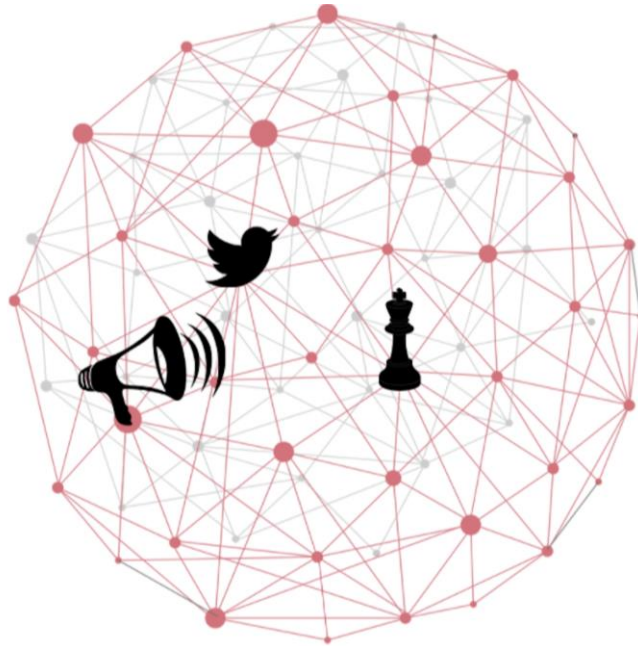


Tools for emergency data extraction in Social Media



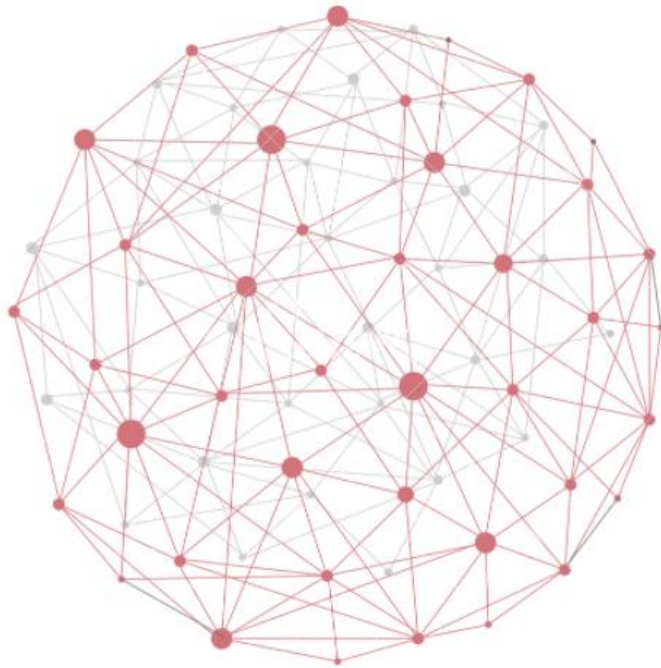
Universitat
Pompeu Fabra
Barcelona





**Why is it necessary to
use and analyze
social networks in
crisis situations?**

Why communicate on social networks?



- Immediacy
- Need for guidance
- Search for information and sources
- Brand consolidation

Why communicate on social networks? Some data

CHANGING MEDIA

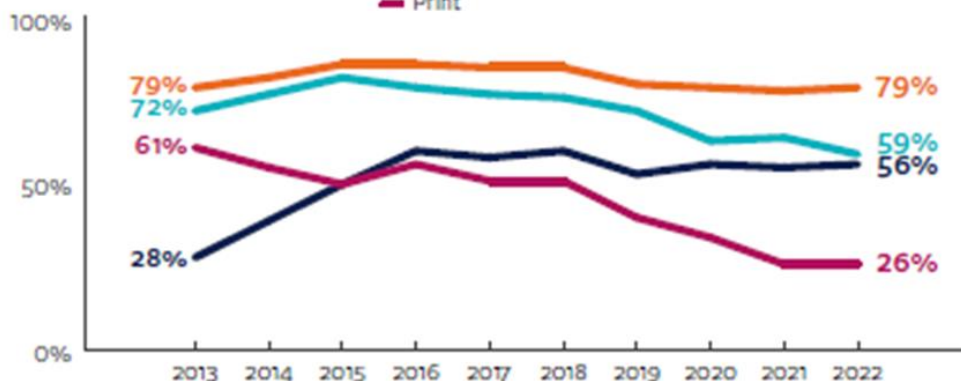
TV news consumption continues to fall, especially among younger viewers, and print's reach has halved since 2013. Spain has one of the highest levels of smartphone news use (75%) in our survey, twice the proportion that access via computer.

12% 
pay for
ONLINE NEWS

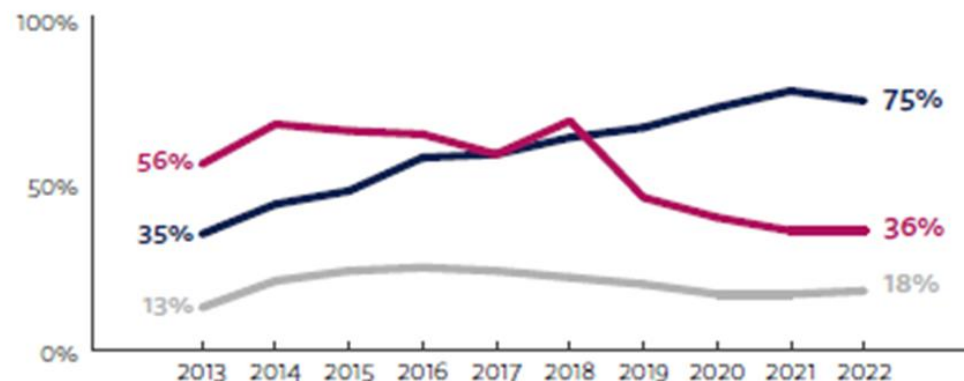
41% 
listen to **PODCASTS**
in the last month

SOURCES OF NEWS 2013-22

— Online (incl. social media)
— TV
— Social media
— Print



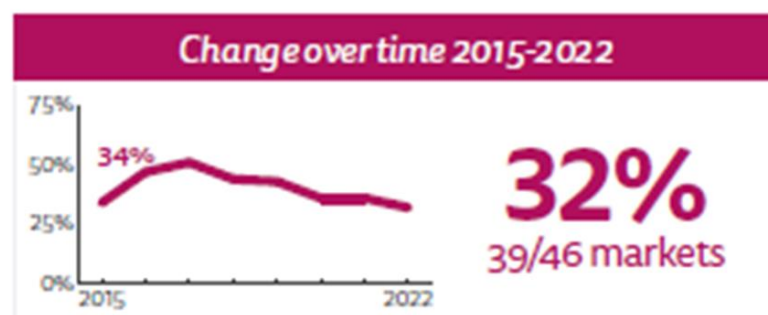
DEVICES FOR NEWS 2013-22*



* 2018 figures for computer use were likely overstated due to an error in polling

Information trust

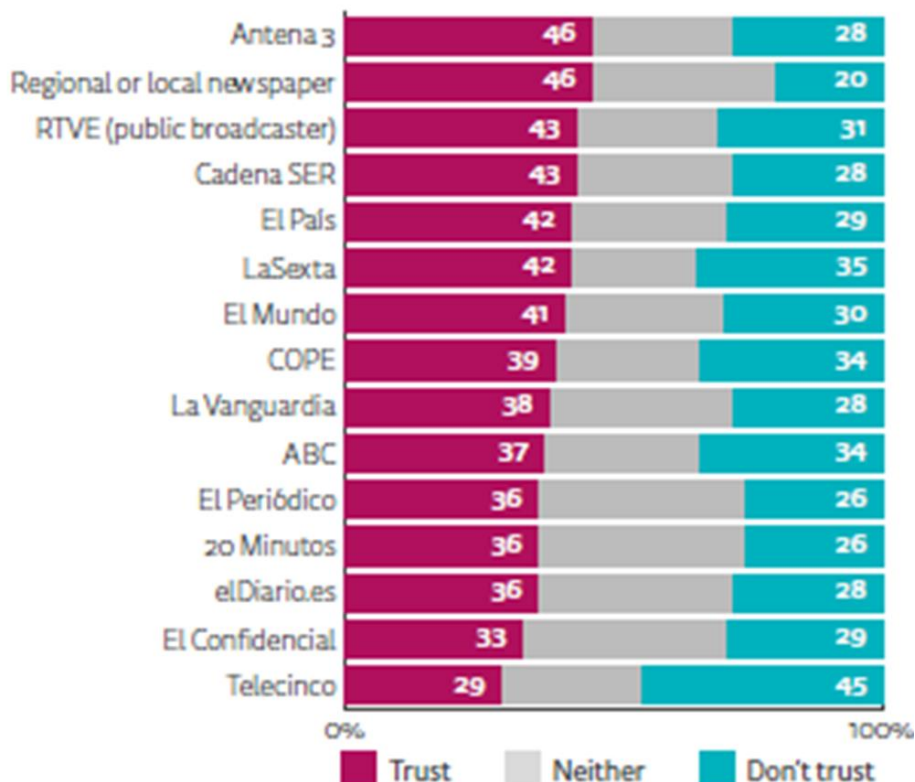
OVERALL TRUST SCORE



MEDIA IS FREE FROM ...



BRAND TRUST SCORES



Trust = % scored 6-10 on 10-point scale. Don't trust = 0-4, Neither = 5. Those that haven't heard of each brand were excluded. Only the above brands were included in the survey so should not be treated as a list of the most trusted brands.




How we share information


49% 

SHARE NEWS

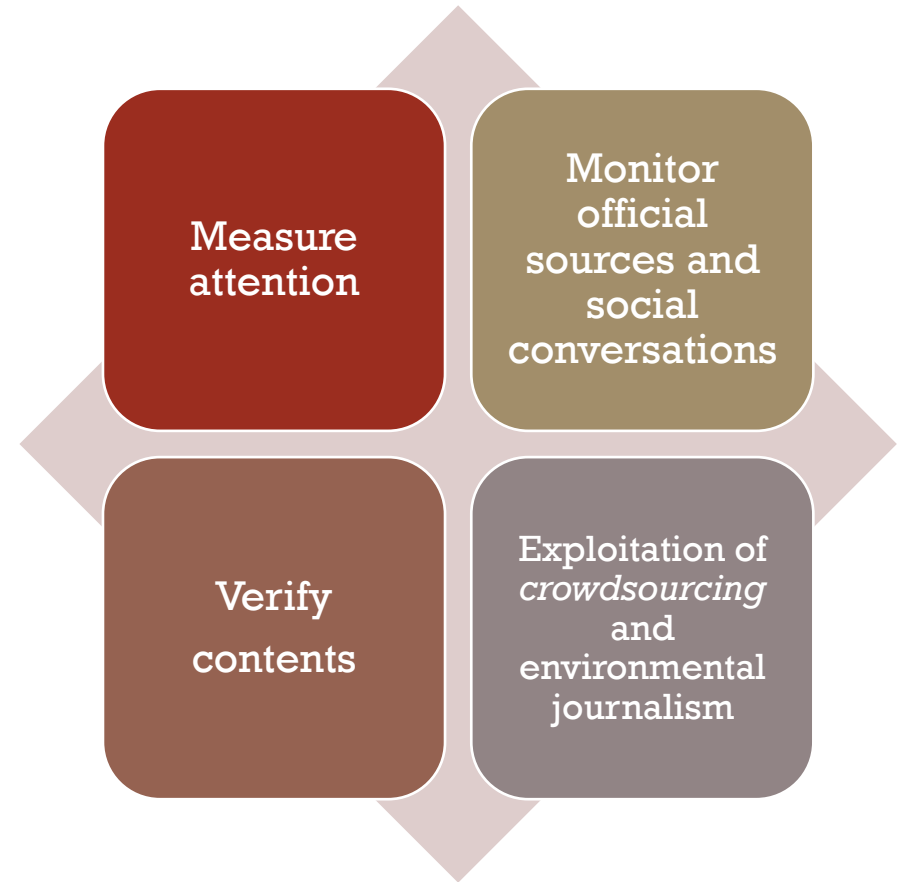
via social, messaging
or email

TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
 1	Facebook	35% (-4)	64%
 2	WhatsApp	32 % (-3)	84%
 3	Twitter	19% (-)	32%

Rank	Brand	For News	For All
 4	YouTube	18% (-3)	67%
 5	Instagram	17% (-)	56%
 6	Telegram	7% (-1)	28%

WHY ANALYZE SOCIAL MEDIA- PLATFORMS?



CHALLENGES OF MONITORING SOCIAL NETWORKS

Access to data

Systematization

Processing

Analysis

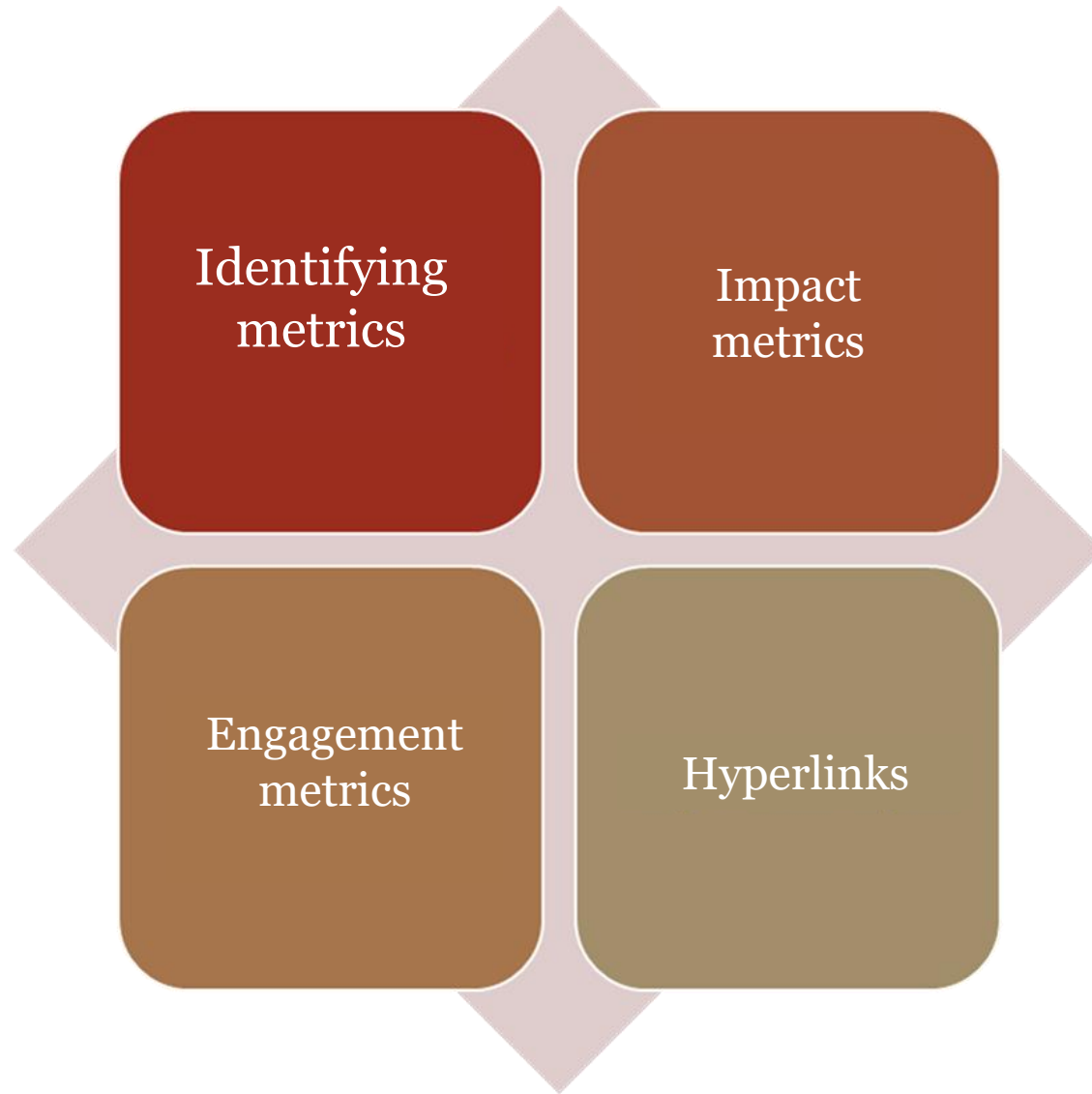
Obtaining results

Platforms that we can analyze

- Twitter
- Facebook
- Instagram



Data we obtain



HOW DO WE OBTAIN AND WORK THEM?



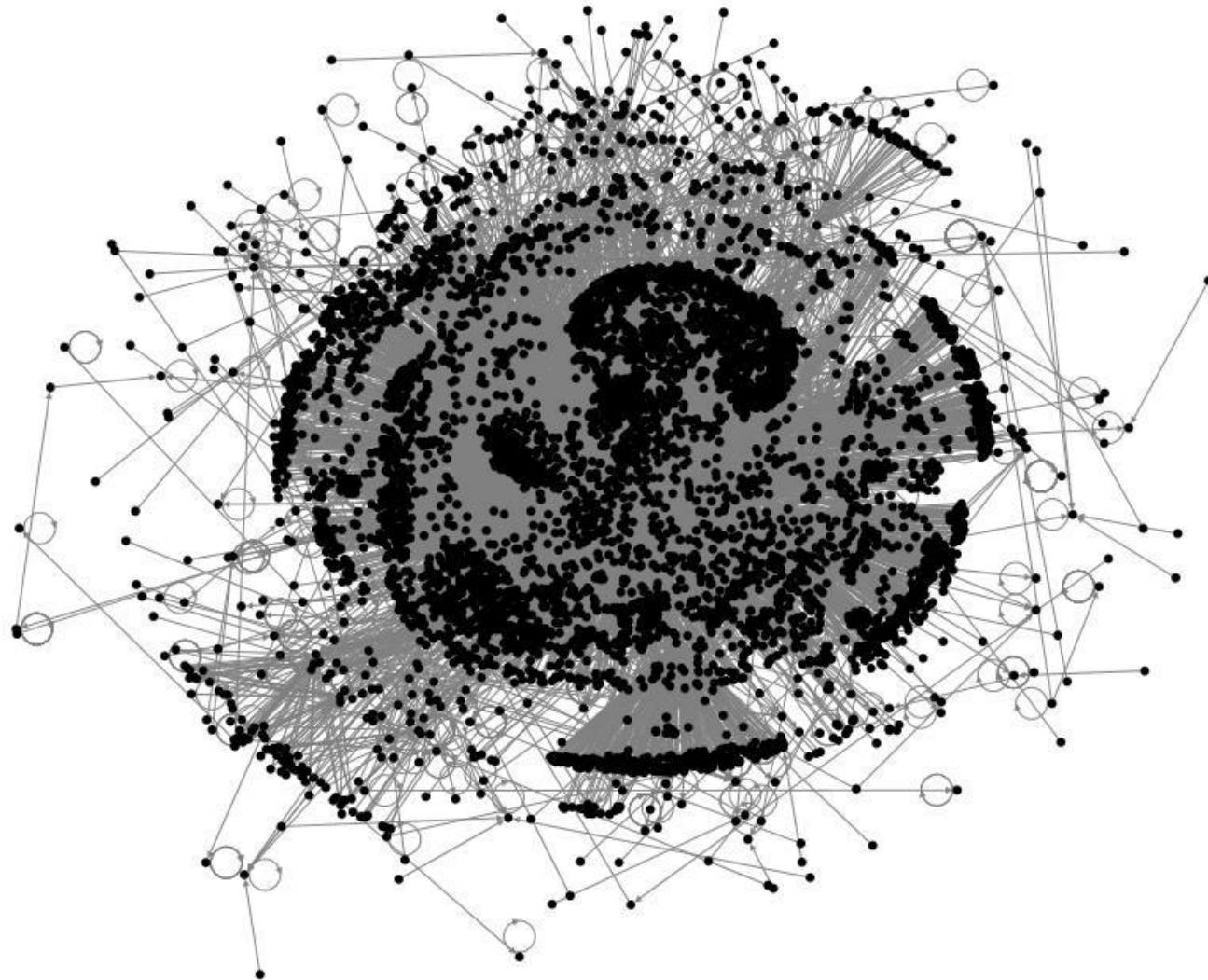
CROWDTANGLE

- It is a free software that is used to obtain very complete analytics of Facebook, Instagram and, of Reddit. It requires registration and authorization for use and allows tracking by profiles, keywords or content encoders.

CROWDTANGLE LIMITATIONS

- It only captures content in **post format**, not the ephemeral content of *stories*.
- Only the data of verified users or groups that have public access configured, that is, *influencers* and profiles of public interest, can be tracked.
- Registration and prior authorization are required to be able to use the platform.
- You must be a user of the social platforms, in this case, Facebook and Instagram.

Node XL Pro



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

Features of the Node XL program

- It is an Excel *plugin*, so it allows you to easily analyze the data.
- It has two main versions: basics (free) and pro (paid)
- The main difference is that the free version has limited access to the Twitter API, while the paid version has full access.
- The paid version also allows you to have access to advanced metrics and automate content analysis and sentiment analysis.

NODE XL LIMITATIONS

- You cannot set temporal filters, so it can only analyze the 'present tense'.
- You need a powerful computer, they recommend 8 or more Gb of RAM and a current processor (I5 or I7, preferably) to work with medium and large databases.
- The paid version allows you to get the last 18,000 posts, while the free version is limited to 2,000 tweets.



Misogyny on social media:

**Results obtained in the
network analysis of
gender violence during
Covid-19 isolation**

Media and institutional data

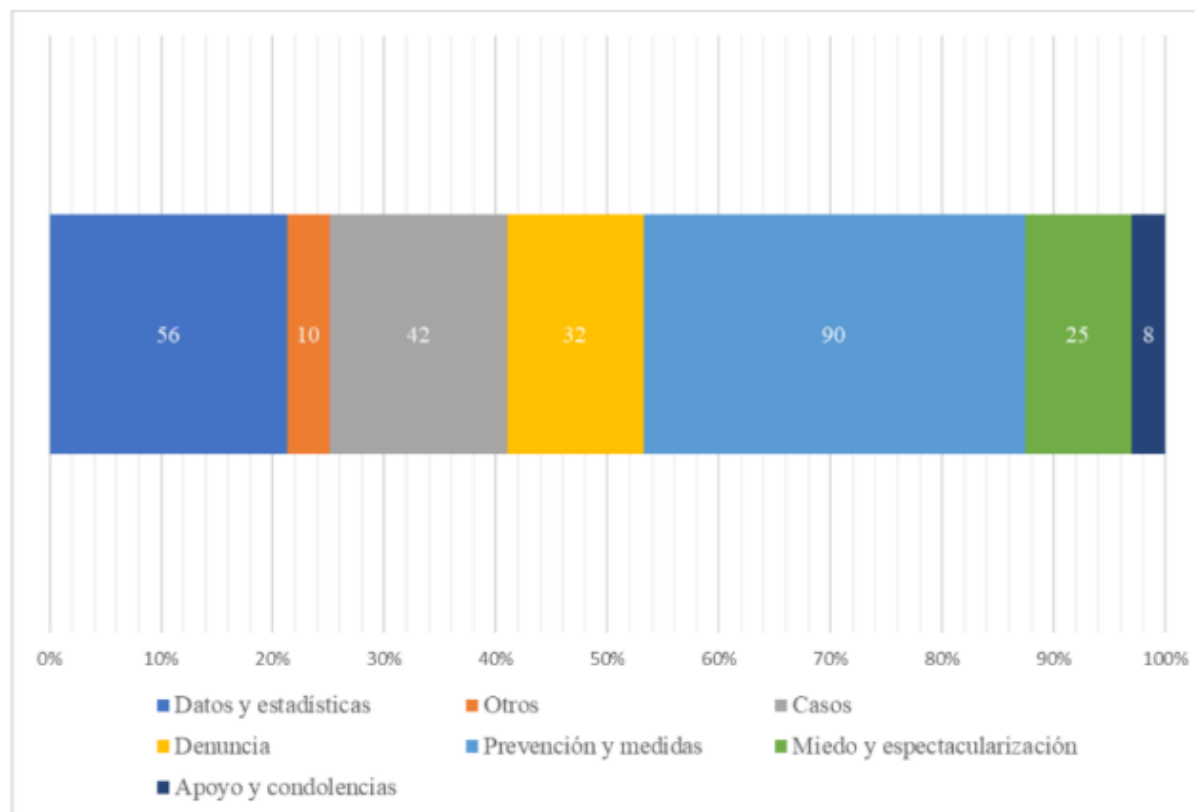
Perfiles	Media followers	Media likes	Media comments	Media views
Instituciones	107700	4557,6	232	555,5
Medios	363151,5	8402,5	454,5	86494,2

Tabla 8. Viralidad e impacto de los perfiles institucionales y mediáticos. Fuente: elaboración propia a partir de datos de Instagram.

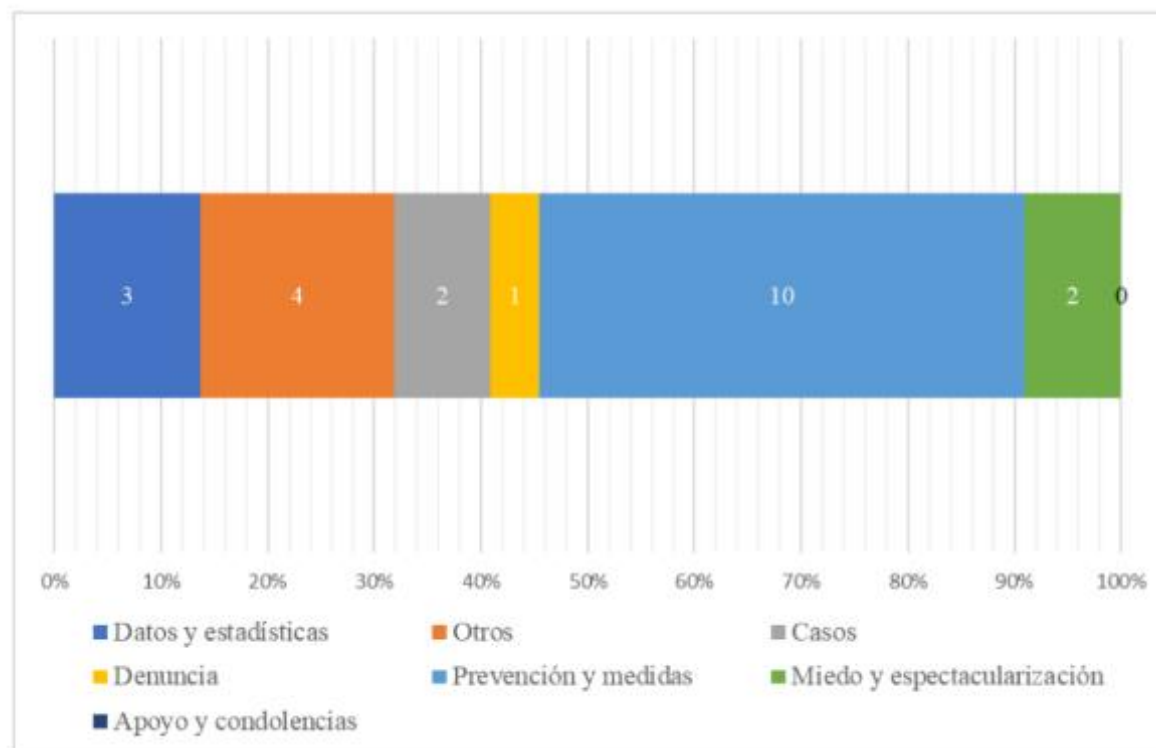
Perfiles	Media de seguidores	Media de impacto (like y otras emociones)	Media de comparticiones (share)	Media de comentarios
Instituciones	68.062	290.27	103.21	102.35
Medios	1.589.383	344.25	183.60	86.04

Tabla 4. Viralización e impacto de los perfiles institucionales y mediáticos. Fuente: elaboración propia a partir de datos de Facebook.

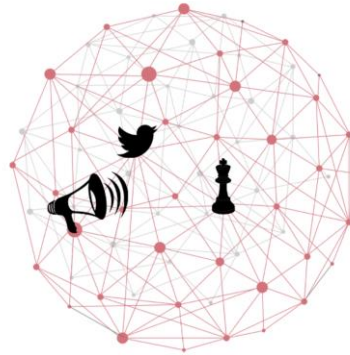
Media and institutional Facebook data



Media and institutional Instagram data



Thank you



Project «L'Odi a les Xarxes Socials: L'Àgora de la Misogínia »
@OdiEnXarxa



'L'odi a les xarxes socials: l'àgora de la misogínia. Anàlisi dels discursos antifeministes i de les cobertures mediàtiques i institucionals d'aquestes problemàtiques a Twitter, Facebook i Instagram'. Competitive project granted and financed by the Catalan International Institute for Peace (ICIP) with reference code ICI019/22/000015.

OdiEnXarxa

