

An infographic:

# From frequency to sequence

How quantitative methods can inform qualitative analysis of digital media discourse



Twitter-StreamAPI filter queries

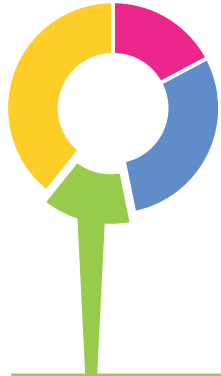
## What data was collected?

We collected all German tweets from Jan 30th to February 4th in 2015 that contained the queries on the upper right side.

## How was data collected? How was data analysed?

Data collection and quantitative data analysis was conducted with CorpusExplorer\*. This tool uses the Twitter-StreamAPI to collect data.

## Hashtags and words: A little statistical overview.

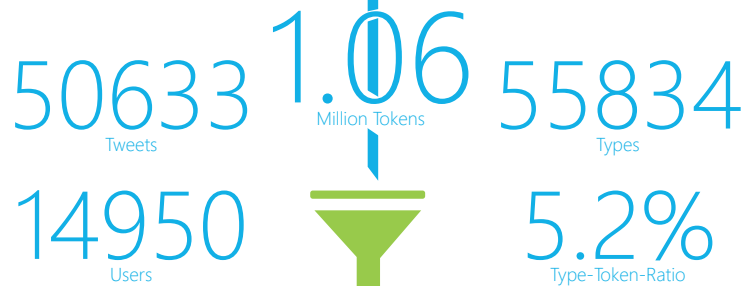


### Top 4 – Cities

- Dresden
- Frankfurt a. M.
- Leipzig
- Wien

### Why not...

- ...Dresden – no demonstration
- ...Leipzig – too much spam
- ...Wien – most tweets are from international newspaper/tv First PEGIDA demo in Wien



## Retweets: Data reduction – Result: @Polizei\_Ffm posted the most retweeted tweet.



### Why do other users retweet Polizei\_Ffm?

Polizei\_Ffm is the official account of the police Frankfurt a. M. The most retweeted tweet announced the count of demonstration participants.

### Criteria „own postings“

Data cleansing was performed by duplication detection, spam detection, and exclusion of retweets.



### Why do we combine quantitative with qualitative methods?

Spammers use bots to retweet their own content.

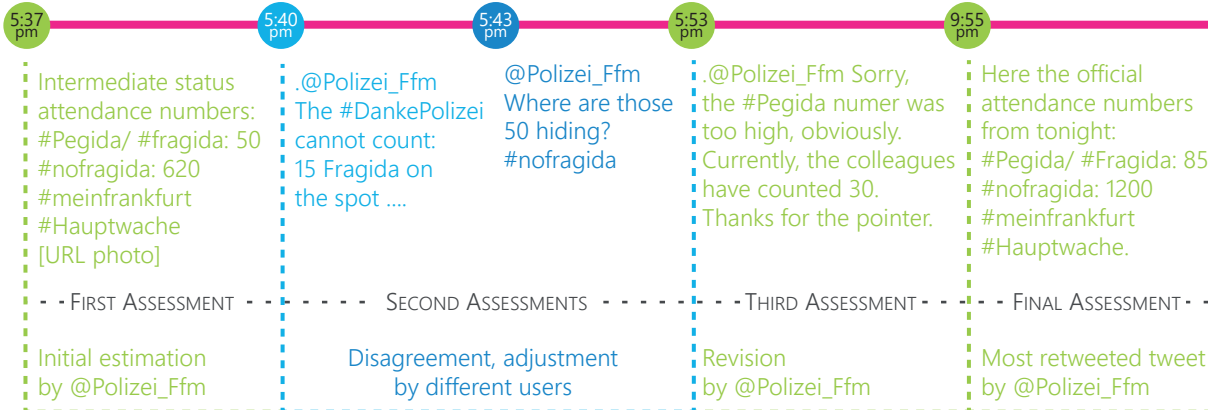
E.g., a large bias in the corpus is brought about by a spam attacks against @sigmargabriel which are not directly related to the analysed protest. Hence, reconstructive analysis of single tweets has to be contextualized. This is why we qualitatively analyse salient data phenomena such as the most retweeted tweets or the interactions with the most retweeted account.



### Most retweeted tweet

Retweeted 94 times and faved 85 times, the salient most retweeted tweet from @Polizei\_Ffm topically and interactionally informs the sequence analysis.

## Interactions: Data interpretation of an interactional timeline.



### Results

- Agents' negotiations make attendance numbers relevant for protest discourse.
- Asymmetry established between police and non-administrative agents regarding knowledge and reputation.

Please refer to the corresponding article (link) for detailed data analysis. All tweets were originally sent in German and translated by the authors.



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\*CorpusExplorer - free download: <http://www.CorpusExplorer.de>