

# Issue Animals Hierarchy in the Blogosphere

**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 a text query, the polar bear is the animal most associated with climate change, followed by the cow.



**Source** [search.technorati.com](http://search.technorati.com)

**Query** "climate change" + "animal x"

**Authority** a little

**Tools** Technorati Scraper and Tag Cloud Generator

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