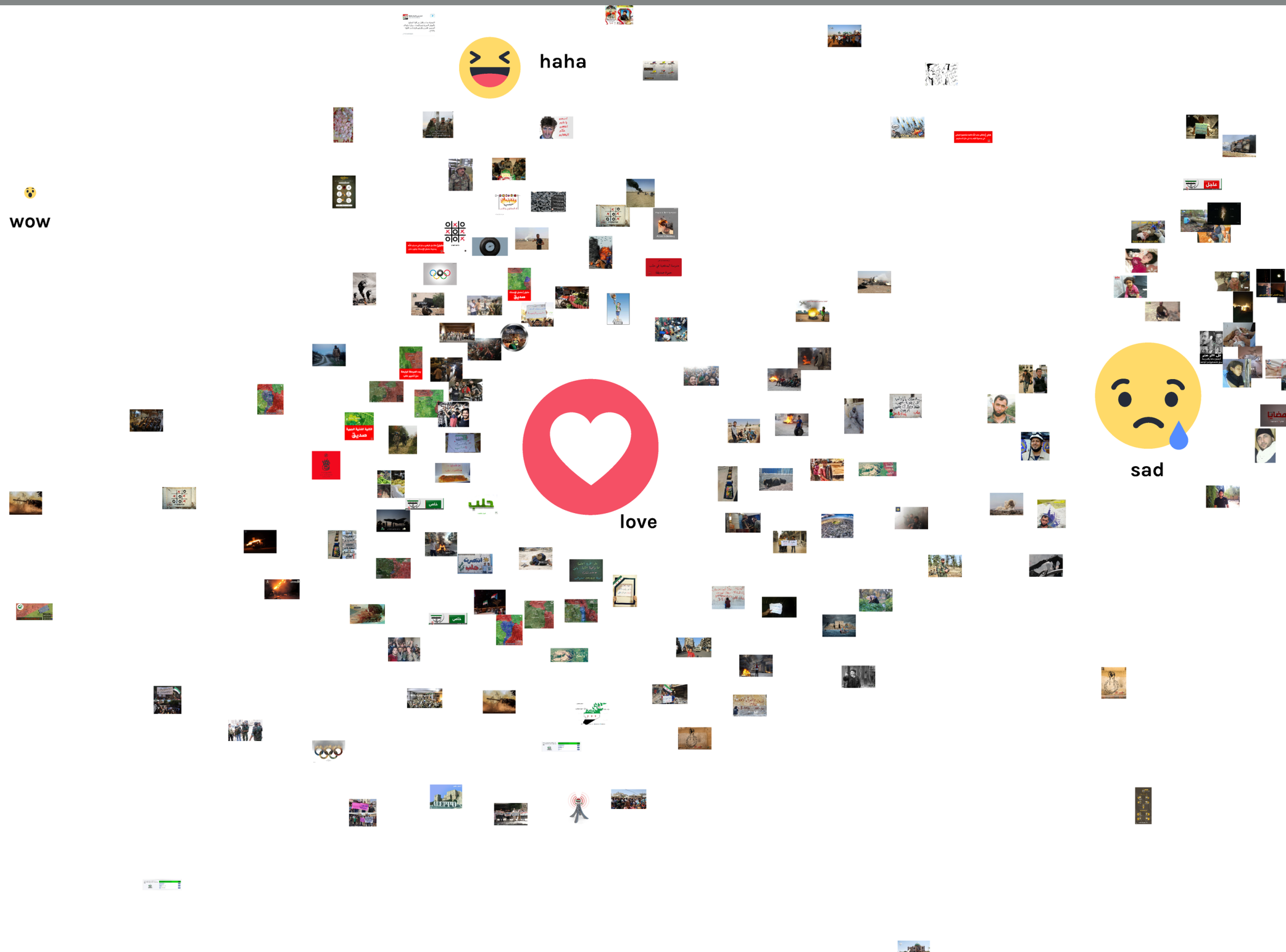
SAD BEATS



LOVE EXPLOSION



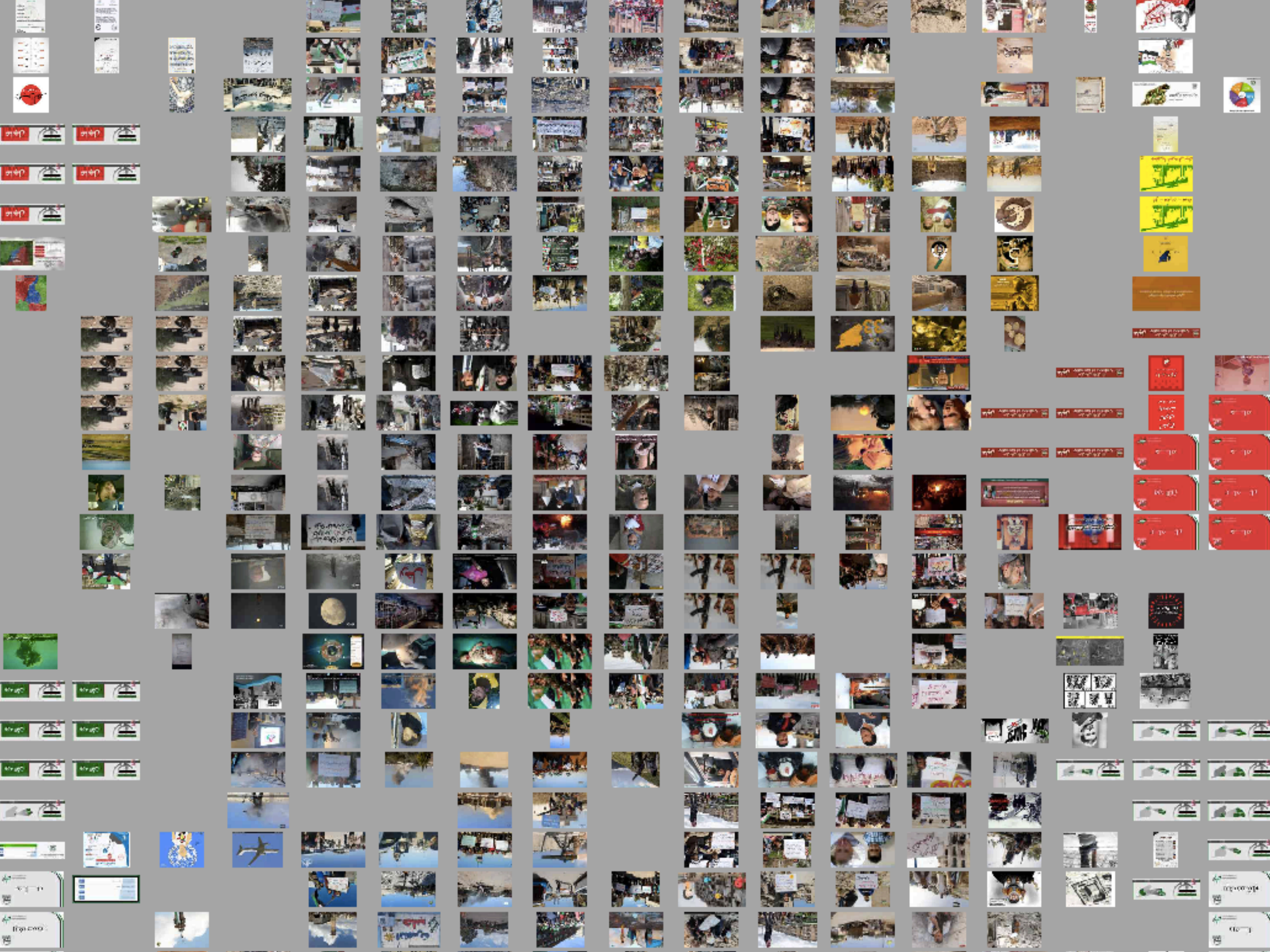
LOVE EXPLOSION

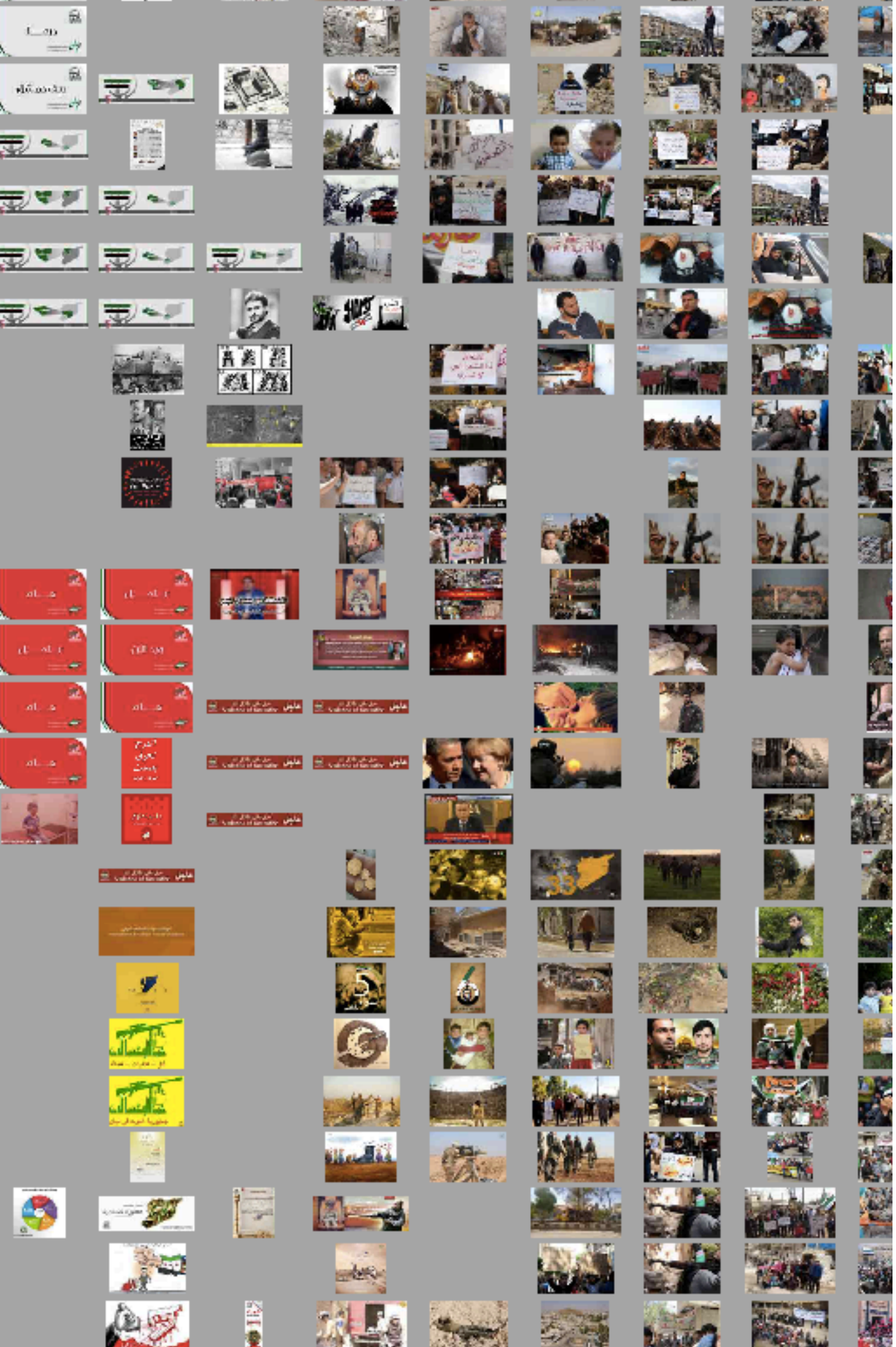


CONCLUSION

FURTHER RESEARCH

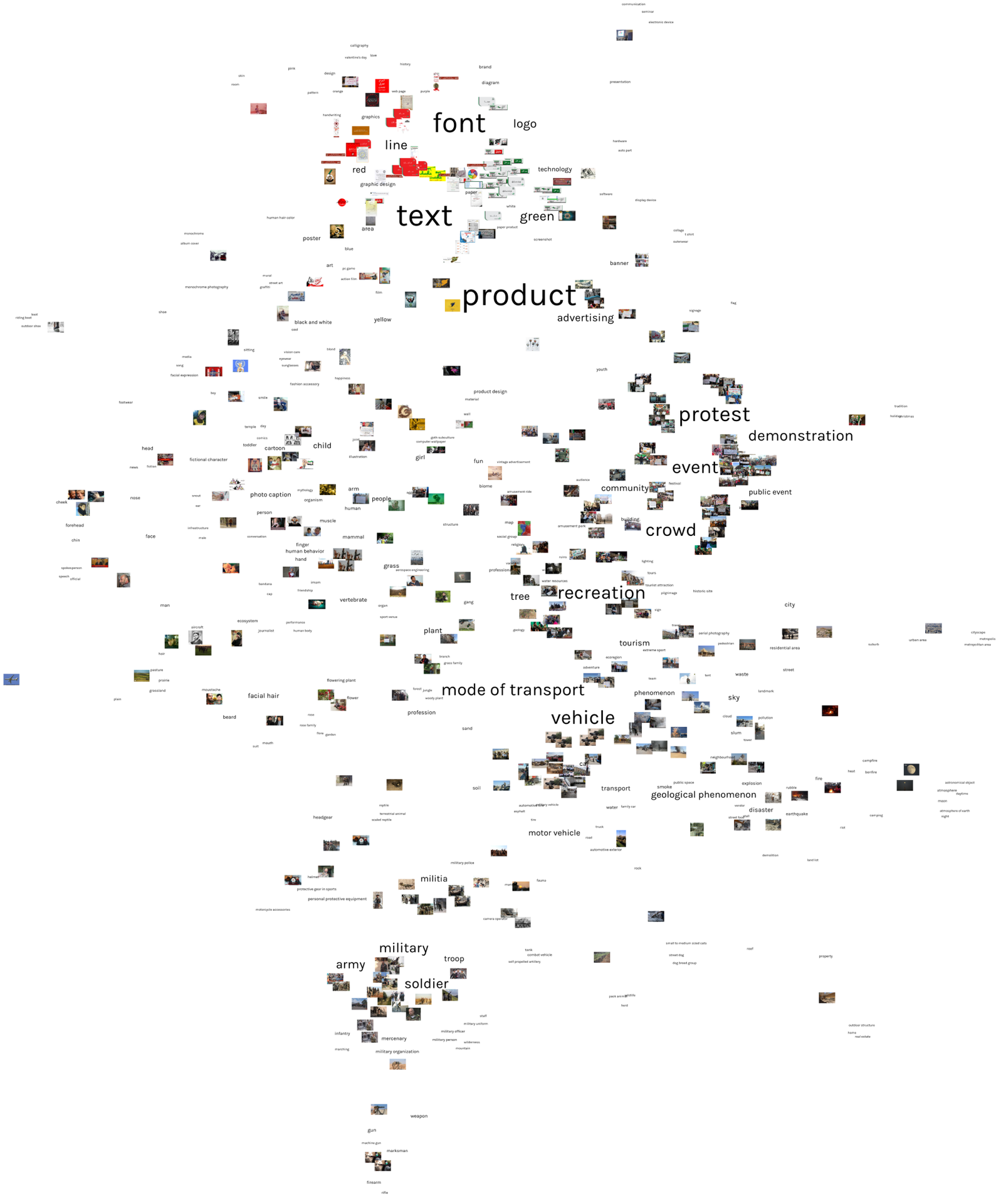
- Image plotting
- Correlation generic & specific news images





صفحة الثورة السورية
عاجل
سنين ومستمرين
WWW.THESYRIANNETWORK.NET

شبكة الثورة السورية
هام
سنين ومستمرين
WWW.THESYRIANNETWORK.NET


font
logo
line
red
graphic design
text
green
product
advertising
black and white
yellow
protest
demonstration
event
public event
community
crowd
recreation
tree
city
tourism
mode of transport
vehicle
phenomenon
sky
waste
transport
geological phenomenon
disaster
earthquake
fire
explosion
smoke
water
motor vehicle
militia
military
army
troop
soldier
mercenary
military organization
weapon
gun
marksman
firearm
rifle
plant
grass
tree
mammal
vertebrate
human
people
child
girl
cartoon
toddler
fictional character
head
face
nose
forehead
chin
cheek
person
muscle
arm
photo caption
organism
mythology
facial hair
beard
mouth
flowering plant
flower
rose
profession
sand
soil
rock
fauna
headgear
helmet
protective gear in sports
personal protective equipment
motorcycle accessories
military police
camera operator
military uniform
military officer
military person
infantry
marching
staff
wilderness
mountain
tank
combat vehicle
self propelled artillery
small to medium sized cats
street dog
dog breed group
roof
property
outdoor structure
home
real estate
pack animal
wildlife
herd
aerial photography
pedestrian
residential area
suburb
urban area
cityscape
metropolis
metropolitan area
extreme sport
ecoregion
adventure
team
text
landmark
pollution
slum
tower
neighbourhood
public space
rubble
vendor
street food
camping
riot
demolition
land lot
campfire
heat
bonfire
astronomical object
atmosphere
daytime
moon
atmosphere of earth
night
automotive exterior
truck
road
asphalt
tire
automotive tire
family car
reptile
terrestrial animal
scaled reptile
soil
sand
geology
branch
grass family
forest
jungle
woody plant
grassland
prairie
pasture
plain
aircraft
airline
airplane
wide body aircraft
airliner
hair
ecosystem
performance
human body
journalist
man
spokesperson
speech
official
cap
bandana
friendship
imam
aerospace engineering
organ
sport venue
gang
ruins
lighting
tours
tourist attraction
pilgrimage
historic site
water resources
profession
religion
social group
map
structure
amusement park
building
amusement ride
audience
festival
biome
vintage advertisement
fun
computer wallpaper
goth subculture
illustration
joint
temple
day
comics
wall
material
product design
fashion accessory
happiness
smile
boy
footwear
media
song
facial expression
sitting
vision care
eyewear
sunglasses
blond
shoe
boot
riding boot
outdoor shoe
cool
mural
street art
graffiti
art
pc game
action film
film
monochrome photography
poster
blue
monochrome
album cover
human hair color
area
paper
white
paper product
screenshot
software
display device
hardware
auto part
technology
graphics
handwriting
skin
room
pattern
orange
web page
purple
pink
design
brand
diagram
presentation
history
calligraphy
valentine's day
love
communication
seminar
electronic device
banner
flag
signage
youth
tradition
holiday
christmas
collage
t shirt
outerwear

LIMITATIONS

- Role of post text