

Tweet Coding Activity

Overview

You will inspect the content of a tweet including any attached media and do a smidgen of Googling around so that you can choose content codes and enter them in this Google Sheet. Please ascribe only one code per column. You should consider the text of the tweet and any attached images or other media, including the content of a retweet or quote tweet and a visual analysis/Google of extra information gleaned through this textual content or images.

Coding Protocol

Each student will code the 10 tweets they've been assigned--See table below for the tweets you should code. Tweets will be coded twice, but you shouldn't discuss your codes with other students coding the same tweets.

Click on the tweet URL to read the tweet text and view hashtags, attached images, media links, etc.

1. In column "O," action, you should enter:

- "c" for communication practice,
- "d" for direct action,
- "l" for legal action,
- "o" for other (please use one word to describe action: o: descriptor).

Use "c" for the most general communication practice, "d" for a call to take a concrete action digitally or physically, and "l" for the most concrete actions that relate to challenging a legal aspect of gentrification.

2. In column "P," target, you should enter:

- "a" for art,
- "b" for business,
- "c" for community building,
- "e" entertainment,
- "g" for government forces,
- "h" for housing,
- "n" if this field doesn't target a gentrifying force, and
- "o" if there's a gentrifying force not specified by any other code (please use one word to describe the target/subject of the tweet: o: descriptor).

3. In column "Q," you should enter:

- "up" for user photo,
- "m" for meme,
- "f" for GoFundMe or another fundraising app/site,
- "p" for a news or other press link, or

- “o” for other (please use one word to describe the attachment(s): o: descriptor)
4. In column “R,” you should enter the most granular level of location information you can find in the tweet/attachments:
 - Enter the place name, any address, street, city, state and/or country information you can discern.
 - If none available, enter, “none”.
 - If more than one, enter all separated by a “;”. For instance: Boyle Heights, LA; Brooklyn, NY
 5. In column “S,” you should enter other pertinent information included in the link such as mention of other activist groups and associated url. This might take a bit of extra googling. In appropriate:
 - Name; url
 - For example: The Movement to Protect the People; www.mtopp.org

Tips and Examples (use lower case except for place names and spell out--I’ve abbreviated in this sheet)

1. <https://twitter.com/BANgentrifying/status/972112205637472256>

Tweet: This is an important event because BBG has over 18,000 members and we need to reach them and get them involved in this struggle! To sign up please call (718) 703-3086, before, or just meet up with us! This is Our Garden and we must protect it!

O	P	Q	R	S
Action	Target	attached	location	other
I	b	up	BBG, Brooklyn, NY	Movement to protect.../link

2. <https://twitter.com/BANgentrifying/status/972115973619757056>

A new update has been posted to The E4F Rapid Response Legal Fund:
<https://youcaring.com/equalityforflatbush-763367/update/853820>

O	P	Q	R	S
Action	Target	attached	location	other
I	n	f	Brooklyn, NY	Equality for Flatbush; link

Summary

This task is about putting tweets into appropriate categories. You need to choose the best available option for each tweet. If the tweet contains none of the above themes but does contain a URL, please cut and paste that URL into another browser and code the content of that URL. If the content is lengthy, like a song, attached article, or a video clip, do not code the entire content, just what immediately jumps out in viewing the media briefly and inspecting fields like the title. Only select "Other" for items that do not match any of the available categories at all in tweet or URL.

DO NOT LOOK AT THE OTHER GROUP'S SHEET. Click on your assigned Google Sheet and then click the button "open with" and choose "Google Sheets". You'll need to be signed into your personal Google account.

Google Sheet A

<u>Name</u>	<u>Tweets</u>
[student 1]	6-15
[student 2]	16-25
[student 3]	26-35
[student 4]	36-45
[student 5]	46-55
[student 6]	56-65
[student 7]	81-90
[student 8]	76-80, 91-95
[student 9]	66-75
[student 11]	96-105
[student 12]	106-115

Google Sheet B

<u>Name</u>	<u>Tweets</u>
[student 13]	6-15
[student 14]	16-25
[student 15]	26-35

[student 16]	36-45
[student 17]	46-55
[student 18]	76-85
[student 19]	56-60, 71-75
[student 20]	61-70
[student 21]	86-95
[student 22]	96-105
[student 23]	106-115