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# Mapping the Internet Health Movement

**DATE**

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**DESIGN AND RESEARCH**

Calibro & Mozilla Foundation

# Introduction

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The Mozilla Foundation has committed to ‘fuel a movement that brings together a global force of people willing to stand up for and build the open internet together’. This project focus on experimenting a mix of methodologies to observe and analyse the Internet Health space.

## GOALS OF THE PROJECT

The main goals of the project is to provide data and visual tools to the Mozilla Foundation team to understand which organizations are involved in the ‘Internet Health Movement’, how they are related to Mozilla, where they are based, how they act and which IH topics they cover. The visualization produced should be used by the Mozilla Foundation team to both understand the impact of the 3 years long program and identify gaps and opportunities for future actions.

# The Internet Health Allies

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## RESEARCH QUESTIONS

*Which organizations can be considered part of the IH Movement?*

*Are they formally linked to Mozilla? How?*

*Which organizations could be considered allies but they are not formally related to Mozilla?*

## DATA COLLECTION

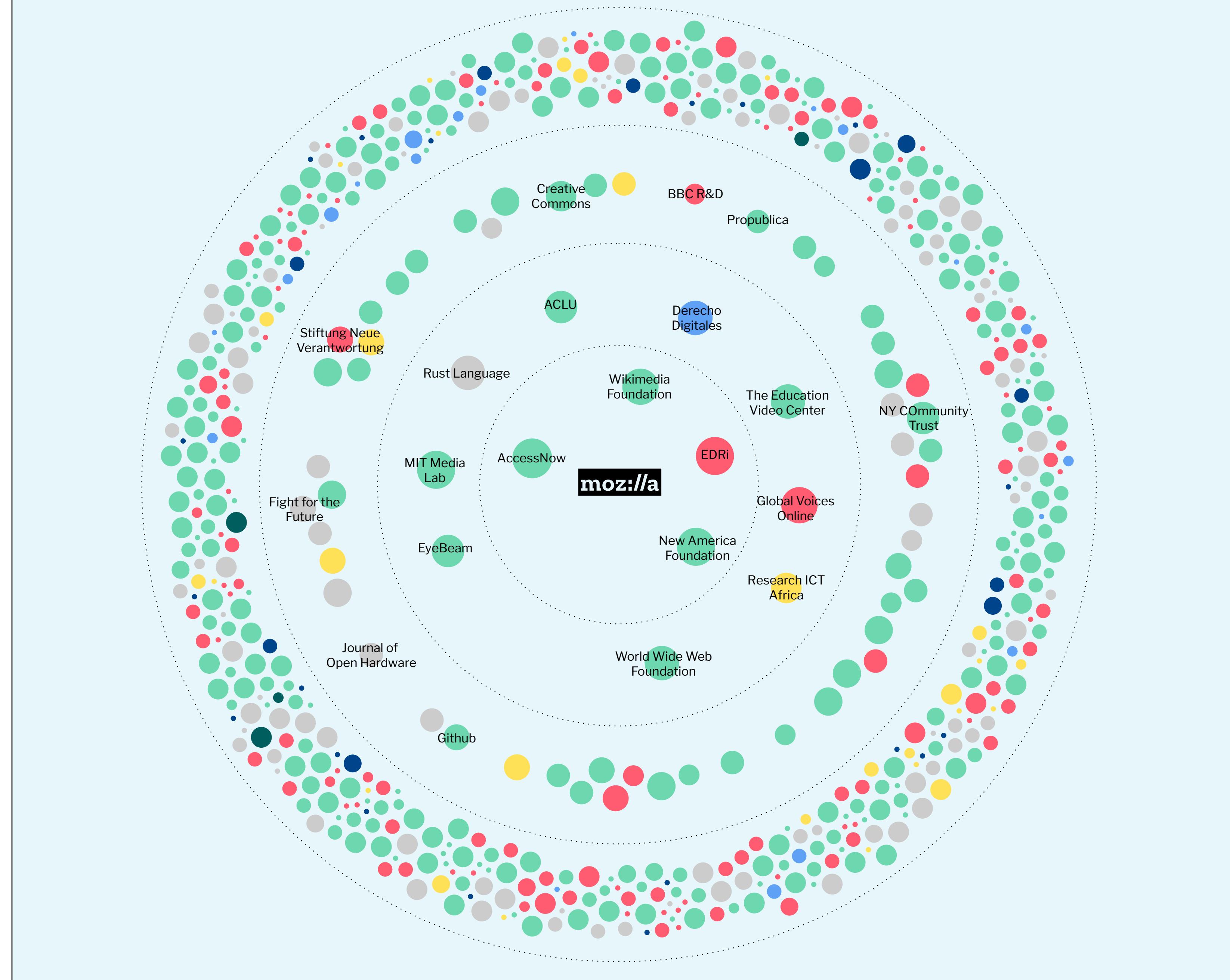
- ¬ We started from 14 different lists of organizations provided by the Mozilla team. (eg: *Lists of funders and grantees, organizations cited in the Mozilla Survey, etc,*)
- ¬ We cleaned and reconciled the names of the organizations using Wikidata obtaining 628 organizations
- ¬ We classified the organizations in 8 different lists named by the relation they have with Mozilla: (*Funders, Grantees, IHR Contributors, Mozfest Facilitator, MozFest Speakers, Open Leaders, OWF Host org Applicants, Not formally related to Mozilla*)
- ¬ The Mozilla team gave a weight to each relation (form 1 to 5, where 1 is weak and 5 is strong)
- ¬ We enriched the dataset with geographical information retrieved both manually and by using Wikidata obtaining the geolocation of the headquarters (city, country, continent).

# The Mozilla Galaxy

In this visualization we positioned all the 628 organizations around Mozilla. The position of each dot represents the number of formal relations with Mozilla. The more central organizations are the ones that can be considered closer to Mozilla. The size of each organization represent the strength of the relationship (e.g: a funder is more important than a MozFest facilitator).

As we can see the organizations closer to Mozilla are big organizations and institutions involved in digital and civil rights advocacy campaigns but also in research and technological development.

[Interactive Visualization](#)



# The Internet Health Geographies

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## **RESEARCH QUESTIONS**

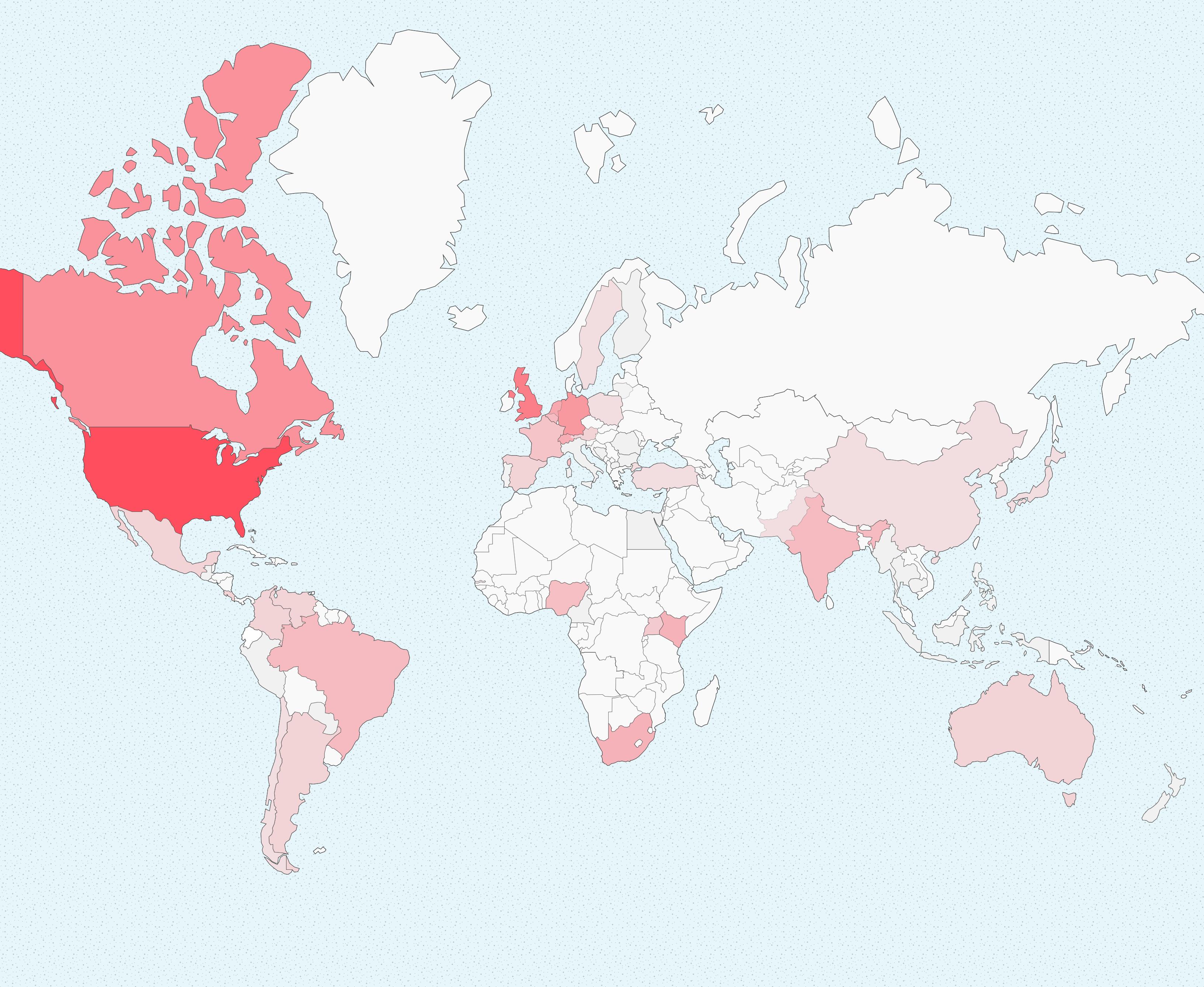
*What is the geographical distribution of the organizations involved in the IH Movement?*

*Which are the main hubs?*

*Are there areas that are underrepresented?*

## **DATA COLLECTION**

- ¬ We enriched the dataset with geographical information retrieved both manually and by using Wikidata obtaining the geolocation of the headquarters (city, country, continent) for 513 organizations out of 628.
- ¬ We extracted the coordinates and plotted them in different maps.



# The Geographical Distribution of the IH Movement

We mapped 513 organizations in 59 different countries all over the World.

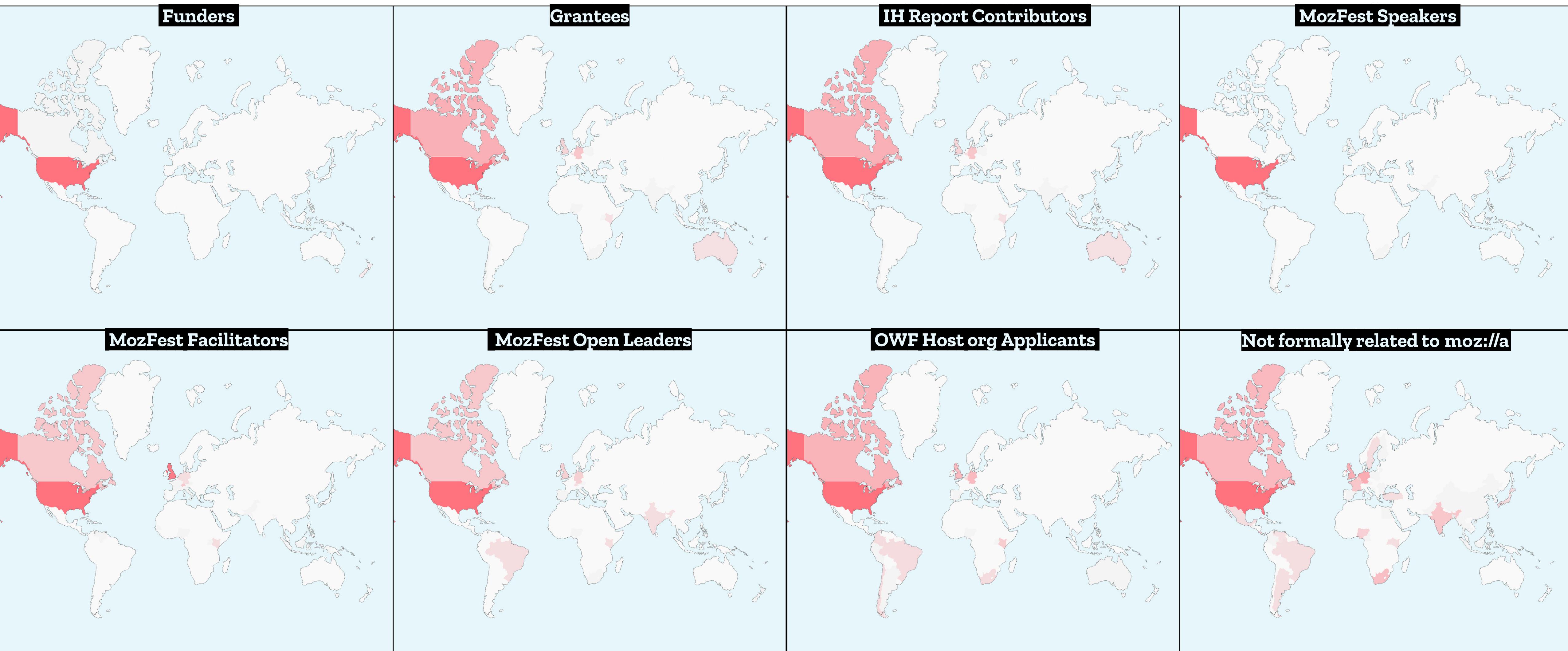
The biggest cluster is in North America (USA and Canada). Europe, South America and South East Asia and Oceania are covered but the number of organizations is quite low (especially in the lasts 2).

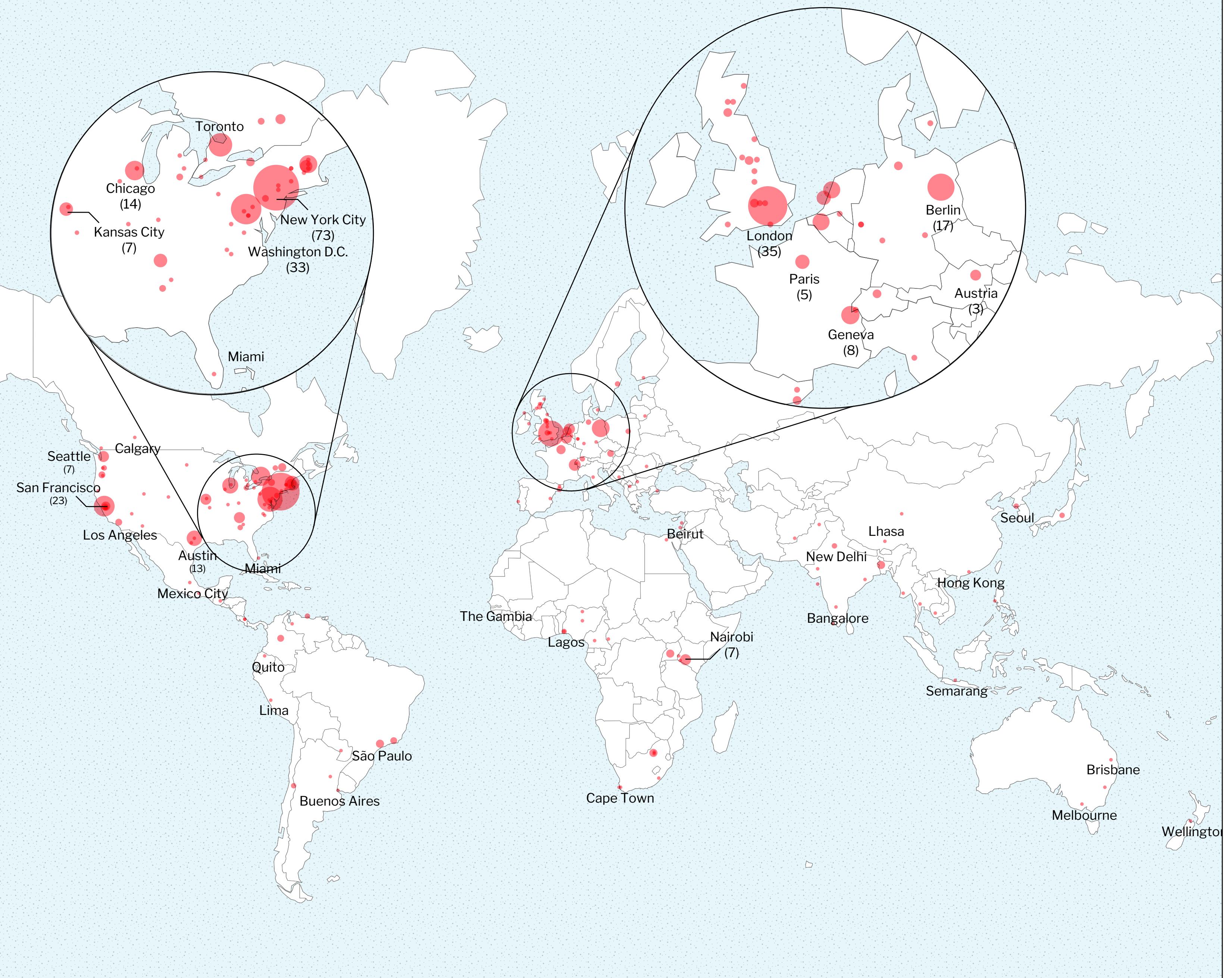
In Africa most of the organizations are based in Kenya and South Africa while in most of the other Countries there are none.

A big gap emerges in the Middle East and North African area and in Russia.

# The Geographical Distribution of the IH Movement

If we look at the geographical distribution according to the type of formal relationship with Mozilla we can see even more how the key organizations are mostly based in North America.





# The Internet Health Hubs

Mapping the cities where the organizations are based we can explore in details the main hubs of the IH Movement. The most important capitals in terms of organizations are New York City (73 orgs), London (35 orgs) and Washington DC (33 orgs).

The top 10 cities out of 172, host more than half of the organizations in our dataset.

# The Internet Health Chronology

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## **RESEARCH QUESTIONS**

*Using Twitter as a proxy to understand when an organization started participating in the public debate, which are the organizations that have been present for longer?*

*Which are the more popular and the more engaged in the Twittersphere?*

## **DATA COLLECTION**

- ¬ For each organization we retrieved both manually and by using Wikidata their Twitter account.
- ¬ For each account we extracted through the Twitter API the join date, the number of followers and the number of tweets published.
- ¬ In order to compare the different organizations we divided the number of followers and tweets by the number of days since the account creation.

# The Growth of the Movement

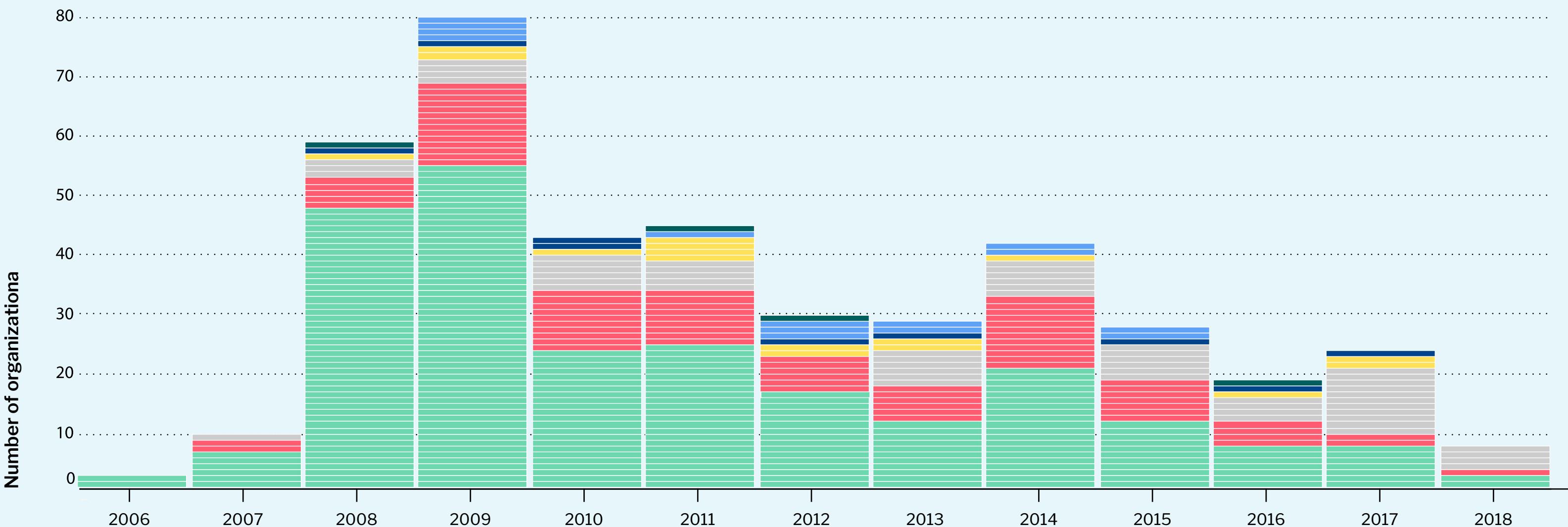
The two barcharts represent the number of organizations that joined Twitter per year. The color is mapped on the continent.

The main peak is in 2008/2009 and it's probably linked with the rise of popularity of the social network .

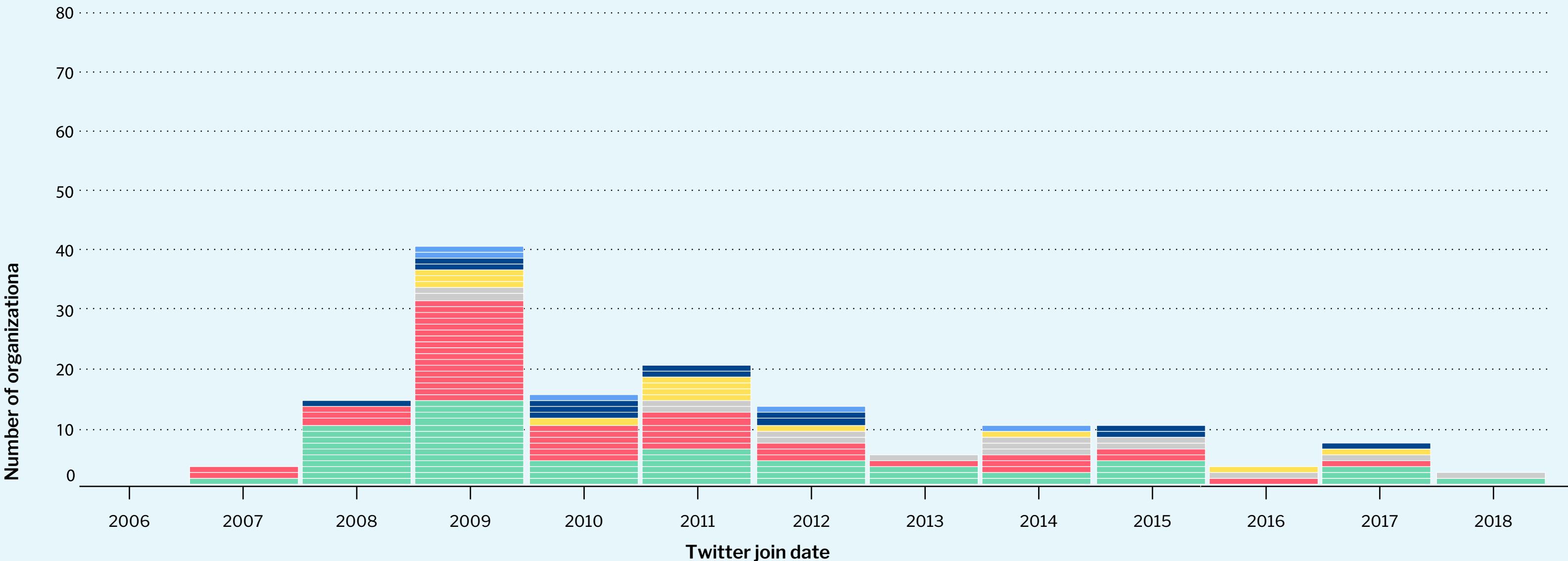
We can spot another wave in 2014 when organization such as *Battle for the Net* started their campaigns in the IH space.

The fact that each year new organizations join the public debate on Twitter can be seen as a positive sign of a Movement that is still growing.

Formally related to Mozilla



Not related to Mozilla



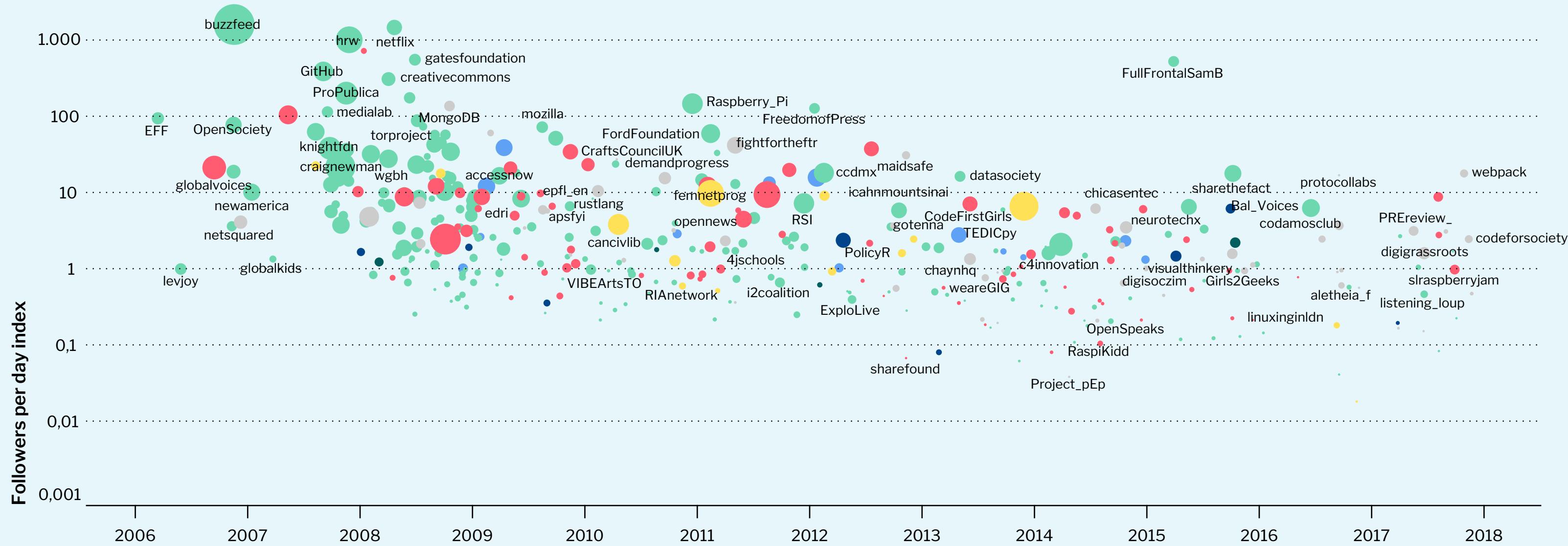
# The Growth of the Movement

With this visualization each dot represent the Twitter account of an organization. On the X axis we see the date in which the organization joined Twitter and on the Y axis the number of followers per day on a logarithmic scale. The size of each dot is the number of tweets per day.

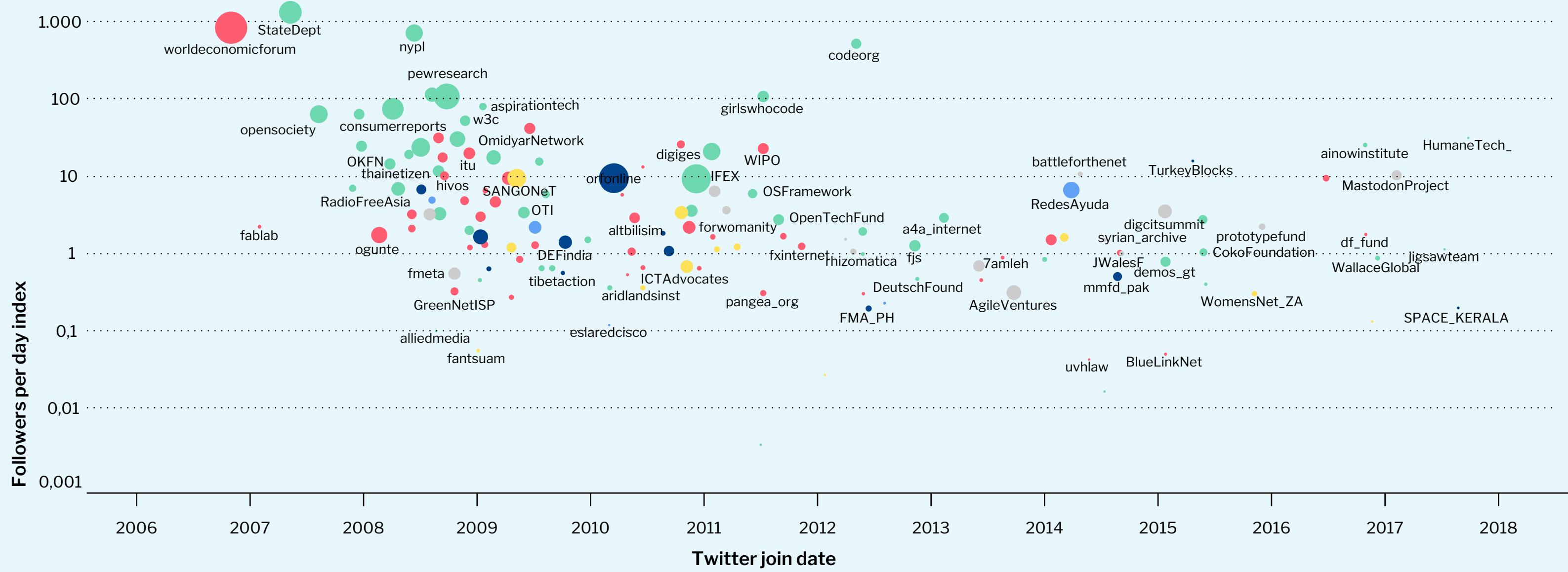
The organizations that are formally related to Mozilla are slightly more *popular* and more *active* on Twitter than the others that are not related.

## Interactive Visualization

### Formally related to Mozilla



### Not related to Mozilla



# The Internet Health Tactics

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## **RESEARCH QUESTIONS**

*Which kind of organizations are part of the IH Movement?*

*How do they operate?*

*Are there correlations between the type of organizations and the tactics they use?*

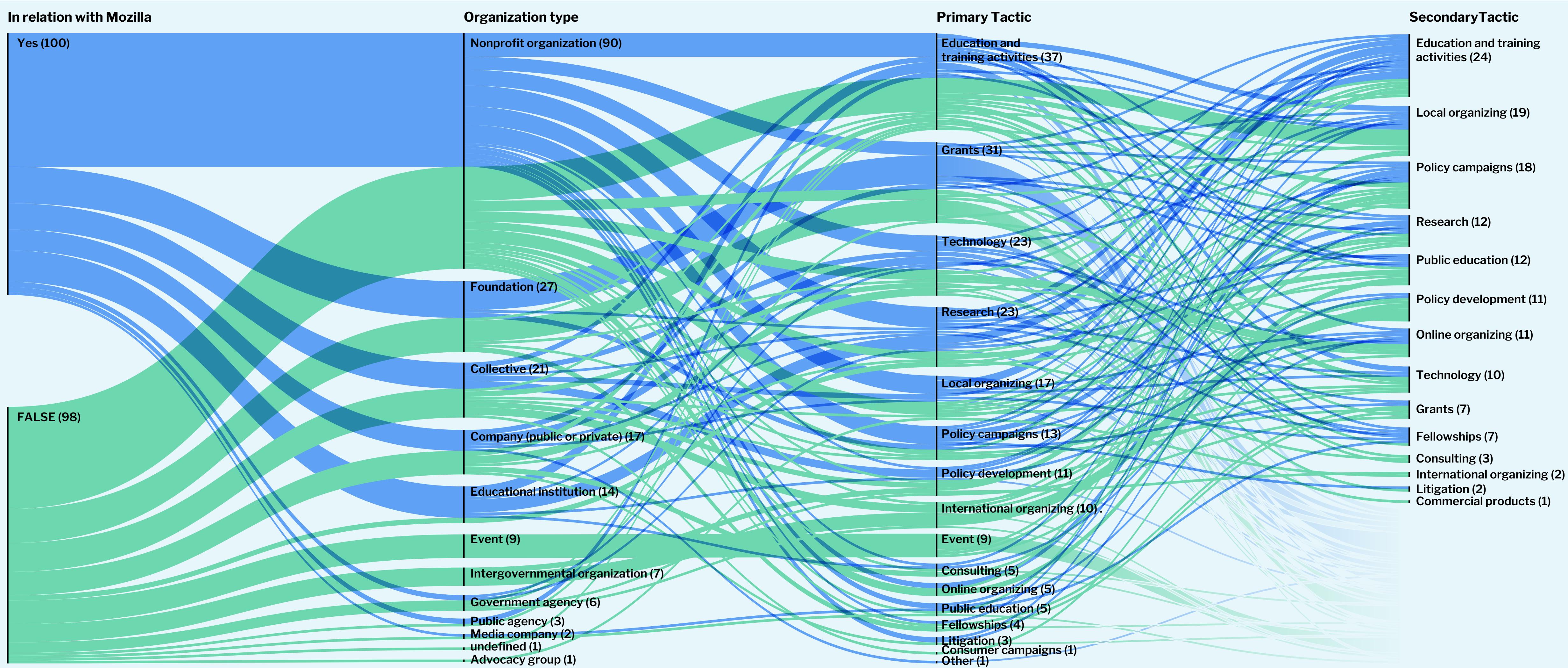
## **DATA COLLECTION**

- Starting from the full dataset of 628 organization we manually created a subset of 198 organizations (100 related to Mozilla, 98 not formally related) based on criteria defined by the Mozilla Foundation team.
- For the 198 organizations we manually classified them by typology (e.g. Non profit organizations, foundations, etc.) and by primary and secondary tactics.

# The modes of organization

Interactive Visualization

In this visualization we can see the correlations between the type of organizations and the tactics they use. Most of Foundations, as expected, flow in Grants. “Nonprofit organizations” spread in almost all tactics. None of the organizations related to Mozilla are intergovernmental or focused on events.



# The Internet Health Topics

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## **RESEARCH QUESTIONS**

*Which are the main IH topics covered by the organizations taken in consideration?*

*Which organizations share the same topics?*

*Are there topical clusters in the IH movement?*

*Which topics are more popular and which ones are underrepresent?*

## **DATA COLLECTION**

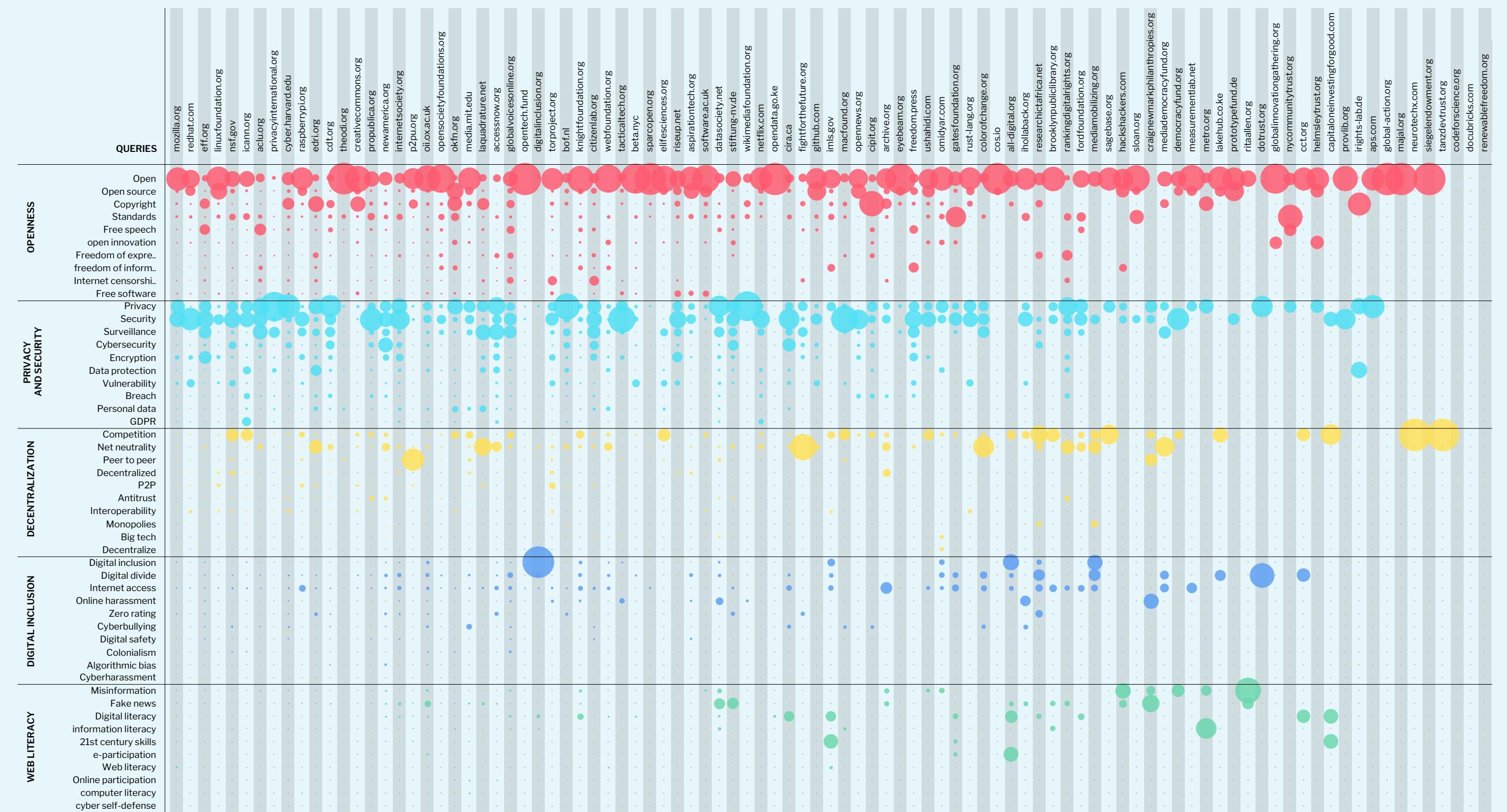
- ¬ Starting from the 100 organizations that are related to Mozilla and were part of the subset defined by the MoFo team we retrieved their website.
- ¬ We defined a list of 10 terms for each of the 5 IH topics in order to capture all the main subtopics (e.g: for Digital Inclusion we defined Algorithmic bias, Colonialism, Cyberbullying, etc.).
- ¬ We searched all the terms in the page titles of each organization website through Google Search (e.g. “intitle:Cyberbullying site:mozilla.org”)
- ¬ We collected 135,257 results and for each website we normalized them in order to compare them.

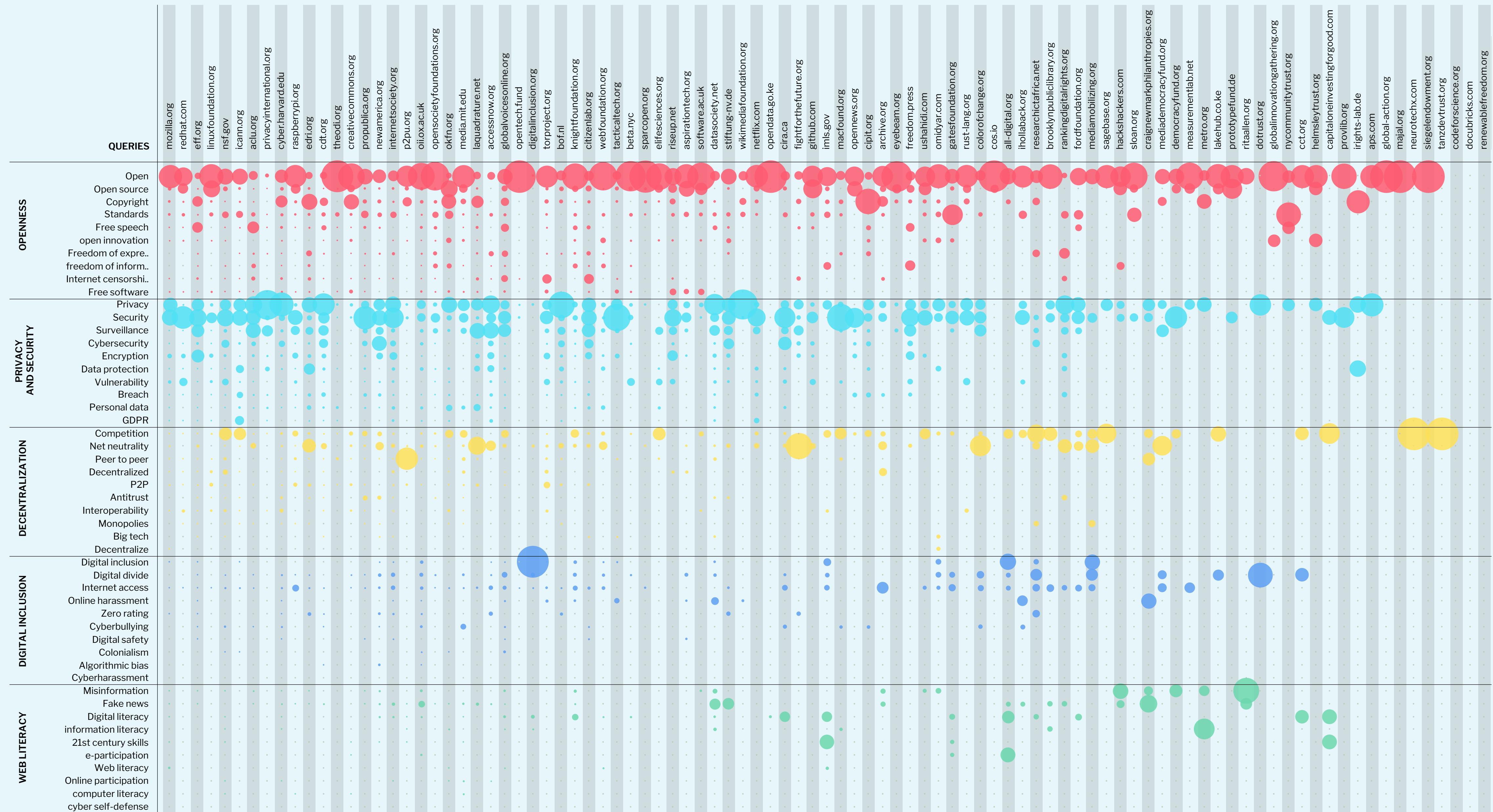
# Distribution of Topics among Organizations

The visualization shows how the results are internally distributed (in %) per each website. Both axis are ordered by the absolute number of results.

*Openness* and the *Privacy and Security* topic are the most discussed while *Web Literacy* is specific to few organisations.

# Interactive Visualization





# The Network of IH topics

The network shows how the Organisations are clustered according to the number of results per topic. The 5 topics act as poles, attracting the organizations.

We can see a high density of organizations in the area around *Openness* and *Privacy and Security*. The fact that certain queries related to the other topics returned few results is visible in the many gaps around the other three poles.

