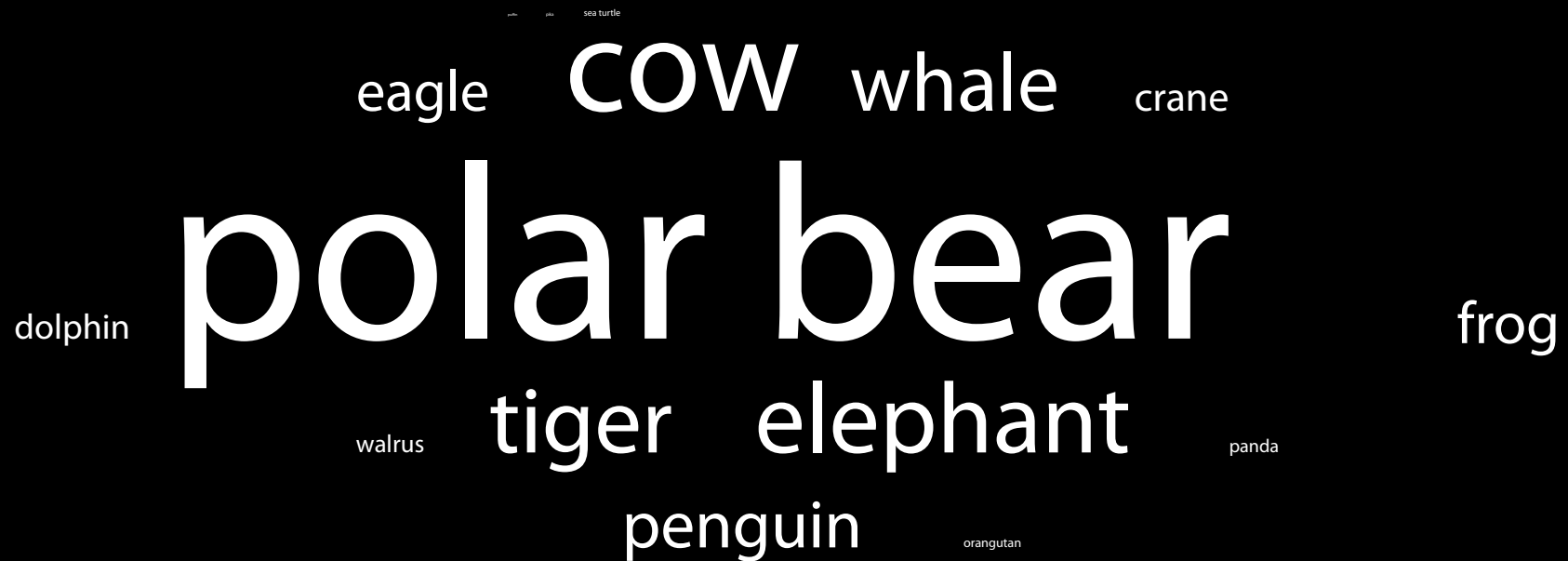


Issue Animals Hierarchy in the Blogosphere

Research Question For the issue of climate change, how prominent is each animal (in text and image)? Are there significant differences per 'sphere' (web, news, blogosphere) in the frequency with which each animal is referenced?

Findings In the blogosphere, for a text query, the polar bear is the animal most associated with climate change, followed by the cow.



Source search.technorati.com

Query "climate change" + "animal x"

Authority a lot

Tools Technorati Scraper and Tag Cloud Generator

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Product of the Digital Methods Initiative, dmi.mediastudies.nl. **Analysis** by Esther Weltevrede and Sabine Niederer. **Design** by Esther Weltevrede, Sabine Niederer and Anne Helmond.



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