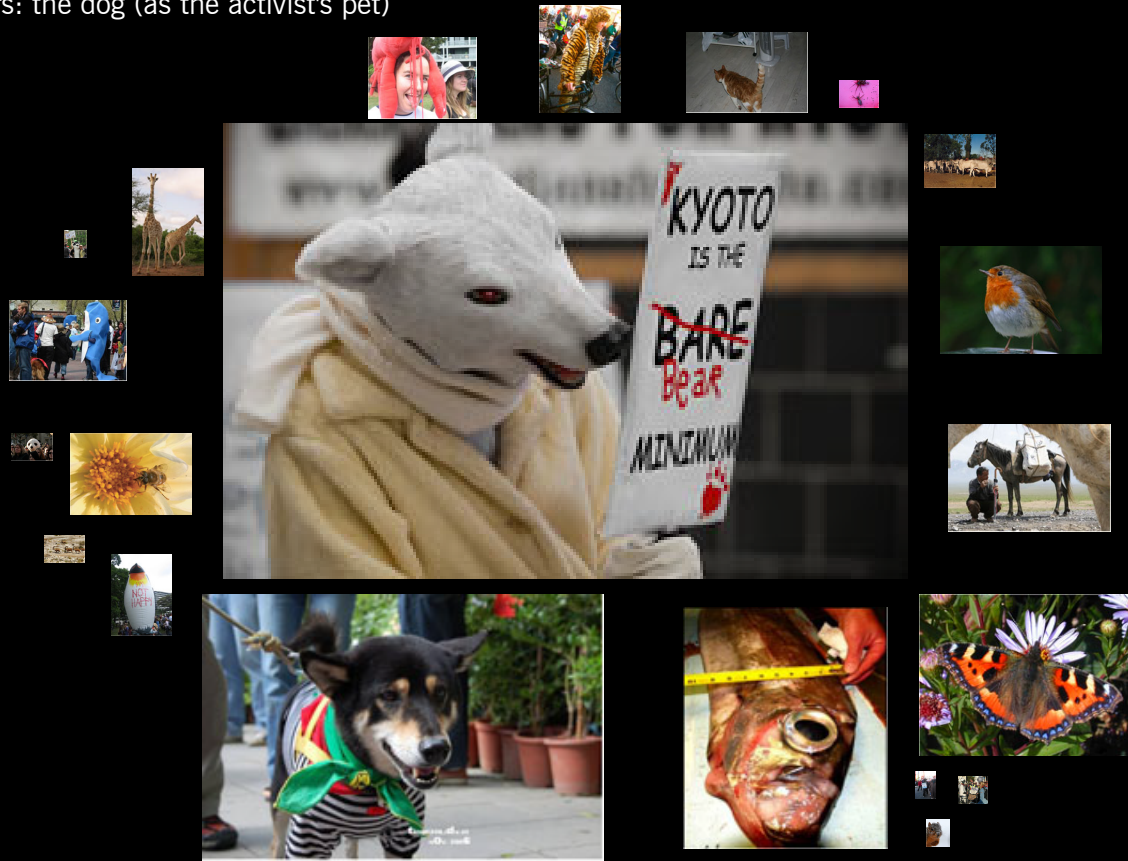


Issue Animals Hierarchy in the Blogosphere (Technorati Images)

Research Question For the issue of climate change, how prominent is each animal (in text and image)? Are there significant differences per 'sphere' (web, news, blogosphere) in the frequency with which each animal is referenced?

Findings In the blogosphere, for an image query, we mainly find people dressed up as issue animals, with the polar bear as the most popular costume. A new issue animal appears: the dog (as the activist's pet)



Source technorati.com/images

Query "climate change"

Method count and scale similar animals by frequency of appearance

Result all (4,1000 images)

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Product of the Digital Methods Initiative, dmi.mediastudies.nl. **Analysis** by Esther Weltevrede and Sabine Niederer. **Design** by Esther Weltevrede, Sabine Niederer and Anne Helmond.

