research question

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

Coralie, Loreen, Marloes, Simone and Kristin

#BringBack
Our Girls

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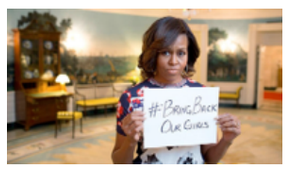
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Our Girls

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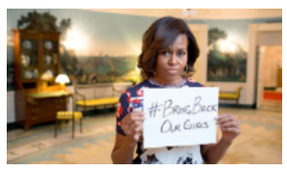
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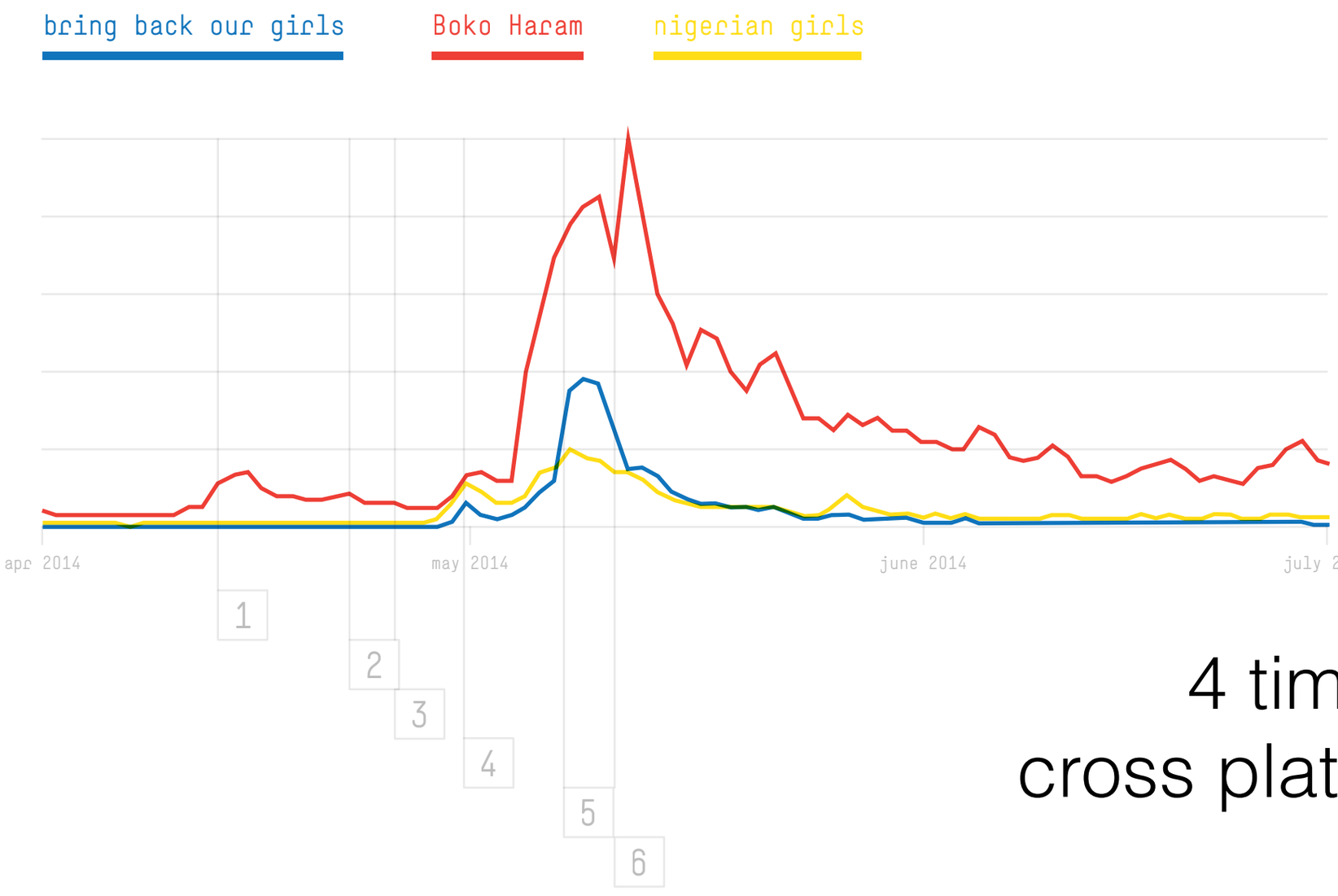
focus point

#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



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 appairs
6. 11 May Boko Haran video claims to show kidnapped girls

4 time slots &
cross platform analyses

Google

facebook

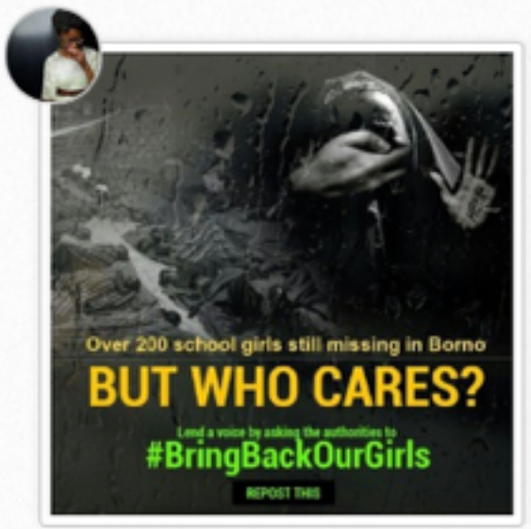
Instagram

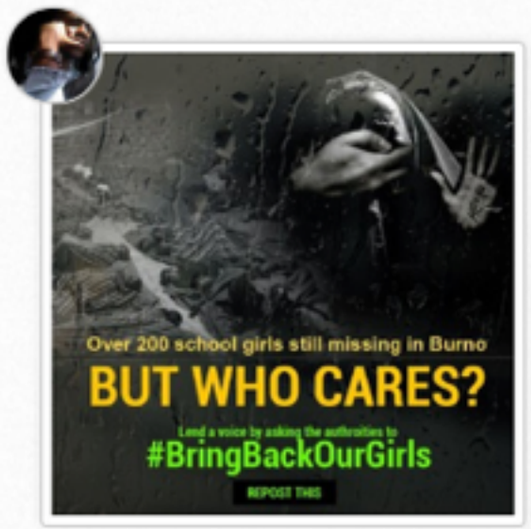
method

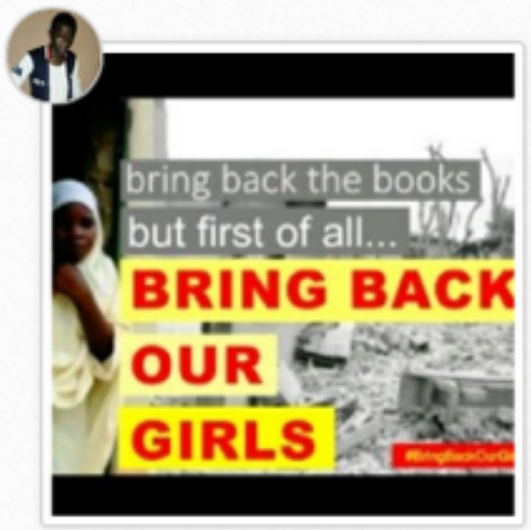
Instagram

gramfeed - Login via Instagram

Search Popular About







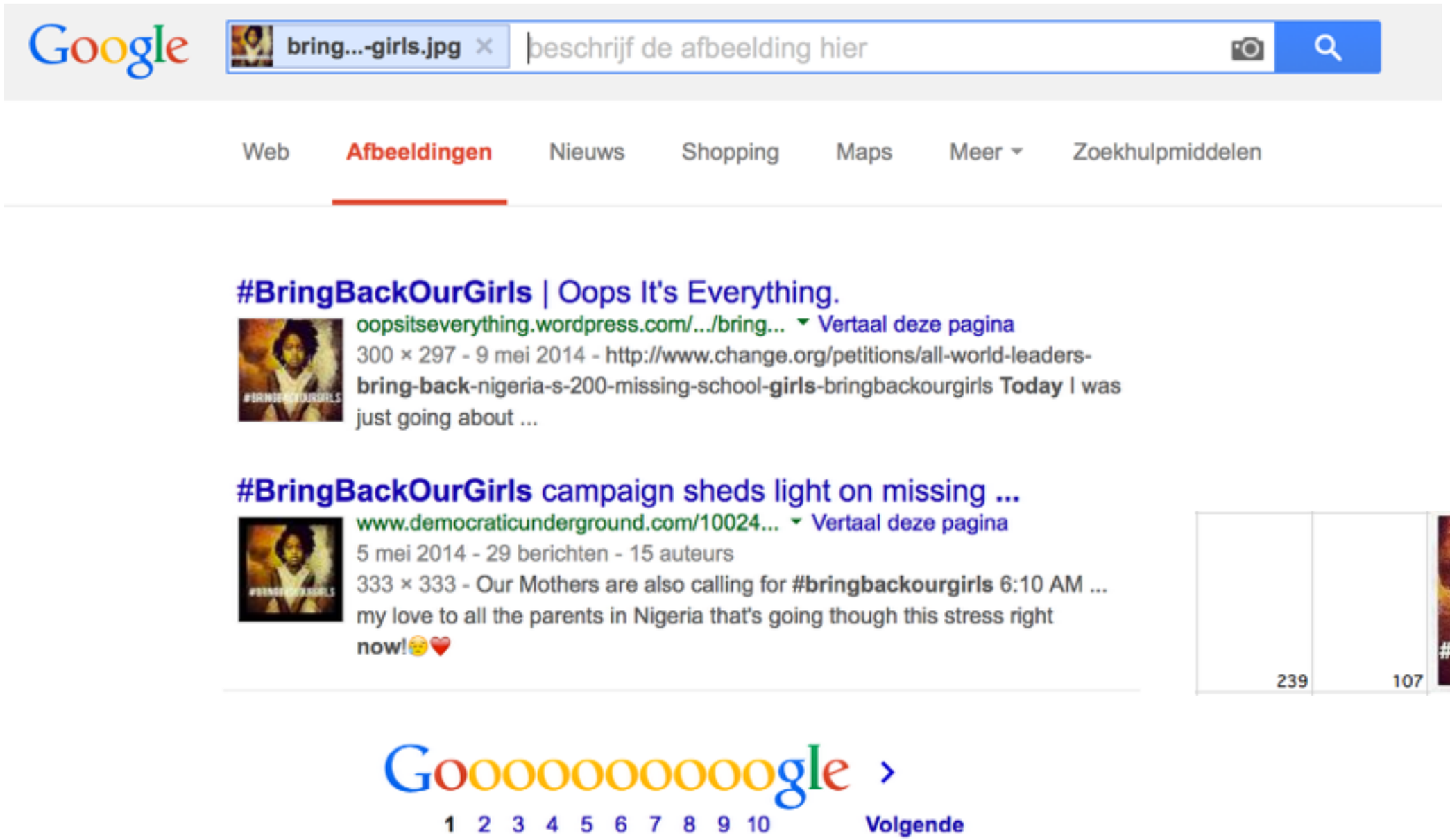
first 100 per day from 23 April until 11 May

method

Netvizz analysis of the engagement of posts with images

method

Google



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

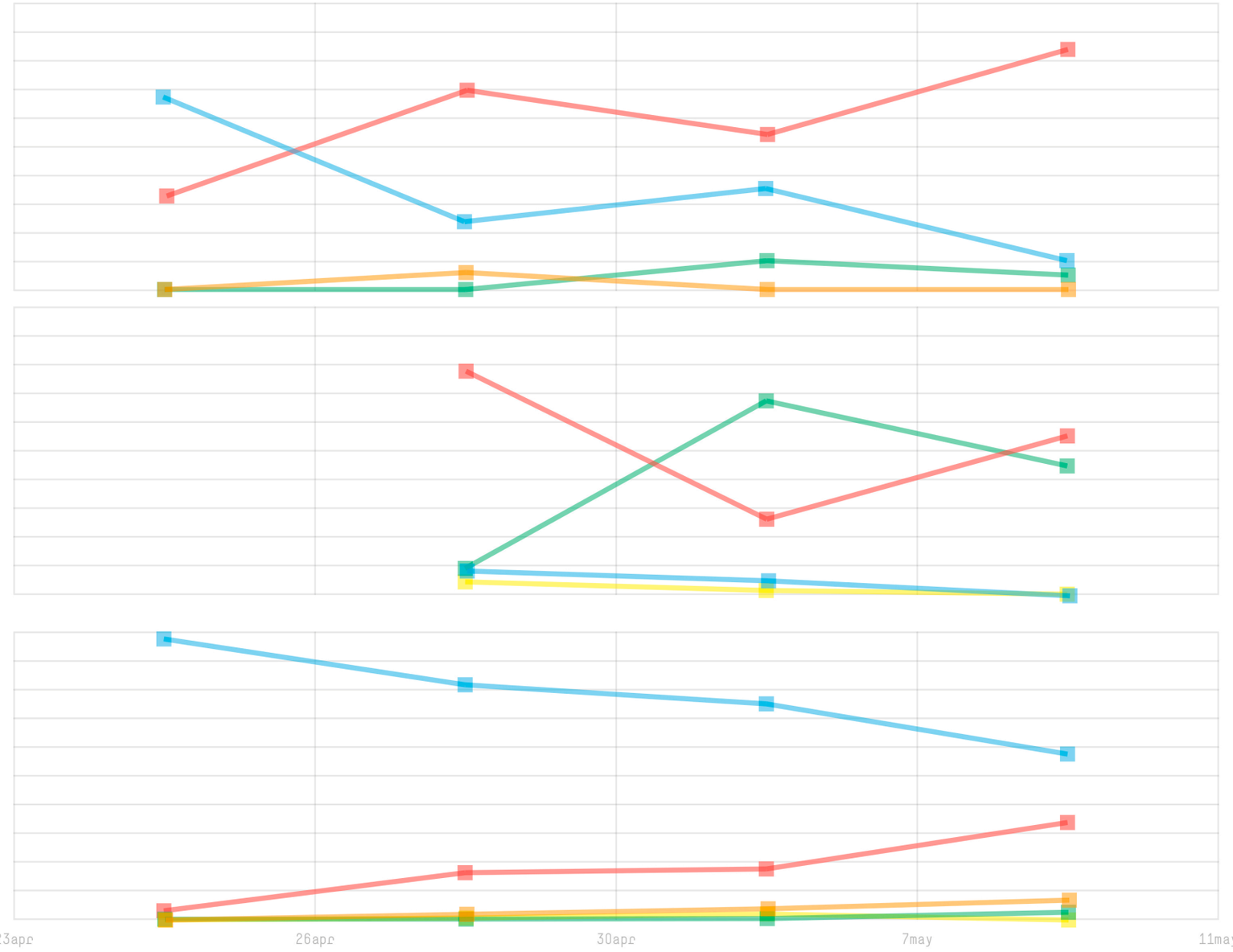
- The campaign page *bringbackourgirls* starts of with photo's of victims but over time text based images appear with *call to action*
- The drop in attention foor #bbog could be a result of showing text based images, according to literature on engagement with victims
- You can also see that images on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

Limitations

- In Netvizz you analyse post data

Results

Google similar images



facebook

Instagram

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

PICTURE

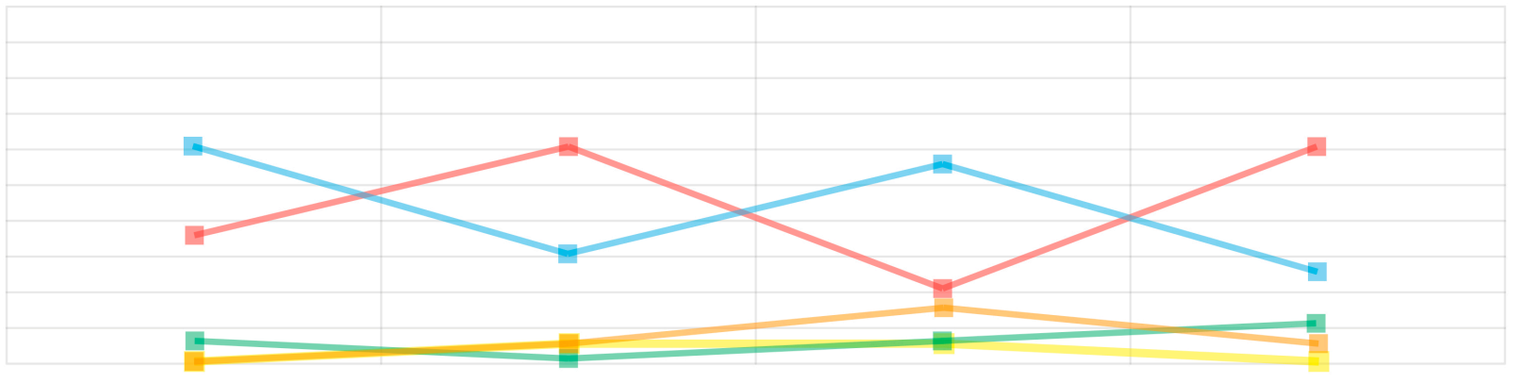
TEXT

PICTURE+TEXT

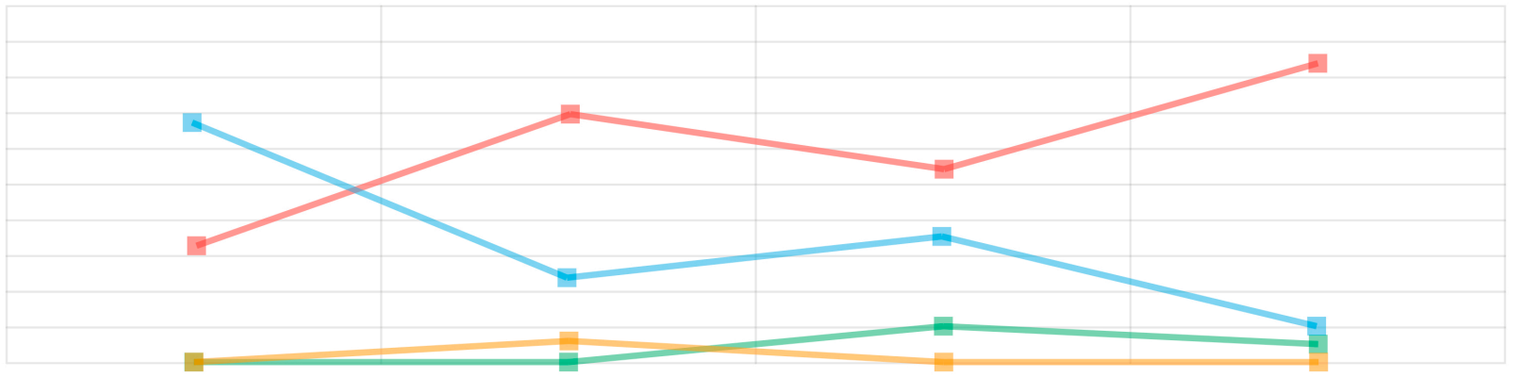
ILLUSTRATION

ILLUSTRATION+TEXT

analyse



Google images



Google similar images

23apr 26apr 30apr 7may 11may

2 1st tweet: #bringbackourgirls

3 the social media campaign starts

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5 Michelle Obama

6 Boko Haran video claims to show kidnapped girls

PICTURE

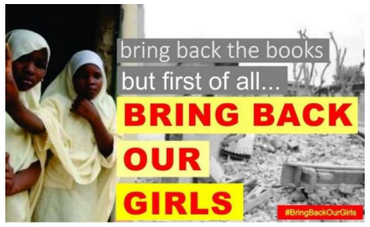
TEXT

PICTURE+TEXT

ILLUSTRATION

ILLUSTRATION+TEXT

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

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26apr

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image major patterns