

research question

**What kind of campaigning images  
have a better chance of procreation in  
an online environment?**

Coralie, Loreen, Marloes, Simone and Kristin



focus point



## **#Bringbackourgirls Campaign**

*On the night of 14–15 April 2014, 276 female students were kidnapped from the Government Secondary School in the town of Chibok in Borno State, Nigeria. The kidnappings were claimed by Boko Haram, an Islamic Jihadist and terrorist organization.*

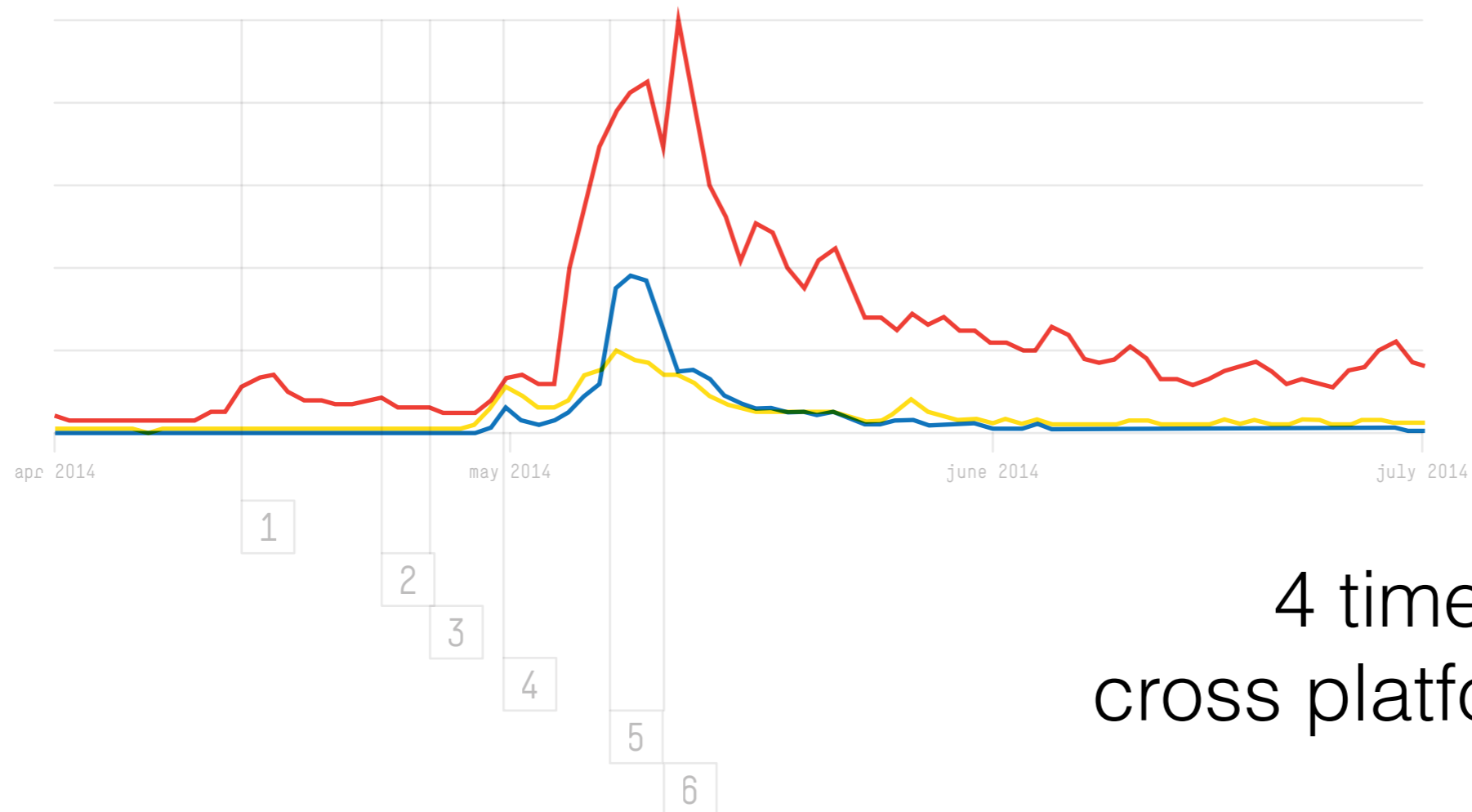
*As of 29 June, more than 200 students were still missing.*

# method

bring back our girls

Boko Haram

nigerian girls



4 time slots &  
cross platform analyses

- 1 14 Apr nigerian girls abduction
- 2 23 Apr 1st tweet: #bringbackourgirls
- 3 26 Apr the social media campaign starts
- 4 30 Apr march in Abuja
- 5 07 May Michelle Obama appears
- 6 11 May Boko Haram video claims to show kidnapped girls

Google™

facebook.

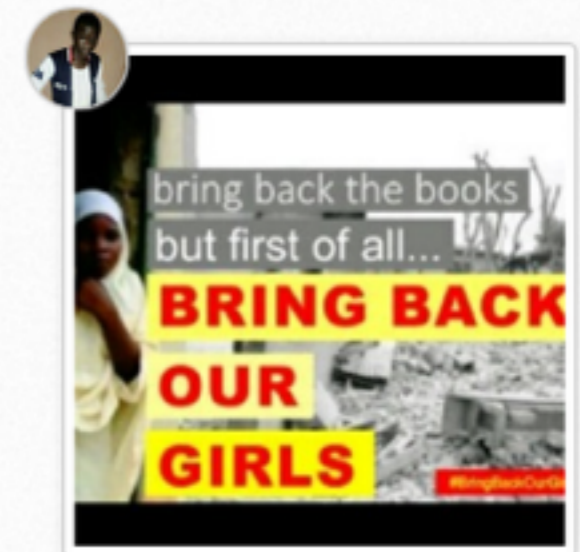
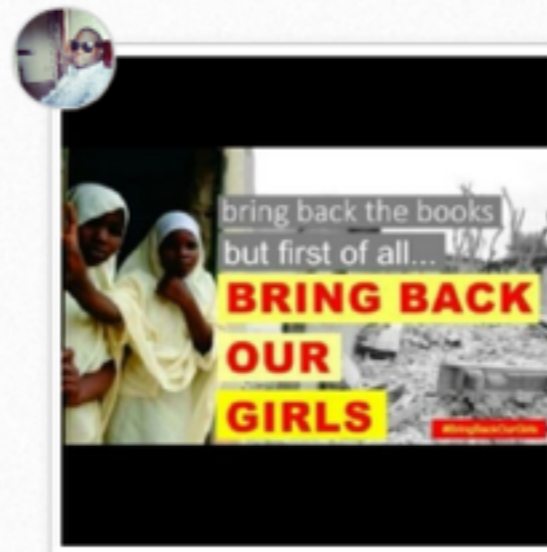
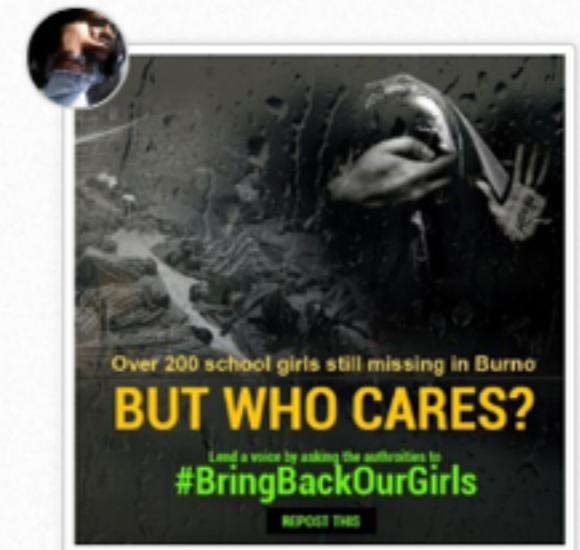
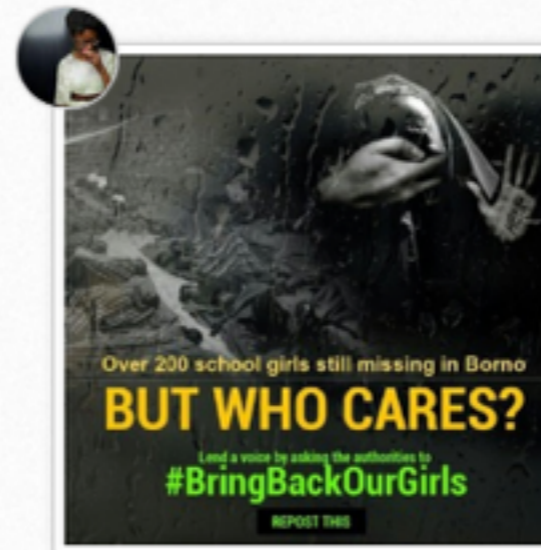
Instagram

# method



gramfeed - Login via Instagram

Search Popular About



first 100 per day from 23 April until 11 May



# method

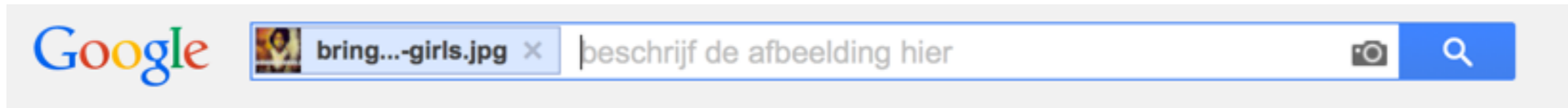
facebook

The image shows a screenshot of the Facebook page for the 'Bring Back Our Girls' community. The page header includes the Facebook logo, the page name 'Bring Back Our Girls', a search bar, and the user profile 'Coralie' with 'Home 3' and a notification badge with the number '7'. The main content area is a grid of 48 portrait photos of young women, arranged in 4 rows and 12 columns. Each photo is labeled with the name of the individual. A large red and white graphic overlay on the left side of the grid reads 'BRING BACK OUR GIRLS'. Below the grid, the text 'Bring Back Our Girls Community' is visible. At the bottom of the grid, there are interactive buttons for 'Like', 'Follow', and 'Message', along with a three-dot menu icon. Below the grid, the navigation menu includes 'Timeline', 'About', 'Photos', 'Likes', and 'More'.

Netvizz analysis of the engagement of posts with images



# method



Web **Afbeeldingen** Nieuws Shopping Maps Meer ▾ Zoekhulpmiddelen

## #BringBackOurGirls | Oops It's Everything.

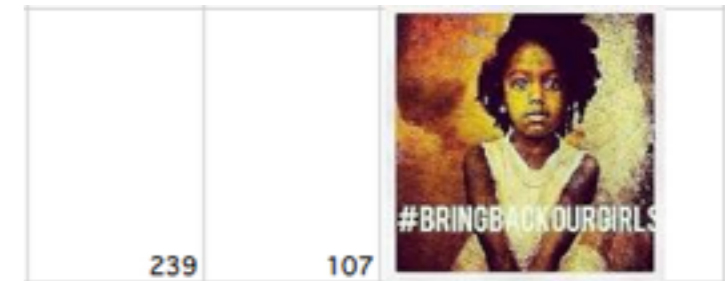


[oopsitseverything.wordpress.com/.../bring...](https://oopsitseverything.wordpress.com/.../bring...) ▾ Vertaal deze pagina  
300 × 297 - 9 mei 2014 - <http://www.change.org/petitions/all-world-leaders-bring-back-nigeria-s-200-missing-school-girls-bringbackourgirls> Today I was just going about ...

## #BringBackOurGirls campaign sheds light on missing ...



[www.democraticunderground.com/10024...](http://www.democraticunderground.com/10024...) ▾ Vertaal deze pagina  
5 mei 2014 - 29 berichten - 15 auteurs  
333 × 333 - Our Mothers are also calling for #bringbackourgirls 6:10 AM ... my love to all the parents in Nigeria that's going though this stress right now! 😞❤️



top 100 images with Google Image Scraper.  
Then measure how many times it exists on the Web

# Results



- One person is more popular than a group.
- Drama wins





# Limitations



- Only duplicates, not views  
(you can't say anything about reach)

## Results



- Mostly photo in combination with text
- Shift from *call to action* to supporting



## Limitations



- Sample from *Gramfeed* is not random

# Results

facebook.

- The campaign page *bringbackourgirls* starts off with photo's of victims but over time text based images appear with *call to action*
- The drop in attention for #bbog could be a result of showing text based images, according to literature on engagement with victims
- You can also see that images on Facebook are not resonating in the top results on Google Images



# Limitations

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

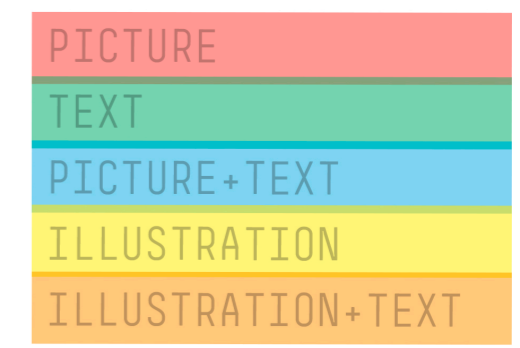
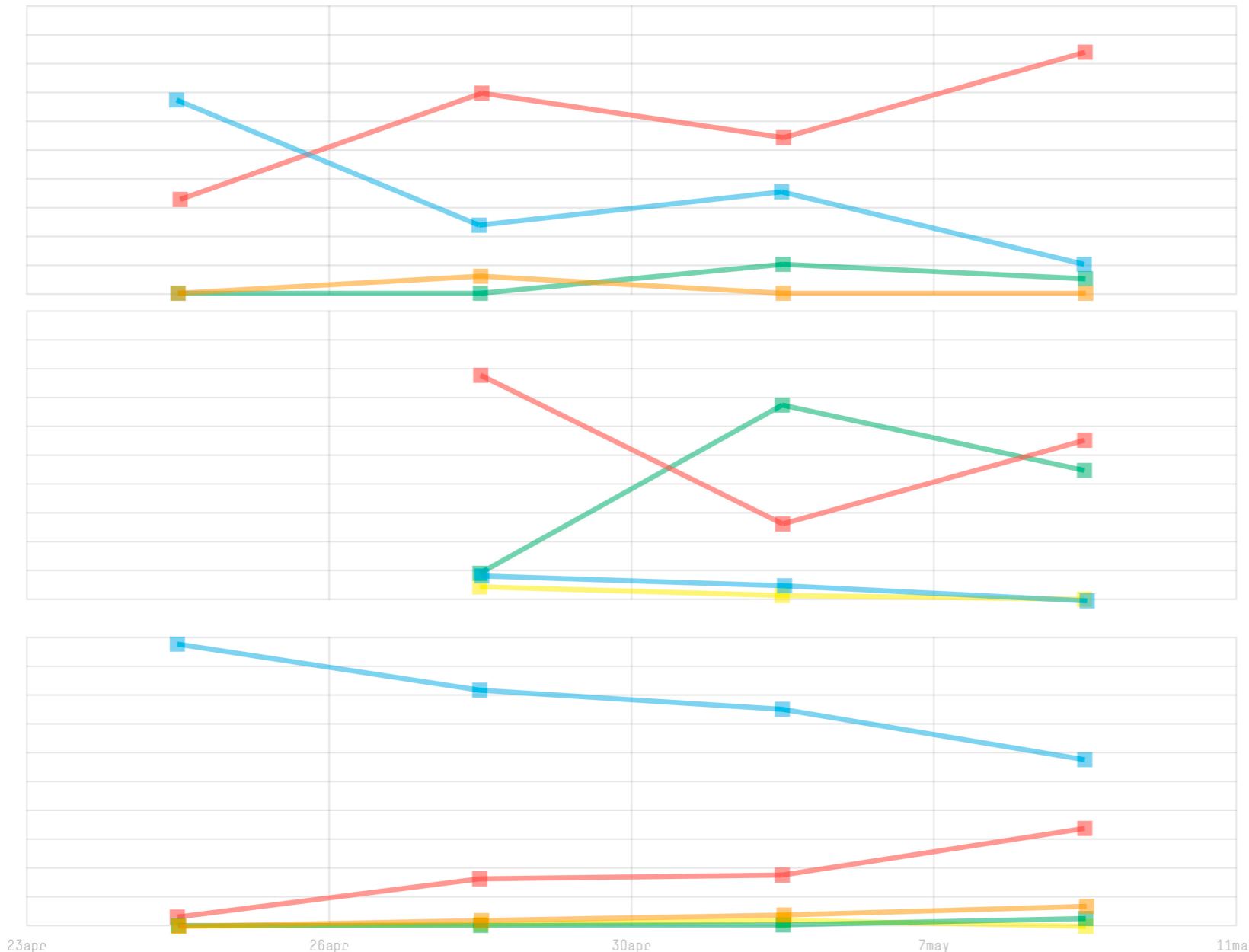
- In Netvizz you analyse post data

# Results

Google similar images

facebook

Instagram

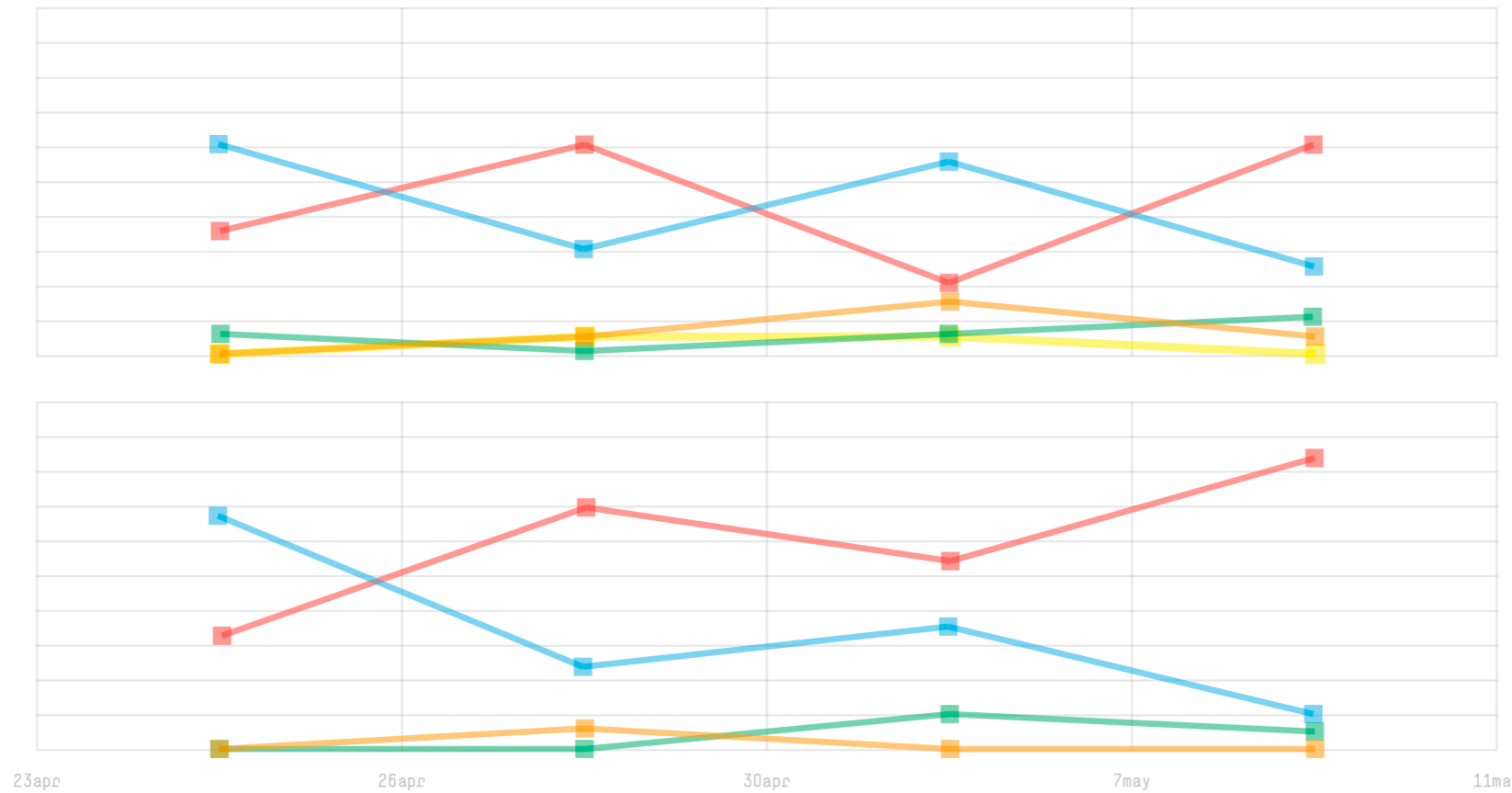


type of image

# analyse

Google images

Google similar images



23ape

26ape

30ape

7may

11may

2

1st tweet:  
#bringbackourgirls

3

the social media  
campaign starts

4

march in Abuja

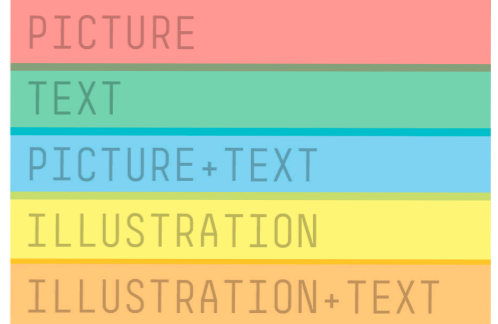
5

Michelle Obama

6

Boko Haran video  
claims to show  
kidnapped girls

type of image





55% PICTURE+TEXT GROUP SUPPORTIVE



25% PICTURE+TEXT GROUP SUPPORTIVE



25% PICTURE+TEXT SINGLE PERSON SUPPORTIVE



25% PICTURE SINGLE PERSON WITH SIGN SUPPORTIVE

Google images



50% PICTURE WITNESS



40% TEXT SUPPORTIVE



50% TEXT SUPPORTIVE

facebook



60% PICTURE+TEXT GROUP SUPPORTIVE



70% PICTURE+TEXT SINGLE PERSON SUPPORTIVE



26% PICTURE+TEXT SINGLE PERSON SUPPORTIVE



50% PICTURE SINGLE PERSON WITH SIGN PUBLIC FIGURE SUPPORTIVE

Instagram

23apr

2 1st tweet: #bringbackourgirls

26apr

3 the social media campaign starts

30apr

4 march in Abuja

7may

5 Michelle Obama

11may

6 Boko Haran video claims to show kidnapped girls

image major patterns