

WHEN WORDS ARE KEYWORDS

Keyword list-building and 'query design' skills

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ANALYTICAL STRATEGIES TO MAKE USE OF QUERY DESIGN

Approaches to studying queries

- Success (buzz of brand)
 - Circulation or resonance of a claim
 - ‘Program’ vs. ‘antiprogram’ (Akrich/Latour) vs. efforts at neutrality
-

WORDS/KEYWORDS

When words become keywords and “issue language”

Actors and their terminology: Keywords as positioning efforts

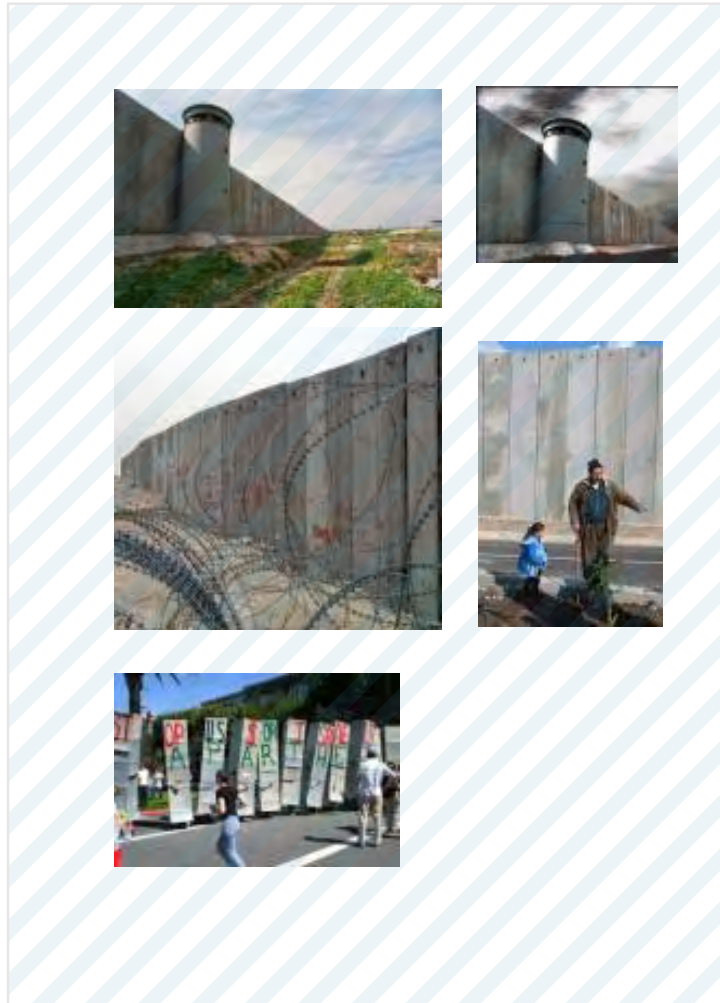
Note program, anti-program as well as efforts at neutrality

(Cf. Akrich & Latour, 1992)

“Image Clash”

“Apartheid Wall” and “Security Fence”: Image Search Results, Google images, July 2005

Apartheid Wall



Security Fence



Source: Five of top ten search results from <http://images.google.com>.

“Terms and Audiences”

U.S.-Palestinian Exchange, 25 July 2003

PRESIDENT BUSH: Israel will consider ways to reduce the impact of the **security fence** on the lives of the Palestinian people?(...)

PRIME MINISTER ABBAS: [T]he construction of the so-called **separation wall** on confiscated Palestinian land continues (...).

[T]he wall must come down?(...)

[JOURNALIST] QUESTION: Would you like to see Israel (...) stop building this **barrier wall**??

PRESIDENT BUSH: Let me talk about **the wall**. I think **the wall** is a problem, and I discussed this with Ariel Sharon. It is very difficult to develop confidence between the Palestinians and the Israel – Israel – with a wall snaking through the West Bank.

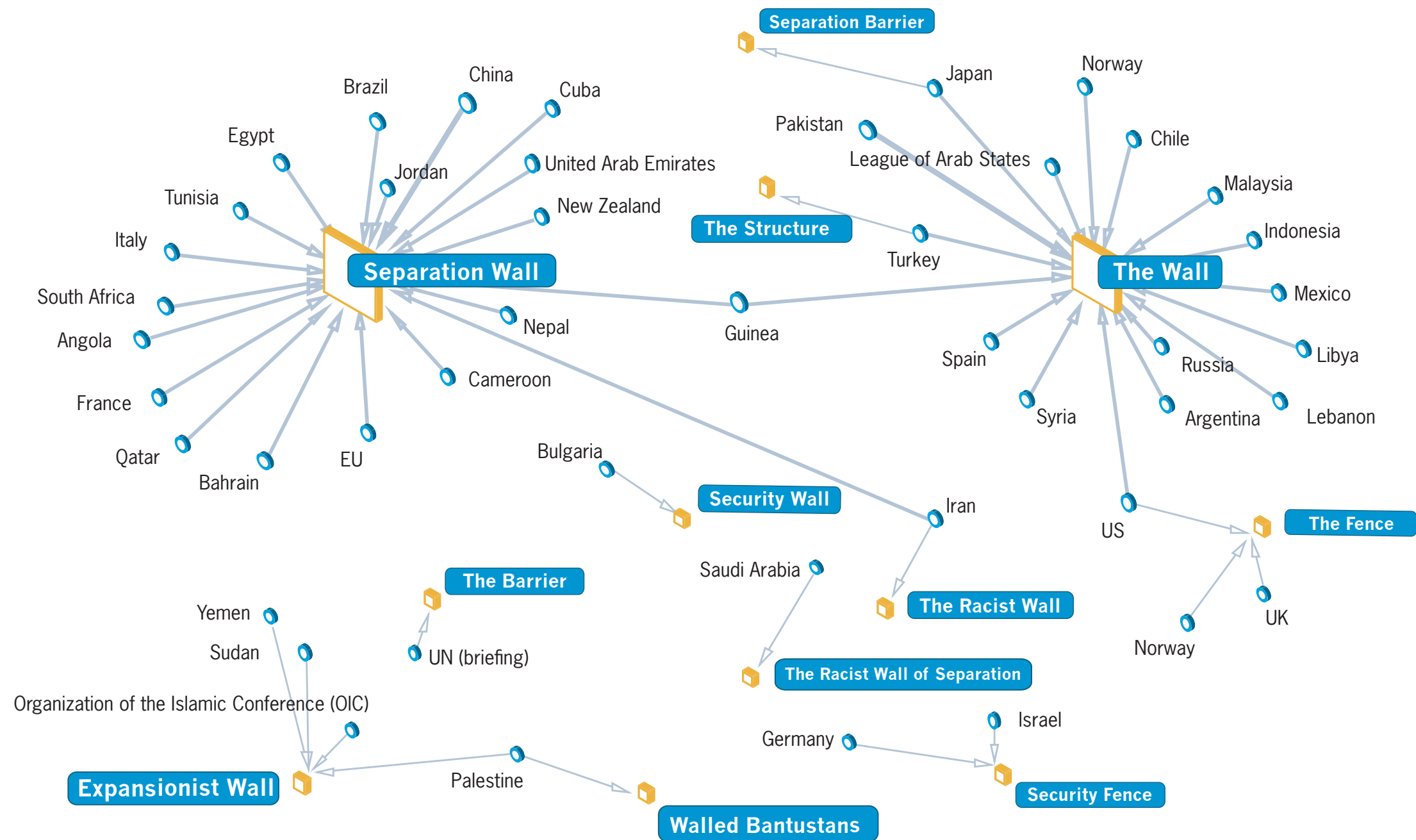
U.S.-Israeli Exchange, 29 July 2003

PRIME MINISTER SHARON: [A] number of issues came up: the **security fence**, which we are forced to construct in order to defend our citizens against terror activities (...). The **security fence** will continue to be built, with every effort to minimize the infringement on the daily life of the Palestinian population.?

[JOURNALIST] QUESTION: Mr. President, what do you expect Israel to do in practical terms in regarding the **separation fence** that you call **the wall**? Due to the fact that this is one of the most effective measure against terrorism, can you clarify what do you oppose – the concept of the **separation fence**, or only its roots??

PRESIDENT BUSH: I would hope, in the long-term **a fence** would be irrelevant. But, look, **the fence** is a sensitive issue, I understand. (...) [W]e'll continue to discuss and to dialogue how best to make sure that **the fence** sends the right signal that not only is security important, but the ability for the Palestinians to live a normal life is important, as well..

Term usage by official state delegates at the U.N. Security Council meeting, 14 October 2003.



Coming to Terms. A conflict analysis of the usage, in official and unofficial sources, of 'security fence,' 'apartheid wall,' and other terms for the structure between Israel and the Palestinian Territories.

Source: United Nations Security Council, Transcript:
<http://www.un.org/News/Press/docs/2003/sc7895.doc.htm>

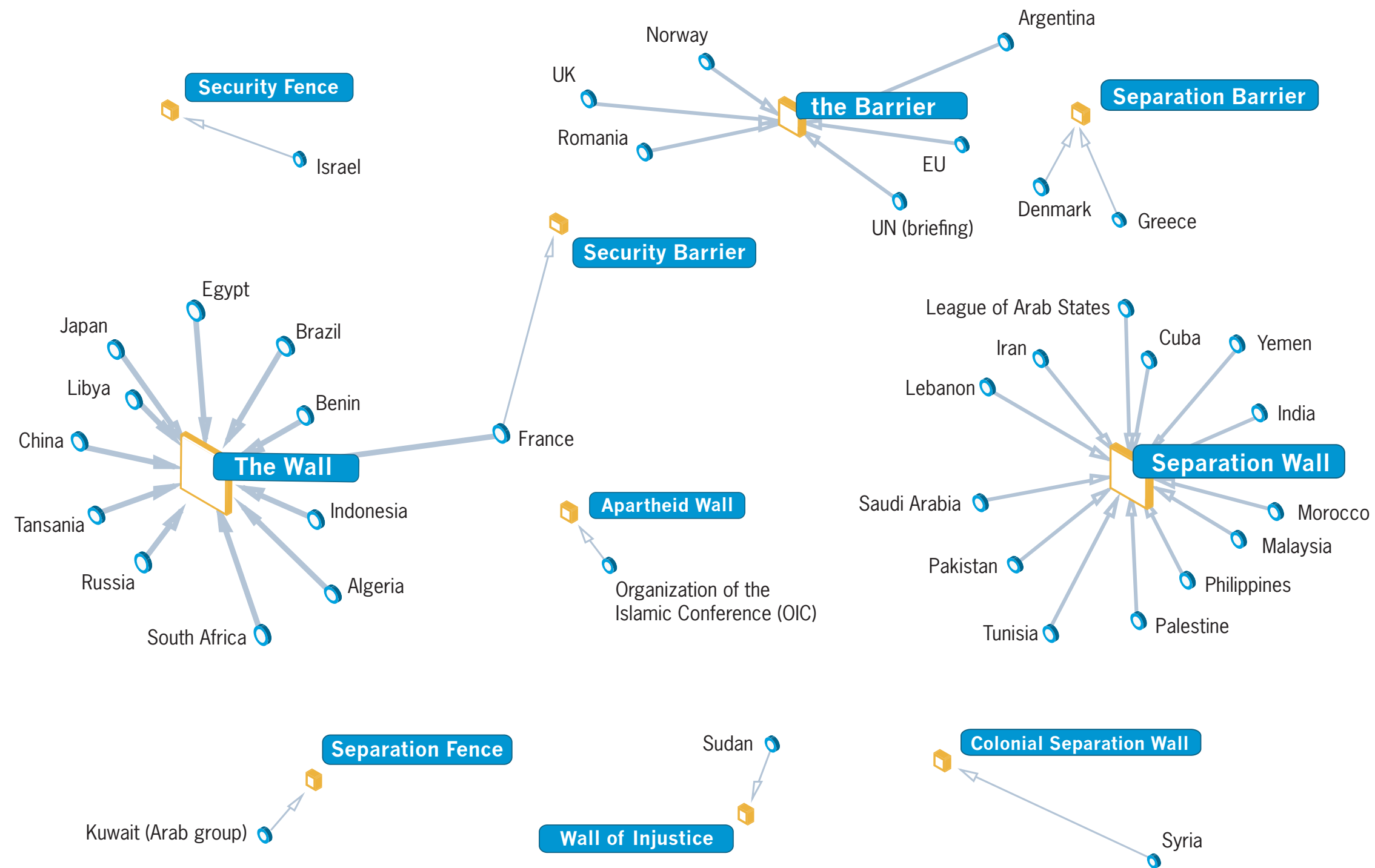
Visualization from Réseau-Lu by Aguidel.com
 Design by Marieke van Dijk, Anderemedia.nl

Legend

- Official state delegates
- Manner of speaking

Co-occurrence analysis of keywords and sources.

Term usage by official state delegates at the U.N. Security Council meeting, 21 July 2005.



Coming to Terms. A conflict analysis of the usage, in official and unofficial sources, of 'security fence,' 'apartheid wall,' and other terms for the structure between Israel and the Palestinian Territories.

Source: United Nations Security Council, transcript of meeting:
<http://www.un.org/News/Press/docs/2003/sc7895.doc.htm>

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QUERY DESIGN FOR STUDYING PROGRAM / ANTI-PROGRAM I

Query design example

- Monsanto roundup ready solution
- Monsanto roundup ready frankenfood
- Monsanto roundup ready seed

Use “” for exact matches

Platform



Stance

program

anti-program

Query

#lovewins

#celebratepride

#loveloses

#jesuswins

QUERY DESIGN - ASSOCIATIVE QUERY- SNOWBALLING TECHNIQUE

Approaches to studying queries

- Grupos de Extrema derecha en Espana
- Plataforma Catalunya and Espana 2000
- Query: Espana 2000 Plataforma Catalunya yields third group
- Query: Espana 2000 Plataforma Catalunya
Democracia Nacional

download instructions: <http://bit.ly/associativequery>

QUERY DESIGN - EXCLUSION

How is the issue of “google street view” and privacy is being treated when google-related sites are excluded from the search?

1. “Google street view” privacy
 2. “Google street view” privacy site:google.* (Google s view)
 3. “Google street view” privacy -site:google.* (non-Google view)
-

QUERY DESIGN - AMBIGUOUS QUERY

NATIONALITY OF ISSUES: RIGHTS TYPES

Can the search engine be repurposed to show which rights are specific per country?

Method

Step 1. Query the term "rights" in national terminology per different Google country (e.g. google.de, google.co.uk)

Step 2. Fetch the top 10 unique rights types.

Step 3. Visualize top 10 issues per country and mark unique issues.

<https://wiki.digitalmethods.net/Dmi/NationalityofIssues>

The Nationalities of Issues: Rights Types

Most significant rights types per country according to local Google results of the query for "rights" in the local languages.

RESEARCH STRATEGY: Employ Google to show most prominent types of rights per country.

METHOD: Query the term "rights" in the local languages in the local Google versions (e.g., "oigused" in Google.ee and "direitos" in Google.pt). Manually read the results and make lists of the top ten distinctive rights types, leaving them in the order that Google provided.

Google.se with query "rattigheter" (13.07.09)
Google.fi with query "oikeudet" (13.07.09)
Google.ee with query "oigused" (15.07.09)
Google.lv with query "tiesibas" (16.07.09)
Google.co.uk with query "rights" (13.07.09)
Google.nl with query "rechten" (13.07.09)
Google.be with query "rechten van" (15.07.09)
Google.be with query "droits" (14.07.09)
Google.lu with query "rechte" (15.07.09)
Google.de with query "rechte" (15.07.09)
Google.at with query "rechte" (15.07.09)
Google.ch with query "rechte" (15.07.09)
Google.fr with query "droits" (14.07.09)
Google.pt with query "direitos" (14.07.09)
Google.es with query "derechos" (13.07.09)
Google.it with query "diritto al" OR "diritto all" OR "diritto alla" (13.07.09)
Google.ro with query "drepturile" (13.07.09)
Google.mo with query "drepturile" (13.07.09)
Google.ru with query "prava" (13.07.09)
Google.com.tr with query "haklari" (17.07.09)
Google.jp with query "権적" (16.07.09)
Google.hk with query "權적" (17.07.09)
Google.com.ph with query "karapatang" (16.07.09)
Google.ci with query "droits" (17.07.09)
Google.com.au with query "rights" (14.07.09)
Google.ca with query "rights" (15.07.09)
Google.ca with query "droits" (15.07.09)

SEARCH/RESEARCH

Research protocol

Saving results for verification and retrieval

- “Save page as” in the browser, name files and folder consistently
 - Collect rights types in a spreadsheet (incl. translation)
 - Merge results and collect saved files in one place
-



islam and women's
rights

SWEDEN



human rights

FINLAND



children's rights

ESTONIA



citizen's rights



patients' rights



everyman's right
(freedom to roam)



children's rights

SWEDEN



human rights

FINLAND



children's rights

ESTONIA



citizen's rights

LATVIA



animal rights

UNITED KINGDOM



human rights

NETHERLANDS



works council rights

BELGIUM (Flemish)



human rights

BELGIUM (French)



human rights



patients' rights



everyman's right (freedom to roam)



children's rights



human rights



author's rights



air passengers' rights



disability rights



internet rights



children's rights



animal rights



environmental rights



air passengers' rights



digital rights



children's rights



cyclists' rights



youth rights



air passengers' rights



consumer rights



air passengers' rights



pension rights for non-citizens



minorities' rights



human rights



volunteers' rights



citizen's rights



GEPHI.ORG

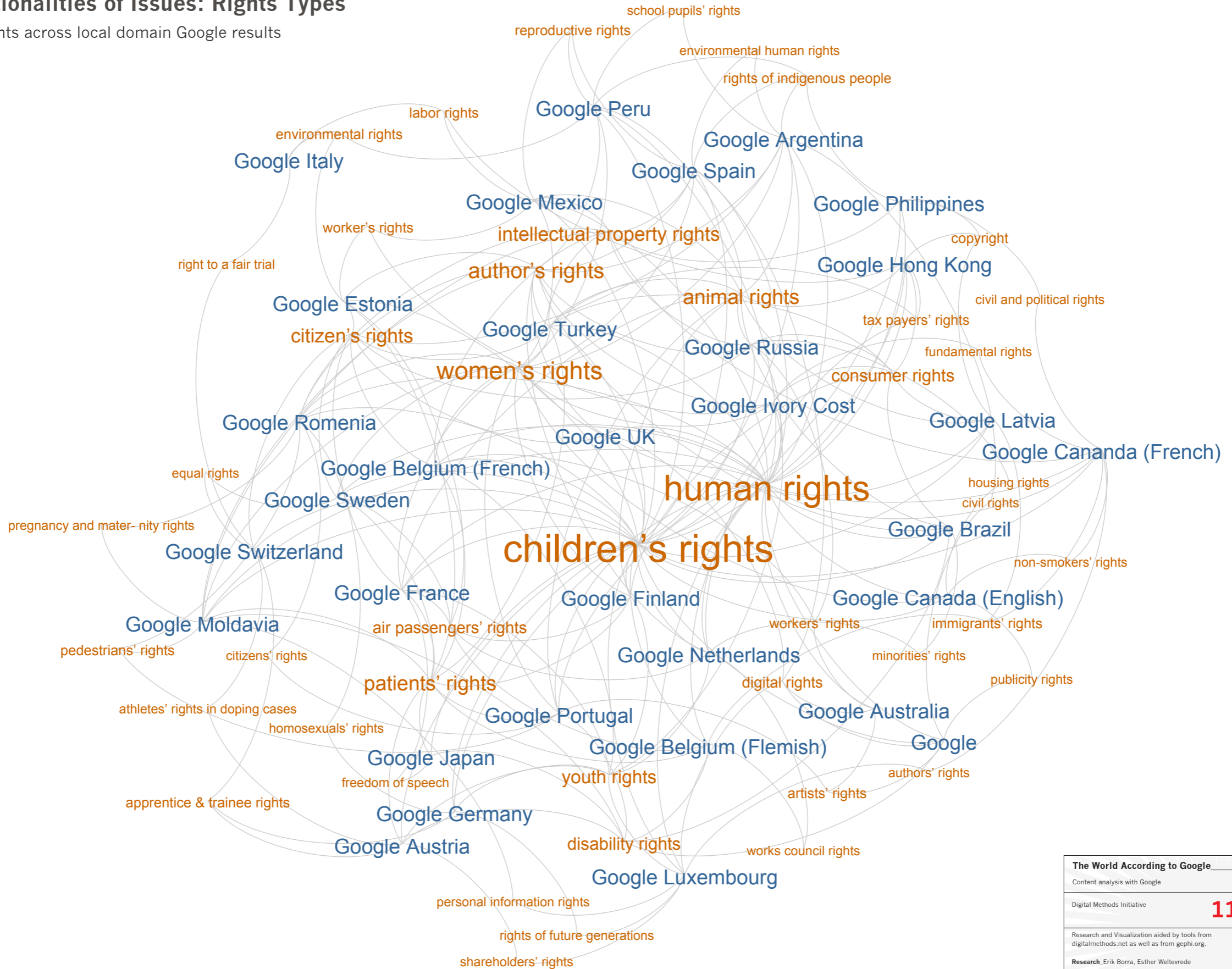
“The photoshop for network graphs”

Lippmannian Device to Gephi

<http://tools.digitalmethods.net/beta/lippmannianDeviceToGephi/>

The Nationalities of Issues: Rights Types

Shared rights across local domain Google results



The World According to Google		2011
Content analysis with Google		
Digital Methods Initiative	11	
Research and Visualization aided by tools from digitalmethods.net as well as from gephi.org.		
Research: Erik Borra, Esther Weltevrede		
		digital methods initiative

QUERY DESIGN - FACEBOOK PAGES / GROUPS

Approaches to building list of Facebook pages/groups

- Query google for site:facebook.com and issue e.g., Rwandan diaspora
 - Query Facebook graph search for Rwanda diaspora, using Netvizz, <https://apps.facebook.com/netvizz/>
-

type: query:

likes	name	category	link	id	cover	image
17730	Rwanda	Country	https://www.facebook.com/pages/Rwanda/107662192590255	107662192590255		
7359	RwandAir	Transport/Freight	https://www.facebook.com/pages/RwandAir/149113557144	149113557144	https://scontent.xx.fbcdn.net/hphotos-xat1/t31.0-8/s720x720/10258099_10153195438187145_7957435672522805528_o.jpg	
3693	Rwanda UY	Musician/Band	https://www.facebook.com/rwandauy	273951062720103	https://scontent.xx.fbcdn.net/hphotos-xpf1/v/t1.0-9/11666041_617232668391939_572231909419845678_n.jpg?oh=3818212d37b7cde29eb8ae5fe155cc40&oe=5625064E	
1597	Rwandaimmigration	Government Organization	https://www.facebook.com/rwandamigration	139083122793715		
9701	Rwandan teenagerz 's Beautiful	Magazine	https://www.facebook.com/pages/Rwandan-teenagerz-s-Beautiful/588183624582385	588183624582385	https://scontent.xx.fbcdn.net/hphotos-xap1/t31.0-8/p480x480/11182656_871757146225030_316809636688039879_o.jpg	
5949	Rwanda National Police	Community	https://www.facebook.com/rwandapolice	197861496901823	https://scontent.xx.fbcdn.net/hphotos-xpa1/v/t1.0-9/11220933_937246962963269_5763886257050766320_n.jpg?oh=f0b4b3e8056bc014e5b9ef4a5efd1a13&oe=562D027F	
1715	RwandaKorea(Embassy of the Republic of Korea in Rwanda)	Government Organization	https://www.facebook.com/RwandaKorea	243108155730284	https://scontent.xx.fbcdn.net/hphotos-xap1/v/t1.0-9/s720x720/11001723_838781179496309_93417659895171423_n.jpg?oh=60038e806705e9196d9d81ee3e9a2ff3&oe=55E79EBD	
1001	Rwanda Rugby Magazine	Publisher	https://www.facebook.com/pages/Rwanda-Rugby-Magazine/240395052673863	240395052673863	https://scontent.xx.fbcdn.net/hphotos-xpf1/v/t1.0-9/10968331_835122159867813_7416546140164706425_n.jpg?oh=8f1aa50e40ac51e4106af5f8d4bcfaf0&oe=561530FA	
896	RwandAir	Organization	https://www.facebook.com/pages/RwandAir/104129292958258	104129292958258		
6347	Rwanda the Heart of Africa	Community/Government	https://www.facebook.com/pages/Rwanda-the-Heart-of-Africa/801734289860951	801734289860951	https://scontent.xx.fbcdn.net/hphotos-xaf1/v/t1.0-9/s720x720/10530682_802541063113607_2824433263390189003_n.jpg?oh=700ea20d8287ebc1a3d80eff075db408&oe=55E7B9B9	
4160	Government of Rwanda	Government Organization	https://www.facebook.com/RwandaGov	359060614156407	https://scontent.xx.fbcdn.net/hphotos-xfa1/t31.0-8/s720x720/468642_359071904155278_335062725_o.jpg	

QUERY DESIGN - TWITTER HASHTAGS / KEYWORDS

Approaches to building list of Twitter hashtags

- Two-step query design for creating a tweet collection
 - 1) Identify issue-related hashtags / kw (ask expert; close reading)
 - 2) Query Twitter streaming API over short period of time
 - 3) Perform co-hashtag analysis, finding most significant hashtags
 - 4) Use most significant hashtags and begin tweet collection proper
-

usafrica
career
asia
job
mch
senegal
highered
aspenideas
congo
breastcancerawareness
drc
burundi
breastcancer
cameroon
af14
bringbackourgirls
africarising
em
africayouthfwd
mentalillness
international
alcohol
radiographers
au
he4dev
wcdchat

Global health

hiv
malaria
india
aids
mdgmomentum
tb
tuberculosis
vaccines
vaccine
aids2014
malawi
dengue
pharma
mh17
letssavelives
fakemeds
mdg500
growthweek
internship
didyouknow

patches
mdgmomentum
needlefree
swaziland
hivhealth
affordably
condom
egovernment
msfjc
mars
mdr_tb
mangalyaan
mdg8
plague
prep
ecd
arts
economicprosperity
healthyworkforce
paho

USING GOOGLE FOR SOCIAL RESEARCH

Research protocol for using Google

Google Settings

- For the “universal Google” Go to <http://google.com/ncr>
 - Log out of your Gmail account
 - Google Preferences:
 - Set interface and search language
 - SafeSearch: Off
 - Google Instant: Off
 - Nr of Results: 100 per page
-

SUMMARY: ISSUE LANGUAGE QUERY DESIGN

Guidelines for keyword list building and querying demarcated source sets

- Identify and retain specific “issue language” per actor
 - Collection of terms is inclusive, so as to include all actors’ issue language
 - Design queries so as to study resonance of each actors terms
 - Differentiate between program, anti-program, and other efforts
 - Consider actors’ terminological innovation (re-positioning), and watch over time actors adopting or distancing from new programs
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Tools and references

<http://tools.digitalmethods.net>

<http://digitalmethods.net>
