

#BPJ

#BANPRIVATEJETS: THE SOCIAL DEBATE

GRP 05

In 2022 private jets have become a relevant topic in the fight against climate change. Using #banprivatejets, groups of activists, politicians and scientists have begun to highlight the need to tax emissions of private jets more decisively or, more extremely, to ban them. We focused our research on how people discuss this topic on social networks, trying to understand which are the most recurring themes and what are the differences among various languages.

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SCHOOL OF DESIGN

FINAL SYNTHESIS DESIGN STUDIO
LM in Communication Design
Sez. C3 — 2022/2023

RESEARCH QUESTION 1

- ⌚ How broad is the debate generated by TikTok videos related to @Celebjets?

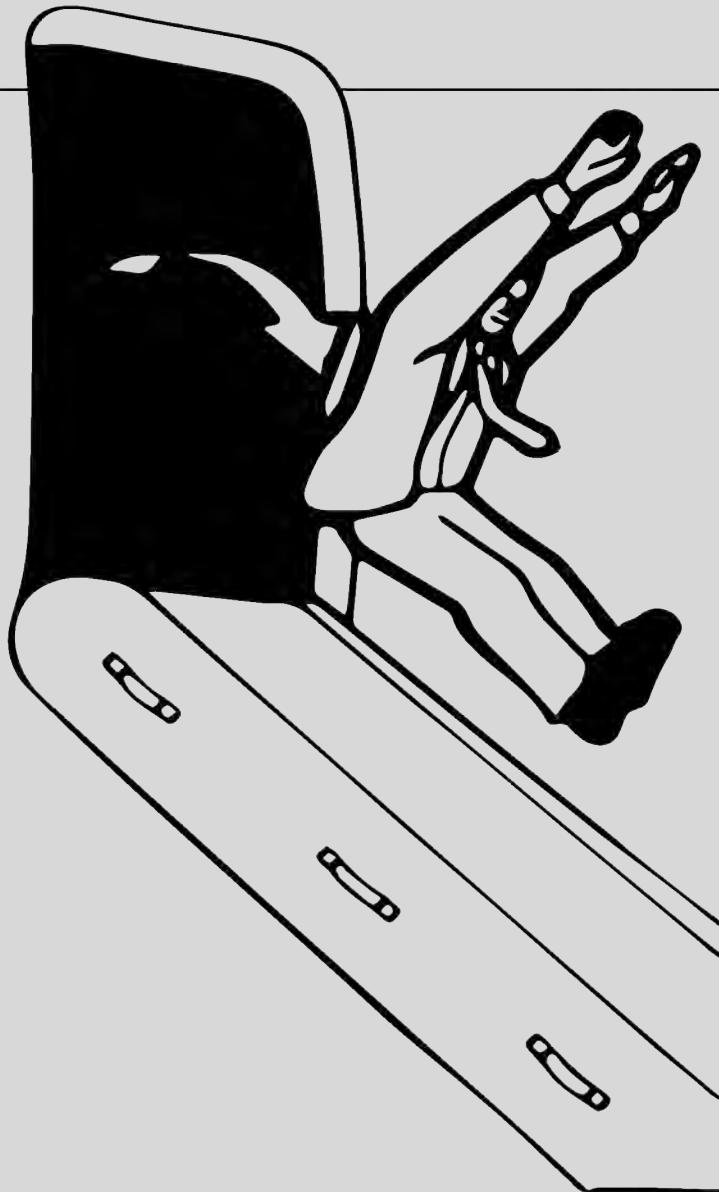
RESEARCH QUESTION 2

- ⌚ How different are the images posted on Instagram according to the hashtags #privatejets translated into 5 languages?

RESEARCH QUESTION 3

- ⌚ What are the topics discussed in the comments on @jetdeiricchi IG page?

Q1



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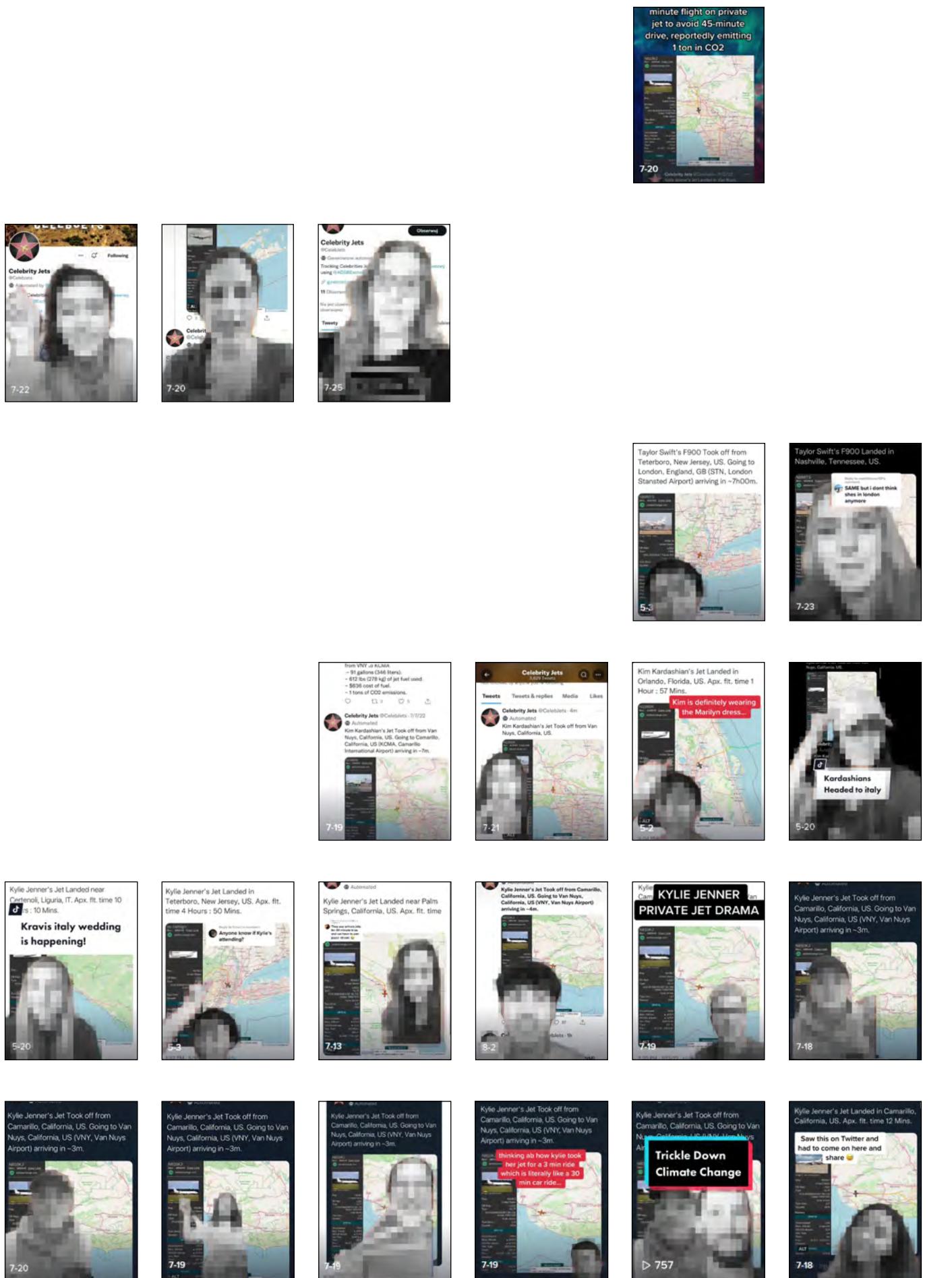
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→ How broad is the debate generated by TikTok videos related to @celebjets?

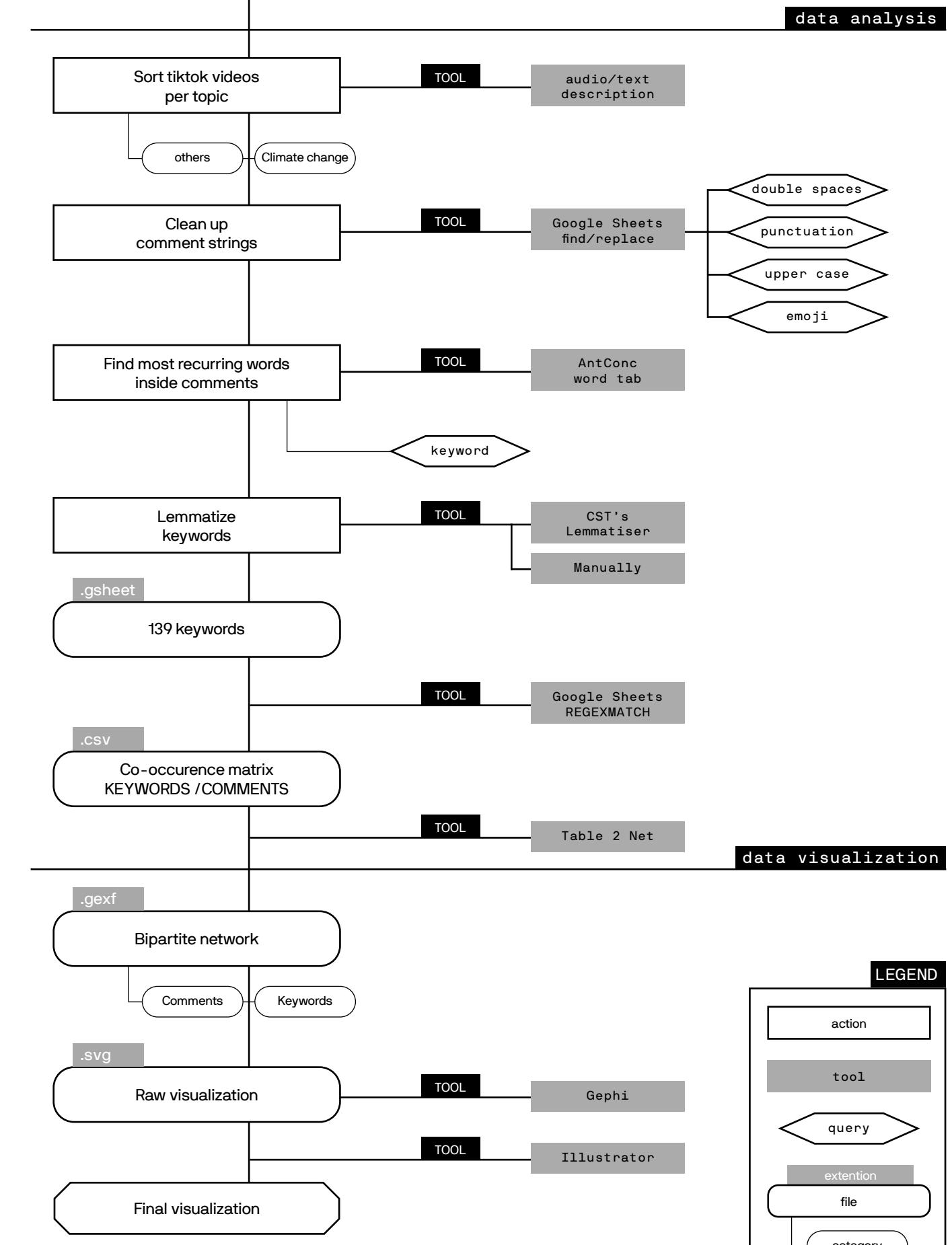
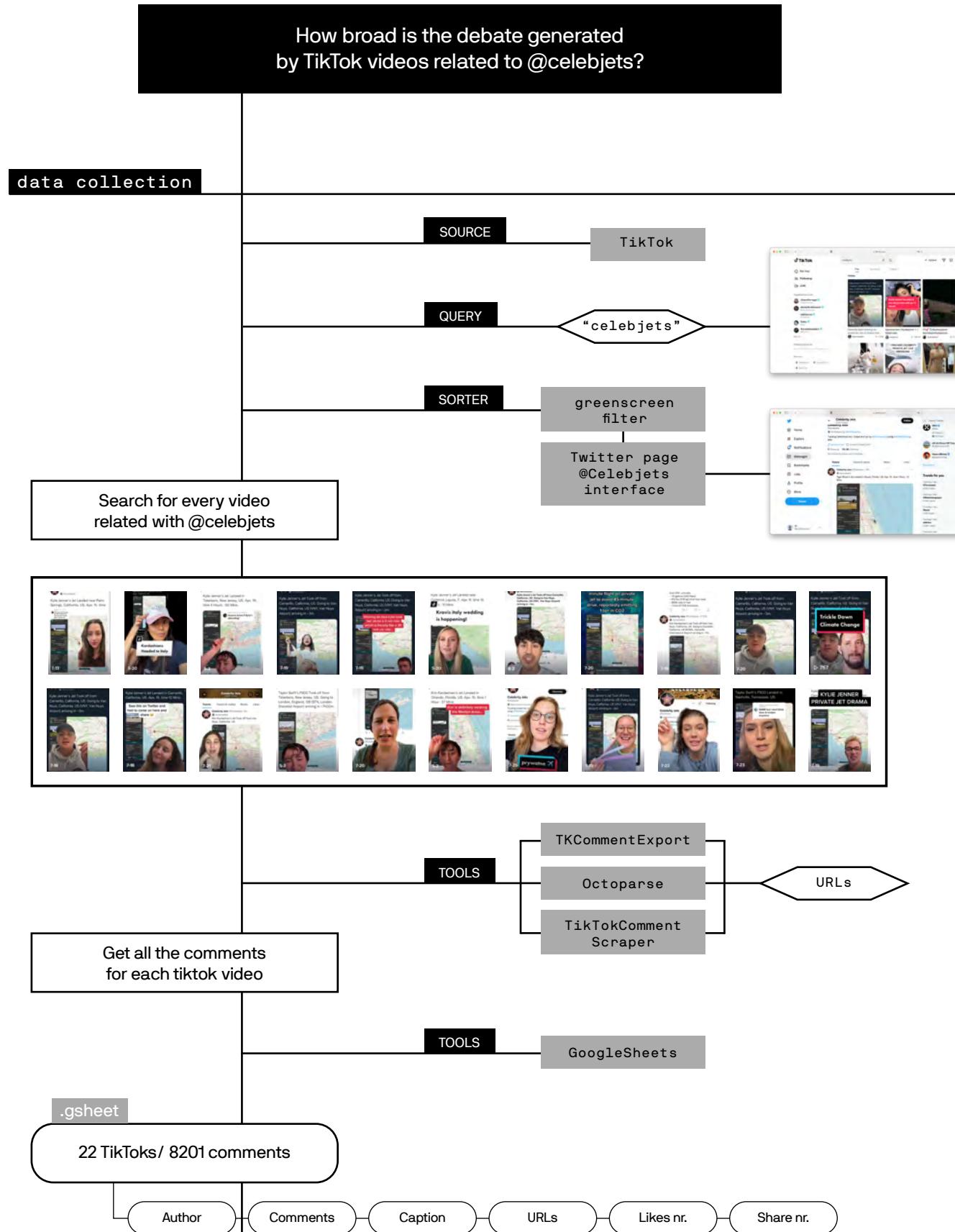


INTRO

In 2022, private jets in relation to the climate change have been a trending topic on the main social platforms. However, the debate generated by private jets is not only related to climate issues: there are numerous strands of debate that exploit climate discussion to talk about something else. This is what happens on TikTok where videos about celebrity jets shows how the arguments are varied.

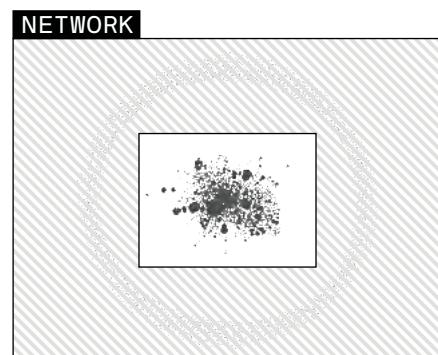
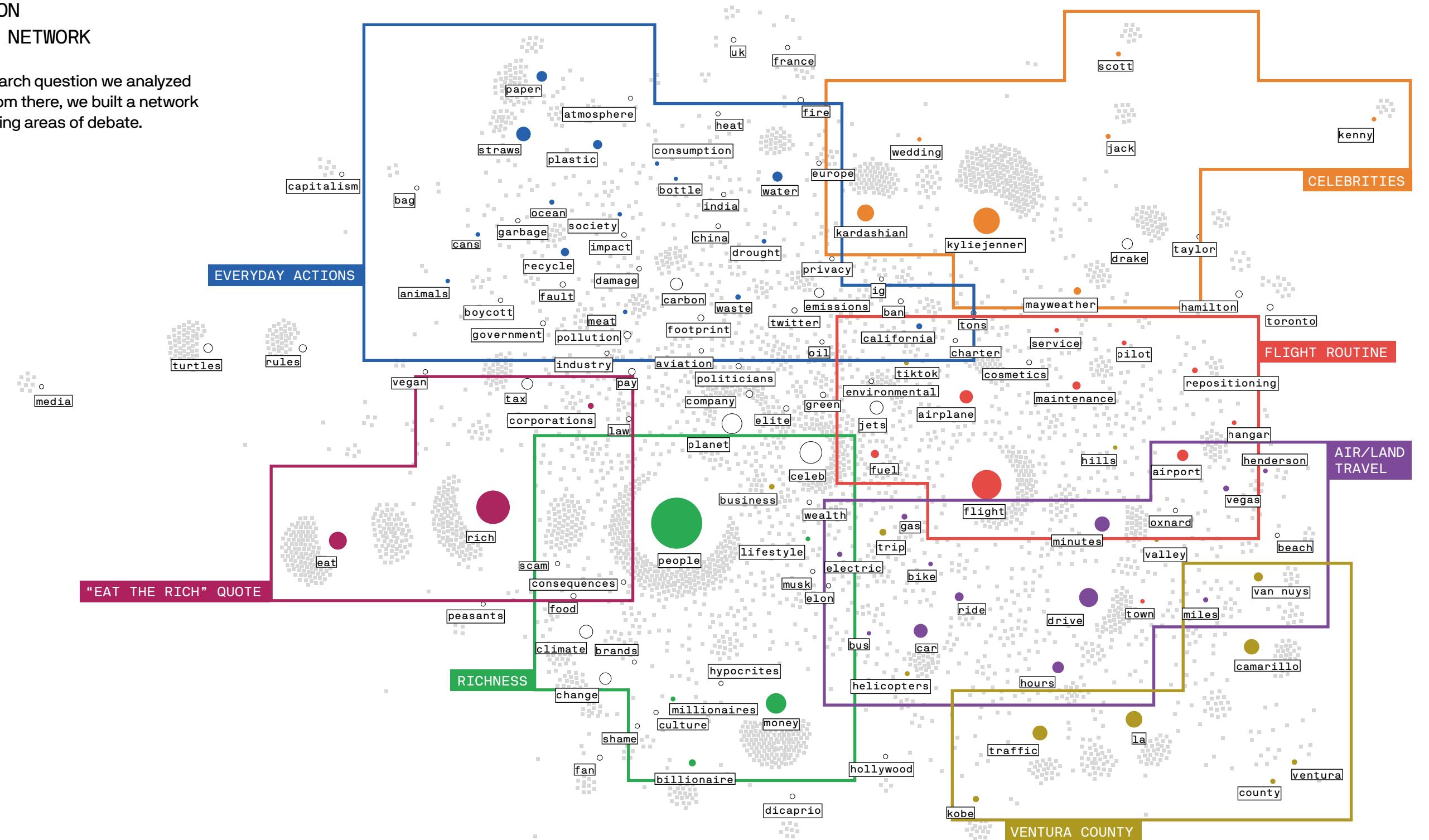
RESEARCH PROTOCOL

data analysis



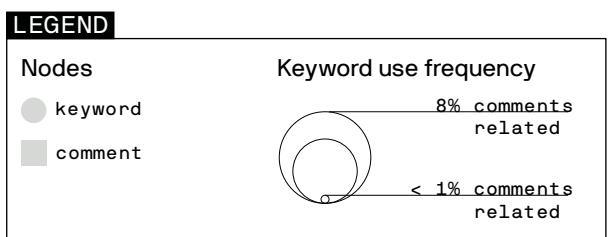
TOPIC DETECTION OF A KEYWORDS NETWORK

To answer the research question we analyzed all user comments. From there, we built a network discovering 7 interesting areas of debate.

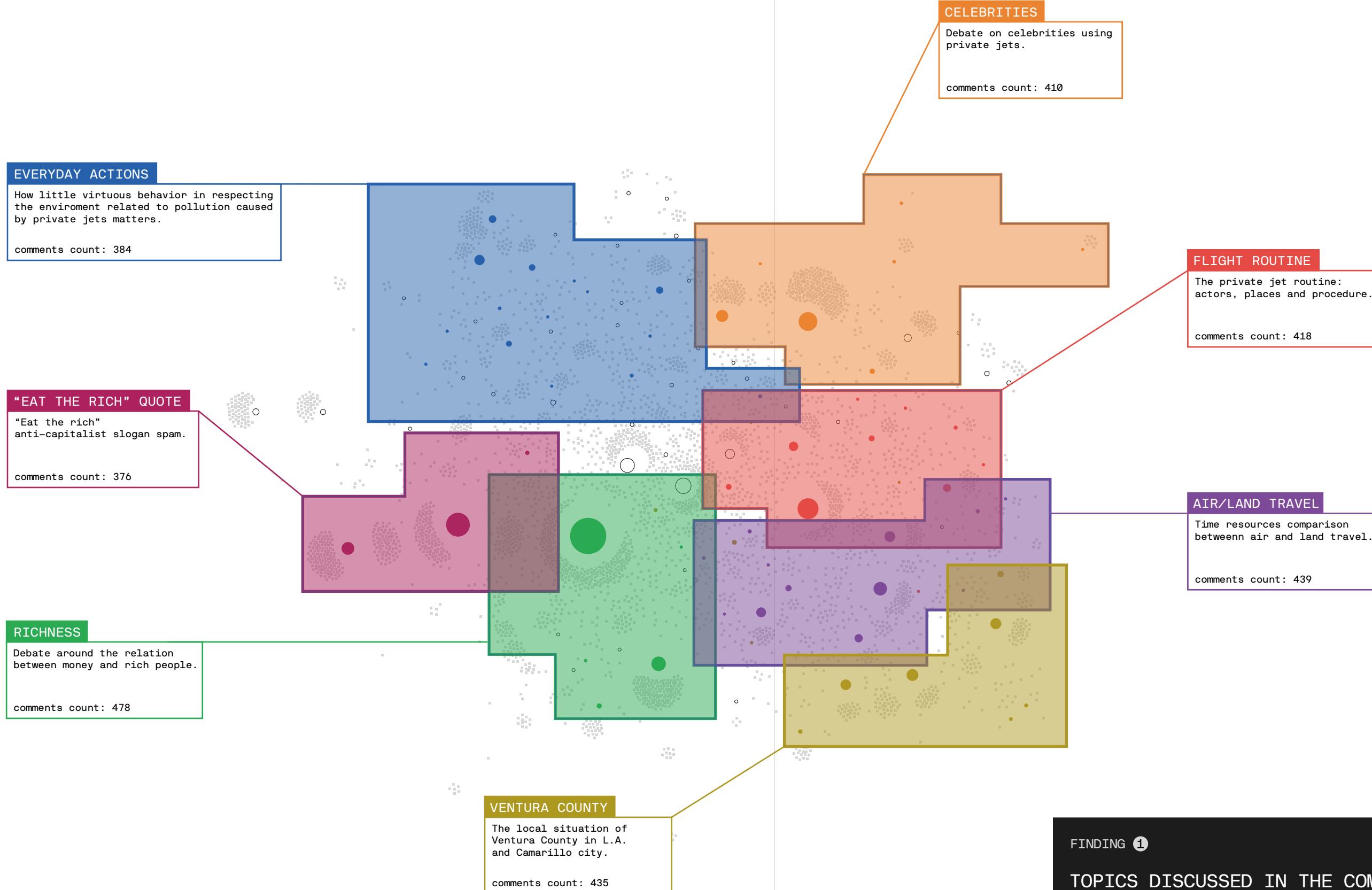


comments linked
with keywords

comments NOT linked
with keywords



CONTENTS OF EACH KEYWORD CLUSTERS



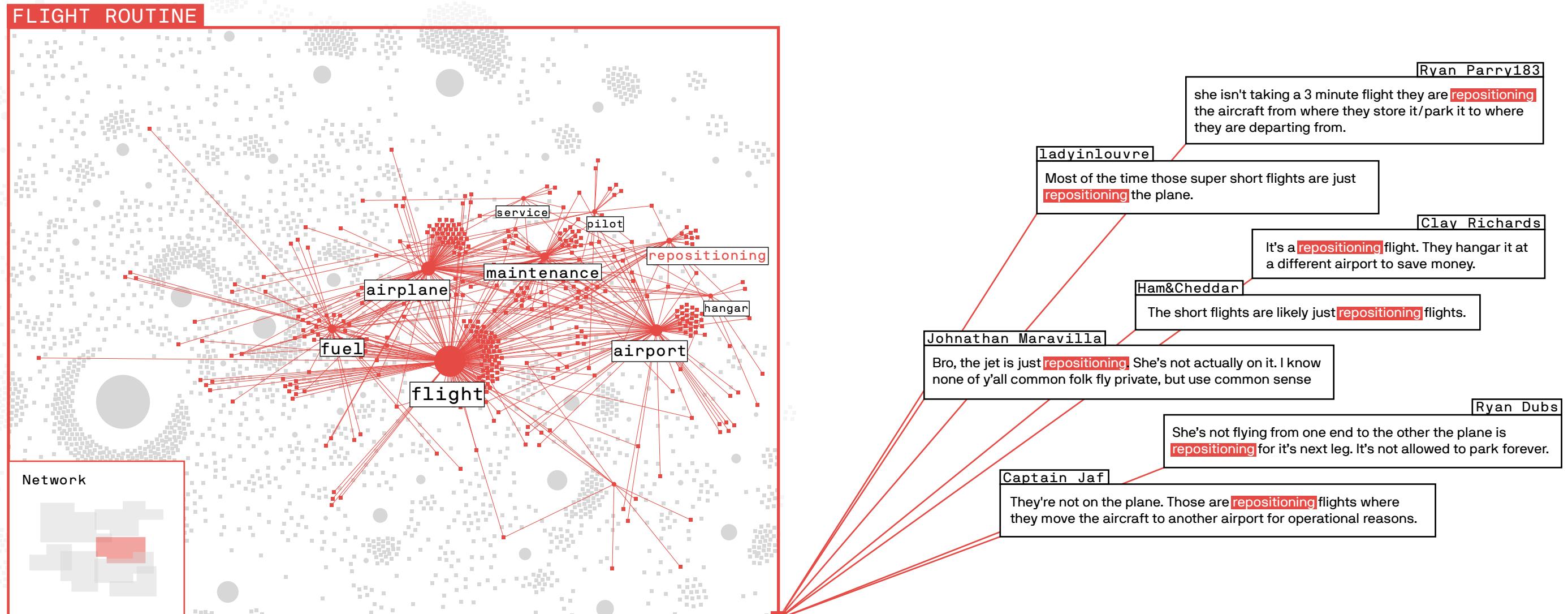
FINDING ①

TOPICS DISCUSSED IN THE COMMENTS

Topic detection found seven areas of debate, some closely related to the main theme (FLIGHT ROUTINE, CELEBRITIES, AIR/LAND TRAVEL), others deviating from it (EVERYDAY ACTIONS, EAT THE RICH, RICHNESS, VENTURA COUNTY).

Q1

"FLIGHT ROUTINE" CLUSTER ANALYSIS



LEGEND

Shape	Color	Size
● keyword	● flight routine	● 5% comments related
■ comment	■ other debates	■ < 1% comments related
— link keyword/comment		Keyword use frequency

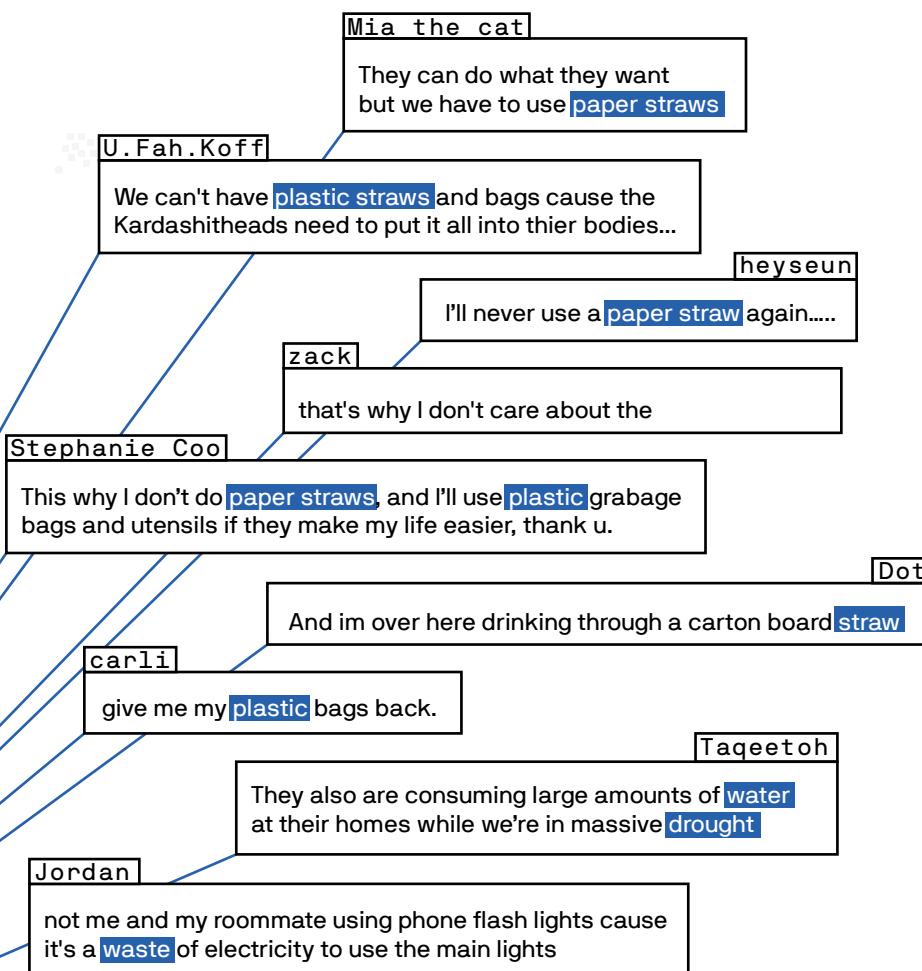
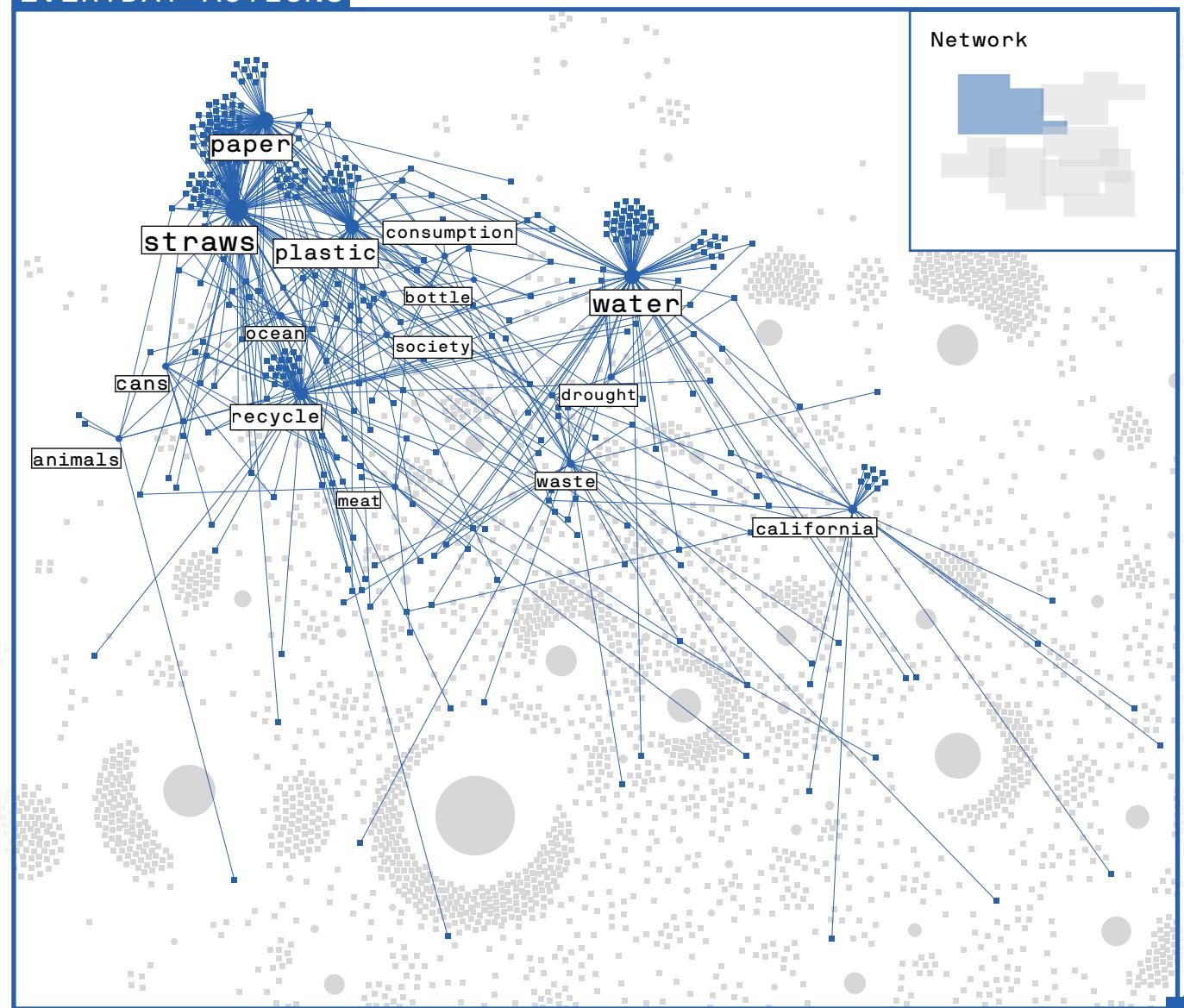
FINDING ②

REPOSITIONING: A PRACTICE AS COMMON AS IT IS LITTLE TALKED ABOUT

Within the FLIGHT ROUTINE cluster, among the various keywords we find "repositioning," which is semantically distant from the other words concerning the use and maintenance of an aircraft. Analyzing the comments, it is clear how the practice of repositioning is instead often present and essential in the use of a private jet.

"EVERYDAY ACTIONS" CLUSTER ANALYSIS

EVERYDAY ACTIONS



FINDING ③

UNEXPECTED TOPIC OF DEBATE AROUND DAILY ECOLOGICAL DUTIES

Analyzing the climate change debate about private jets one of the most unexpected and interesting clusters of topics is the one concerning everyday causes or effects on climate change. The most recurring keywords are recycle, straws, can, water, drought, consumption.

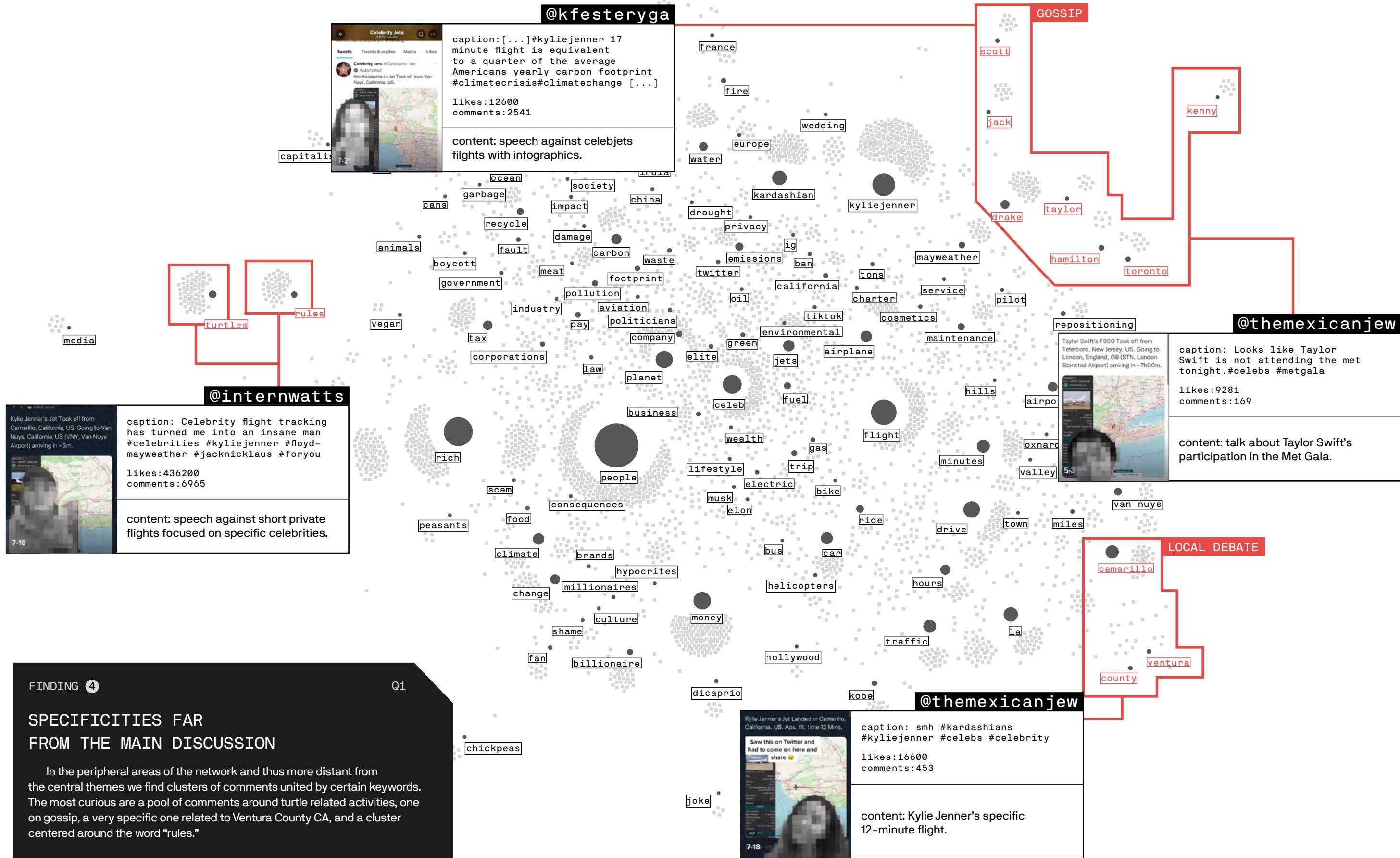
LEGEND

Shape	Color	Size
● keyword	● everyday actions	● other cluster
■ comment		
— link keyword/comment		

2% comments related
< 1% comments related

Keyword use frequency

POSITION ANALYSIS OF GROUPS OF COMMENTS

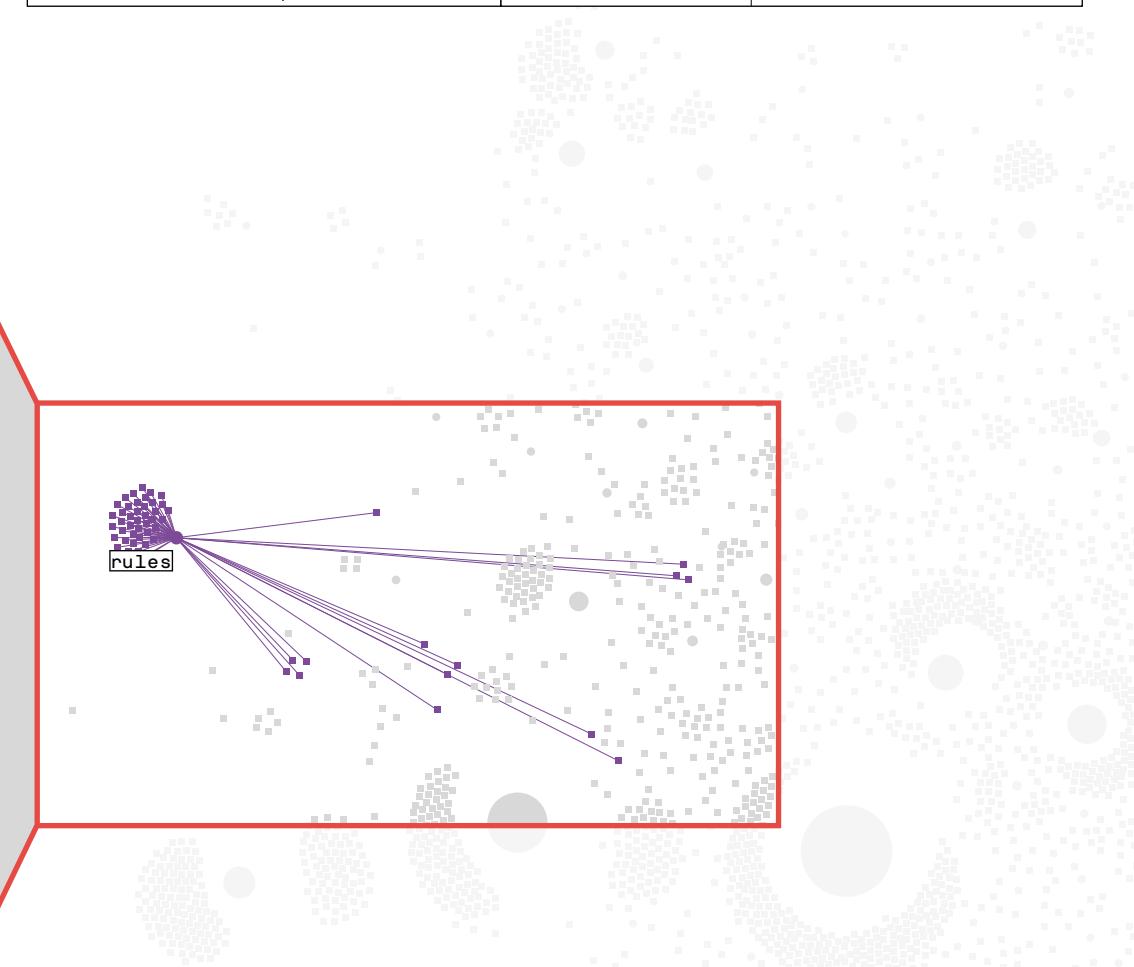


PATTERN OF WORDS AROUND “RULES” KEYWORD

leftist elites moto, **rules** for thee but not for me.
Rules for thee but not for me.....
Rules for thee but not for me
everyone hates to hear this but ... **rules** for thee but not for me"
Rules for thee but not for me
Rules for thee but not for me
Rules for thee but not for me
Rules for thee but not for meeeee
Rules for thee but not for me
“**Rules** for thee but not for me”
Nah its **Rules** for thee but not for Me
rules for thee but not for me. tale as old as time. [...]
Rules for thee but not for me.
rules for thee, but not for me! applies to celebrities [...]
Rules for thee, but not for me. Politicians and celebrities [...]
Rules for thee, but not for me.
it's always **rules** for thee and not for me
rules for thee and not for me
“**Rules** for thee not for me”
“**rules** for thee not for me” that's why the farmers [...]
Rules for thee not for me. They're rich, the same [...]
Rules for thee not for me.
Rules for thee not for me
Rules for thee not for me. The elite don't have any [...]
Rules for thee, not for me.
Rules for thee, not for me. They don't give a sh*t [...]
Rules for Thee, not for me!
Rules for THEE not for MEEE
Rules for thee not me
Rules for thee, not me
RULES FOR THEE, NOT FOR ME
Rules for thee..... NOT FOR ME.
Rules for Thee, not for We
Rules for thee, none for me.
Rules for thee
Rules for thee
Rules for thee
One set of **rules** for them and another for the rest of us
Rules for yee not for thee
No **rules** for the rich, are you barely realizing this?
rules for us but not for them TIME TO STAND UP
The **rules** don't apply to elites. Ya'll didn't figure this out ?
It's always the poor people's problem to solve. **Rules** don't apply to the wealthy
Facts. They're rich **rules** don't apply
The **rules** don't apply to the rich
When are we gonna realize **rules** are only followed by the non-elite
Rules are for thee not for meeeee
Rules are for the little people
the **rules** are for the poor, not the wealthy. [...]
The **rules** only apply to us not them
Rules only apply to poor people.
If your rich. You have no **rules** or laws.
[...] are allowed to do. None of the **rules** apply to elite.
[...] our own government don't follow the **rules** of us 99% lol great find sir
[...] politicians don't have to play by the **rules** why should any of us?
they have no **rules**
[...] They are on a whole different level of **rules**

LEGEND

Network	Shape	Color
comment	● keyword	● “rules” ● other keywords
	■ comment	■ using “rules” ■ not using “rules”
	— keyword occurrence	



FINDING 5

Q1

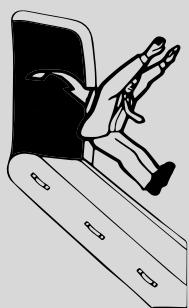
“RULES FOR THEE BUT NOT FOR ME” IS A SLOGAN

Many comments related with the keyword “rules” appear are reported in the same phrase - “Rules for thee but not for me” which is used to indicate “that a person is trying to get others to follow the rules without having to follow themselves” (Urban Dictionary).

It is often used to critique politicians, who always seem to break their own laws. The phrase became viral in 2020, with the outbreak of Covid-19, as many people decided to exempt themselves from the rules and regulations, made for halting the virus.

Travel&Cats 🐱

I felt guilty for not washing my egg mayo carton out
yesterday.. and using domestic waste then I felt bad
all morning.. ffs ridiculous



Q2



In 2022 private jets have become a relevant topic in the fight against climate change. Using #banprivatejets, groups of activists, politicians and scientists have begun to highlight the need to tax emissions of private jets more decisively or, more extremely, to ban them. We focused our research on how people discuss this topic on social networks, trying to understand which are the most recurring themes and what are the differences among various languages.

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→ How different are the images posted on Instagram according to the hashtag **#privatejets** translated into 5 languages?

ITALIAN
#JETPRIVATI

SPANISH
#JETPRIVADOS

FRENCH
#JETPRIVÉ

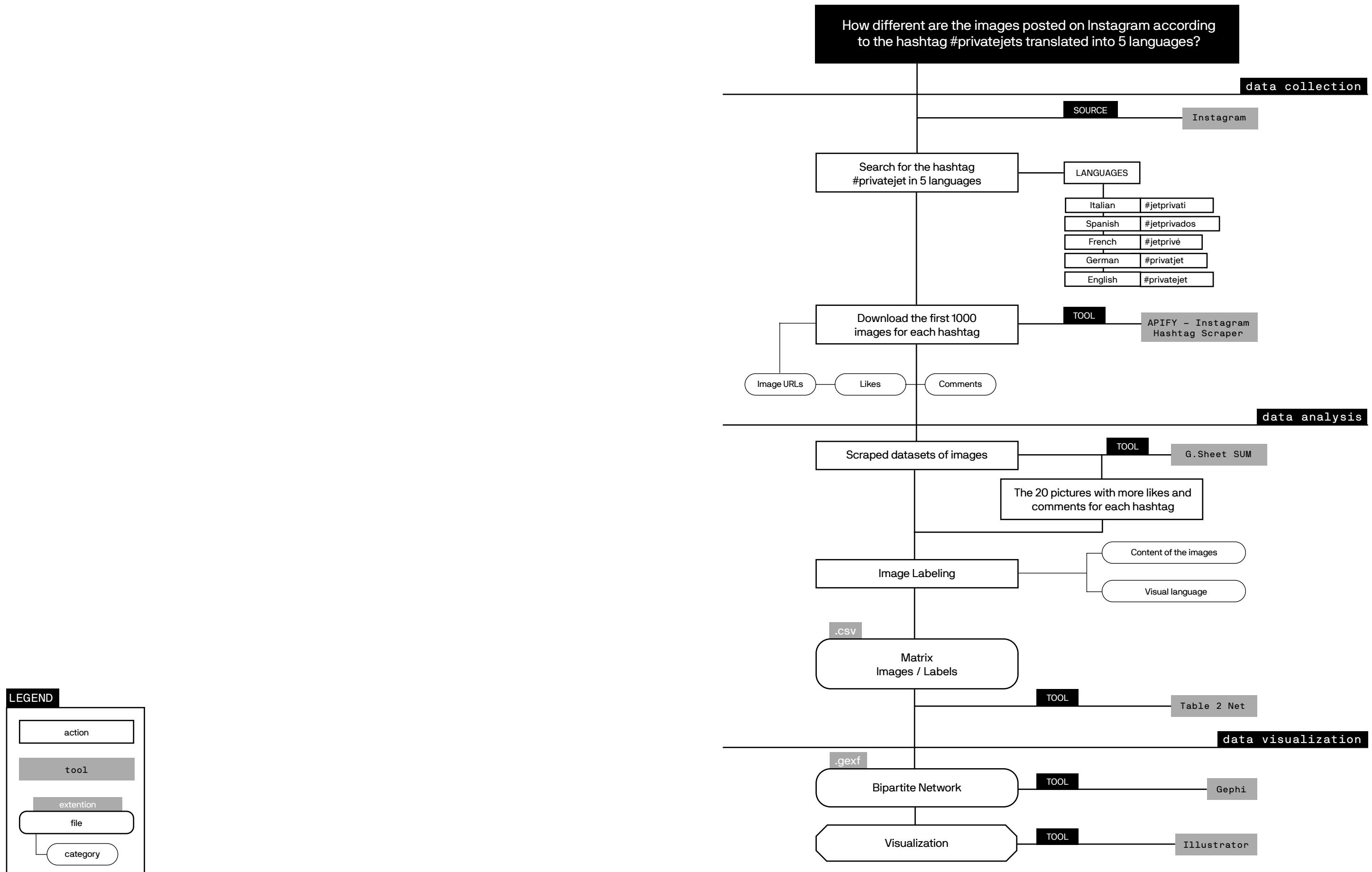
GERMAN
#PRIVAT JET

ENGLISH
#PRIVATEJET

INTRO

The protocol shows how the type and variety of images on social media changes according to the five most spoken European languages. The chosen social media for the research is Instagram because it is the one with the highest presence of static images.

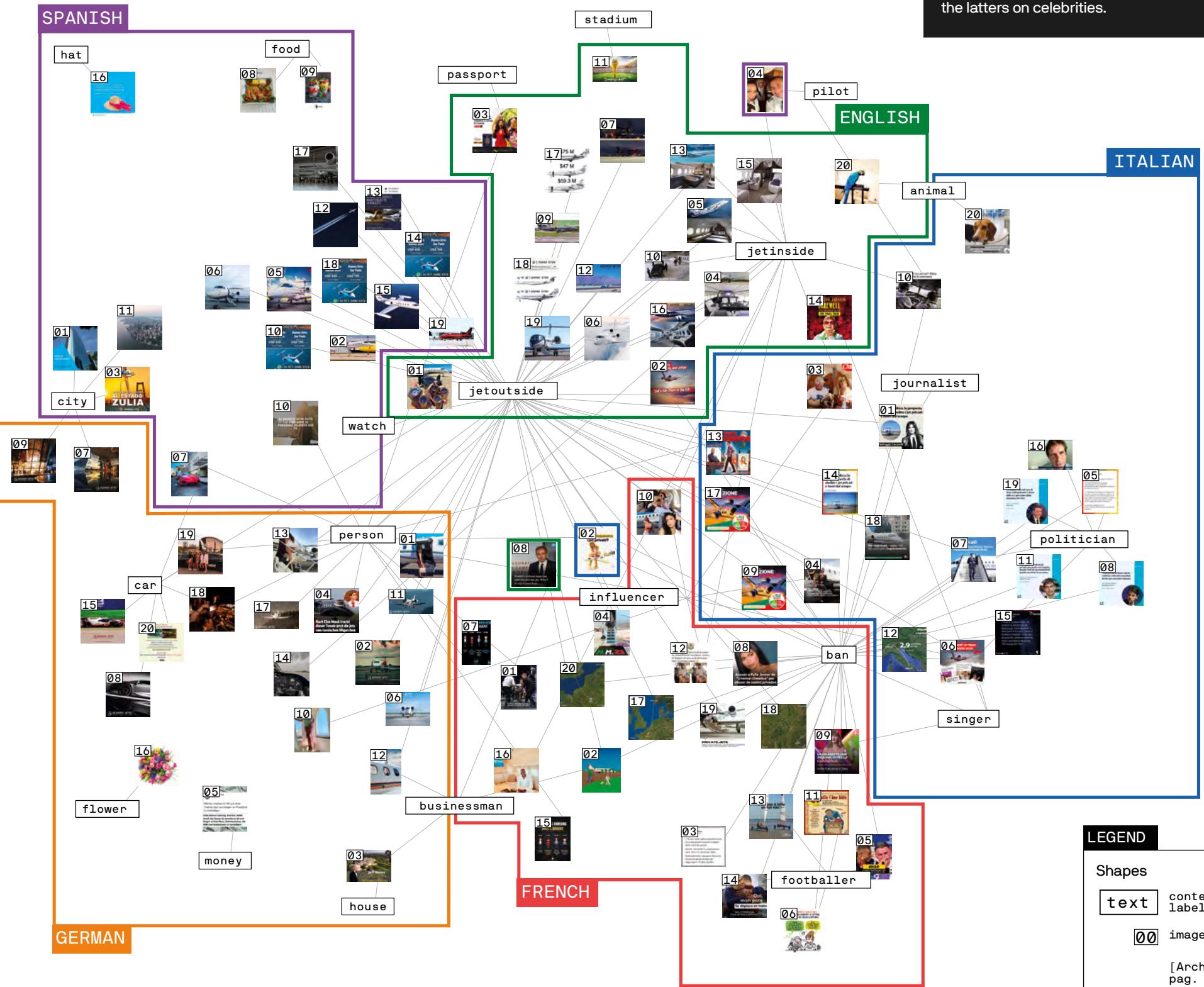
RESEARCH PROTOCOL



FINDING ①

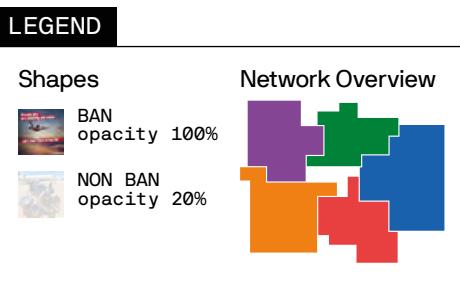
TWO MAIN CLUSTERS: JET IMAGES AND CELEBRITIES IMAGES

There is a general division between SPANISH, GERMAN, ENGLISH based images and ITALIAN and FRENCH ones: the formers are focused on jets photos, the latters on celebrities.

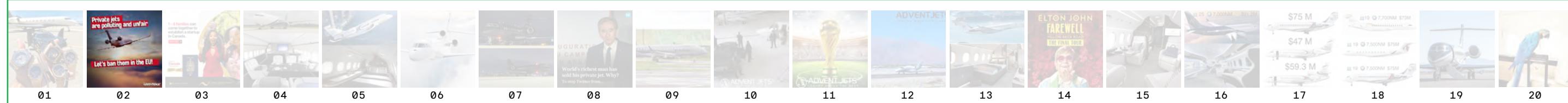


THE AMOUNT OF POSTS FOR EACH LANGUAGE THAT DISCUSS ABOUT THE #BANPRIVATEJETS DEBATE

Q2



ENGLISH | BAN: 1 IMAGE



FRENCH | BAN: 13 IMAGES



GERMAN | BAN: 0 IMAGES



ITALIAN | BAN: 16 IMAGES



SPANISH | BAN: 0 IMAGES



FINDING ②

THE SPREAD OF THE #BANPRIVATEJET DEBATE

The banning topic is present above all in ITALIAN and FRENCH language, while ENGLISH, GERMAN and SPANISH seem to be far from the protest.

THE SPREAD OF VISUAL STYLE AMONG THE DIFFERENT LANGUAGE CLUSTERS

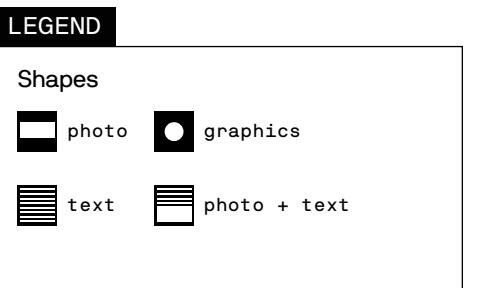
Q2

FINDING ③

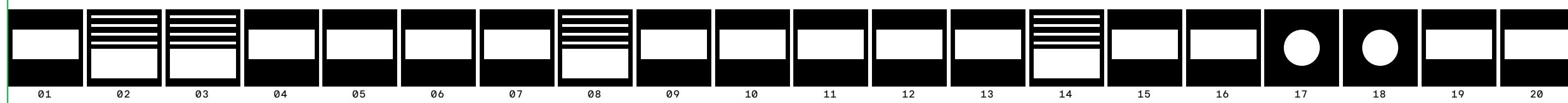
ITALIAN AND ENGLISH HAVE MORE TEXTUAL AND GRAPHICAL IMAGES

There is a main division in the visual language: FRENCH and ITALIAN hashtags have more images made of text and graphics while GERMAN, ENGLISH and SPANISH pictures mostly present photographic content.

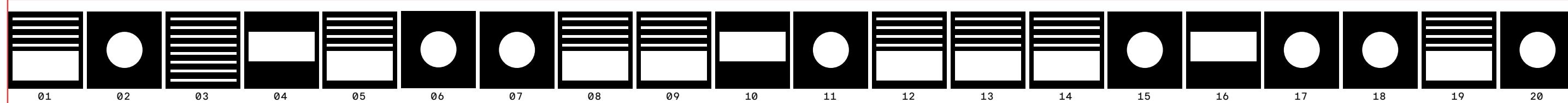
This is due to the fact that the first two languages present more informative images related to the #banprivatejets debate.



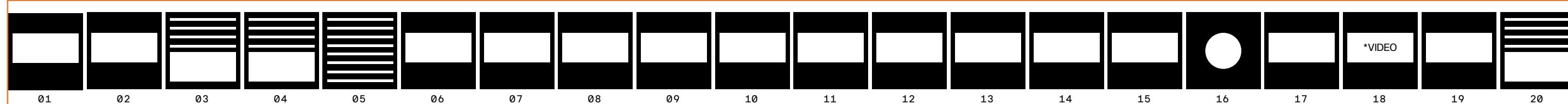
ENGLISH



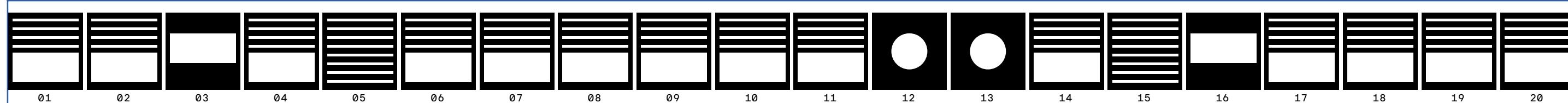
FRENCH



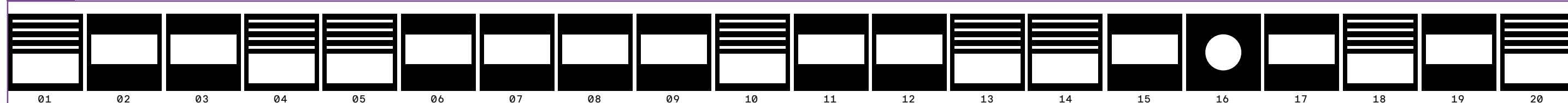
GERMAN



ITALIAN



SPANISH



ALL THE CELEBRITIES OF THE DATASET DECONTEXTUALIZED FROM THE POSTS



Q2

ENGLISH



BERNARD ARNAULT,
BUSINESSMAN



ELTON JOHN,
SINGER

FRENCH



THIBAULT GARCIA,
INFLUENCER



TAYLOR SWIFT,
SINGER



KYLIE JENNER,
INFLUENCER [A-B]



KYLIAN MBAPPÉ AND
CHRISTOPHE GALTIER,
FOOTBALLER [C-D-E]



[E]

GERMAN



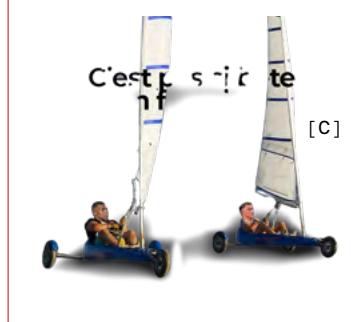
ULRICH BETTERMANN,
BUSINESSMAN



JACK SWEENEY,
@CELEBJETS OWNER



SHARLIP ROKOPIF,
MODEL



[C]

KYLIAN MBAPPÉ AND
CHRISTOPHE GALTIER,
FOOTBALLER [C-D-E]

Q2

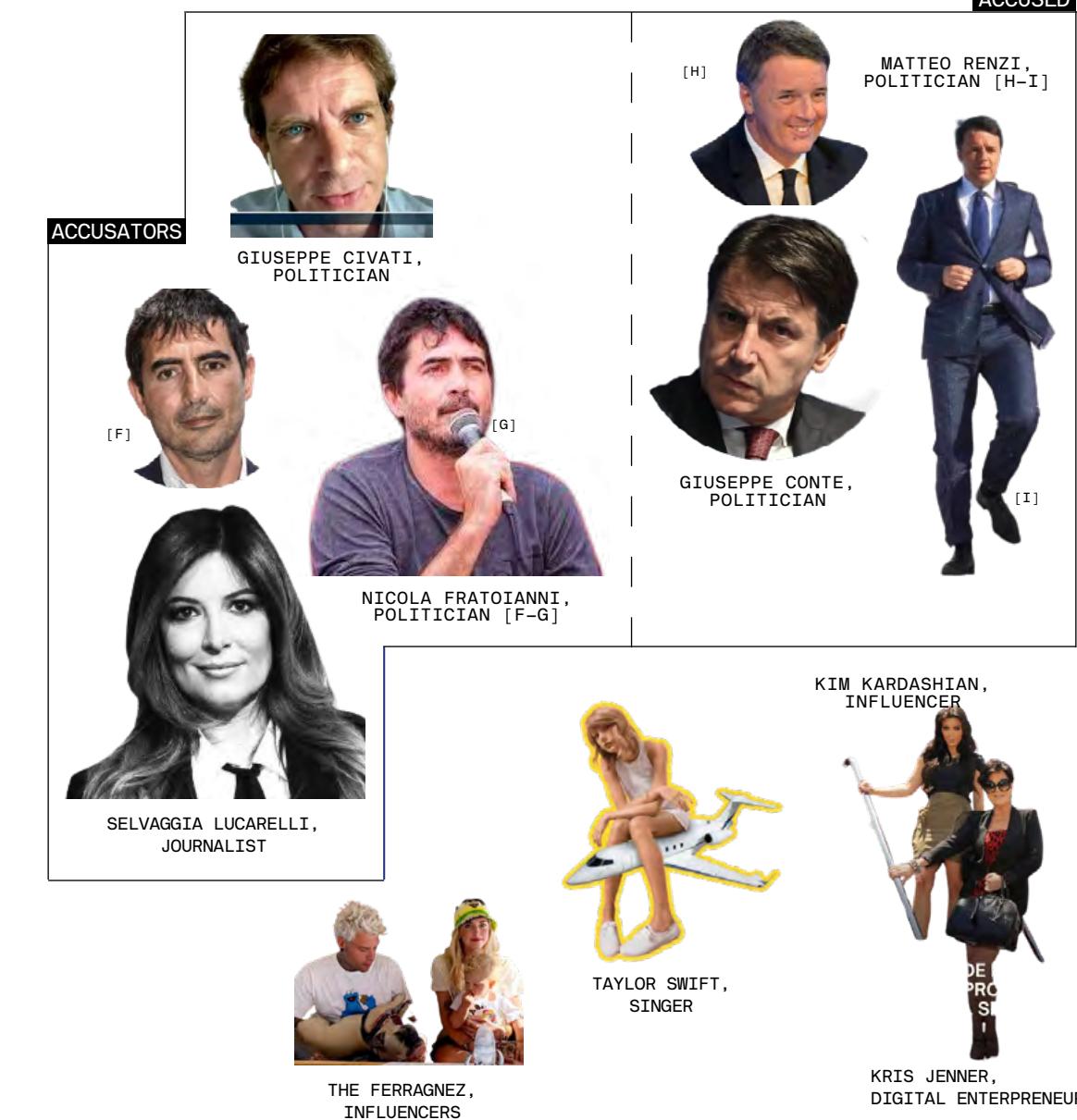
FINDING 4

THE CONTROVERSY AGAINST PARIS SAINT GERMAIN

In the FRENCH debate, the public debate is mainly focused on celebrities, particularly soccer players and influencers. 5 of the 20 most popular posts refer to an incident that occurred with Mbappé and Guillard at a press conference where they joked about the private jet controversy.

ITALIAN

The #banprivatejets protest was born during the Italian election campaign . The controversy has been used by left-wing parties to attack political opponents suchas Matteo Renzi and Giuseppe Conte.



Private jets
are polluting and unfair

\$75 M

C'est pas si bête
en fait Kiki !

OGISTICS
OPINION

Vuelos PRIVADOS AVIAJAR

Punta del Este Buenos Aires
Buenos A

Chi ridicolizza la proposta
seria di abolire i jet privati
è fuori dal tempo

Quanto inquinano
i jet privati?

Blick

Nach Elon Musk trackt
dieser Teenie jetzt die Jets
von russischen Oligarchen

ENGLISH



01

02

03

04



05

06

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09

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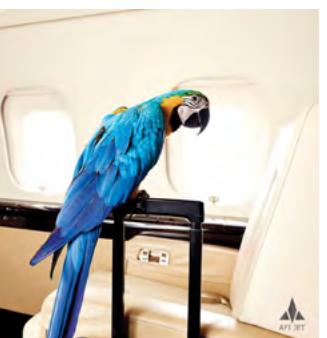


13

14

15

16



17

18

19

20

01 A PHOTO WITH A STRONG ELEMENT OF OSTENTATIOUSNESS, PRIVATE JETS, LUXURY CARS, FIVE WATCHES.
⌚ PHOTO · TEXT 15057
⌚ PHOTO 28061
⌚ JETOUTSIDE · CAR · WATCH

02 CALL FOR BAN ON PRIVATE JETS IN EUROPE.
⚐ PHOTO · TEXT 8718
⚐ PHOTO · TEXT 8718
⚐ PERSON · PASSPORT

03 AN ADVERTISEMENT ABOUT IMMIGRATING TO CANADA BY INVESTMENT.
⚐ PHOTO · TEXT 5083
⚐ JETOUTSIDE

04 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.
⌚ PHOTO 6596
⌚ JETOUTSIDE · JETINSIDE

05 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.
⌚ PHOTO 5165
⌚ JETOUTSIDE · JETINSIDE

06 A PHOTO ABOUT A PRIVATE JET.
⌚ PHOTO 5083
⌚ JETOUTSIDE

07 A PHOTO ABOUT A PRIVATE JET.
⌚ PHOTO 4550
⌚ JETOUTSIDE

08 PICTURES ABOUT THE WORLD'S RICHEST MAN MAKES A STATEMENT ABOUT SELLING HIS PRIVATE JET.
⚐ PHOTO · TEXT 4049
⚐ BUSINESSMAN

10 PROMOTIONAL ADVERTISING PHOTOS, PRIVATE JET EQUALS LUXURY TRAVEL.
⌚ PHOTO 3057
⌚ JETOUTSIDE

11 PROMOTIONAL ADVERTISING PHOTOS, WORLD CUP IN QATAR.
⌚ PHOTO 3024
⌚ STADIUM

13 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.
⌚ PHOTO 2871
⌚ JETOUTSIDE · JETINSIDE

14 PROMOTIONAL PHOTO FROM THE FINAL LEG OF ELTON JOHN'S TOUR.
⌚ PHOTO · TEXT 2747
⌚ SINGER

16 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.
⌚ PHOTO 2066
⌚ JETOUTSIDE · JETINSIDE

17 PRIVATE JET ADVERTISING ABOUT THREE PRIVATE JET PRICE COMPARISONS.
⌚ GRAPHICS 2028
⌚ JETOUTSIDE

19 A PHOTO ABOUT A PRIVATE JET.
⌚ PHOTO 1405
⌚ JETOUTSIDE

20 PRIVATE JET AD WITH A PARROT IN A PRIVATE JET TO REPRESENT A PRIVATE JET THAT IS PET FRIENDLY.
⌚ PHOTO 1300
⌚ ANIMAL · JETINSIDE

12 PICTURES ABOUT THE WORLD'S RICHEST MAN MAKES A STATEMENT ABOUT SELLING HIS PRIVATE JET.
⚐ PHOTO 2927
⚐ JETOUTSIDE

15 A PHOTO ABOUT THE INTERIOR OF A PRIVATE JET.
⌚ PHOTO 2745
⌚ JETINSIDE

18 A PRIVATE JET ADVERTISING ABOUT THE THREE TYPES OF AIRCRAFT.
⌚ GRAPHICS 1545
⌚ JETOUTSIDE

FRENCH



01



02



03



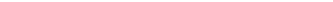
04



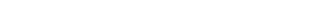
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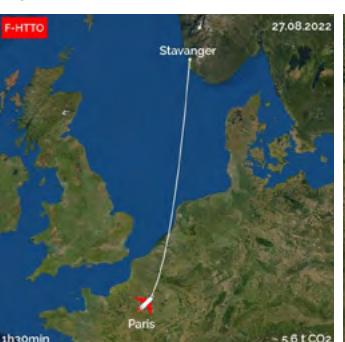


16



17

18



19

- 01** PEOPLE TAKING AWAY A MAN WHO IS PROTESTING DURING A TENNIS MATCH.
● PHOTO·TEXT ● 18905
● PERSON

- 04** PHOTO OF A GIRL WALKING UP THE ENTRANCE STAIRS TO A PRIVATE JET.
● PHOTO ● 7353
● JETOUTSIDE, INFLUENCER

- 07** WRONG ILLUSTRATION OF MONEY CONCEPT FOR DIFFERENT AGE GROUPS.
● GRAPHICS ● 4893
● PERSON

- 10** COLLAGE OF THREE PHOTOS OF FAMOUS WOMEN INSIDE OR OUTSIDE THEIR PRIVATE JET.
● PHOTO ● 3426
● JETOUTSIDE·JETINSIDE·INFLUENCER

- 13** PHOTOMONTAGE OF MBAPPE AND GALTIER DOING LAND SAILING.
● PHOTO·TEXT ● 2789
● FOOTBALLER·BAN

- 16** FAMOUS MAN SHOWING HIS PRIVATE JET.
● PHOTO ● 1586
● JETINSIDE·BUSINESSMAN

- 19** PHOTO OF A PRIVATE JET WITH A TEXT THAT RAISES THE ISSUE OF THE LEGALITY OF TRACKING PRIVATE JETS.
● PHOTO·TEXT ● 1472
● JETOUTSIDE·BAN

- 02** REALISTIC ILLUSTRATION IN WHICH AN AIRSTRIP IS TREATED AS A GOLF FIELD.
● GRAPHICS ● 9773
● JETOUTSIDE·BUSINESSMAN·BAN

- 05** COLLAGE OF MBAPPE AND GALTIER LAUGHING DURING A PRESS CONFERENCE.
● PHOTO·TEXT ● 6575
● FOOTBALLER·BAN

- 08** PHOTO OF KYLIE JENNER WITH TEXT HIGHLIGHTING THE ACCUSATIONS OF PRIVATE FLIGHT ABUSE AGAINST HER.
● PHOTO·TEXT ● 4431
● INFLUENCER·BAN

- 11** SATIRICAL ILLUSTRATION CRITICIZING THE FRENCH SOCCER'S DISCONNECTION FROM ENVIRONMENTAL ISSUES.
● GRAPHICS ● 3115
● FOOTBALLER·BAN

- 14** PHOTOMONTAGE OF MBAPPE HUGGING A FRIEND WITH A TEXT THAT JOKES ON HIS LACK OF INTEREST IN ENVIRONMENTAL ISSUES.
● PHOTO·TEXT ● 2324
● FOOTBALLER·BAN

- 17** MAP SHOWING THE TRAVEL OF A PRIVATE JET FROM PARIS TO STAVANGER.
● GRAPHICS ● 1550
● JETOUTSIDE·BAN

- 20** MAP SHOWING THE TRAVEL OF A PRIVATE JET FROM PARIS TO STAVANGER.
● GRAPHICS ● 1220
● JETOUTSIDE·BAN

- 03** CRITICIZING THE CONSUMPTION OF PRIVATE JETS BY THE WEALTHIEST POPULATION AND IN PARTICULAR BY MATTEO RENZI.

- TEXT ● 8752
● BAN

- 06** SATIRICAL ILLUSTRATION CRITICIZING THE FRENCH SOCCER'S DISCONNECTION FROM ENVIRONMENTAL ISSUES.
● GRAPHICS ● 5172
● FOOTBALLER·BAN

- 09** PHOTO OF TAYLOR SWIFT WITH A TEXT CALLING HER THE CELEBRITY WHO POLLUTES THE MOST.
● PHOTO·TEXT ● 3746
● SINGER·BAN

- 12** PHOTO OF THIBAUT, A FRENCH VIP CRITICIZED FOR USING PRIVATE JETS WHILE FRANCE SUFFERS FROM CLIMATE CHANGE.
● PHOTO·TEXT ● 2883
● JETINSIDE·INFLUENCER·BAN

- 15** ILLUSTRATED GRAPHIC SHOWING MONEY MANAGEMENT MISTAKES AT DIFFERENT AGES.
● GRAPHICS ● 2230
● PERSON

- 18** MAP SHOWING THE TRAVEL OF A PRIVATE JET FROM PARIS TO GENEVA.
● GRAPHICS ● 1540
● JETOUTSIDE·BAN

GERMAN



01



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09



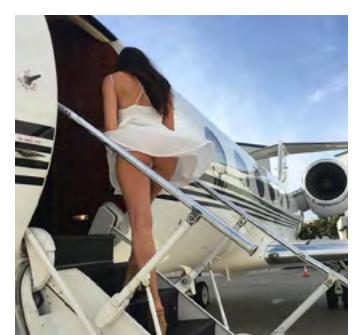
10



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- 01** A WOMAN IS BOARDING A PRIVATE JET.
● PHOTO 31801
● JETOUTSIDE·INFLUENCER

- 04** THIS YOUNG MAN IS NOW TRACKING THE PRIVATE JET OF A RUSSIAN OLIGARCH.
● PHOTO·TEXT 5323
● JETOUTSIDE·PERSON

- 07** PROMOTIONAL ADVERTISING PHOTO, PRIVATE JET EQUALS LUXURY TRAVEL.
● PHOTO 2940
● CITY

- 10** A WOMAN STANDS ON A BALCONY ON WHAT SHE SAYS IS HER LAST PREGNANCY TRIP.
● PHOTO 2018
● INFLUENCER

- 13** A PHOTO OF A WOMAN WITH SEXUAL INNUENDO BOARDING A PRIVATE JET.
● PHOTO 1210
● JETOUTSIDE·PERSON

- 16** A PHOTO WITH INTERNATIONAL WOMEN'S DAY.
● GRAPHICS 1038
● FLOWER

- 19** GROUP OF PEOPLE POSING FOR A PHOTO IN FRONT OF A LUXURY CAR.
● PHOTO 937
● CAR·PERSON

- 02** PROMOTIONAL ADVERTISING PHOTOS, PRIVATE JET EQUALS LUXURY TRAVEL.
● PHOTO 7518
● JETOUTSIDE

- 05** SOME PEOPLE WHO BENEFIT FROM PRIVATE JETS WILL DEFEND THEM AND EVEN INFLUENCE THE CLIMATE OF POLITICAL OPINION.
● TEXT 4768
● MONEY

- 08** PROMOTIONAL ADVERTISING PHOTO, A PRIVATE JET IS A DIFFERENT STYLE OF CAR, AND HIRING ONE WILL COMBINE LUXURY, CONVENIENCE AND SPEED..
● PHOTO 2830
● CAR

- 11** PROMOTIONAL ADVERTISING PHOTOS, PRIVATE JET EQUALS LUXURY TRAVEL.
● PHOTO 1302
● JETOUTSIDE

- 14** A PHOTO OF A PRIVATE JET COCKPIT, WITH RAIN FALLING OUTSIDE.
● PHOTO 1192
● JETINSIDE

- 17** PROMOTIONAL ADVERTISING PHOTO, PRIVATE JET EQUALS LUXURY TRAVEL.
● PHOTO 1019
● JETOUTSIDE

- 20** PROMOTIONAL ADVERTISING PHOTOS, LUXURY CAR RENTAL INFORMATION.
● PHOTO·TEXT 887
● CAR

- 03** A PHOTO OF BEZOS WITH HIS "SOCIAL" TITLES.
● PHOTO·TEXT 5977
● HOUSE·BUSINESSMAN

- 06** SPROMOTIONAL ADVERTISING PHOTO, PRIVATE JET EQUALS LUXURY TRAVEL.
● PHOTO 2945
● JETOUTSIDE

- 09** PROMOTIONAL ADVERTISING PHOTO, A PRIVATE JET WILL ARRANGE ALL TRAVEL.
● PHOTO 2262
● CITY

- 12** ENTREPRENEUR ULRICH BETHMANN SITTING IN HIS PRIVATE JET.
● PHOTO 1238
● JETOUTSIDE·BUSINESSMAN

- 15** PROMOTIONAL ADVERTISING PHOTO, "ADVENT JET" SPONSORS A RACING COMPETITION.
● PHOTO 1065
● CAR

- 18** A GROUP OF PEOPLE PARTYING IN A LIMOUSINE WITH NO CURFEW.
● VIDEO 987
● CAR·PERSON

ITALIAN



01



02



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04



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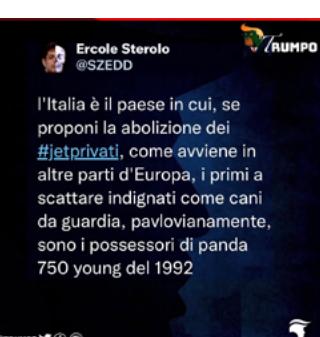
06



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14

01 PHOTO OF AN ITALIAN JOURNALIST WITH TEXT REFERRING TO HER ARTICLE AGAINST PRIVATE JETS.

PHOTO·TEXT 16853
JETOUTSIDE·JOURNALIST·BAN

02 PHOTOMONTAGE OF A WOMAN SITTING ON A PRIVATE JET WITH A TEXT QUESTIONING ABOUT THE POLLUTION OF PRIVATE JETS.

PHOTO·TEXT 6920
JETOUTSIDE·BAN·PERSON

04 A PRIVATE JET OF KIM KARDASHIAN WITH A TEXT ABOUT THE PROPOSAL OF THE ITALIAN LEFT PARTY TO ABOLISH PRIVATE JETS.

PHOTO·TEXT 4574
JETOUTSIDE·INFLUENCER·BAN

05 NICOLA FRATOIANNI (AN ITALIAN POLITICIAN) CRITICIZING MATTEO RENZI'S POLLUTION CAUSED BY USING PRIVATE JET DURING ELECTION CAMPAIGN.

PHOTO·TEXT 3731
POLITICIAN·BAN

07 PHOTO OF MATTEO RENZI WALKING DOWN THE STAIRS OF HIS PRIVATE JET WITH A TEXT THAT DENOUNCES THE POLLUTION OF RICH PEOPLE.

PHOTO·TEXT 2485
JETOUTSIDE·POLITICIAN·BAN

08 PHOTO OF GIUSEPPE CONTE WITH HIS QUOTE ABOUT THE HUGE POLLUTION OF MATTEO RENZI PRIVATE JETS.

PHOTO·TEXT 1756
POLITICIAN·BAN

10 MEME THAT JOKES ABOUT THE USELESSNESS OF BANNING PRIVATE JETS.

PHOTO·TEXT 1668
JETINSIDE·PILOT·BAN

11 PHOTO OF NICOLA FRATOIANNI WITH HIS QUOTE ABOUT THE HUGE POLLUTION OF PRIVATE JETS.

PHOTO·TEXT 1336
POLITICIAN·BAN

13 MEME THAT JOKES ABOUT THE USELESSNESS OF BANNING PRIVATE JETS.

GRAPHICS 1276
JETOUTSIDE·PERSON

14 PHOTO OF A PRIVATE JET AND A TEXT THAT BLAMES THE MINIMIZATION OF THE PROBLEM OF DEPRIVED JETS.

PHOTO·TEXT 1124
JETOUTSIDE·BAN

16 A PHOTO OF THE POLITICIAN GIUSEPPE CIVATI INTERVIEWED AT TG1.

PHOTO 935
POLITICIAN

17 PHOTO ABOUT PRIVATE JET DENOUNCE BY THE ITALIAN LEFT PARTY.

PHOTO·TEXT 886
JETOUTSIDE·BAN

19 PHOTO OF A PRIVATE JET AND A TEXT THAT BLAMES THE POLLUTION CAUSED BY RICH PEOPLE TRAVELS.

PHOTO·TEXT 722
JETOUTSIDE·BAN

20 PHOTO OF A DOG WITH A TEXT DENOUNCING THE ANIMAL ABUSE IN HONG KONG.

PHOTO·TEXT 720
ANIMAL

03 PHOTO OF CHIARA FERRAGNI AND FEDEZ IN A PRIVATE JET.

PHOTO 4574
JETINSIDE·INFLUENCER

06 PHOTOMONTAGE BY GREENPEACE THAT COLLECTS POLLUTION DENOUNCE ARTICLES OF ITALIAN CELEBRITIES.

PHOTO·TEXT 3271
JETOUTSIDE·POLITICIAN·INFLUENCER·SINGER·BAN

09 PHOTO ABOUT PRIVATE JET DENOUNCE BY THE ITALIAN LEFT PARTY.

PHOTO·TEXT 1698
JETINSIDE·BAN

12 GRAPHIC THAT SHOWS THE HUGE CO₂ CONSUMPTION OF A PRIVATE JET TRAVEL FROM NAPOLI TO LUGANO.

GRAPHICS 1315
BAN

15 TWEET THAT DENOUNCES THE ITALIAN PUBLIC'S RESPONSE TO THE PRIVATE JET PROBLEM.

TEXT 1094
BAN

18 PHOTO OF MATTEO RENZI WITH HIS QUOTE ABOUT THE LOW SIGNIFICANCE OF THE IMPACT OF PRIVATE JETS ON TOTAL CO₂ EMISSIONS.

PHOTO·TEXT 803
POLITICIAN, BAN

SPANISH



01



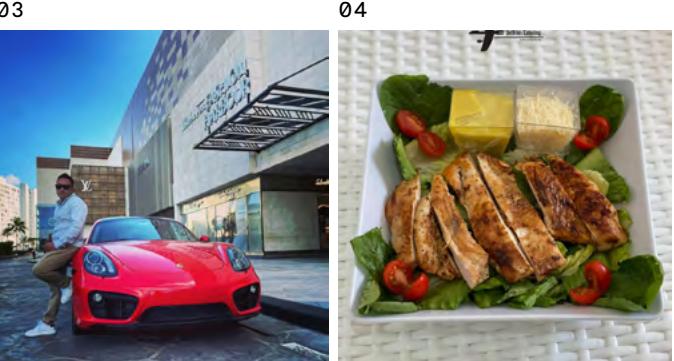
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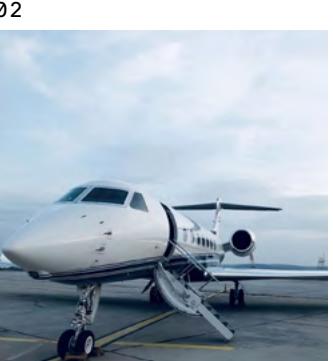
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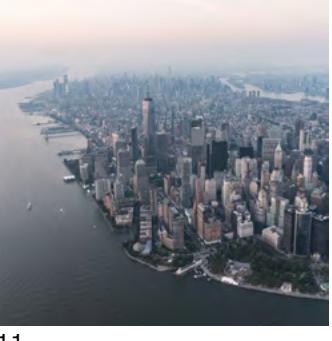
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01 PHOTO OF A SKYSCRAPER.
PHOTO·TEXT 31801
CITY

02 PHOTO OF A JET THAT TAKES OFF.
PHOTO·TEXT 7518
JETOUTSIDE

03 PROMOTIONAL ADVERTISING PHOTO OF BRIDGE WITH A TEXT PROMOTING PRIVATE TRAVELS.
PHOTO·TEXT 5977
CITY

04 SELFIE OF A CABIN CREW INSIDE THEIR AIRPLANE.
PHOTO 5323
JETINSIDE·PILOT

05 PROMOTIONAL ADVERTISING PHOTO OF A JET.
PHOTO·TEXT 4768
JETOUTSIDE

06 PHOTO OF A JET.
PHOTO 2945
JETOUTSIDE

07 PHOTO OF A LUXURY CAR.
PHOTO 2940
CAR·PERSON

08 PHOTO OF A MEAL.
PHOTO 2830
FOOD

09 PHOTO OF A MEAL.
PHOTO 2262
FOOD

10 PHOTO OF A MAN WALKING WITH A MOTIVATIONAL SENTENCE ABOUT PERSONAL SUCCESS.
PHOTO·TEXT 2018
PERSON

11 LANDSCAPE OF NEW YORK FROM ABOVE.
PHOTO 1302
CITY

12 PHOTO OF A JET FLYING.
PHOTO 1238
JETOUTSIDE

13 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.
PHOTO·TEXT 1210
JETOUTSIDE

14 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.
PHOTO·TEXT 1192
JETOUTSIDE

15 PHOTO OF A PRIVATE JET.
PHOTO 1065
JETOUTSIDE

16 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.
GRAPHICS 1038
HAT

17 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.
PHOTO 1019
JETOUTSIDE

18 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.
PHOTO·TEXT 987
JETOUTSIDE

19 PHOTO OF A PRIVATE JET.
PHOTO 937
JETOUTSIDE

20 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.
PHOTO·TEXT 887
JETOUTSIDE







Q3

In 2022 private jets have become a relevant topic in the fight against climate change. Using #banprivatejets, groups of activists, politicians and scientists have begun to highlight the need to tax emissions of private jets more decisively or, more extremely, to ban them. We focused our research on how people discuss this topic on social networks, trying to understand which are the most recurring themes and what are the differences among various languages.

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D E N -
S I T Y
G N +



FINAL SYNTHESIS DESIGN STUDIO
LM in Communication Design
Sez. C3 — 2022/2023

<p>lore_almanegra Odio di classe, disprezzo e tanta voglia di stinger vicino per fargli capire che l'aria la respirano noi.</p> <p>14 sett. Piace a 24 persone Rispondi ...</p> <p>— Visualizza le risposte (5)</p>	<p>bi0fa Per ogni volo ha speso l'equivalente annuale di un reddito di cittadinanza. Ma il problema sono i poveri.</p> <p>6 sett. Piace a 14 persone Rispondi</p>
<p>cavadati Perchè la prima classe gli fa schifo. Agghiacciante.</p> <p>9 sett. Rispondi</p>	<p>_a.deus_ Mai capita la necessità di un jet privato, se non per sfoggiare tutti i soldi che una persona possiede: potresti sbattere in faccia alle persone i quattrini che hai semplicemente andando in prima classe, ma no, hai un ego così grande che devi farti costruire jet privati per metterlo a sedere in un aereo</p>
<p>duccio_dogheria @fedezi @chiaraferragni avete pure dei figli, abbandonate queste pessime abitudini dannose per l'ambiente almeno per loro,, per non farli vivere in un mondo grigio, malato e in via d'estinzione</p> <p>7 sett. Rispondi</p>	<p>evaricasoli Mi fanno schifo.</p> <p>8 sett. Piace a 29 persone Rispondi</p>
<p>lucianocareddu Quale partito sostiene queste proposte? Ditecelo che lo votiamo. Io in TV li sento parlare di politica non di soluzioni concrete ai problemi del mondo!</p>	<p>materialista_dialettico Non esiste ambientalismo nel capitalismo.</p> <p>5 sett. Piace a 128 persone Rispondi</p>
<p>nikicol_90 I paladini dei diritti umani, i sostenitori delle buone cause, i giovani trasgressivi alla fine sono dei privilegiati qualunque. Quanto è facile parlare rispetto ad agire in merito alle giuste cause.</p> <p>4 sett. Piace a 337 persone Rispondi Visualizza traduzione</p> <p>— Visualizza le risposte (19)</p>	<p>mydarling_vale È assurdo che per via dei social si abbia perso totalmente il contatto con la realtà... Ormai la gente comune empatizza di più con i ricchi e famosi in virtù del fatto che li seguono sui IG o TT invece che con i poveracci come loro, tacciati di invidia alla prima critica. Bah! 🤦</p> <p>3 sett. Piace a 120 persone Rispondi</p> <p>— Visualizza le risposte (2)</p>
<p>pas.las Ricordiamo anche che con tutti i soldi che ha potrebbe prendere la classe top di Italo / Trenitalia con tutta la carrozza per se e i suoi vassalli senza metterci chissà quanto tempo per fare Milano/ Roma... Maledetto te e chi ti vota</p> <p>3 sett. Piace a 100 persone Rispondi</p>	<p>alinabionda Neanche fossero il Presidente degli USA. Se questi personaggi famosi usassero un po' della loro fama per veicolare messaggi a tutela dell'ambiente, non sarebbe male. Invece il nulla cosmico.</p> <p>8 sett. Piace a 51 persone Rispondi</p>
<p>michelemerlini1980 Si fanno fotografare con auto elettrica o fanno post sui social e poi....tonnellate di CO2 in poche ore</p> <p>8 sett. Piace a 73 persone Rispondi</p> <p>— Visualizza le risposte (4)</p>	<p>tyler_durden_1994 Non era già abbastanza odioso da fermo e quindi ha deciso di mettersi in movimento.</p> <p>6 sett. Piace a 53 persone Rispondi</p>
<p>kamboshin Cioè questo solo con sti quattro aerei emette un anno la stessa quantità di CO2 dell'INTERA Haiti (e altri stati tipo Burkina Faso, Bhutan, Malawi, Chad, Ma Somalia, Puerto Rico, Liberia, Eritrea etc) ma comunque sarà qualche servo dei padroni pronto a dire "siete gli aerei privati dei ricchi non inquinano così tanto, scusate tutte scuse"</p>	<p>lasciampistapolemica Davvero curioso che non abbiano postato nessuna foto dal jet stavolta. Noi ridiamo ma chissà quanto devono aver sofferto durante quei 110 minuti di astinenza da condivisione social.</p> <p>10 sett. Piace a 29 persone Rispondi</p>
<p>nicthebeatle @matteorenzi daje Mattè prendi sto benedetto treno, o ti fanno proprio schifo i poveri?</p> <p>6 sett. Piace a 5 persone Rispondi</p>	<p>_antoniomor_ E a lui non interessa niente di tutto ciò, tanto a detta sua l'inquinamento prodotto da jet privati non è una questione di importanza vitale del paese, Renzi è l'esatto esempio di come la casta si faccia beffe del popolo, infischiadandosi altamente dell'ambiente</p> <p>7 sett. Piace a 43 persone Rispondi ...</p>
<p>giordanosegale Bei talenti che sfornano i social 😂</p> <p>11 sett. Piace a 2 persone Rispondi ...</p> <p>evaricasoli Noi poveri stronzi compriamo la pasta nel cartone e loro viaggiano in jet privato. Non fa una piega.</p> <p>5 sett. Piace a 11 persone Rispondi</p>	<p>ck Vantarsene sui social con foto da vero tamarro.</p> <p>sese_78 È inutile che insistete, se prende un aereo di linea lo menano! 😂😂😂</p> <p>1 sett. Piace a 36 persone Rispondi</p> <p>— Visualizza le risposte (1)</p>

RESEARCH QUESTION 03

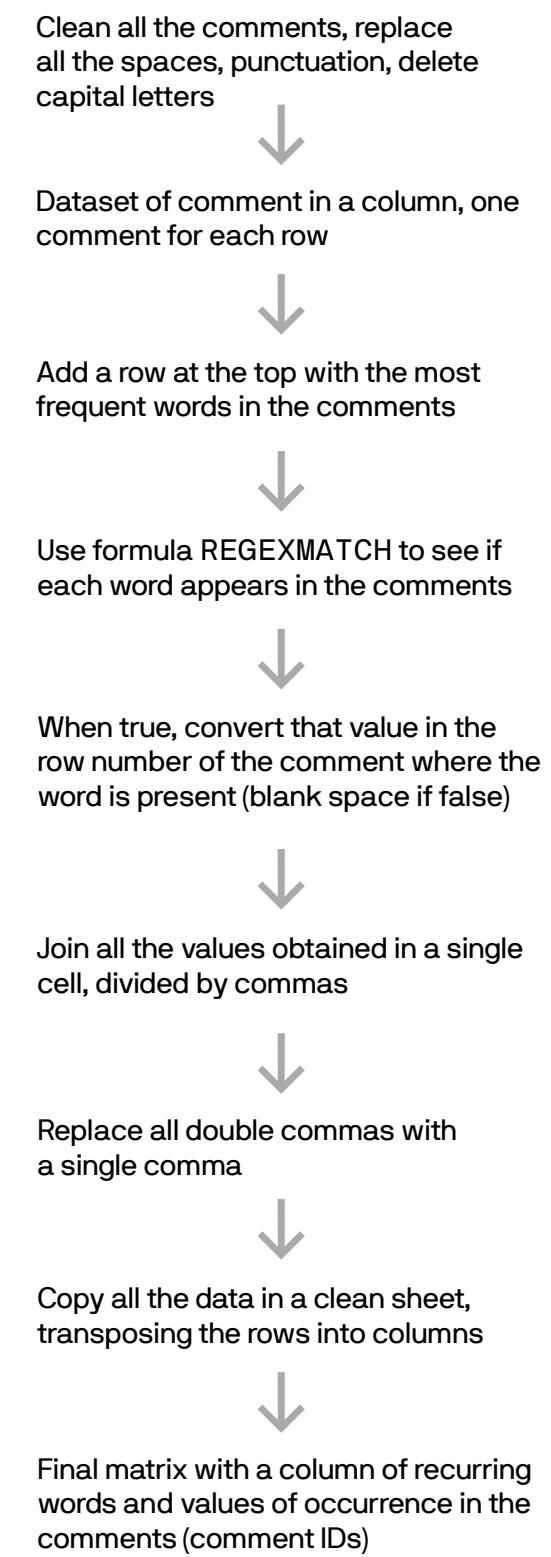
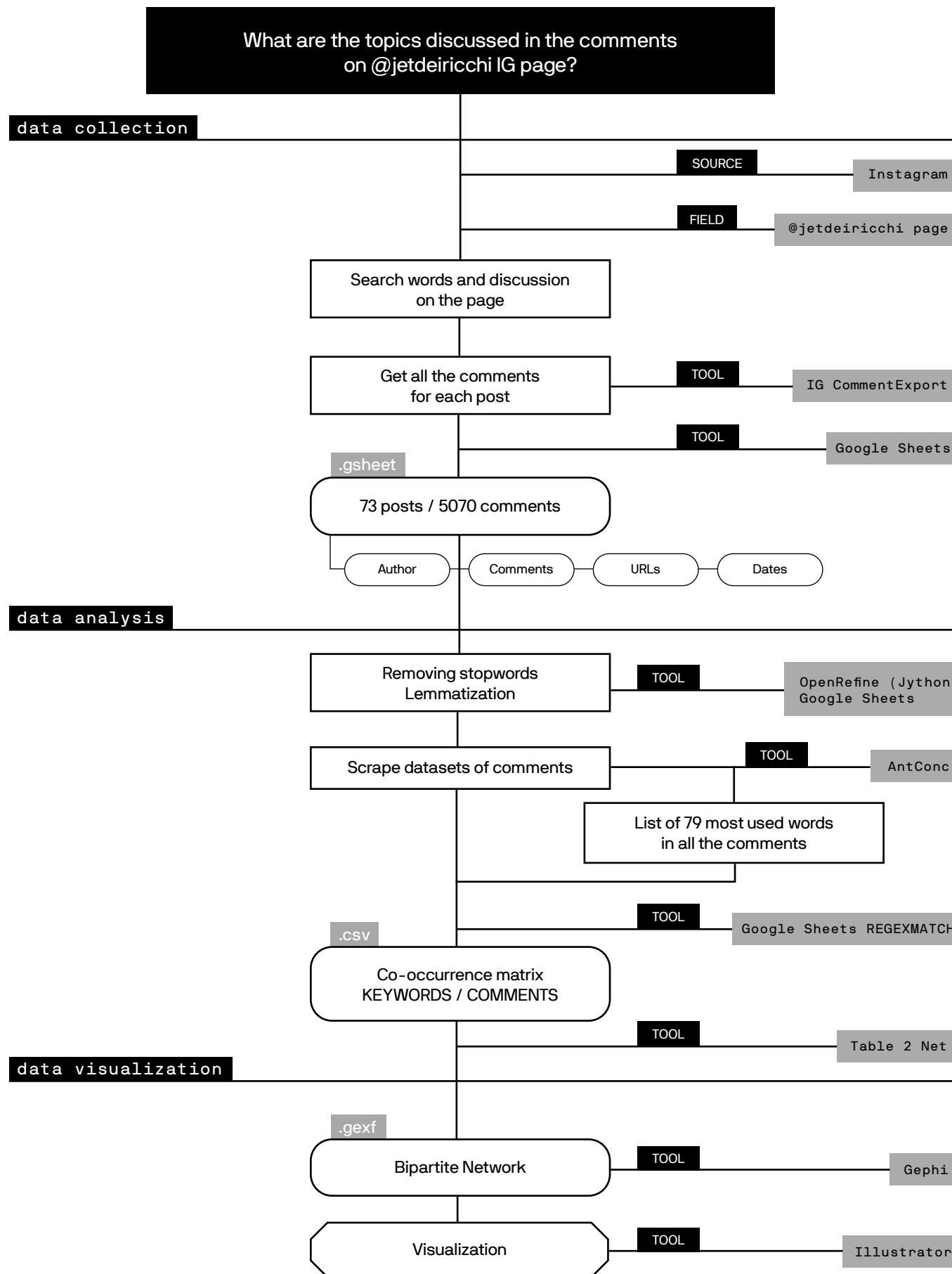
→ What are the topics discussed in the comments on @jetdeiricchi IG page?

INTRO

@jetdeiricchi is an Instagram page born at the end of June in Italy, after the debate about #banprivatejets started spreading across the media. It focuses on Italian public figures and tracks their journeys on private jets, providing also data about CO2 emissions of each flight and comparing it to other data.

RESEARCH PROTOCOL

HOW DID WE BUILD THE CO-OCCURRENCE MATRIX?



ROW	COMMENTS	WORDS	
		a	b
1	comment #1	1	
2	comment #2		2

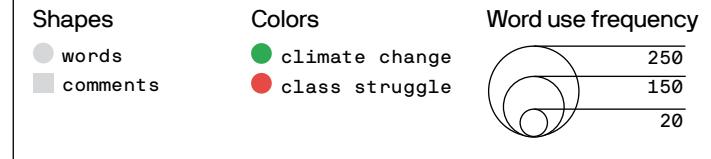
WORDS	COMMENT IDs
inquinamento	680, 721, 728, 737, 751, 798,
ricchi	686, 721, 728, 749, 776, 799,

TOPIC DETECTION

PUBLIC FIGURES

To answer the research question we analyzed all the words in the user comments. From there, we built a network of the 79 most common words without considering "jet" and "privati" in order to see the discussion centred around them.

LEGEND



CLASS STRUGGLE

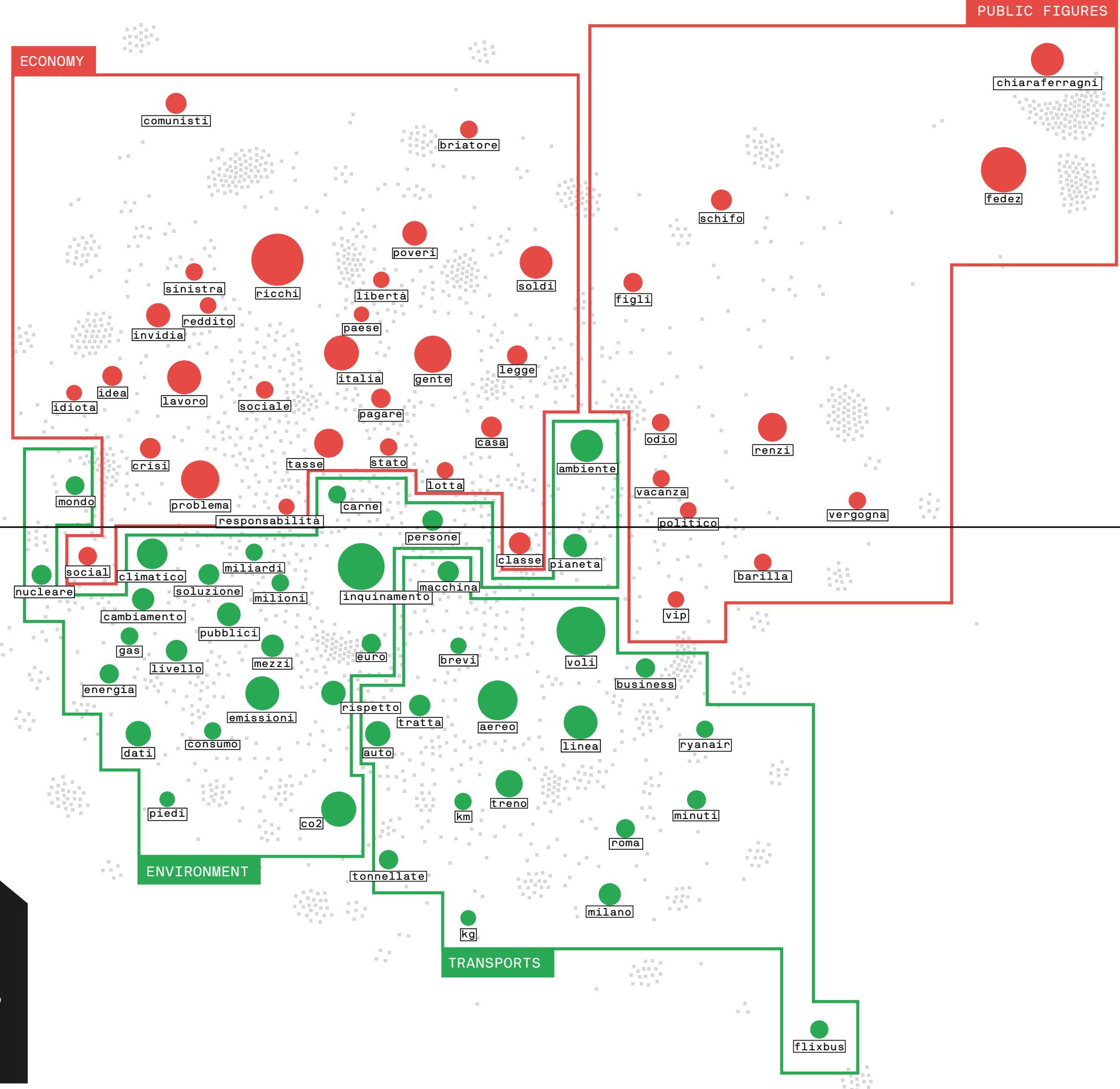
CLIMATE CHANGE

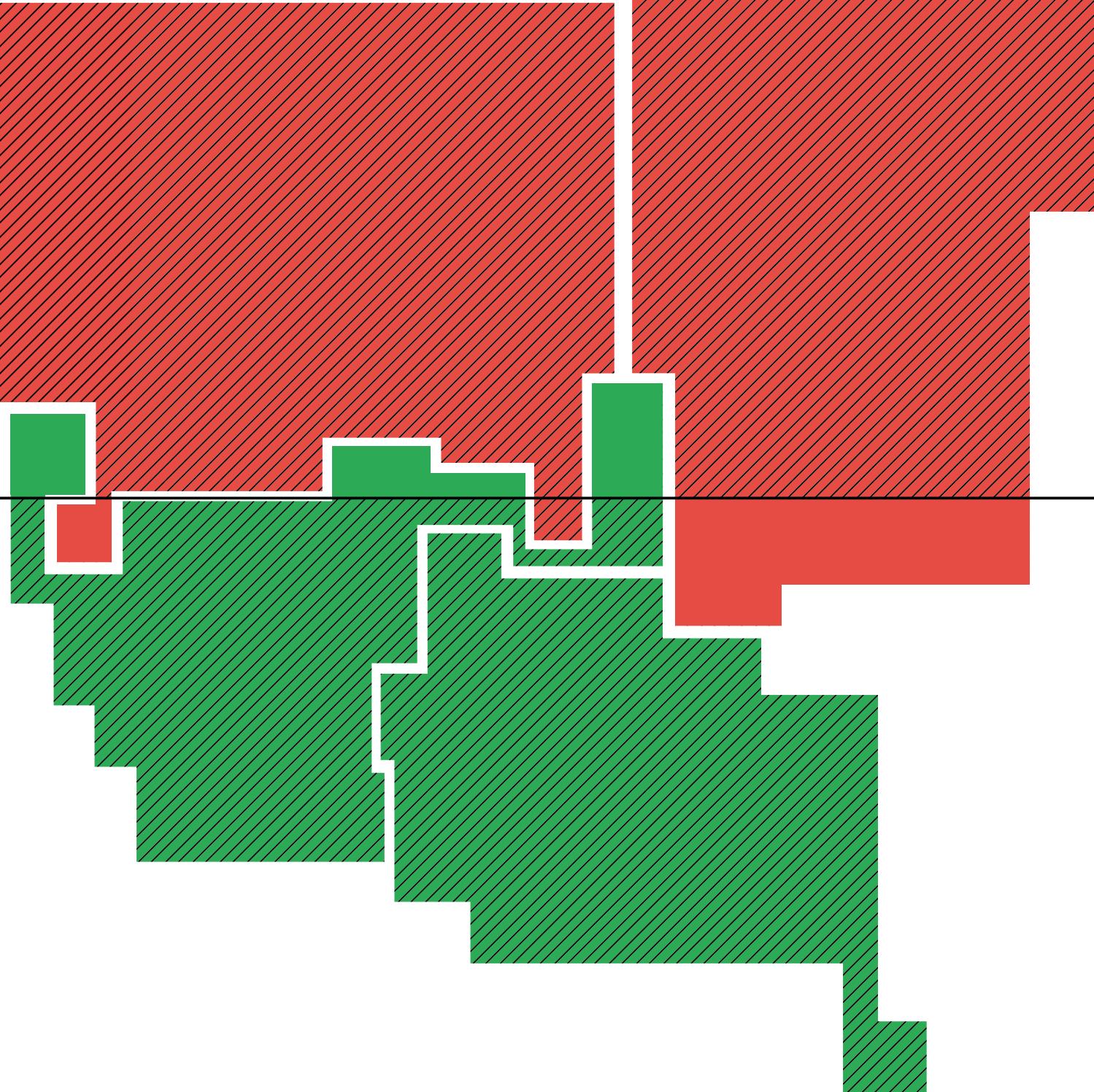
FINDING ①

Q3

THE TWO MAIN CLUSTERS: CLASS STRUGGLE AND CLIMATE CHANGE

The words used in the comments to the page's posts are mainly divided into two macro topics: class struggle and climate change. Within these, it is also possible to highlight subcategories: environment, transports, economy and public figures.



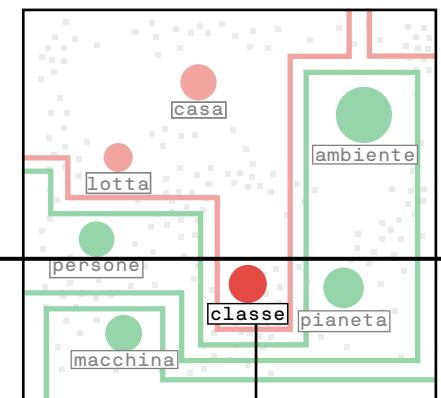


FINDING ②

Q3

SOME WORDS CROSS THE CLUSTERS LINE

There are some words that cross the dividing line of the two main topics, going into the opposite area where they belong. This happens because even if they are thematically grouped to one of the two clusters, they appear more often near some specific words and therefore are placed closer to them.

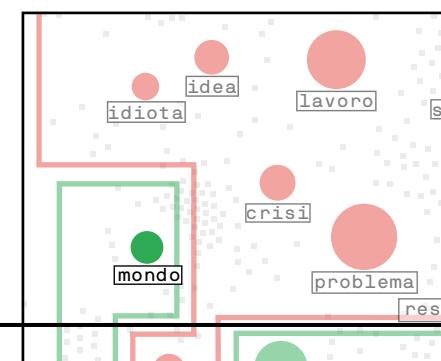


lore_almanegra Odio di classe disprezzo e tanta voglia di uno stinger vicino per fargli capire che l'aria la respiriamo noi.
14 sett. Piace a 24 persone Rispondi ...

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cavadati Perchè la prima classe gli fa schifo. Agghiacciante.
9 sett. Rispondi

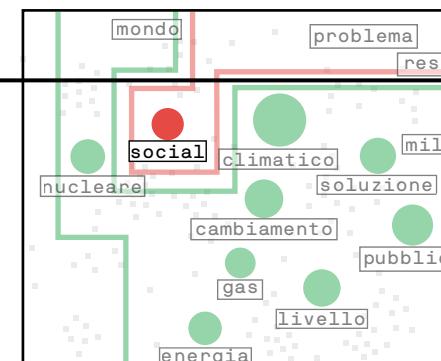
One of the words that appear on the other side of the network is "classe" (eng: class). This is due to the fact that it's both used to refer to class struggle and to the first class and business class of transportation.



duccio_dogheria @fedez @chiaraferagni avete pure dei figli, abbandonate queste pessime abitudini dannose per l'ambiente almeno per loro,, per non farli vivere in un mondo grigio, malato e in via d'estinzione

lucianocareddu Quale partito sostiene queste proposte? Ditecelo che lo votiamo. Io in TV li sento parlare di poltrone non di soluzioni concrete ai problemi del mondo!
9 sett. Mi piace: 1 Rispondi

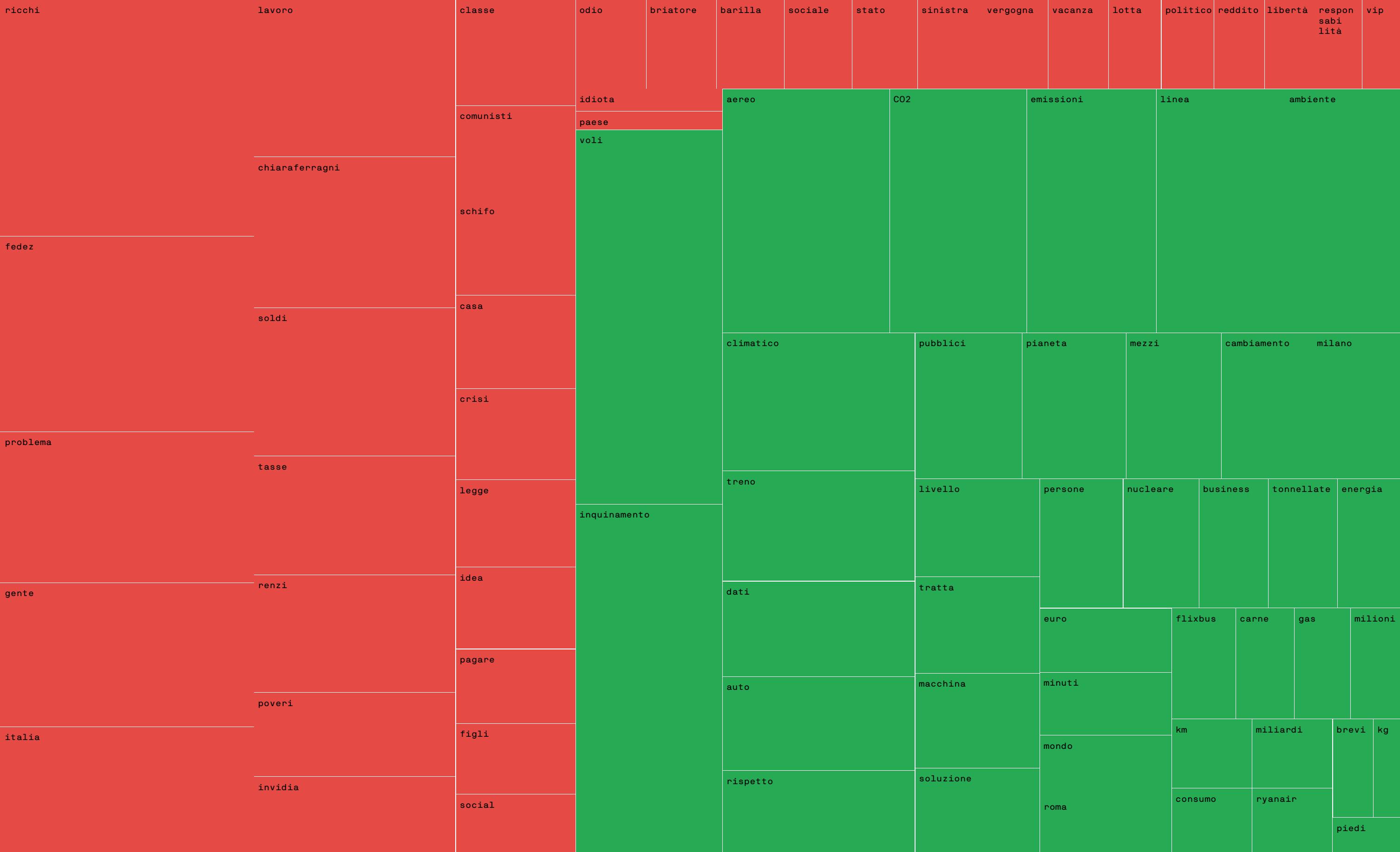
_giuseppemata stiamo andando verso la fine del mondo
14 sett. Mi piace: 1 Rispondi



lasciampistapolemica Davvero curioso che non abbiano postato nessuna foto dal jet stavolta. Noi ridiamo ma chissà quanto devono aver sofferto durante quei 110 minuti di astinenza da condivisione social.
10 sett. Piace a 29 persone Rispondi

world.check Vantarsene sui social con foto da vero tamarro arricchito....
14 sett. Piace a 9 persone Rispondi

giordanosegale Bei talenti che sfornano i social 😊
11 sett. Piace a 2 persone Rispondi ...



CLASS STRUGGLE

Words: 38
Cluster use frequency: 47,6%

CLIMATE CHANGE

Words: 41
Cluster use frequency: 52,4%

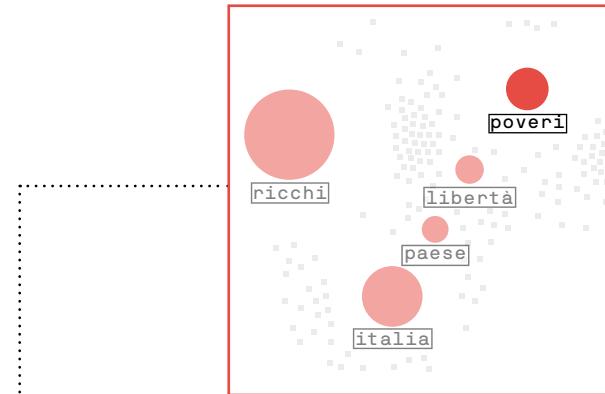
RELEVANT WORDS OF THE TWO CLUSTERS

FINDING ③

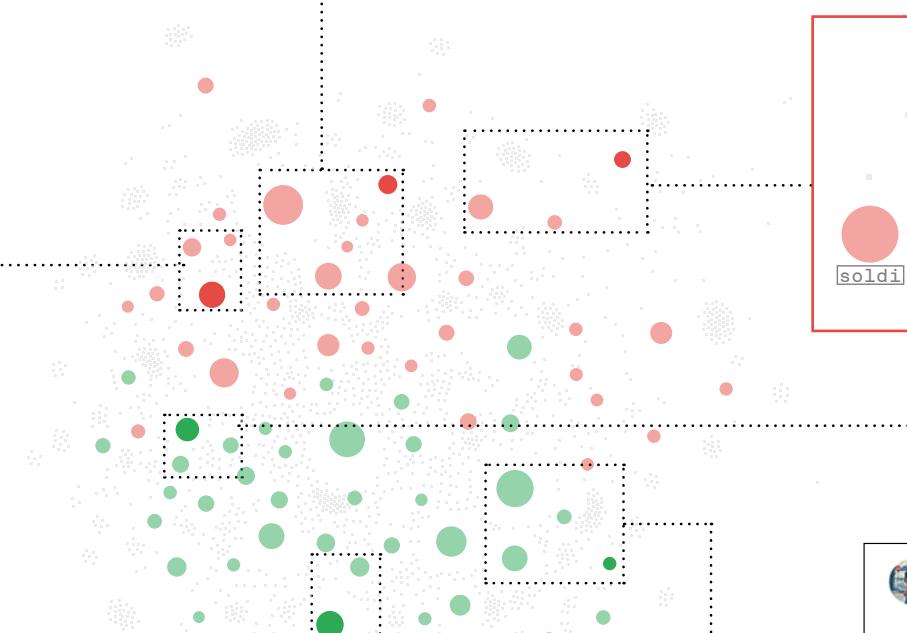
Q3

THE TWO MAIN TOPICS HAVE DIFFERENT TONES OF VOICE

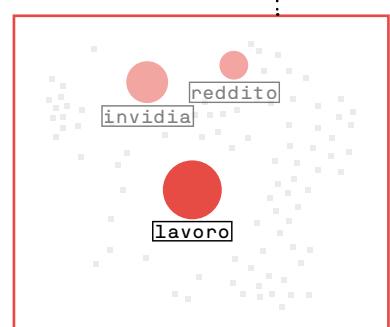
The words of the class struggle group are often found in short hate sentences that blame the celebrities mentioned on the page to further highlight the gap between rich and poor. Words closer to environmental issues tend to be found in comments that are less verbally violent and generate discussions that want to go deeper into the phenomenon of private jets by asking informations to the page's admin or providing a different point of view.



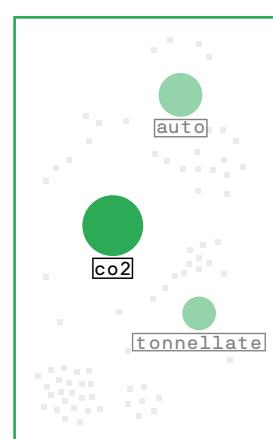
- biOfa Per ogni volo ha speso l'equivalente annuale di un reddito di cittadinanza. Ma il problema sono i **poveri**.
6 sett. Piace a 14 persone Rispondi
- nicthebeatle @matteorenzi daje Mattè prendi sto benedetto treno, o ti fanno proprio schifo i **poveri**?
6 sett. Piace a 5 persone Rispondi
- evaricasoli Noi **poveri** stronzi compriamo la pasta nel cartone e loro viaggiano in jet privato. Non fa una piega.
5 sett. Piace a 11 persone Rispondi



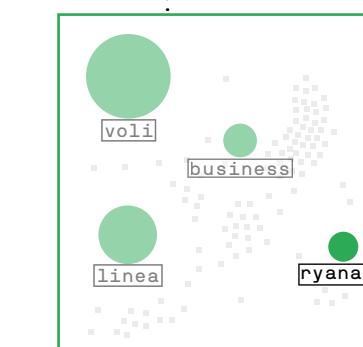
- federico_giacon Che **schifo** sto mr bear, un vero buffone
6 sett. Mi piace: 1 Rispondi
- stregatticonglistivali Ogni giorno ci domandiamo quanto **schifo** può fare Renzi, e lui ogni giorno ci risponde dimostrandocelo 🙄⚠⚠⚠⚠⚠⚠⚠⚠
2 sett. Piace a 13 persone Rispondi
- evaricasoli **Schifo.** **Schifo** **schiavo** **schiavo** **schiavo**
3 sett. Piace a 4 persone Rispondi



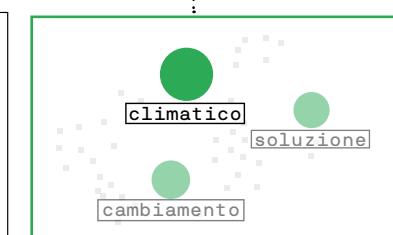
- frickettommy Nessun ricco crea **lavoro**, al massimo sfruttano il lavoro per essere ricchi
5 sett. Piace a 48 persone Rispondi
- greenshmania @patrizia_biaig io di sicuro non ci vado con il jet privato a **lavoro**
4 sett. Piace a 86 persone Rispondi



- d8eea Secondo Wikipedia l'Italia emette 428000 migliaia di tonnellate di **CO2** di cui 56 di jet privati. Siccome le risorse sono limitate ha senso concentrarle in qualcosa che possa togliere più dello 0.000437%
8 sett. Piace a 5 persone Rispondi
 - community_armando La Germania offrendo abbonamenti annuali a 9€ per i mezzi pubblici ha risparmiato 1.4 tonnellate di **CO2** (@factanza)
9 sett. Piace a 10 persone Rispondi
 - private_rich_trailer Lo 0,2% dei voli mondiali sono jet privati. Il tasso di rilascio di **CO2** di un business jet è 0,6 kg/km, quello di un liner 5 volte tanto. Inizia tu a non volare se sei tanto interessato al problema.
14 sett. Piace a 13 persone Rispondi
- Visualizza le risposte (44)



- frickettommy @d8eea il cambiamento **climatico** è il più grande pericolo alla sopravvivenza della nostra specie, abolire cose che non servono e inquinano è fondamentale. Abolire i jet privati non è l'unica cosa da fare certo, ma mentre questa pagina si occupa di questo altre persone, come te o me, possono occuparsi di altri problemi legati alle emissioni
9 sett. Piace a 13 persone Rispondi



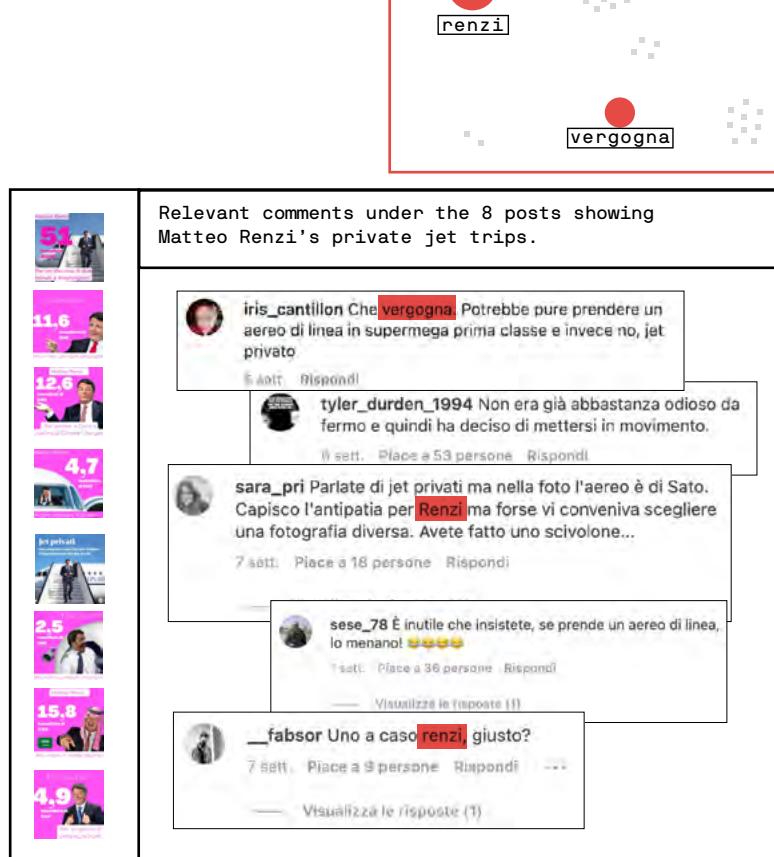
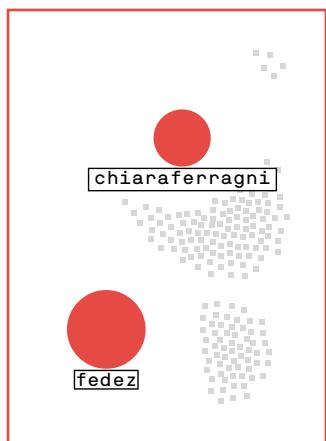
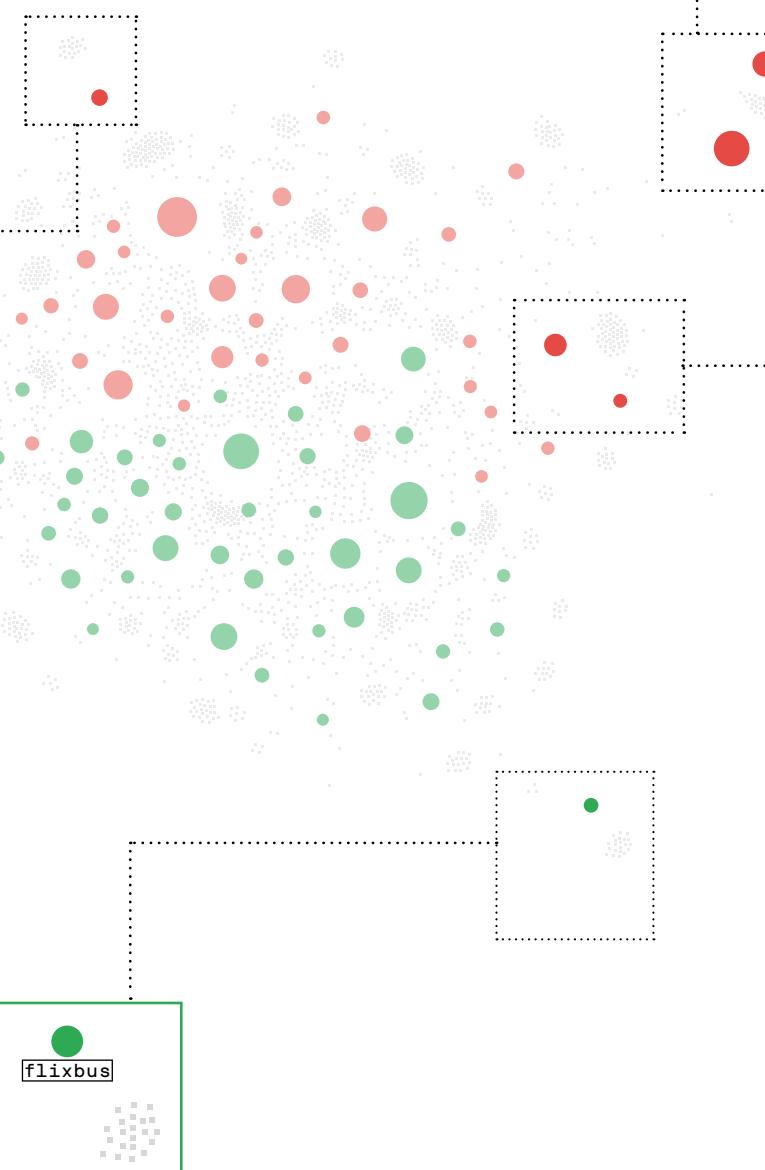
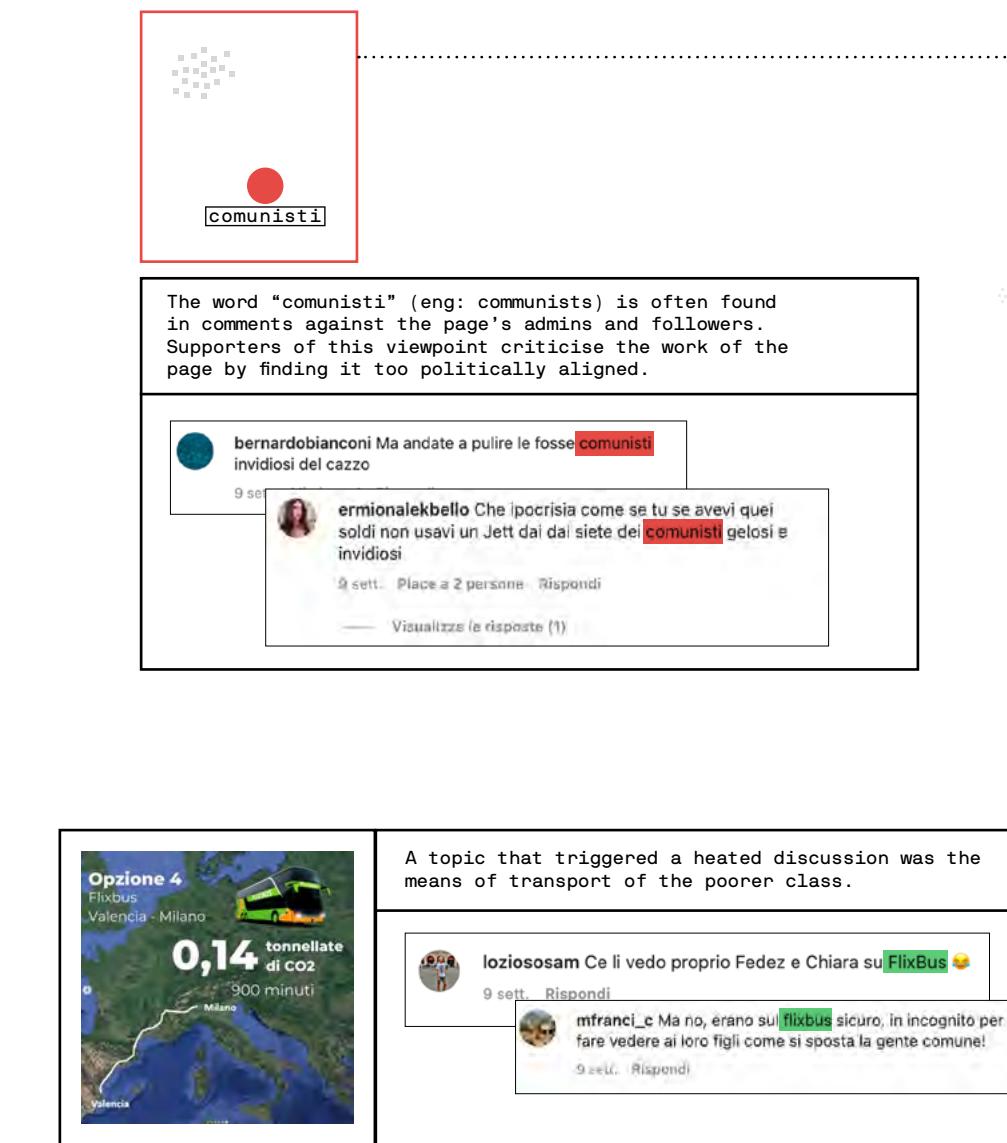
- tommigiomi Ma per le t di CO2 per il **Ryanair** sono per passeggero o totali del volo? Domanda del curioso rompi
9 sett. Piace a 3 persone Rispondi
- ilredelbelve Perché inquina di meno **Ryanair**?
9 sett. Rispondi

WORDS IN PERIPHERAL AREAS

FINDING 4

EXTERNAL WORDS GENERATE HEATED DISCUSSIONS

The words in the peripheral areas of the network are linked to topics or public figures cited by the page or by followers in an intense way but not close to the focus of the general discussion. This kind of comments polarizes the discussion between ordinary people and celebrities. There are also words that trigger discussion because generally associated with politic class struggle (communists) and the everyday life of less rich people (flixbus).



WHICH TOPICS CREATE THE MOST HEATED DEBATE IN THE COMMENTS?

FINDING 5

Q3

CLASS STRUGGLE MAKES PEOPLE ANGRIER

After analysing the comments with most interaction (likes and replies) we understood that, even if they feature both words from climate change and class struggle, they still talk about class struggle. So, the topic that generates the most heated debate is class struggle. This conclusion was possible only by reading and understanding the comments (qualitative analysis).



Likes 337 Replies 19

nikicol_90 I paladini dei diritti umani, i sostenitori delle buone cause, i giovani trasgressivi alla fine sono dei privilegiati qualunque. Quanto è facile parlare rispetto ad agire in merito alle giuste cause.
8 sett. Piace a 337 persone Rispondi Visualizza traduzione
— Visualizza le risposte (19)



Likes 128 Replies 0

materialista_dialectico Non esiste ambientalismo nel capitalismo.
5 sett. Piace a 128 persone Rispondi



Likes 120 Replies 2

mydarling_vale È assurdo che per via dei social si abbia perso totalmente il contatto con la realtà... Ormai la gente comune empatizza di più con i ricchi e famosi in virtù del fatto che li seguono sui IG o TT invece che con i poveracci come loro, tacciati di invidia alla prima critica. Bah! 🙄
3 sett. Piace a 120 persone Rispondi



Likes 100 Replies 1

pas.las Ricordiamo anche che con tutti i soldi che ha potrebbe prendere la classe top di Italo / Trenitalia con tutta la carrozza per se e i suoi vassalli senza metterci chissà quanto tempo per fare Milano/ Roma... Maledetto te e chi ti vota
3 sett. Piace a 100 persone Rispondi



Likes 73 Replies 4

michelemerlini1980 Si fanno fotografare con auto elettrica o fanno post sui social e poi...tonnellate di CO2 in poche ore
8 sett. Piace a 73 persone Rispondi

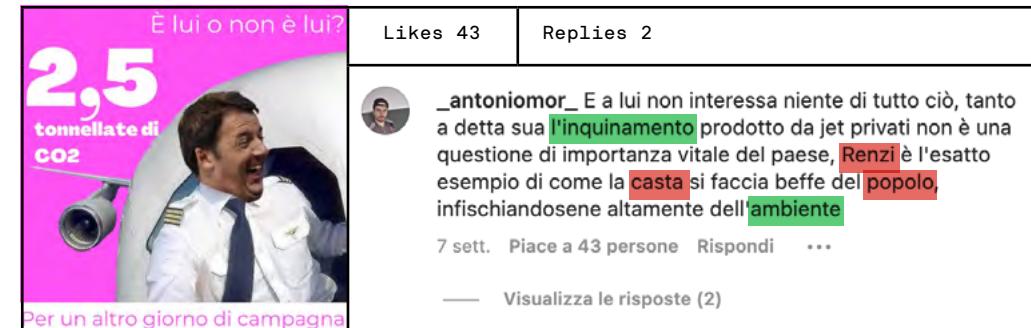
— Visualizza le risposte (4)



Likes 61 Replies 1

kamboshin Cioè questo solo con sti quattro aerei emette in un anno la stessa quantità di CO2 dell'INTERA Haiti (e più di altri stati tipo Burkina Faso, Bhutan, Malawi, Chad, Mali, Somalia, Puerto Rico, Liberia, Eritrea etc) ma comunque ci sarà qualche servo dei padroni pronto a dire "siete invidiosi, gli aerei privati dei ricchi non inquinano così tanto, sono tutte scuse"
8 sett. Piace a 61 persone Rispondi

— Visualizza le risposte (1)



Likes 43 Replies 2

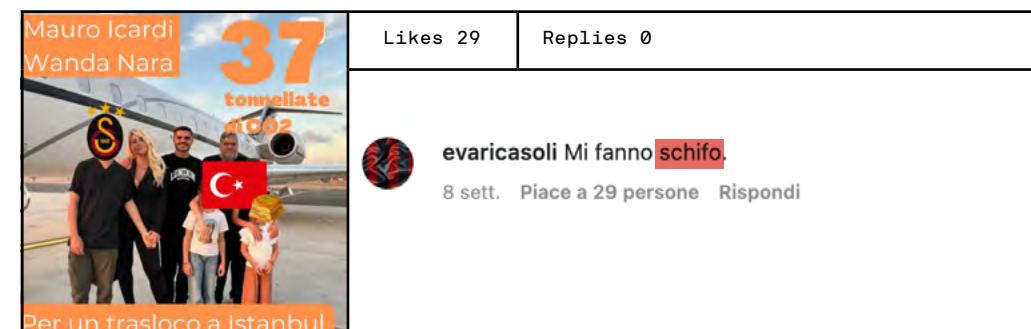
antoniomor_E a lui non interessa niente di tutto ciò, tanto a detta sua l'inquinamento prodotto da jet privati non è una questione di importanza vitale del paese, Renzi è l'esatto esempio di come la casta si faccia beffe del popolo, infischiansene altamente dell'ambiente
7 sett. Piace a 43 persone Rispondi

— Visualizza le risposte (2)



Likes 51 Replies 0

alinabionda Neanche fossero il Presidente degli USA. Se questi personaggi famosi usassero un po' della loro fama per veicolare messaggi a tutela dell'ambiente, non sarebbe male. Invece il nulla cosmico.
8 sett. Piace a 51 persone Rispondi



Likes 29 Replies 0

evaricasoli Mi fanno schifo.
8 sett. Piace a 29 persone Rispondi





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