

#ns14

Event Impact on IG through Following an Official Hashtag

The Digital Footprints Research Group

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at a distance:
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REMOTE EVENT

NorthSide DK

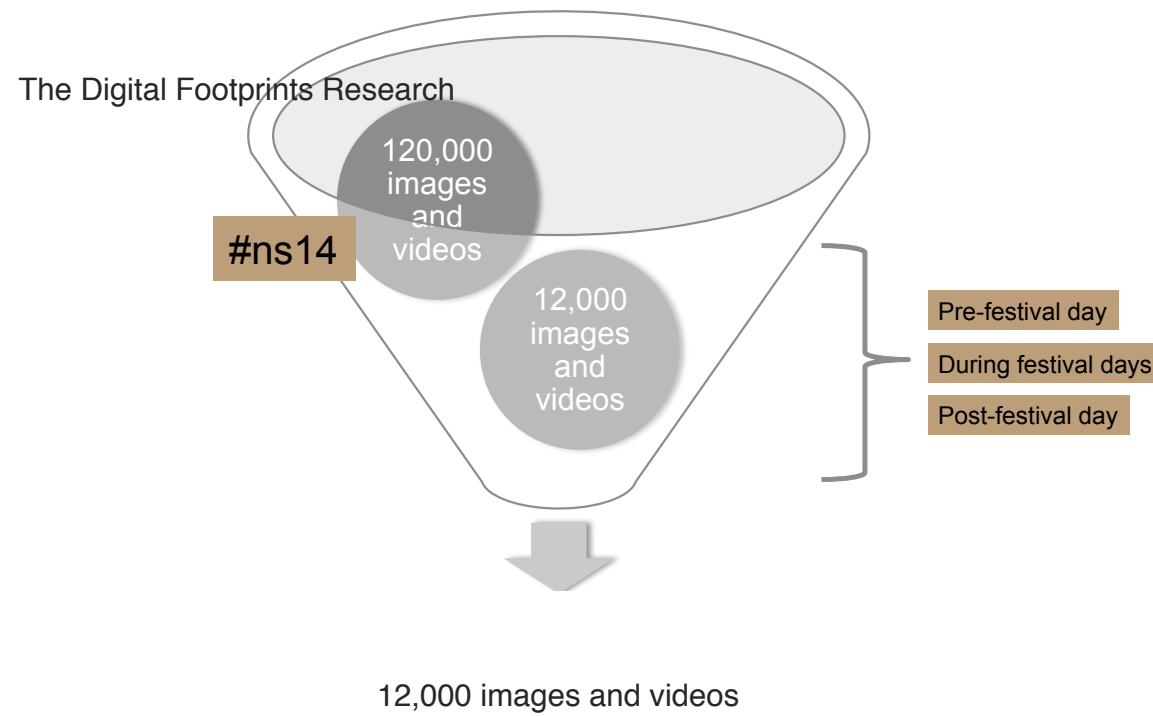
NorthSide Festival is a commercial festival, held every year in June in Aarhus, Denmark. The first festival was held in 2010 and it has evolved from a one-day event to a three-day festival in three years. In 2014, 35,000 people participated in the festival.

RESEARCH QUESTIONS

1. How can we study event impact on IG through following an official #?
2. To what extent can we map visitors' preferences by looking at the frequencies of the IG images (posted, liked, commented, tagged)?
3. To what extent can we localize the festival through the geo tags in the IG media objects?
4. To what extent can we use IG data to qualify the festival?

SAMPLE

Instagram uploads under #NS14



METHODOLOGY

Main:

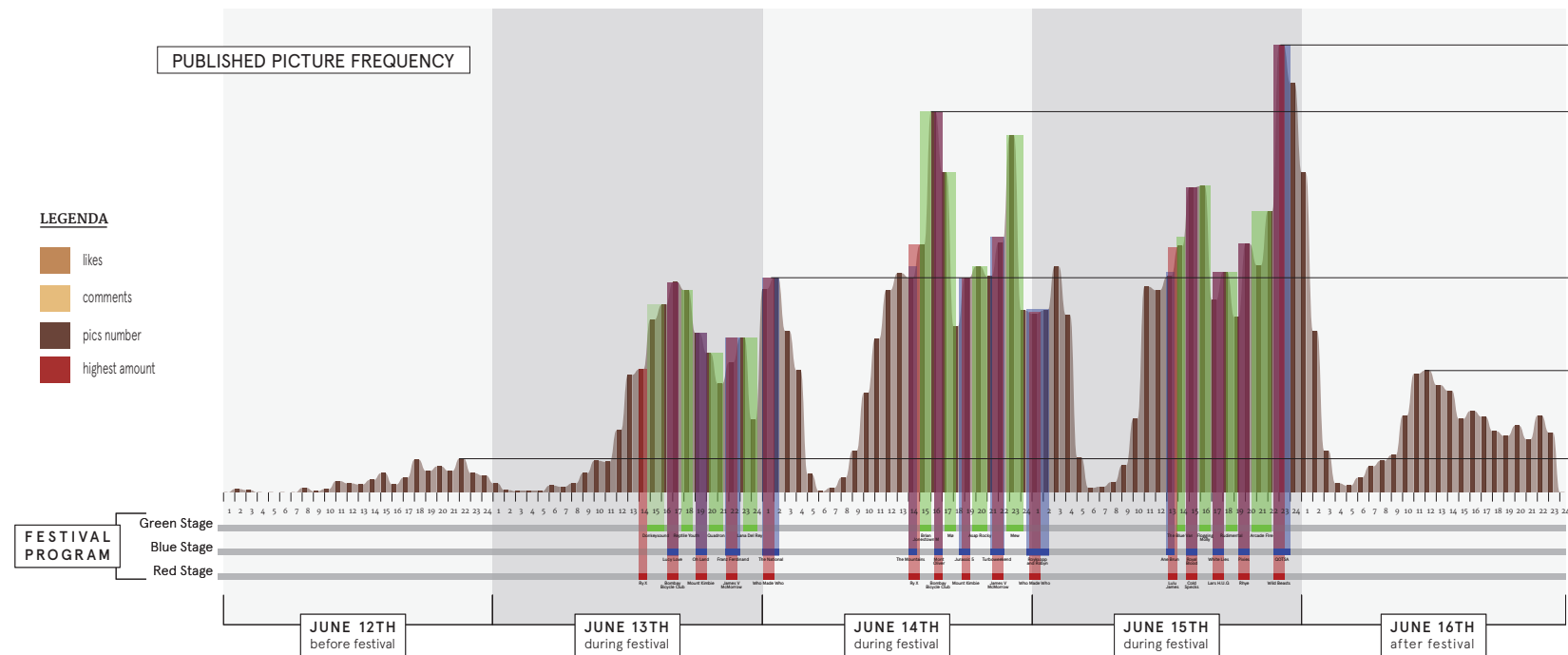
Use, explore and exploit the fact that it's not a purely digital event.

(Method validation?)

1. Juxtapose (meta)data (of image and video) **onto festival program**
2. Content code **random selection** of images
3. Contrast top 200 most and 200 least liked images and videos
4. Use geotags extracted through the IG API

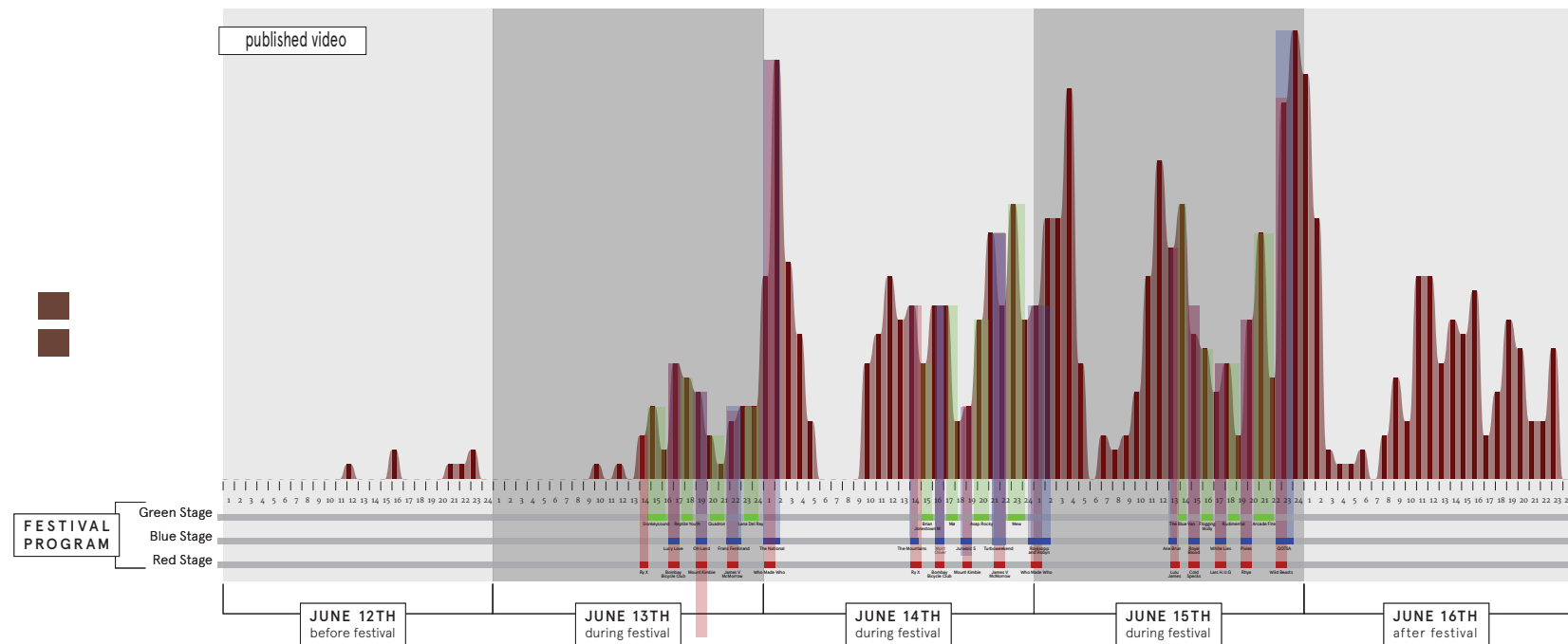
FINDINGS

Juxtapose (meta)data of **images** with festival program



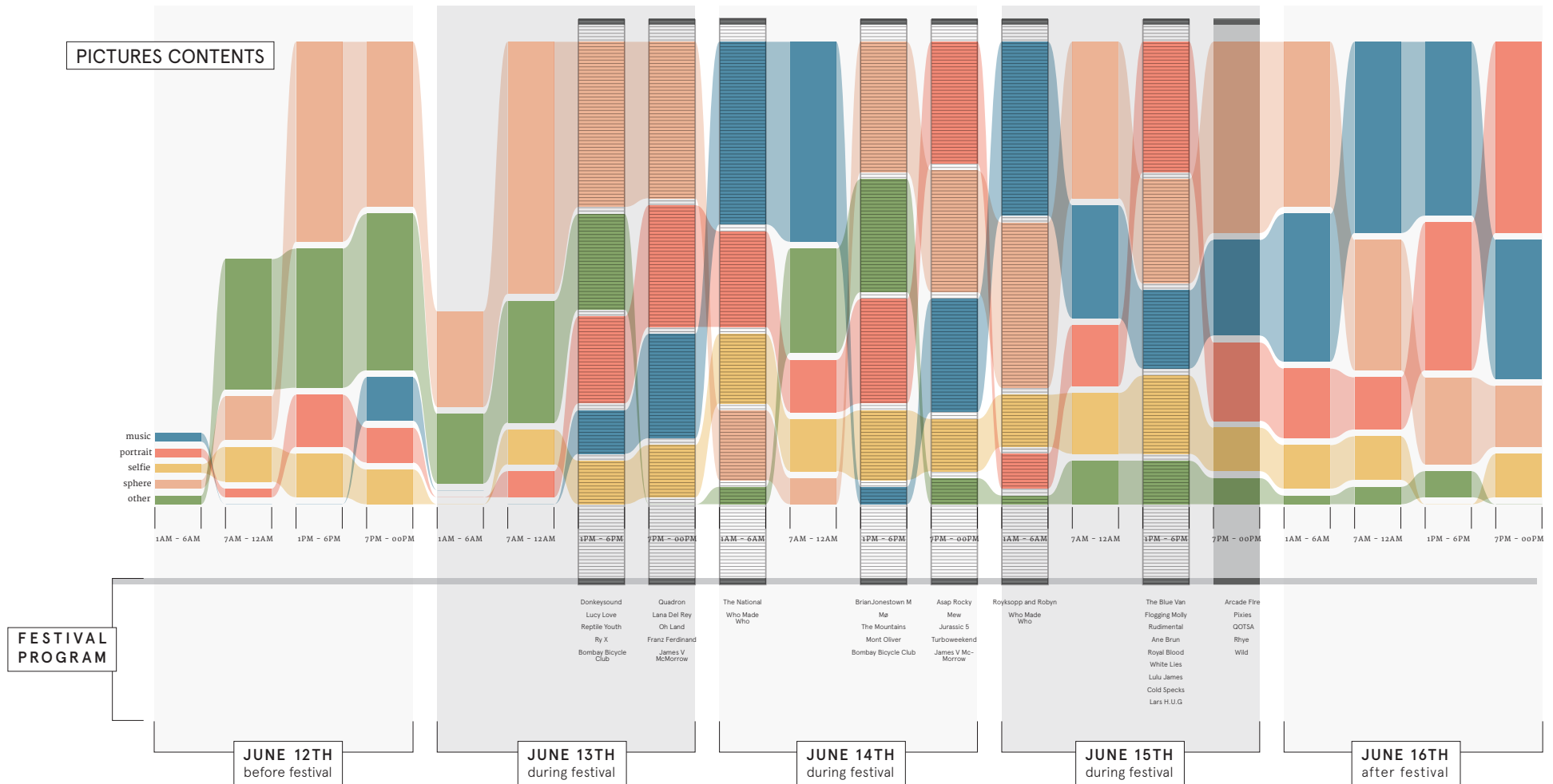
Level of analysis
ALL pictures over 5 days summarised per hour

Juxtapose (meta)data of **videos** with festival program



Level of analysis
ALL videos over 5 days summarised per hour

Content code random sample of images



Level of Analysis:

1. Random draw 50 images per 6 hours of the festival
2. Manually code using 5 codes (music, portrait, selfie, sphere, non-related)

Content code top 200 most and least liked IGs

TOP 200 most LIKED

TOP 200 LEAST LIKED



Sampling:

1. 200 top liked and least 200 liked IGs.
2. Manually code using 5 codes (music, portrait, selfie, sphere, non-related)

Use geotags to ground event 1

WORLD

193 / 400 igs

● 200 most liked

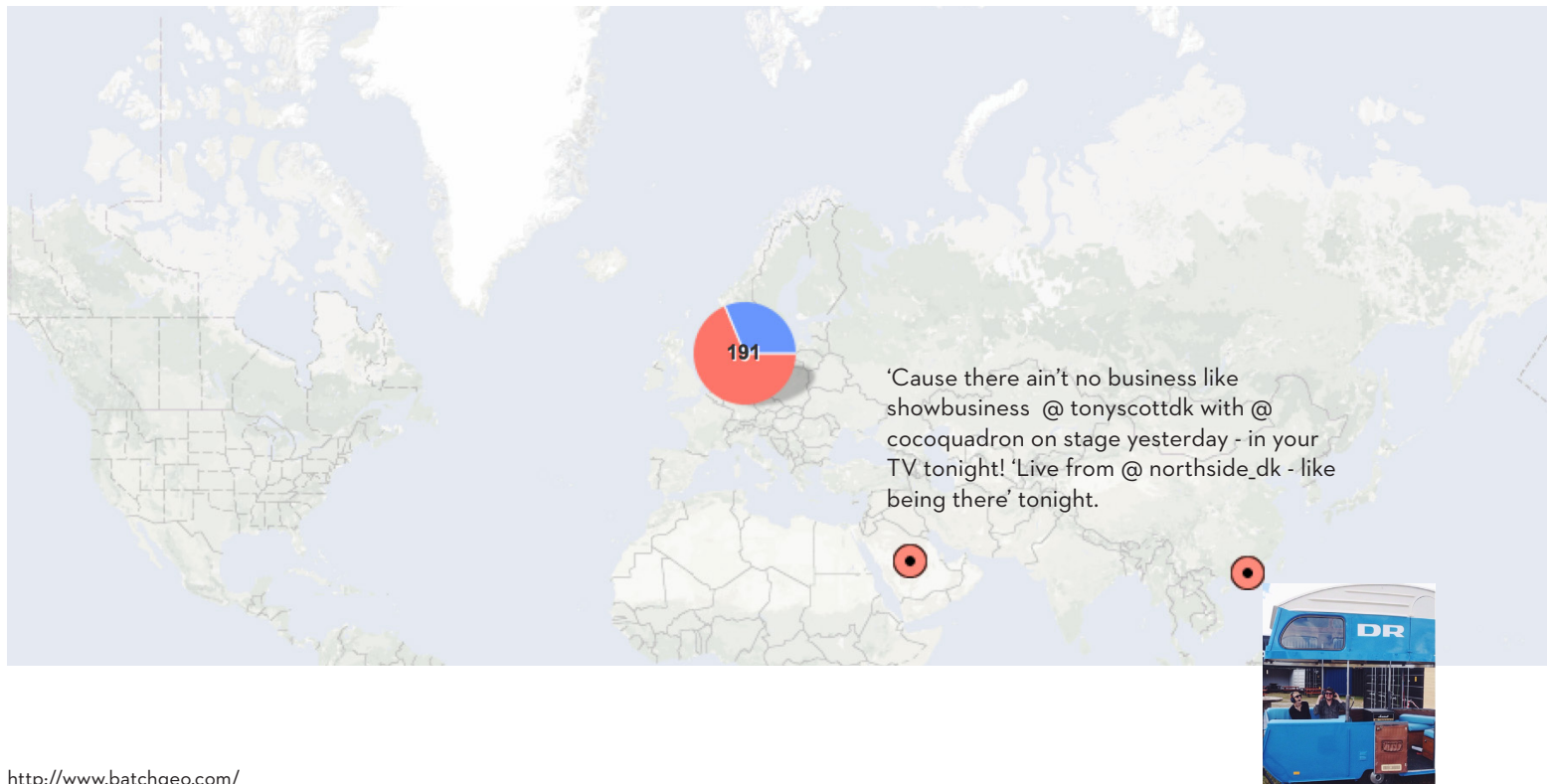
● 200 least liked

NOT TAGGED

207 of 400 total

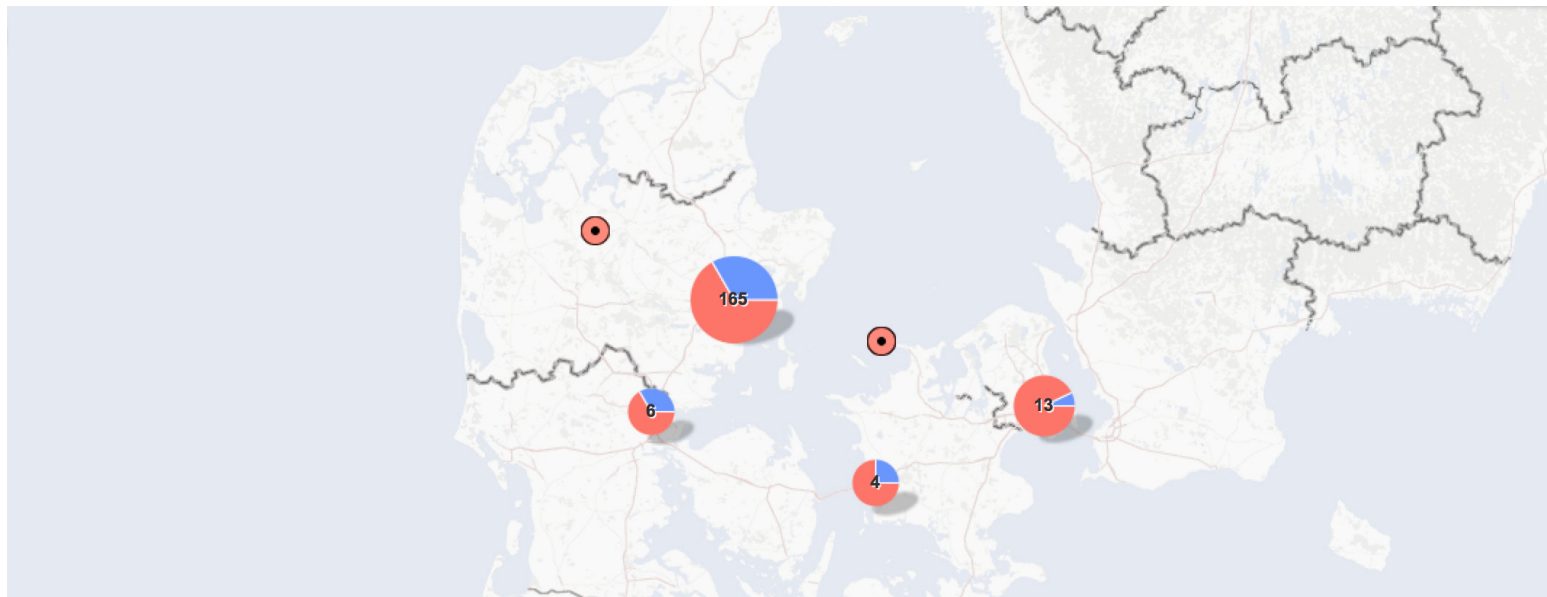
65 of ●

136 of ●



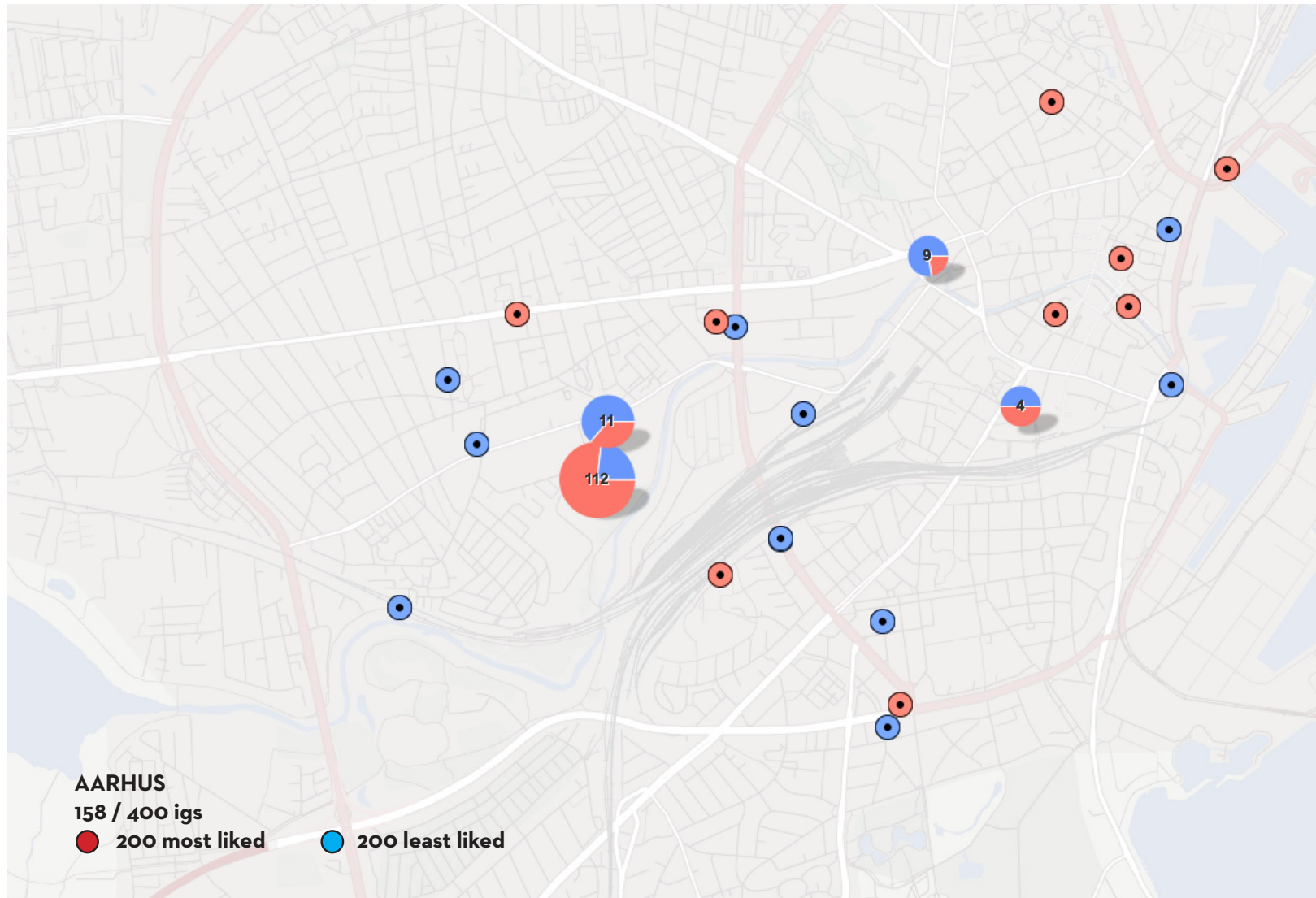
<http://www.batchgeo.com/>

Use geotags to ground event 2

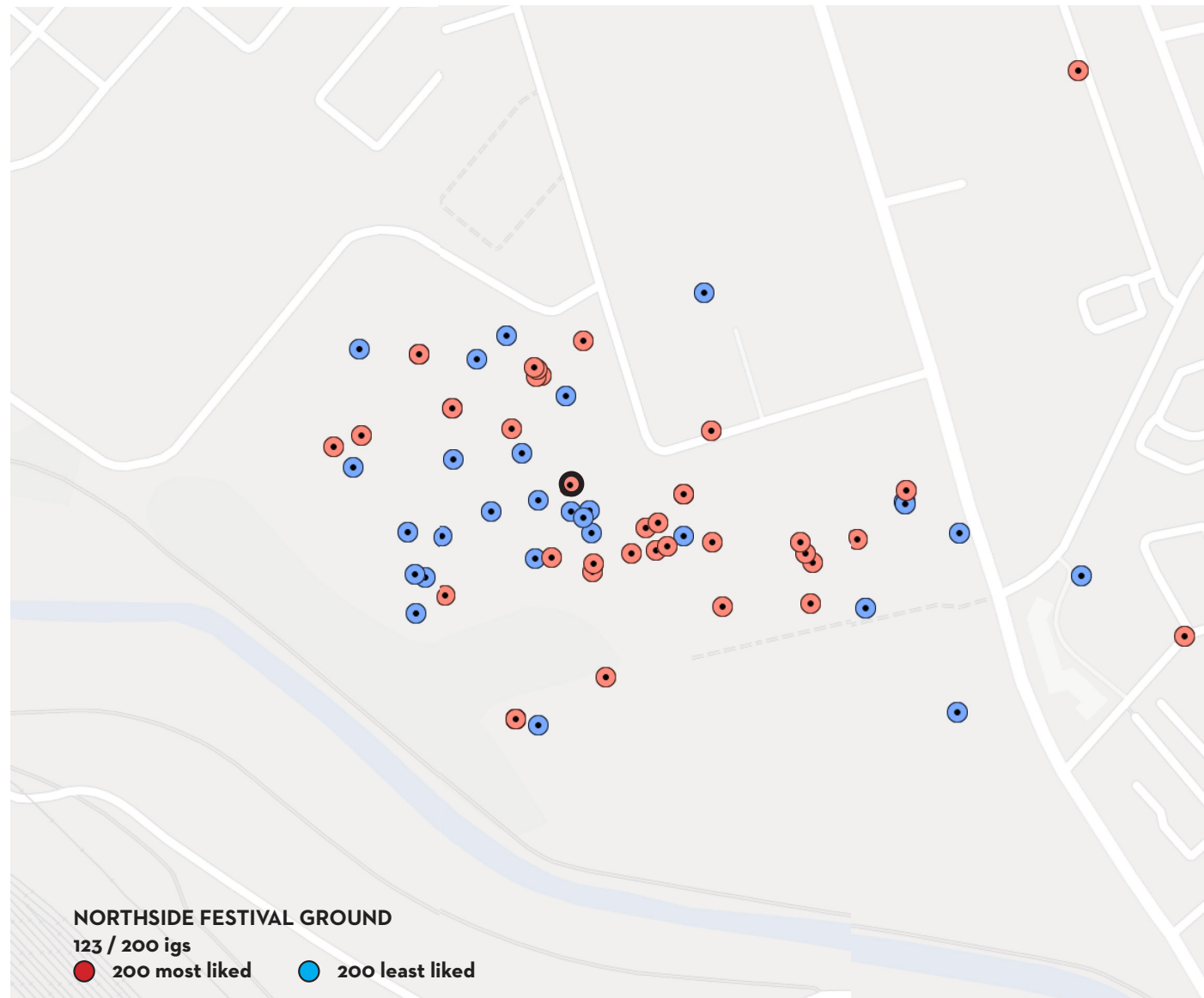


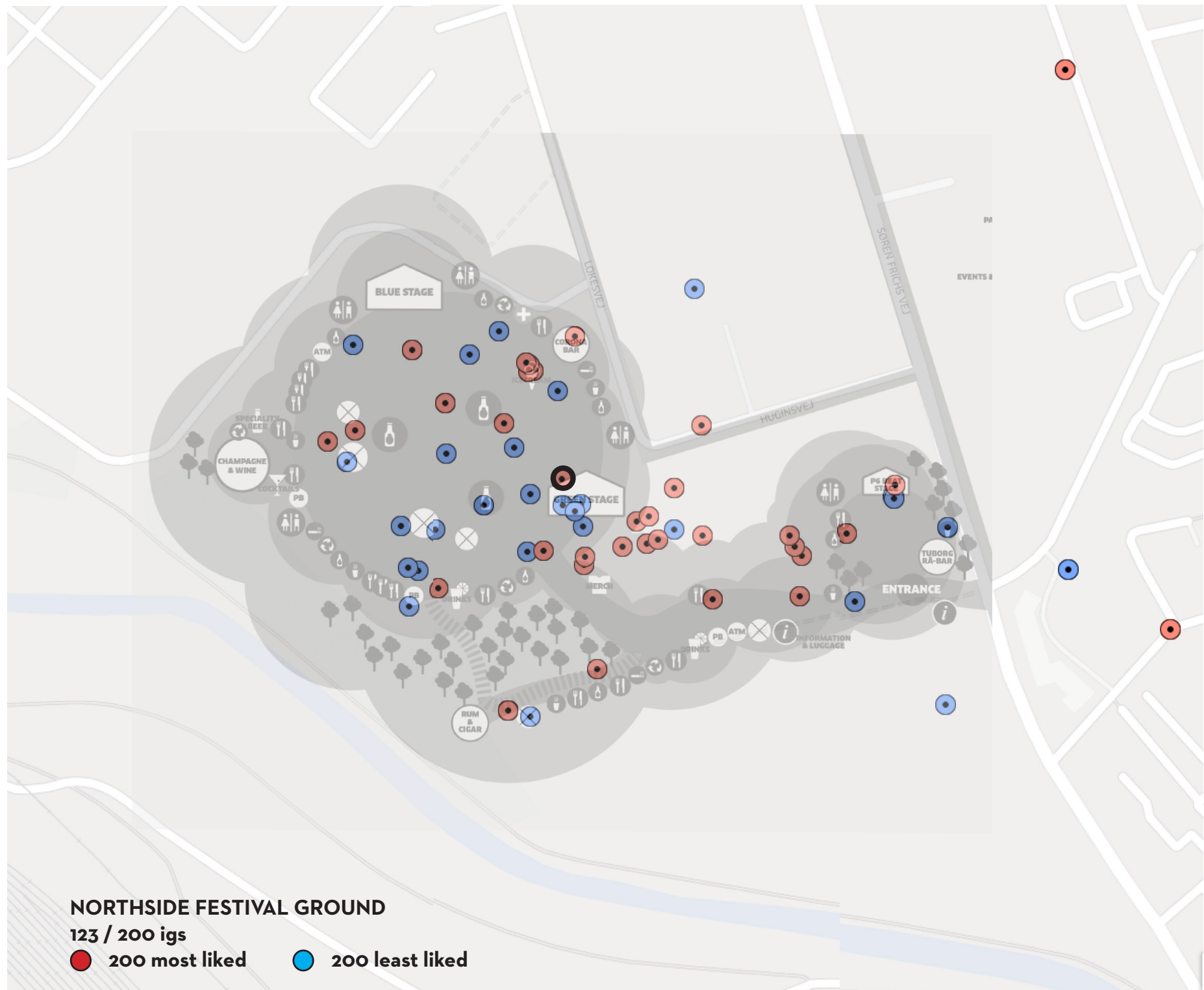
DENMARK
190 / 200 igs
● 200 most liked ● 200 least liked

Use geotags to ground event 3



Use geotags to ground event 4





PRELIMINARY conclusions

PRELIMINARY conclusions

1. How can we study event impact on IG through following an official #?

- The methodologies employed seem to deliver valid (and potentially much more code-dependent detailed) information (external and internal validation).

Example IG: More content during (inline with importance of acts) or *after* the events started.

Example IG x content: More **music related** content during or *after* the events started.

2. To what extent can we map visitors' preferences by looking at the frequencies of the IG images (posted, liked, commented, tagged)?

- see combination of frequencies and content

Example1: Last day mostly Music related images & portraits

Example 2: Decrease of the selfie over the festival (immersion?)

PRELIMINARY conclusions

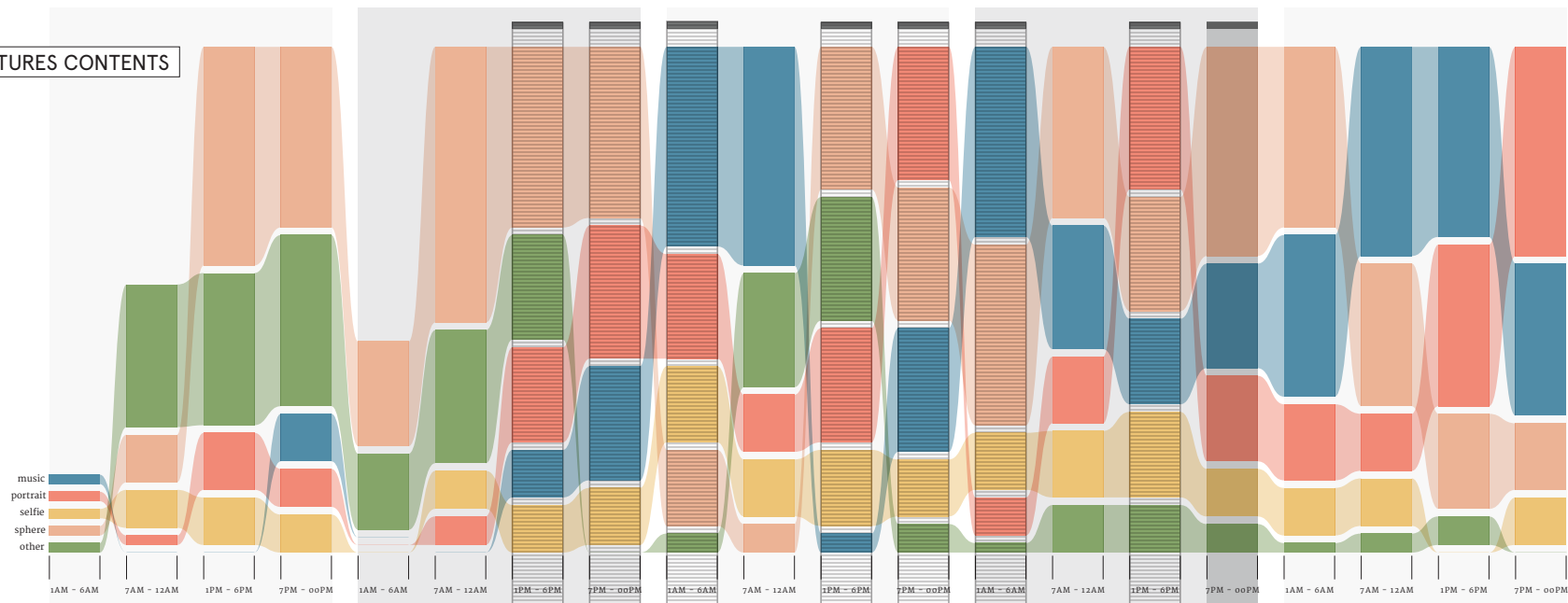
3. To what extent can we localize the festival through the geo tags in the IG media objects?

See before
- > Quite specifically

4. To what extent can we use IG data to qualify the festival?

Next slide

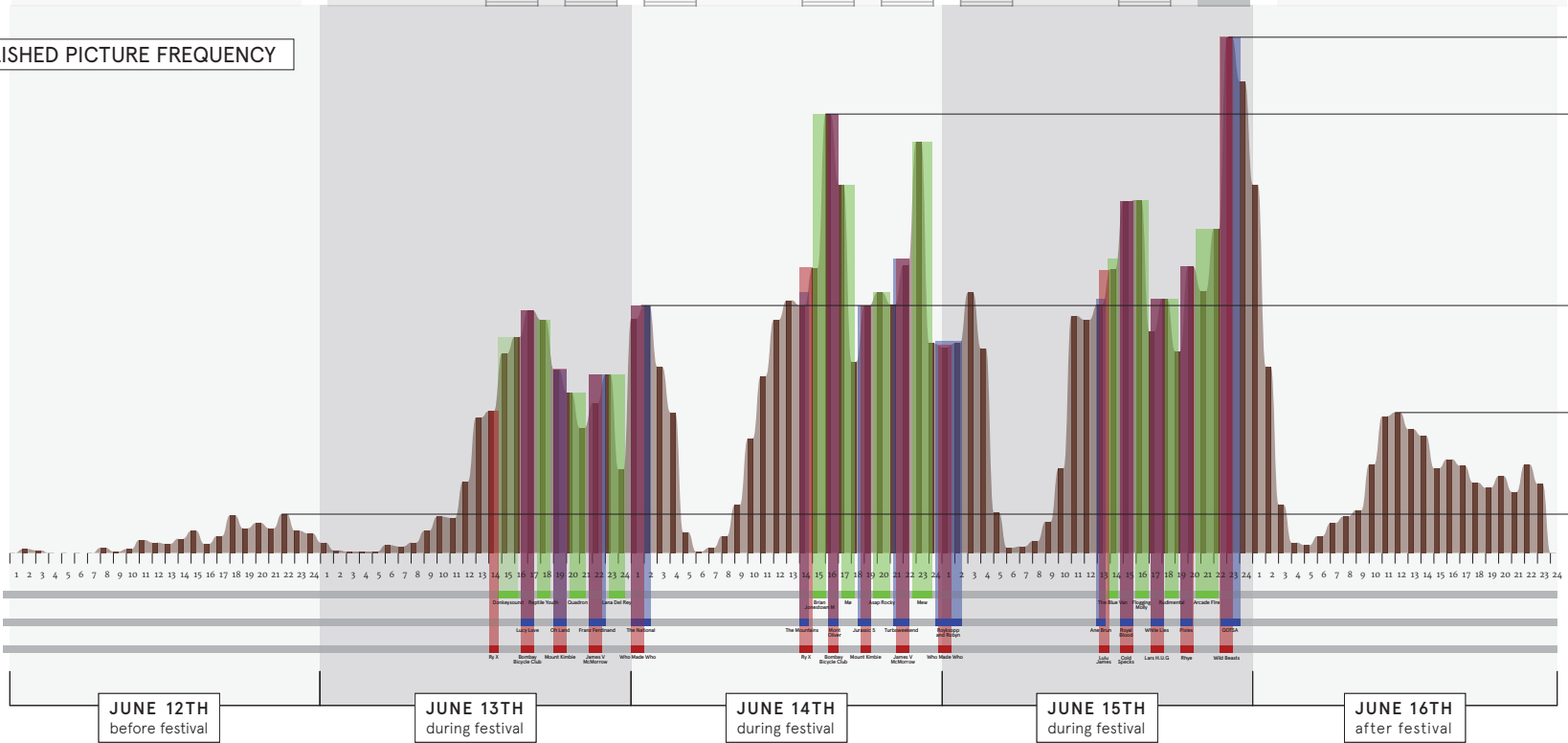
PICTURES CONTENTS



PUBLISHED PICTURE FREQUENCY

LEGENDA

- likes
- comments
- pics number
- highest amount



FESTIVAL PROGRAM

Green Stage
Blue Stage
Red Stage

JUNE 12TH
before festival

JUNE 13TH
during festival

JUNE 14TH
during festival

JUNE 15TH
during festival

JUNE 16TH
after festival