

Lovestorms, memes & inductive coding

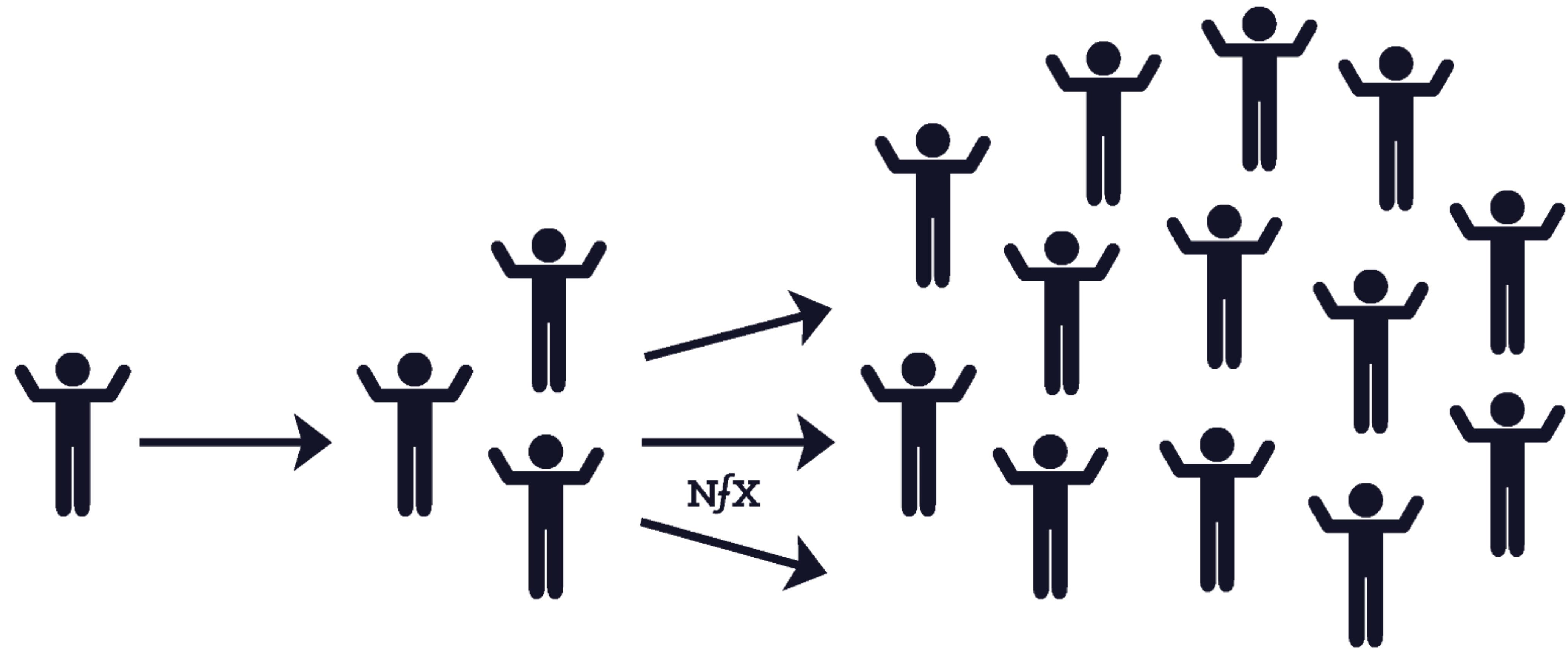
Digital Culture 2

NIFR 2023

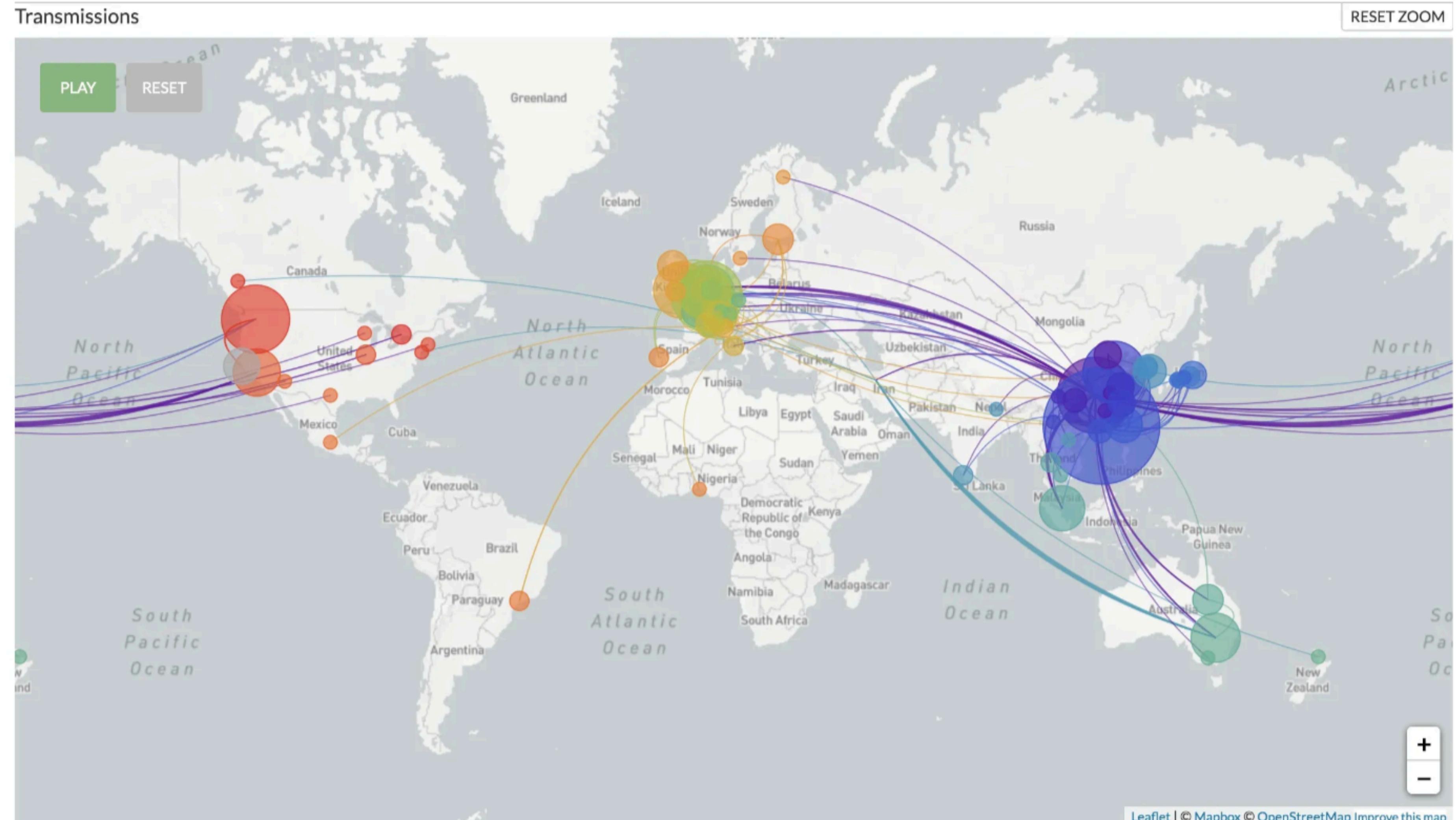
Agenda

Lovestorm, shitstorms, meme culture

- Shitstorm
- Lovestorm - case
- Lovestorm - paper analysis
- Meme culture
- Coding - Qualitative Data Analysis
 - Induktiv Indholdsanalyse



Viral Growth



<https://blog.mapbox.com/notable-maps-visualizing-covid-19-and-surrounding-impacts-951724cc4bd8>

Definition

shit·storm ['shit·stɔrm'](#)

variants or less commonly **shit storm**

plural **shitstorms** also **shit storms**

vulgar slang : a wildly chaotic and unmanageable situation, controversy, or sequence of events

The tour was canceled. A predictable spiral ensued, culminating in an epic *shitstorm* of arrests, overdoses, domestic disharmony, prison, and parole violations.

— Scott Weiland

shitstorm substantiv, fælleskøn

BØJNING -en, -e eller -s, -ene

UDTALE [ˈcid,sdɔ̄m] ⓘ

OPRINDELSE kendt fra 2010 • fra amerikansk engelsk *shitstorm* med omtrent samme betydning

Betydninger

situation hvor nogen eller noget bliver mødt med voldsom kritik og usædvanlig mange negative reaktioner og udtalelser, især på de sociale medier

SE OGSÅ [mediestorm](#)

ORD I NÆRHEDEN [kritik](#) ...vis mere

De traditionelle medier behøver ikke engang føre an. De kan blot spæde til, når en shitstorm er under opsejling fra kloakken på Facebook [JyP2016](#)

Vælger butikkerne at afvise kundens krav, kan det føre til klager, shitstормe på de sociale medier eller ligefrem retssager [JyP2016](#)

Fakta: ATAK Nordic har analyseret omtalen af en lang række shitstorms på følgende nyhedsmediers hjemmesider samt opslagene om sagerne på deres respektive Facebook-sider: B.T., Berlingske Tidende, Børsen, DR.dk, Ekstra Bladet, Finans.dk, Information, Jyllands-Posten, Politiken og TV2.dk i perioden 1. januar 2021 til 1. januar 2022.

Shitstorm-ekspert og direktør i ATAK Nordic, William Atak, udtales:

"Listen er tydeligt påvirket af corona og MeToo, som er helt nye virkeligheder, vi skal forholde os til. Til sammenligning med tidligere undersøgelser er der denne gang mere personrettede shitstorms frem for virksomheder og institutioner, der ellers i højere grad har domineret tidligere års top 10. Sammenlignet med vores tidligere undersøgelser er der sket en stigning på næsten 500% i antal reaktioner på shitstormopslag på nyhedsmediernes Facebook-sider siden 2018. Det vidner om, at både nyhedsmedier og deres læsere er blevet meget mere aktive på de sociale medier. Der er flere reaktioner, kommentarer og delinger, så de negative pressedækninger kommer meget bredere ud, da de belønnes af de sociale mediers algoritmer."

Top 10 shitstorms i 2021

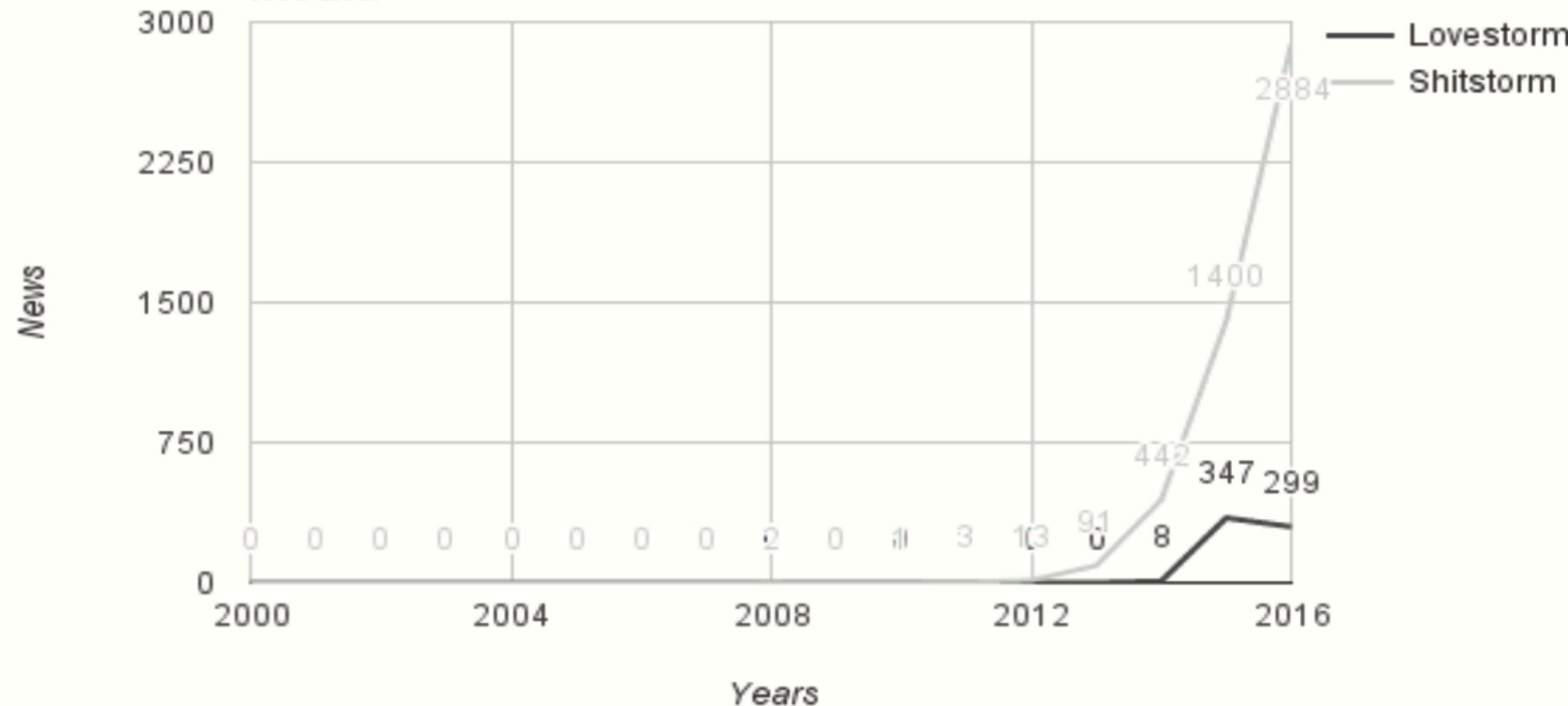
1. Mink-Gate – Regeringen i shitstorm over manglende lovhjemmel
2. Slette-Mette – Statsministerens slettede sms'er i forbindelse med Mink-Gate
3. Jes Dorph-Petersen – Anklaget for seksuelle krænkelser og fyret fra TV2
4. Naser Khader – Anklaget for trusler og seksuelle krænkelser
5. Dubai-kendisser – Rejser under coronanedlukningen
6. Nemlig.com – Arbejdssforhold for ansatte
7. Forbud mod mavebluser på Firehøjeskolen i Vejle
8. John Dillerman – Børne TV provokerer
9. Christian Bitz – Retssag om keramik-plagiat
10. Ghita Nørby – Interview med Simi Jan i Go' Aften Live

This online lovestorm provides an interesting countermeasure to a shitstorm, which is “an unexpected, persistent wave of indignation over the behavior of public figures or institutions, transported via social networks and blogs (Waldman, 2012).” A lovestorm in our terms is a persistent wave of expressions of

In academic terms, a shitstorm can be described as an online firestorm, a negative online word-of-mouth (WOM) or electronic word-of-mouth activity (eWOM).

WOM and eWOM research has a longer tradition in the field of marketing. Current marketing research seeks to understand the dynamics of the negative word-of- mouth in social media to offer courses of action for marketers, so they can better navigate through shitstorms (Pfeffer, 2014)

Mentions of the terms "lovestorm" and "shitstorm" in danish newspapers and online media



Om Lolland-Falster Lovestorm

Lolland-Falster Lovestorm er indbegrebet af stolthed over og kærlighed til Lolland-Falster.

Initiativet startede i april 2015 som et svar på årtiers unuanceret mediedækning af Lolland-Falster. Vi var nogle, der følte, at nok var nok. Vi ville vise resten af Danmark, at Lolland-Falster også har styrke og potentialer, og vi ville gøre det på en ny måde, nemlig med kærlighed via de sociale medier. Det var der mange andre, der også ville. 20.000 personer blev medlemmer af vores Facebookgruppe i løbet af få dage, og initiativet fortsætter nu med stor bevågenhed og enorm opbakning fra mange sider – lige fra borgere og borgmestre til brandingekspertes og journalister. I dag (december 2021) har Facebookgruppen over 35.000 medlemmer og snart 4000 følgere på Instagram.

Lovestorm: Lolland





lollandfalsterlovestorm

Follow

Message



...

1,168 posts

4,336 followers

837 following

Lolland-Falster Lovestorm

Community

Lolland-Falster Lovestorm shares the positive stories of the Danish islands Lolland and Falster

www.lovestorm.dk/2022/12/01/mit-lolland-falster-kim-rahbek



Lovestorfest



Vandkant



Natur



Erhverv



Bygninger



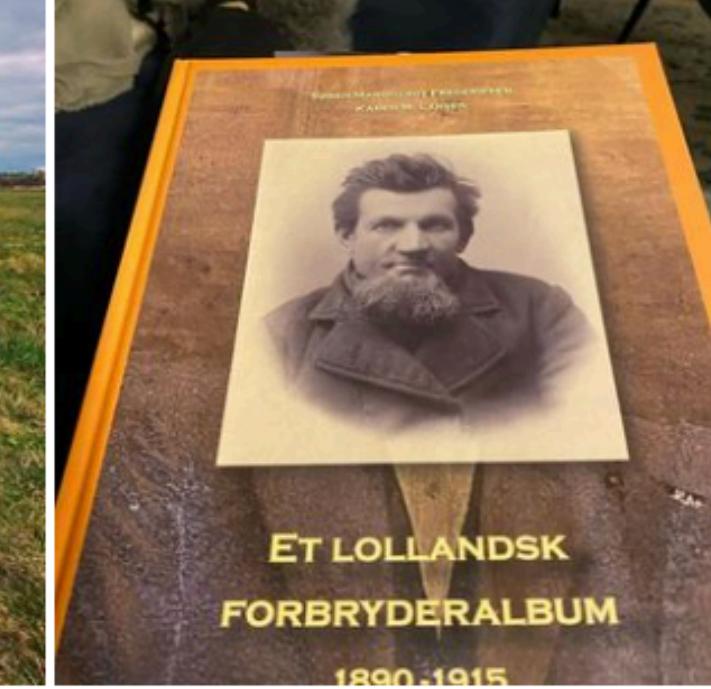
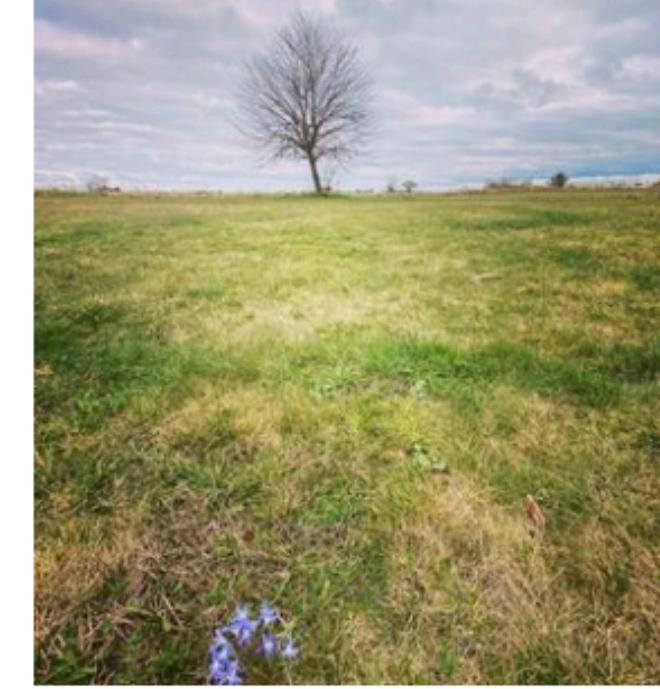
Dyreliv



Det nye sort

POSTS

TAGGED



Lolland-Falster Lovestorm

FORSIDE

NYHEDER

OM LOLLAND-FALSTER

KALENDER

VÆR MED!

ERHVERV OG SAMARBEJDE

FACEBOOK OG SOME

STØT LOVESTORM



Støt Lolland-Falster Lovestorm

22. december 2022 By Kirsten Sydental

Blav medlem af Lolland-Falster Lovestorm og bak på den måde op om alle bevægelsens aktiviteter.

Sådan bliver du medlem

Registrer dig som fast medlem på denne formular http://eepurl.com/igOn_9. Når vi har modtaget dine oplysninger, sender vi en opkrævning på 200 kr. via MobilePay Subscription (betalingsaftaler). Efter du har godkendt den (med et swipe i Mobilepay), er du medlem.

Som medlem bliver du indkaldt til vores generalforsamling, du kan stemme ved generalforsamlingen, og du kan stille op som bestyrelsesmedlem.

Læs vores handelsbetingelser for medlemskab her: <https://www.lovestorm.dk/handelsbetingelser/>

Hvis du ikke har adgang til MobilePay, kan du alternativt overføre 200 kr. til 6520 (reg.nr.) 0004161237 i Lollands Bank.

Hvad går pengene til?

Pengene går markedsføringsmaterialer (mærkater, postkort, flyers, bannere), udvidelse af varelager, transport (ud over LF), forplejning (fx til frivillige der hjælper os), afgifter, statistik, kontorhold, honorarer til eksterne leverandører (tryk, grafik, web m.m.), honorarer og evt. underskudsdekning ifm. events.

Tak for hvert et bidrag!

Paper/Report composition

Introduction

Composition

- What is a shitstorm?
- How is it defined?
- What is the “academic” description of a shitstorm
- What happened in Lolland Falster that is interesting?

Research / Analysis (method)

Composition

- What are they doing?
- How are they doing it?

We seek to analyze the Lolland-Falster Lovestorm phenomenon with a combined analytic approach, where we inspect the case from different angles and triangulate our findings to be able to present the readers with a contemporary understanding. We do not seek to achieve a complete understanding with our research, but merely try to establish a here-and-now understanding of the case in order to inspire further research in lovestorm-thematics. We also want to expand on the fact that the Lolland-Falster Lovestorm is not finished yet. It is continuing to evolve and change, transforming itself into new forms and directions.

Research / Analysis

Composition

- Language “*informal & welcoming*”
- Member amount
- Topics

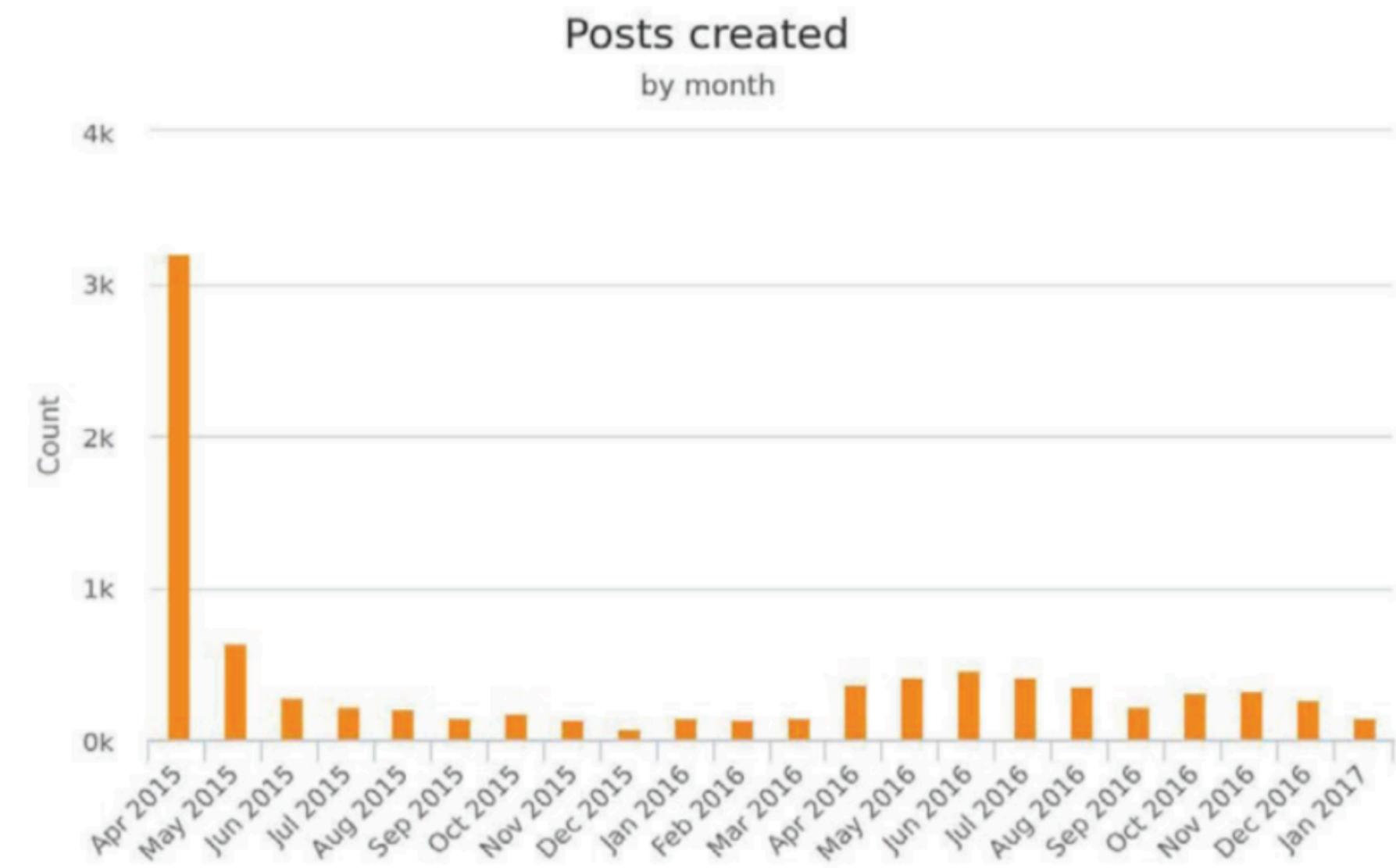


Figure 2: Posts created by month in the Facebook group LF Lovestorm from April 19th 2015 - January 23rd 2017 (Grytics, 2017)

Positive stories

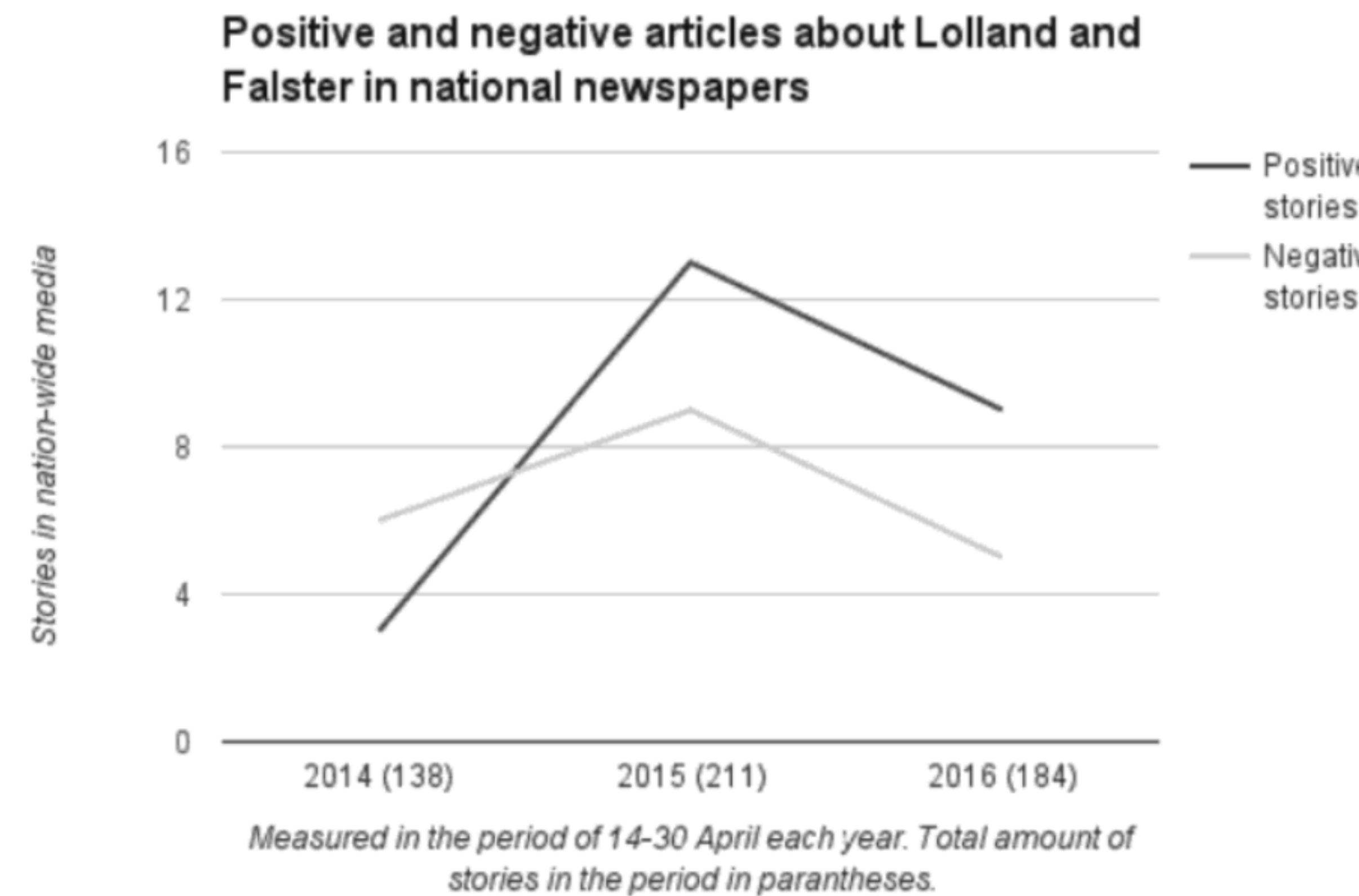
- In debt citizens can get good help on Lolland
- Cheese from Lolland gets gold medal
- Lolland Falster, a destination actually worth visiting
- Lolland has relatively high spendings on art

Negative stories

- Lolland heavily underperforms on the real-estate market
- Layoffs are expected in the region
- Churches are almost empty on Lolland, should be closed
- Local youth has a hopeless future
- Problematic to help drug addicts

2.2 The lovestorm's interaction with the surrounding society

We have gone through all the articles referencing Lolland or Falster in nationwide media in the same two weeks in April 2014, 2015 and 2016. The articles were categorized positive, negative or neutral, according to their content. The majority of the articles were describing the events of the region objectively and without prejudice and was categorized as neutral, but some articles had clear negative or positive connotations. The following figure shows that there are more positive stories in the nationwide media a year after the lovestorm, than a year before.

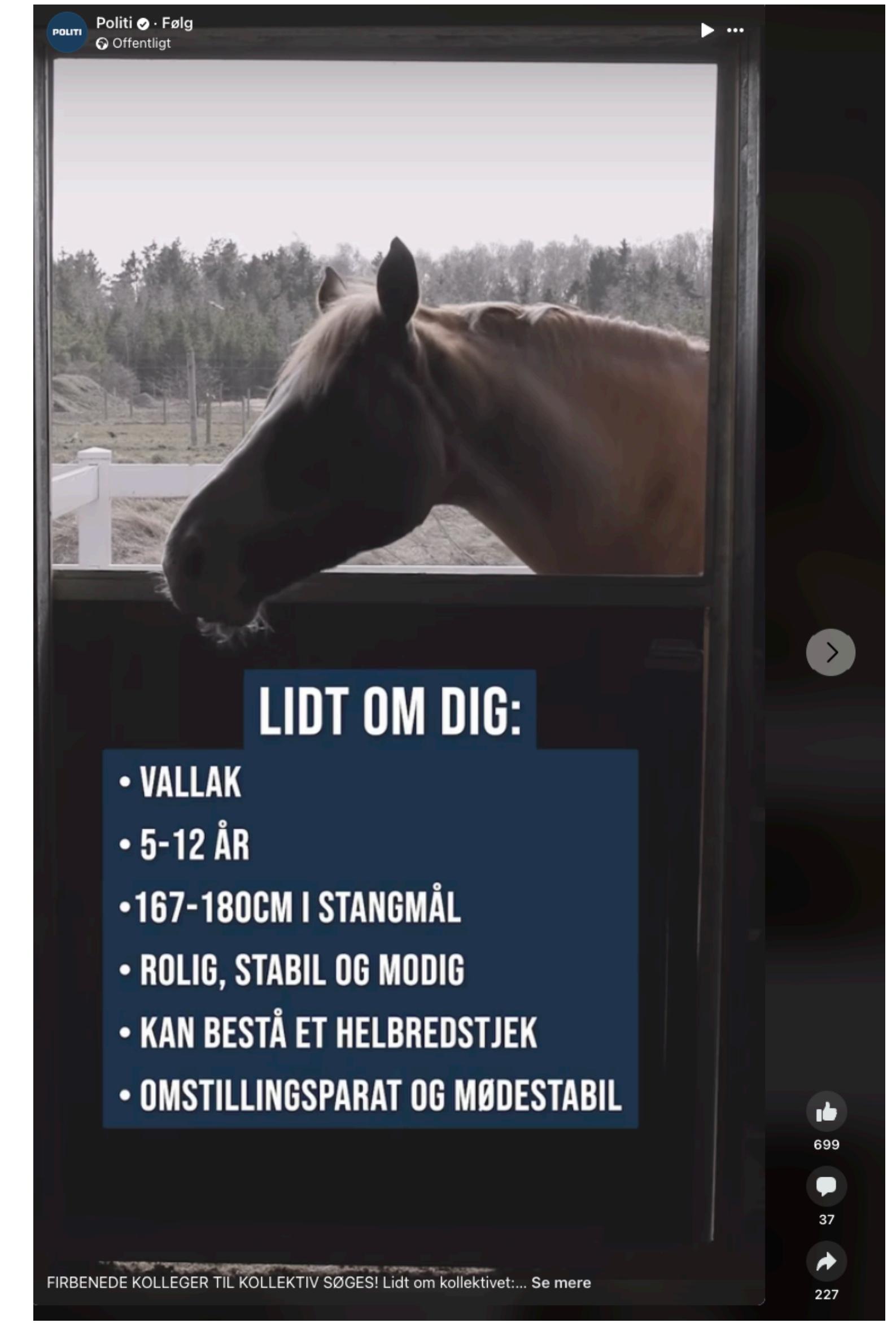
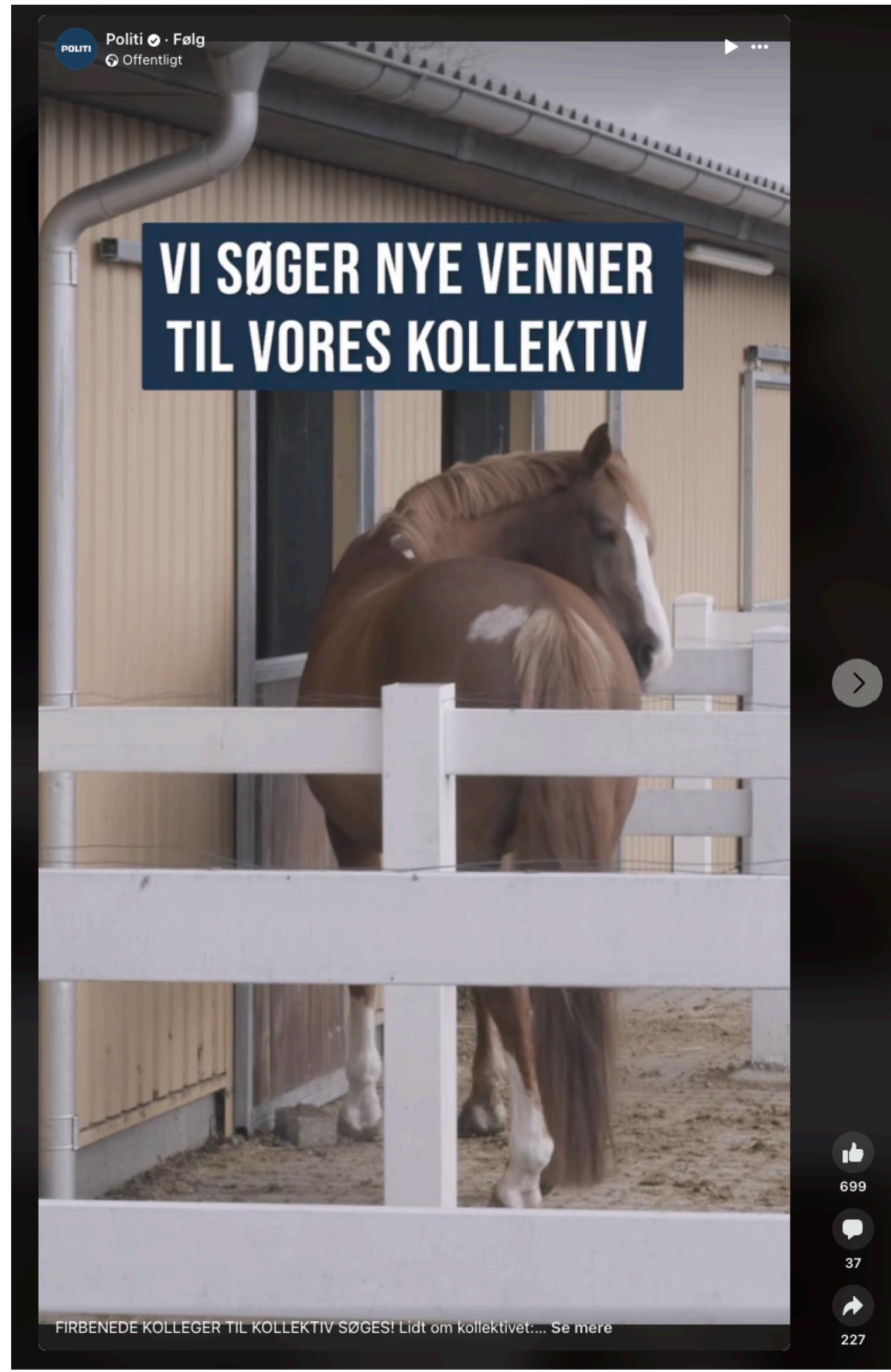


In conclusion / Summary

Composition

The particular lovestorm we have analysed, showed both similarities and differences compared to shitstorms. Similar to traditional shitstorms, the lovestorm had an external trigger, which initiated the storm. The trigger was a tv-documentary with negative stories from the region of Lolland-Falster. This could have resulted in a shitstorm towards the tv-channel, if not for a small group of activist citizens who had explicitly changed the rules by urging their social media connections to tell good stories about the region instead of complaining about the tv-program. This resulted in several thousands of Facebook posts in the first month of the lovestorm, showing and sharing the good things about the region. The lovestorm was also picked up by the national news and television.

Memes / Meme culture



DEN KULTURNAT LILLE KULTURNAT PÅ POLITIMUSEET



Politi 8. marts kl. 11.22 ·

I DAG HYLDER VI VORES POLITIKVINDER

I dag, på kvindernes internationale kampdag, hylder vi de mange seje kvinder i politiet.

Danmarks første kvindelige politibetjent blev ansat i 1911. Dengang var det et særsyn at se en kvindelig ansat i en mandsdomineret branche, men i 1977 tog kampen for kvindernes ligestilling i politiet for alvor en drejning. Under stor mediebevågenhed startede de første kvinder på politiuddannelsen, hvor de fik udleveret uniformer og blev ansat på samm... Se mere

9,3 tusind

393 kommentarer 150 delinger

Synes godt om Kommenter Del

Cultural Artefacts

Self-presentation

Front stage

e.g., Instagram uploads, profile information



Dramatic interaction. The user's audience, e.g., followers and 'friends'

Backstage

e.g., Instant messaging



Informal talk and a relaxed role

Boundary

Memes

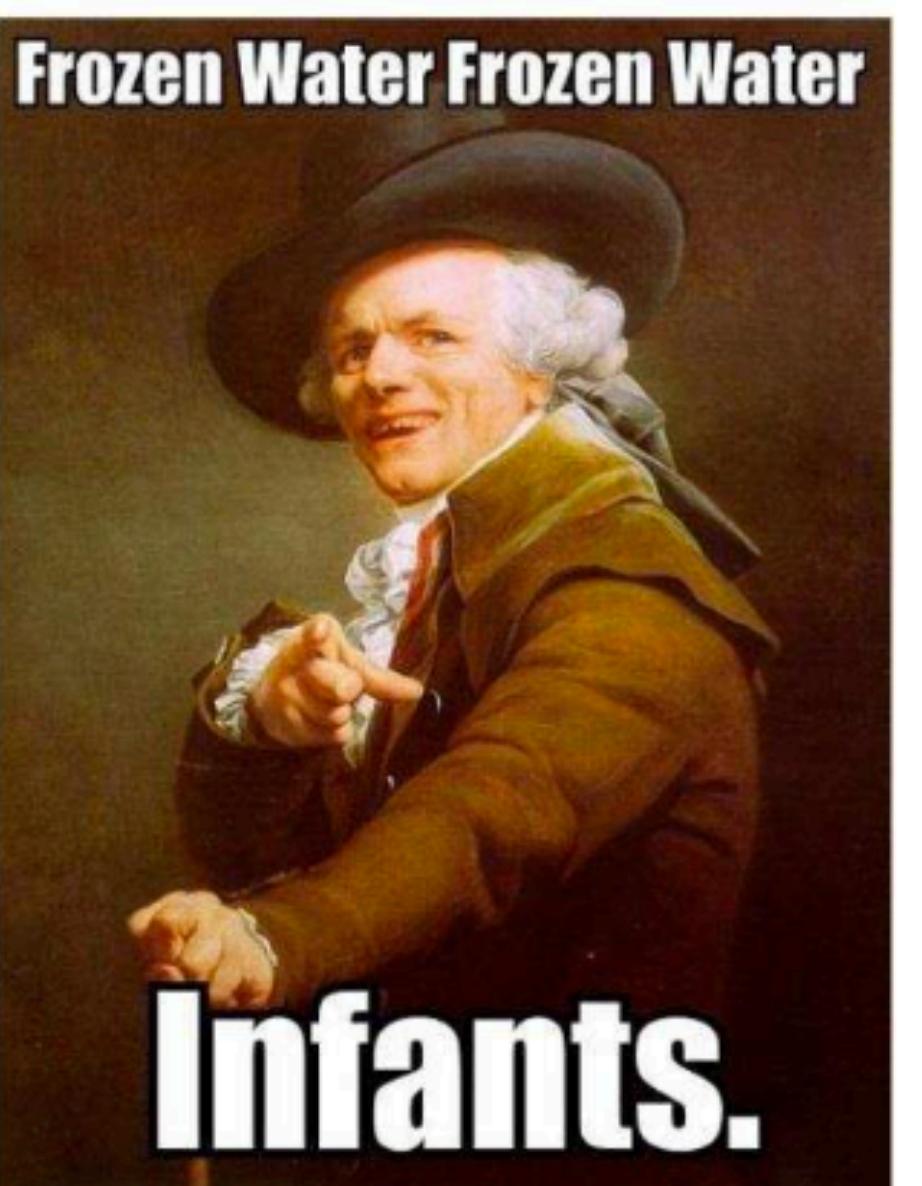
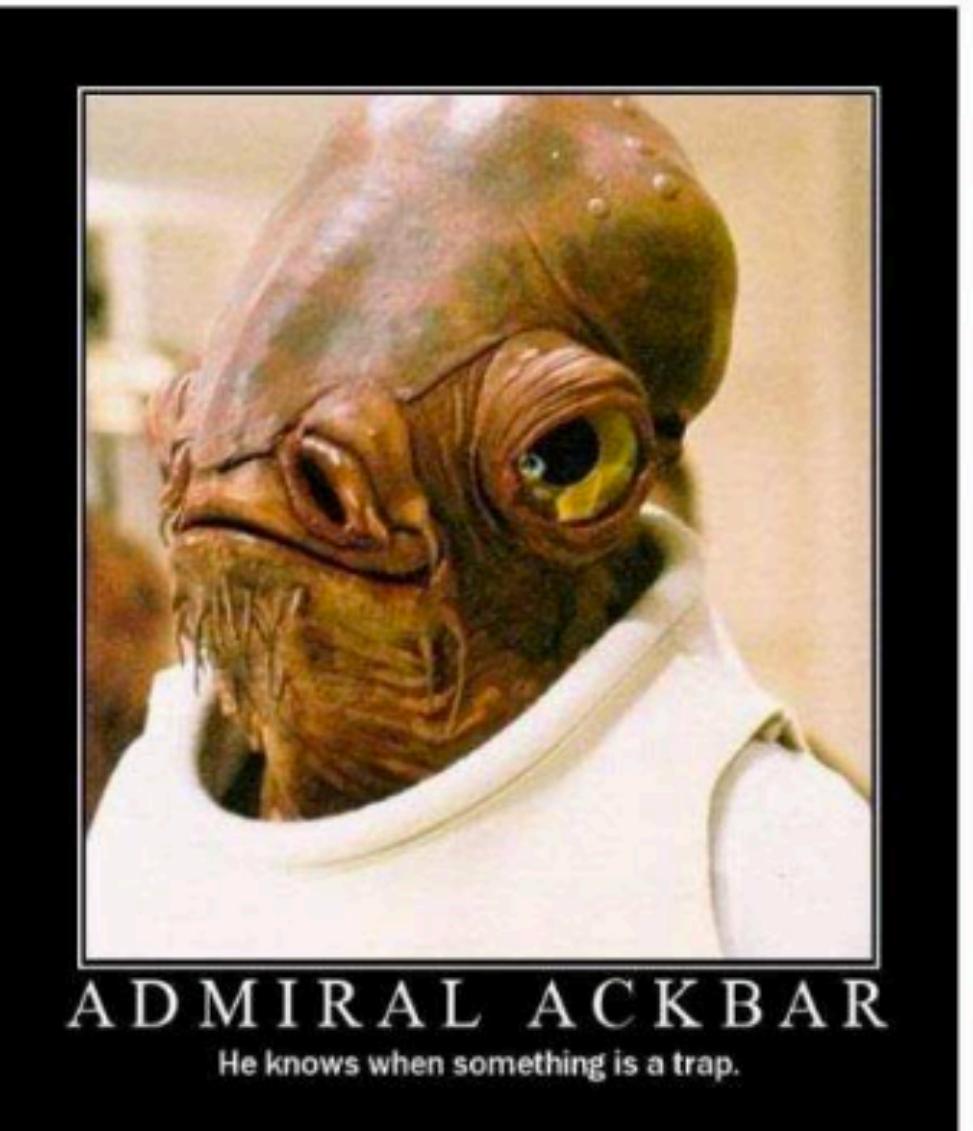
Definition

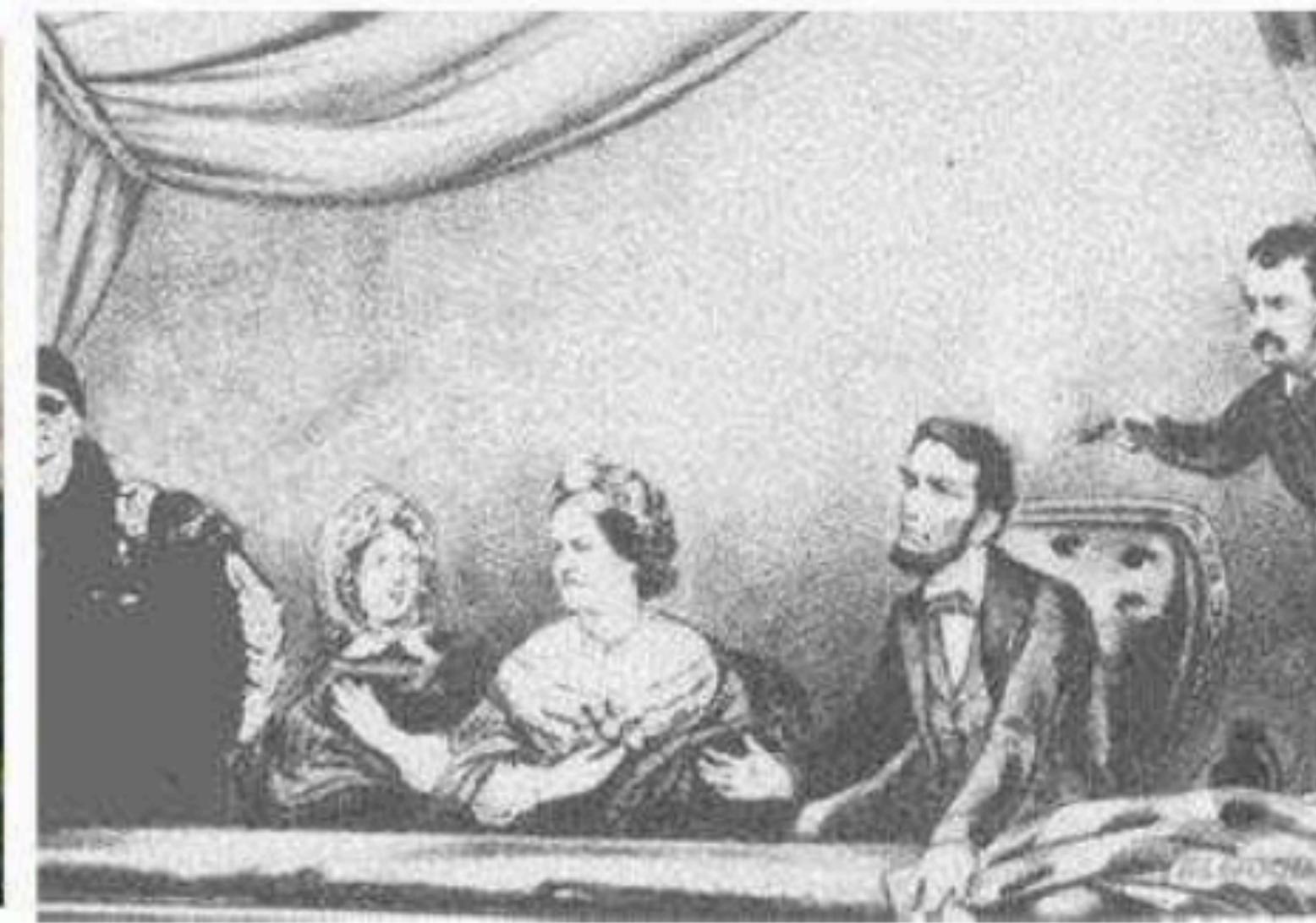
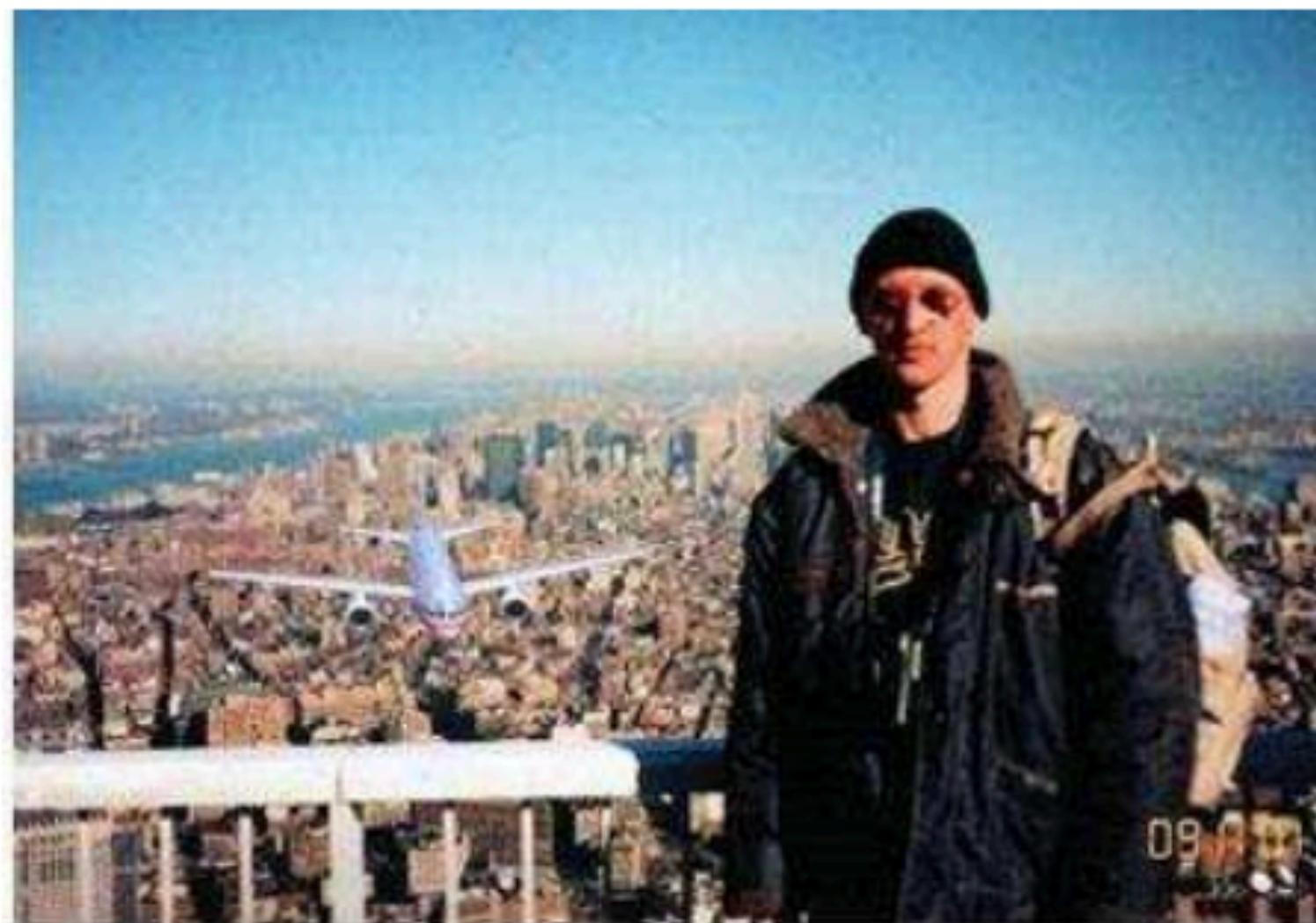
- “Collaborative absurdist humour in multimedia form”
- “Simplistic, often low quality and mundane in style”

Knobel, M., & Lankshear, C. (2007). Online memes, affinities, and cultural production. *A new literacies sampler*, 29, 199-227.

Börzsei, L. K. (2013). Makes a meme instead. *The Selected Works of Linda Börzsei*, 1-28

- :-)
- Independent Entity







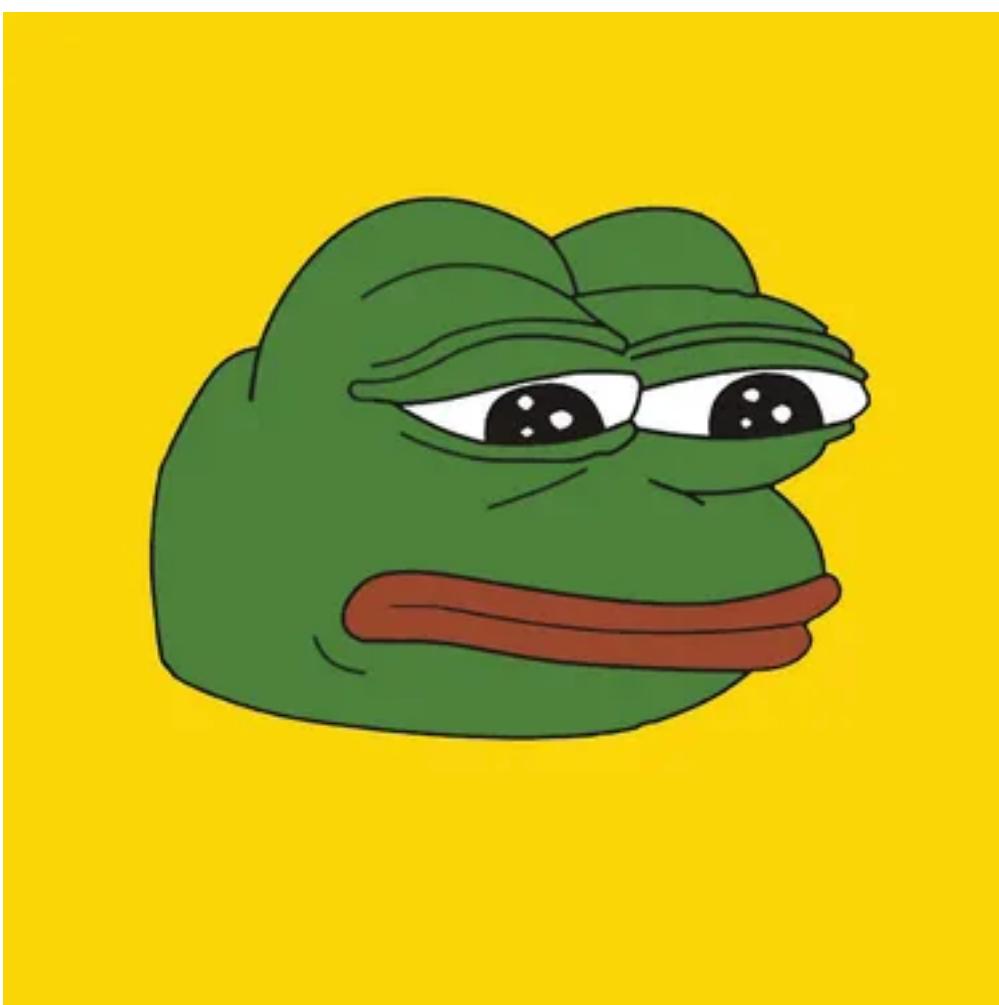
Eliot Higgins
@EliotHiggins

...

Making pictures of Trump getting arrested while waiting for Trump's arrest.



10:22 pm · 20 Mar 2023 · 6.1M Views





Tyson
@Tyson008 · Follow

When life imitates art
[#whatjusthappened](#)



5:08 AM · Mar 28, 2022

13.5K Reply Copy link

[Read 78 replies](#)

Clint Lamb  @ClintRLamb · Follow

Andrew Garfield texting the other Peter Parkers to see if Will Smith slapped Chris Rock in their universes too



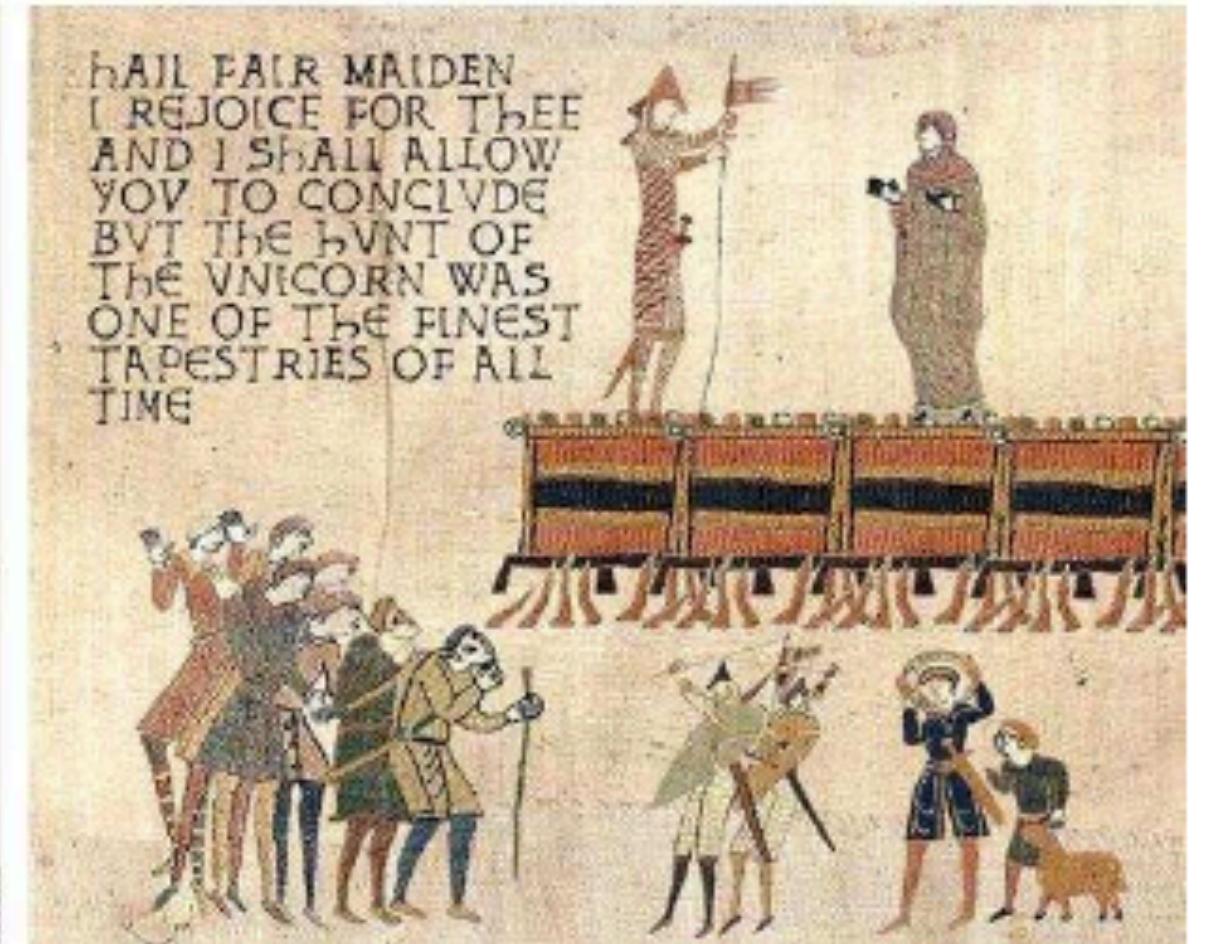
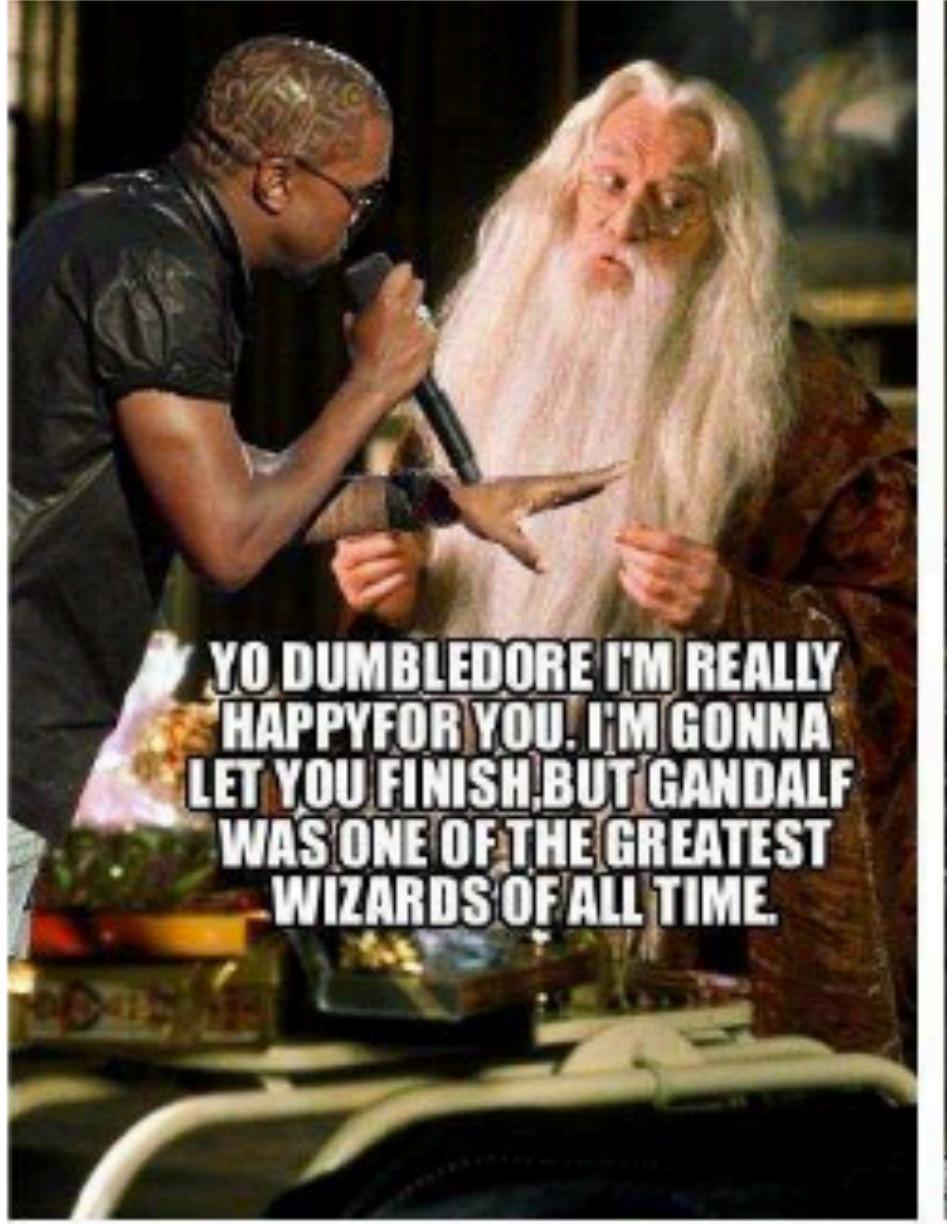
6:01 AM · Mar 28, 2022

448.9K Reply Copy link

[Read 845 replies](#)

Meme Qualities

- Intertekstuelle - referer til hændelser
- Comments on relevant incidents - “tells the news”
- Remixed
- Balancing act: Abstract - Concrete
- From “chaotic mediaspace” to mainstream expression



Cultural Artefacts... That tells us
about citizens, users, culture

Analysing a meme

Approaches

- Componential Analysis https://wstyler.ucsd.edu/docs/I42_meme_meaning.html

So, if we were trying a componential analysis of ‘walk’, ‘run’, ‘skip’, ‘sprint’, we might do something like:

walk = walk [-fast] [-skipped steps] [-short duration]

run = walk [+fast] [-skipped steps] [-short duration]

skip = walk [+fast] [+skipped steps] [-short duration]

sprint = walk [+fast] [-skipped steps] [+short duration]

- Semiotics <https://english.binus.ac.id/2013/06/24/analysis-on-internet-memes-using-semiotics/>

The writers intend to analyze these memes related to semiotics and mythologies, as well as their role as a dominant part of popular cyber-culture. This paper will also serve as an understanding of teaching students of how images, texts, and art relate with each other to become another way of communication and at the same time, create meanings or messages.

Netflix: “Are You Still Watching?”
Me:



Netflix: “Are You Still Watching?”
Me:





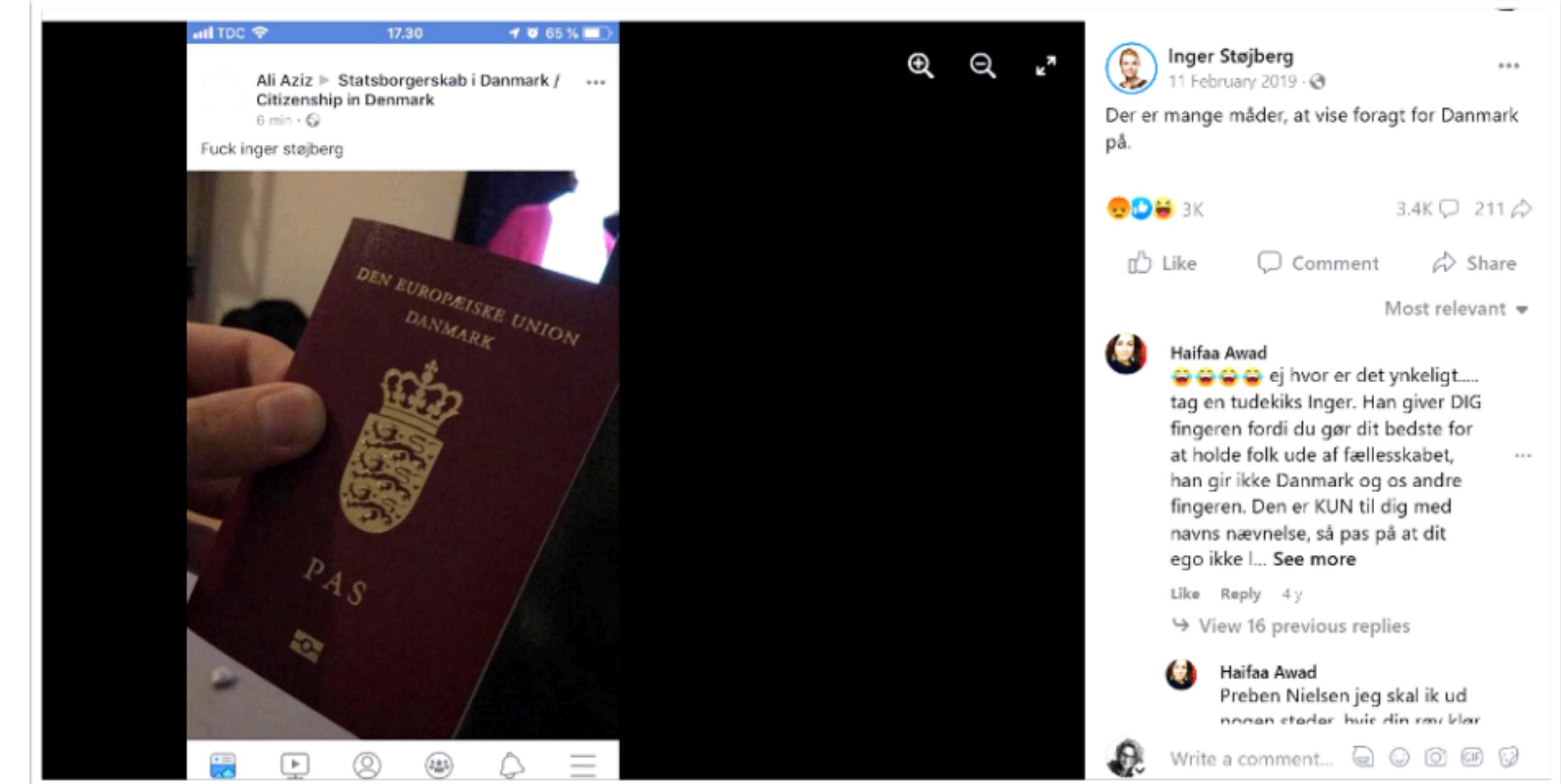


Induktiv kodning

Induktiv kodning

Indholdsanalyse

- Indholdsanalyse
- Kvalitativ/Kvantitativ
- Metode i sandsynligvis kommer til at bruge i jeres projekt



TRIN-FOR-TRIN

► 10 MIN

1. Udvælg 100 kommentarer ud fra struktureret random sampling princip

► *I bestemmer selv i gruppen hvad tilfældighedsprincippet skal være (fx. en bestemt længde, svar på andres kommentar, osv) – så længe det netop er tilfældigt.*

► 20 MIN

2. Skim de 100 kommentarer

3. Diskuter jer herefter frem til temaer/kategorier ud fra tendenser i materialet.

► Vælg mellem tilgang:

- *primær kvantitativ* (Ex. længden af kommentaren set i forhold til antal likes af kommentaren)
- *primært kvalitativ* (Ex. hvor I læser og analyserer "meningen" i teksten.)

4. Quick and Dirty kode-bog

► Vælg ca 3-5 kategorier I vil analysere efter og lav en quick og dirty kodebog, der beskriver hvad der falder indenfor/udenfor de 3-5 kategorier.

► 25 MIN

5. Fordel de 100 kommentarer mellem jer, opret dokument (ex. google sheets) og kod kommentarerne, ved at placere dem i de kategorier I har valgt

► 10 MIN

6. Skriv lille opsummering (5-10 linjer af jeres fund, gerne med statistik)