

# Kaylee's Task: Hashtag Research & Selection

**Project:** Hashtags for Change

**Phase:** Week 4 - Social Media Data Collection

**Duration:** 2-3 days

**Deadline:** November 4, 2025

## Task Objective

Develop a comprehensive, data-driven hashtag taxonomy aligned with ACLED conflict events to enable accurate correlation analysis between real-world crises and social media activity. Your hashtag selection will serve as the foundation for all social media data collection and subsequent analysis.

## Task Overview

You will create a curated list of **50-75 hashtags**, organized into categories that directly correspond to the patterns identified in our ACLED exploratory analysis. This list must be:

- **Evidence-based:** Grounded in actual ACLED data findings
- **Strategically diverse:** Cover multiple event types, regions, and themes
- **Validation-ready:** Verifiable through Google Trends
- **Actionable:** Ready for Kenneth and Sasha to use in data extraction

## Step-by-Step Instructions

### STEP 1: Review ACLED Analysis Results (Day 1)

**Action Items:**

1. Open the Jupyter Notebook file: **Data Project2.ipynb**
2. Review all 11 visualizations carefully
3. Extract key patterns from these sections:

**Focus on:**

- **Top 15 Countries** (Chart 1):
    - Ukraine, India, Syria, Mexico, Pakistan, Yemen, Brazil, Myanmar, United States, Palestine, Afghanistan, Iraq, Somalia, Turkey, Russia
  - **Regional Distribution** (Chart 4):
    - Middle East (555K events)
    - Europe (530K events)
    - South Asia (370K events)
    - South America (238K events)
    - North America (212K events)
  - **Event Types** (Chart 5):
    - Protests (1.13M)
    - Explosions/Remote violence (501K)
    - Battles (460K)
    - Violence against civilians (311K)
    - Strategic developments (192K)
    - Riots (178K)
  - **Temporal Patterns** (Charts 2-3):
    - Major acceleration from 2016 onward
    - Peak years: 2022-2025
    - Focus recent hashtags (2020-2025)
4. **Create a summary document** listing:
- Top 15 countries requiring hashtag coverage
  - Top 5 regions needing representation
  - 6 event types to map hashtags to
  - Key time periods (especially 2020-2025 surge)

**Deliverable:** "ACLED Patterns Summary" with bullet points

## STEP 2: Preliminary Hashtag Brainstorming (Day 1-2)

### Action Items:

**Country-Specific Hashtags:** For each of the **Top 15 countries**, identify 2-4 hashtags:

### Example Framework:

- **Ukraine:** #StandWithUkraine, #UkraineWar, #UkraineCrisis, #SupportUkraine

- **Syria:** #SyriaCrisis, #SaveSyria, #SyriaWar, #StandWithSyria
- **Myanmar:** #MyanmarCoup, #WhatsHappeningInMyanmar, #MilkTeaAlliance, #SaveMyanmar

### **Your Task:**

- Research existing hashtags for each country using:
  - Instagram search (public posts)
  - TikTok search (public videos)
  - Twitter/X trends (via web interface)
  - News articles about each crisis
- Look for hashtags that:
  - Have sustained usage (not one-time viral moments)
  - Appear across multiple platforms
  - Are used in English (primary focus)
  - Relate to ACLED event types (protests, conflicts, human rights)

**Deliverable:** Spreadsheet column: "Country-Specific Hashtags" (20-30 hashtags)

### **2B: Thematic/Issue-Based Hashtags**

Create hashtag lists for these categories:

#### **Human Rights & Protests:**

- General activism
- Freedom of speech
- Civil disobedience
- Democracy movements

#### **Examples to expand:**

- #HumanRights, #FreedomOfSpeech, #CivilRights
- #ProtestForChange, #PeoplesPower, #Activism
- #DemocracyNow, #FightForFreedom

#### **Gender & Social Justice:**

- Women's rights

- Gender equality
- LGBTQ+ rights in conflict zones

**Examples:**

- #WomensRights, #MeToo, #TimesUp
- #EqualityNow, #GenderEquality
- #RefugeesWelcome, #MigrantRights

**Conflict & Peace:**

- Anti-war movements
- Peace advocacy
- Humanitarian crisis

**Examples:**

- #StopTheWar, #NoToWar, #PeaceNotWar
- #HumanitarianCrisis, #WarCrimes
- #EndViolence, #PrayForPeace

**Your Task:**

- Brainstorm 15-20 hashtags for each thematic category
- Focus on hashtags that transcend specific countries
- Include both specific issues and broad movements

**Deliverable:** Spreadsheet column: "Thematic Hashtags" (15-25 hashtags)

**2C: Regional Awareness Hashtags**

Based on ACLED's top 5 regions, find hashtags representing regional solidarity:

**Examples:**

- #MiddleEastAwareness, #MiddleEastPeace
- #AfricaRising, #AfricanUnity
- #LatinAmericaVoices, #LatAmSolidarity
- #SouthAsiaProtests, #SouthAsiaCrisis

**Your Task:**

- Identify 2-3 hashtags per major region
- These should capture regional movements, not country-specific crises

**Deliverable:** Spreadsheet column: "Regional Hashtags" (8-12 hashtags)