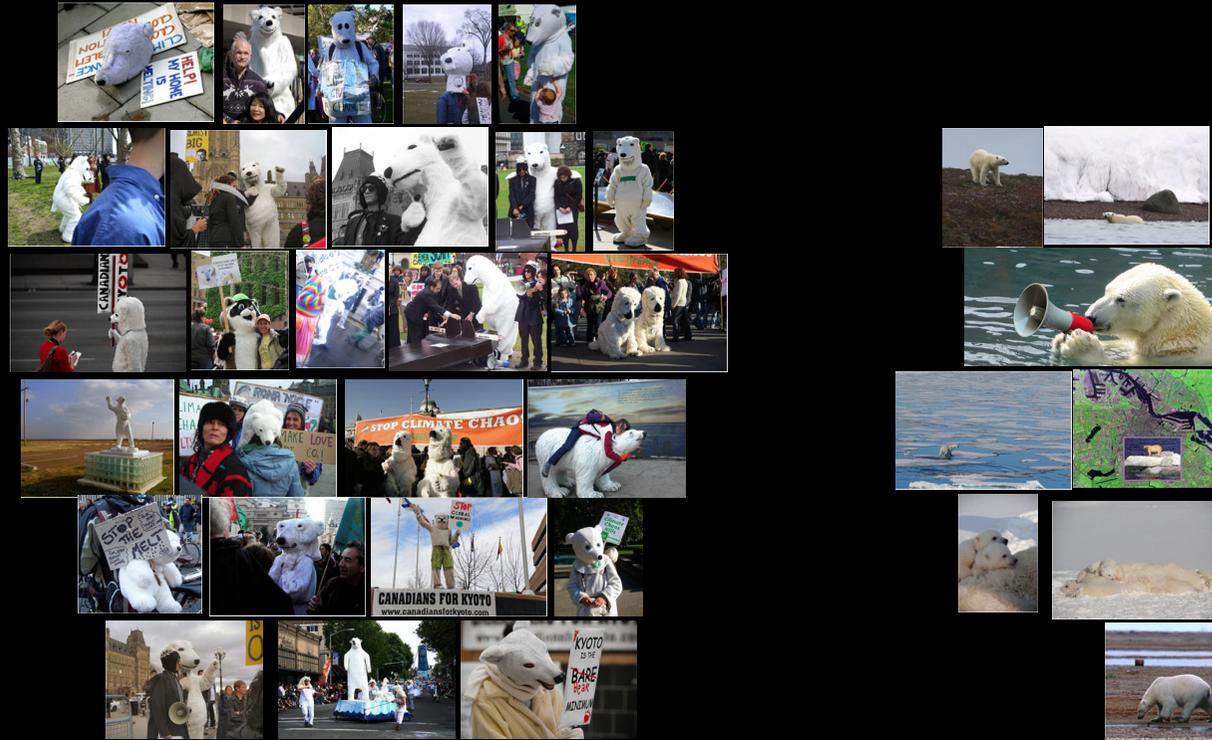


# Issue Animals Hierarchy in the Image Blogosphere

**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 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** [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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**Product** of the Digital Methods Initiative, [dmi.mediastudies.nl](http://dmi.mediastudies.nl). **Analysis** by Esther Weltevrede and Sabine Niederer. **Design** by Esther Weltevrede, Sabine Niederer and Anne Helmond.



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