

HELLO, CLASS OF 2020/1



DIGITAL RESEARCH METHODS

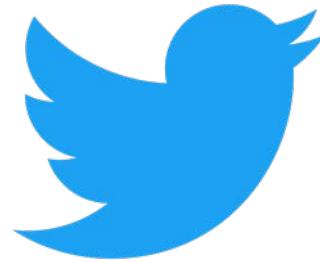


SOUTH AFRICAN-ITALIAN  
LONDONER  
(MSC) DIGITAL SOCIOLOGY  
DIGITAL SOCIOLOGIST @ MOJ  
ASSOCIATE LECTURER  
APPG BLOCKCHAIN CITIES  
BIMA100 CHAMPION FOR CHANGE

Hello!



HM Government



BLACKROCK



OLYMPIC  
FOUNDATION  
FOR CULTURE  
AND HERITAGE



MEDIA 24

HYATT®



Goldsmiths  
UNIVERSITY OF LONDON



World Health  
Organization



**QUOTE OF  
THE WEEK**

**Confidence is a choice. A lot of people think it's a feeling.**

**- Bob Tewksbury, Mental-Skills coach for the San Francisco Giants**



# TODAY'S LEARNINGS

- Overview of Digital Research Methods
- Discussing and connecting worldviews, research design and research method
- The Internet as a site of research – the tools laying in plain sight

# LEARNING OUTCOMES



- Evaluate online resources for accuracy, completeness, objectivity and timeliness;
- Investigate a topic, person, product, or service relatively seamlessly across offline and online fields of interaction;
- Use a variety of techniques to explore, capture and analyse digital information;
- Demonstrate an understanding of a range of qualitative or quantitative research methods.



# WHAT I ASK IN RETURN

- Be present.
- Ignore your phone.
- Do the readings.
- Be curious.
- Chatham House Rules – at times.
- Ask questions. The learning experience cannot happen without engagement.

A photograph of a white metal ladder submerged in clear blue water. The ladder extends from the bottom right towards the top left, with its rungs and steps visible. The water is calm, showing reflections of the ladder and the sky above.

DIVING INTO DRM



Not about Internet Studies.

A methodological outlook for research with the web.

Using the WWW as a research site to better understand human decision making and behaviour.

The methods of the medium.

Be mindful about how we can learn from these ‘native’ methods and reapply ‘their’ sense of logic and rigour to the work we do.

Links, likes and date stamps - native digital objects.

# THE ANATOMY OF A TWEET

⬇️ Pinned Tweet

 **Lisa Talia Moretti**  
@LisaTalia

Twitter! Hello there. I've decided to open-source the sociotechnical process I created to support ethical best practice in the research, **#design** and creation of **#tech** products and services. Happy Friday and I hope this is useful and meaningful to you:



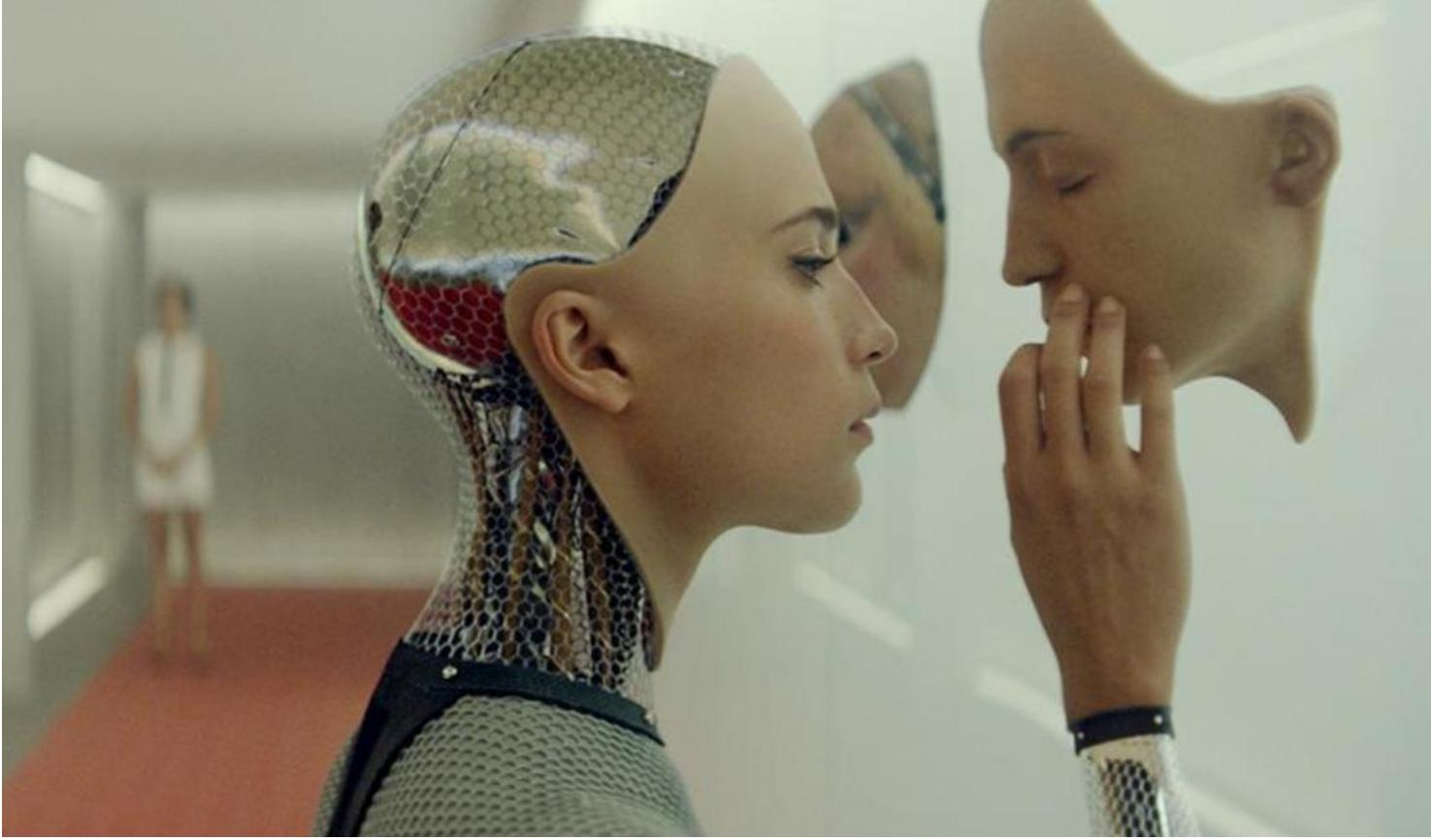
A SocioTechnical Process for Researchers, Designers and C...  
Data and Technology Ms. Lisa Talia Moretti (MSc Digital Sociology, Goldsmiths) Welcome! I'm so glad you found this...  
[docs.google.com](https://docs.google.com)

3:51 PM · Feb 7, 2020 · Twitter Web App

View Tweet activity

**28 Retweets** **12 Quote Tweets** **52 Likes**



Reimagine the ways we can tell stories from the data we collect.

Perform a kind of 'cultural and societal diagnostics' on the digital objects we work with.

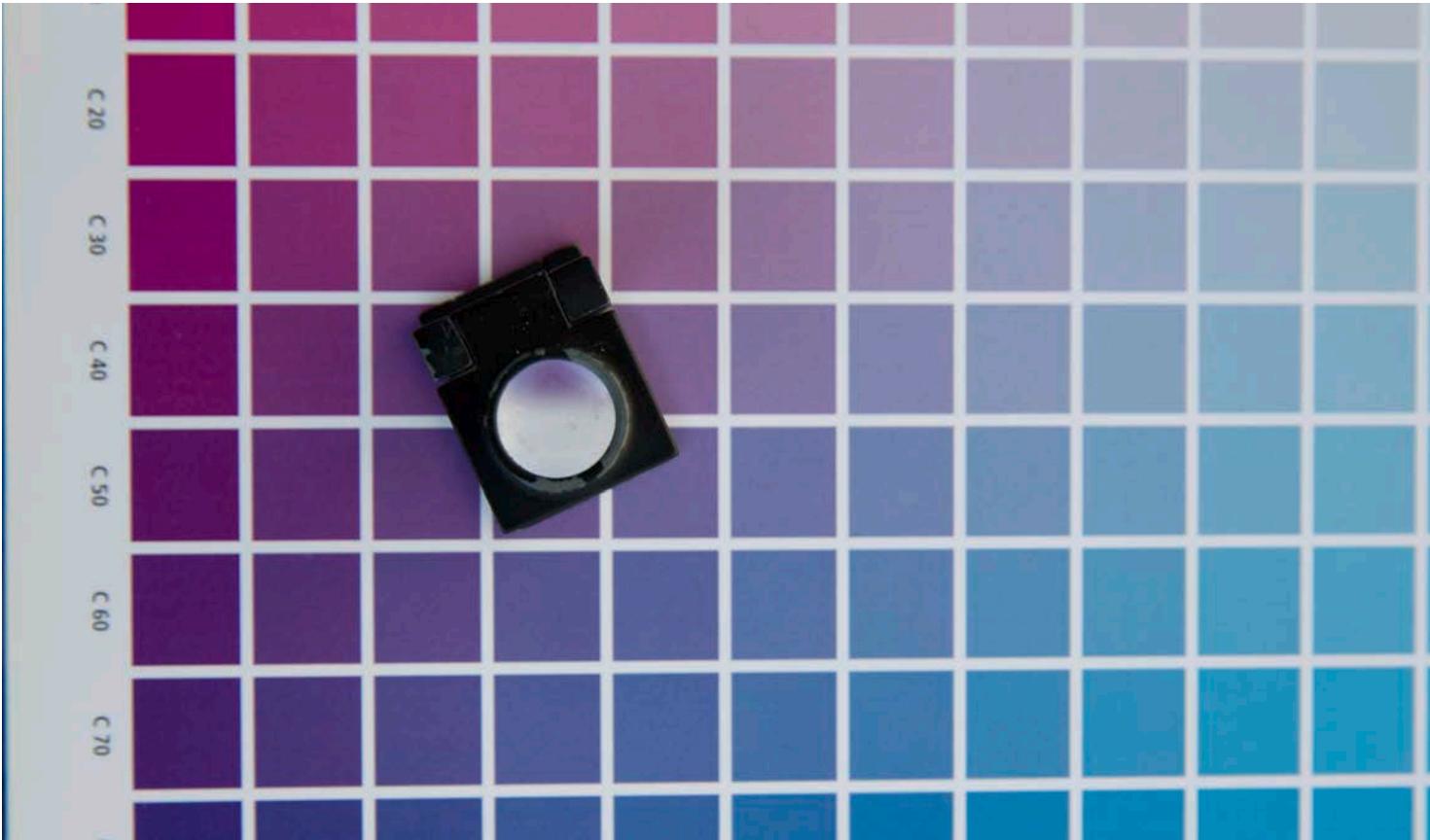
How much of what we're doing is studying people's behaviour online versus how much of what we're studying online can be grounded in the offline world?

Thinking about traditional research methods and how these can be transformed using digital methods.

How can we emigrate the tried and tested approaches of traditional methods to digital?

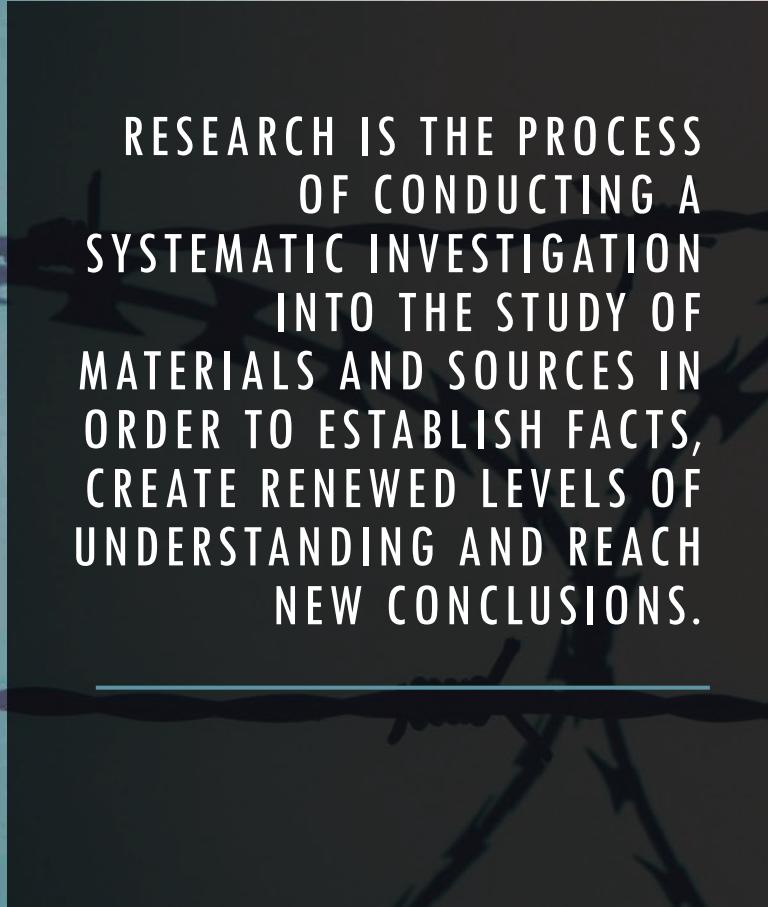
# PAUSE

Any questions?



# WHAT DOES IT MEAN TO BE A RESEARCHER?

- Anyone really can say they've done research.
- But can just anyone really call themselves a researcher?
- Understanding yourself and your position on a topic.
- Research isn't a product, it's a process.
- Understand what data you need and connect this to your methods.
- Method will give your data a shape.
- Most importantly it's about being systematic.



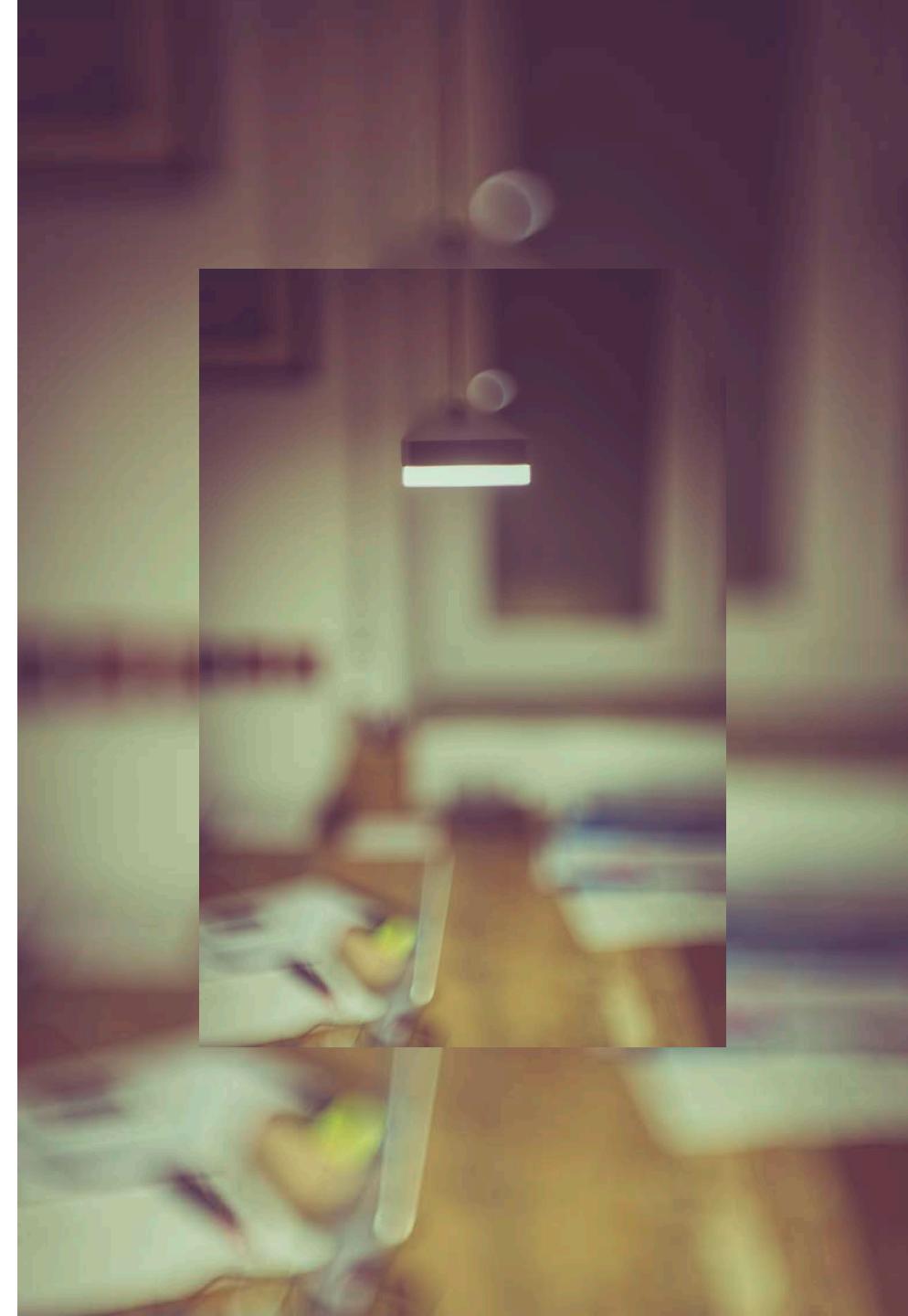
RESEARCH IS THE PROCESS  
OF CONDUCTING A  
SYSTEMATIC INVESTIGATION  
INTO THE STUDY OF  
MATERIALS AND SOURCES IN  
ORDER TO ESTABLISH FACTS,  
CREATE RENEWED LEVELS OF  
UNDERSTANDING AND REACH  
NEW CONCLUSIONS.

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# SYSTEMATIC

- Good researchers are systematic in what they do.
- They are clear to point out the question they are trying to solve.
- They reflect the latest state of knowledge.
- Comprehensive in their efforts.
- **BOUNDARIES:** Clear what they will cover and what they will not.
- Governed by method.





THE POLITICS OF  
RESEARCH IS TIGHTLY  
WOUND WITH THE  
POLITICS OF DATA.

## THREE PRINCIPLES



Technology is not a product, it's a **system**.

We need to move from focusing on individuals to **communities**.

We **shouldn't be afraid** of the things we don't know how to measure.

**TECHNOLOGY IS NOT A PRODUCT.  
IT'S A SYSTEM.**



- The system of technology is connected to other systems like society and power.
- AI and ML has come to belong to the system of science and engineering, despite having social and political impacts.
- AI and ML has come to be owned by those who can code and know the 'codes' of the system. This is communicated through language.

**Technology companies have become the biggest and most powerful companies in the world without the help of ethnographers. Why should we hire them now?**

**- Director, AI company**

**FROM INDIVIDUALS TO COMMUNITIES.**



- Relentless focus on the 'end user'.
- Adopted the language of addiction – Users, User base
- In an effort to personalise, we've disconnected.
- User experience increasingly using methods that remove context or create sterile and isolated testing environments.
- We have to get explainability under control. This *will* start to leak into the public domain.
- Place shapes behaviour. Behaviour over time is culture.

We were just building on the premise of you know, build it and they will come.

- Co-Founders, AI tech start-up

BE RESPONSIBLE.

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WE CANNOT BE AFRAID OF THE THINGS WE  
DON'T KNOW HOW TO MEASURE.

WE HAVE TO TRY.



- All firms desire creativity, but ultimately have a bias against it. Risky!
- Creativity is required in huge doses if we are to “produce different knowledge, and produce knowledge differently.”
  - St. Pierre (1997)
- Human-machine collaboration is complex, layered and cannot be solved in an A/B test or a survey.

We didn't really know how to measure the effects of automation on .... so we just asked people. It was pretty weird.

**Research Assistant,  
Automation Software**



We hardly ever measure the total effect of our work probably because most people [at the organisation] don't understand how the 'human' angle is relevant to the work they do.

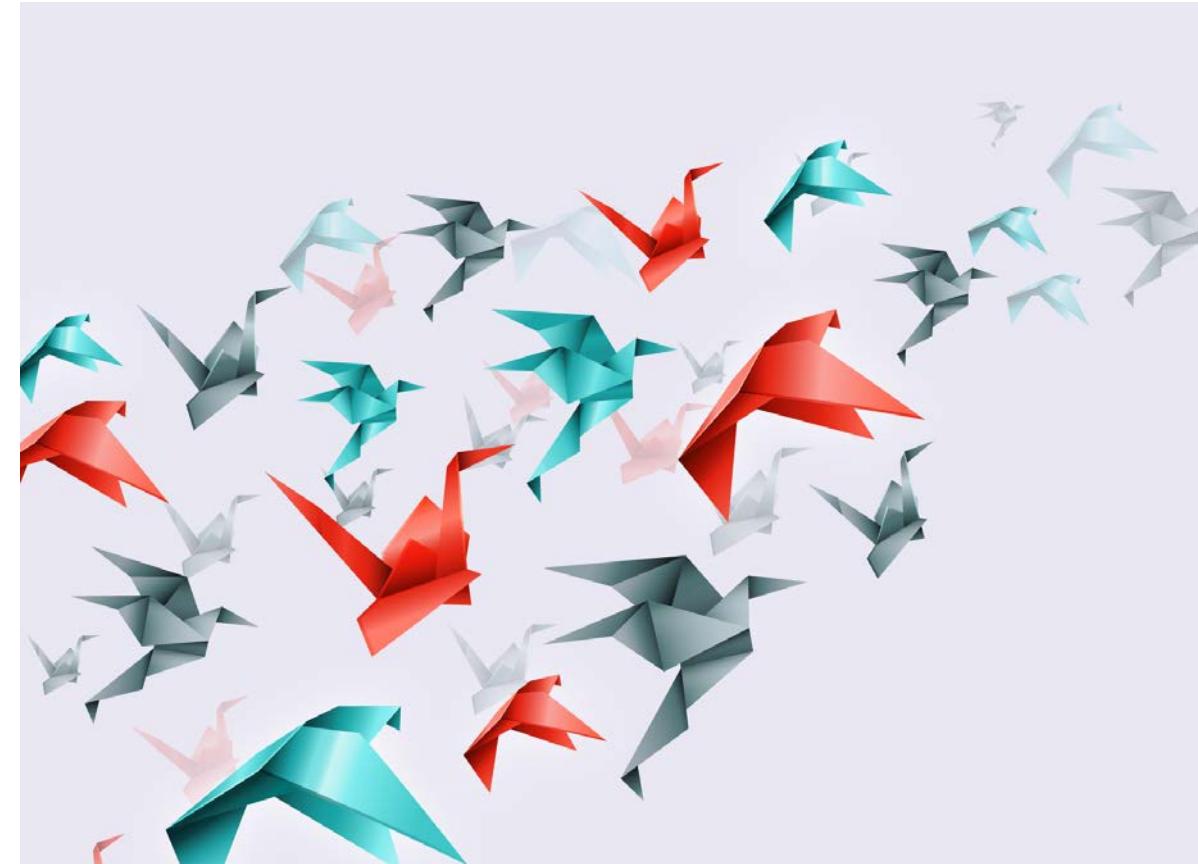
- **Chief Product Officer, Navigation and Mapping Tech**

- Contemplating concepts like serendipity, acceptance, usefulness and reciprocity will feel like climbing Everest.

**Qualitative:** Often framed in terms of using words and using open-ended questions.

**Quantitative:** Often framed in terms of using numbers and using closed-ended questions (quantitative hypothesis).

**Mixed Methods:** Resides in the middle of the above two because it incorporates elements of both qual and quant.



## THREE DISTINCT APPROACHES TO RESEARCH

*Not to be seen as rigid and distinct but rather existing on a spectrum. Much better to think of more/less.*

# A MORE SOPHISTICATED AND HOLISTIC WAY TO SET THE APPROACHES APART

## History plays a part too!

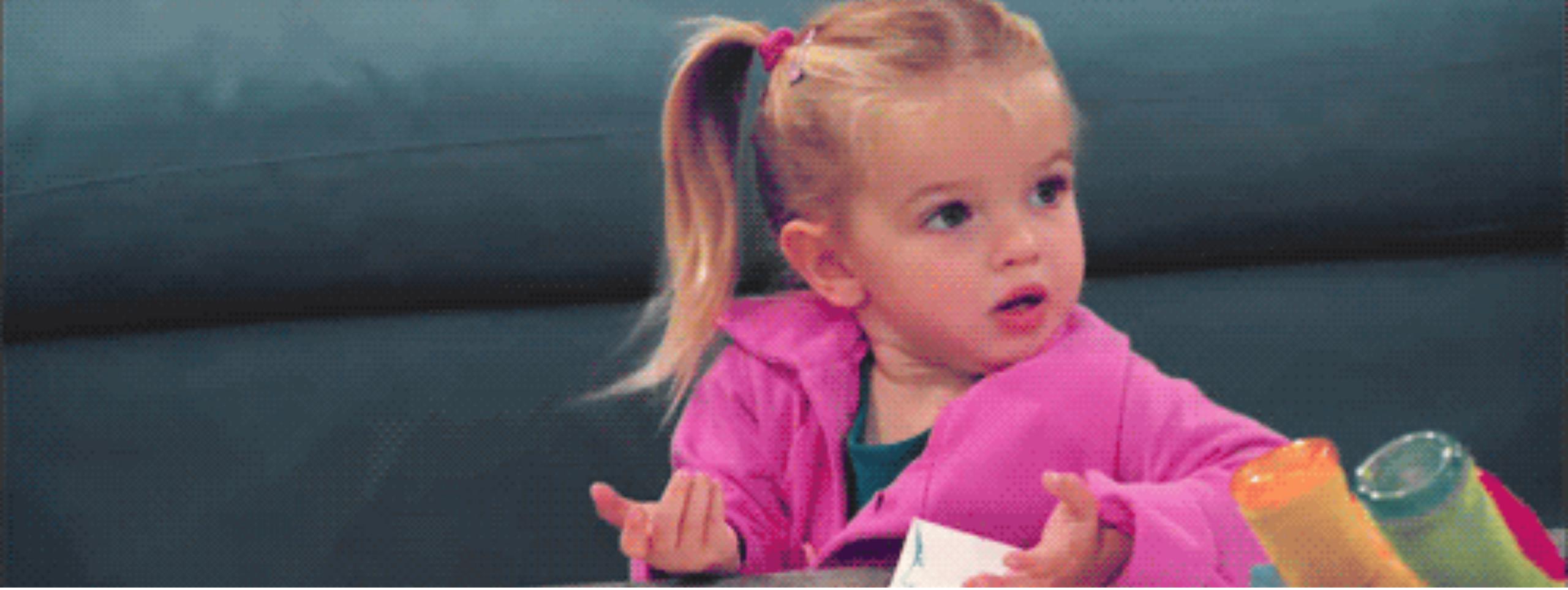
- Quantitative approaches dominated forms of research in the social sciences from the late 19<sup>th</sup> C up until mid-20<sup>th</sup> C.
- Later half of 20<sup>th</sup> C interest in qualitative increased.
- Then quantitative took over again with the boom of social data (big data and psychographics).
- Qualitative and Mixed Methods is once again becoming ‘cool’ again (design thinking, systems thinking, cultural analytics).



These three components are essential to any research plan/proposal.

1. The basic **philosophical assumptions** of a researcher.
2. The types of **research design/strategies** used in the research (*experiments or narrative*)
3. **Specific methods** employed in conducting the above strategies (*collecting data quantitatively on instruments vs collecting qualitative data through observing a scene*)

What philosophical worldview  
assumptions are you bringing  
to your study?



WHAT THE ACTUAL ARE YOU  
TALKING ABOUT?

# PHILOSOPHICAL WORLDVIEWS

Despite remaining largely hidden, philosophical worldviews influence the practice of research.

A worldview is “a basic set of beliefs that guide action.” (Guba, 1990)

“Worldviews” are also known as:

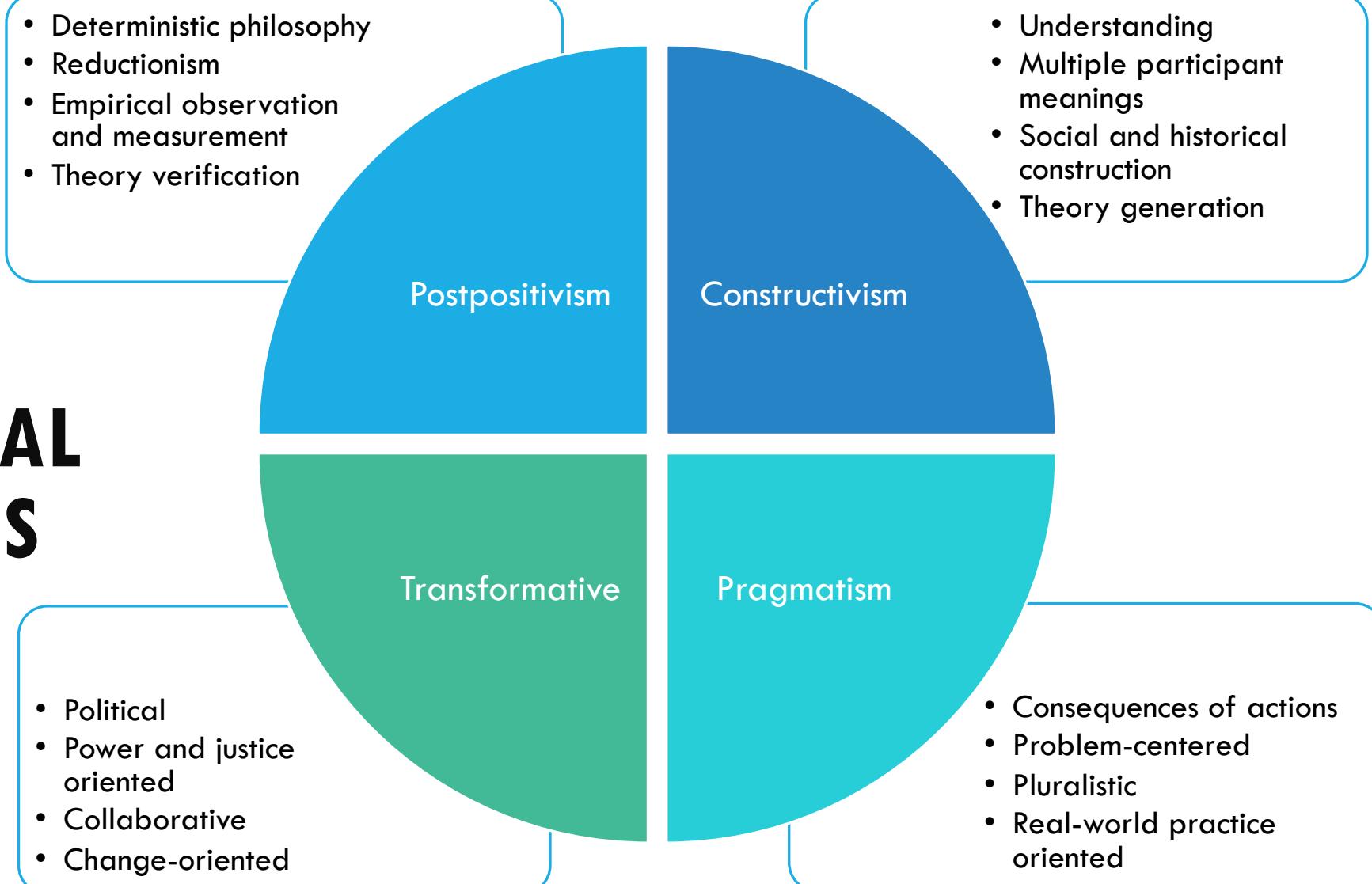
- Paradigms
- Epistemologies (*what you know and how you know it*) and Ontologies (*how you name things and how they connect*)
- Broadly conceived research methodologies





# 4

## MAJOR PHILOSOPHICAL WORLDVIEWS



What research design is  
related to this worldview?

# RESEARCH DESIGN

What type of inquiry do you wish to conduct.

Also sometimes called,  
“strategies of inquiry.”

Tech has significantly changed how we design our research.



**Qualitative:** Narrative Research, Phenomenology, Grounded Theory, Ethnography, Case Study

**Quantitative:** Experimental designs, Non-experimental designs (like a survey)

**Mixed Methods:** Convergent, Explanatory sequential, Exploratory sequential, Transformative (embedded or multi-phase)

What are the specific methods  
and procedures of research  
that translate the approach  
into practice?

# RESEARCH METHODS

The third major element is the specific research methods that involve the forms of data collection, analysis and interpretation that a researcher proposes for the study.

Researchers collect data through a variety of ways. Examples:

- Instrument or test (eg. Set of questions about attitudes towards confidence)
- Gather information on behaviour (eg. Watching someone work through a complex task)
- Observe a group or community
- Conducting an interview without the use of specific question (open-ended)

Researchers analyse different information too: numbers, words, visuals, sound.

- Can interpret statistical results or themes and patterns that emerge in data.

# CHOICE OF METHODS COME DOWN TO...

- 1.) Whether the intent is to specify the type of information to be collected **before** the research study begins...
- 2.) To let it emerge from the participants **during** the study.





# Break!



WHAT DATA DOES THE INTERNET  
GIVE US ACCESS TO?

1. THE LINK
2. THE WEBSITE
3. THE ENGINE
4. THE SPHERES
5. THE WEBS
6. POST-DEMOGRAPHICS
7. NETWORKED CONTENT

# THE LINK

- Research how someone moves through ‘The Internet’ and how they build understanding/trust/acceptance (etc) of a topic or story.
- Follow hyperlinks and see the politics of association. Which websites ('actors') are connected to one another through their links? Is it through uni-lateral or bi-lateral connections? Do they form a network?
- Consider hyperlinks as reputational indicators. How may we characterise an ‘actor’ by the types of hyperlinks they have given or received?

# RESEARCH HOW SOMEONE MOVES THROUGH ‘THE INTERNET’ AND HOW THEY BUILD TRUST TOWARD AN INFORMATION SOURCE

Query: Contact details for a Johannesburg taxi company

Search: I first typed into Google "contact details for Said cabs". Plenty of information came up but after clicking on all the links it was not the information I was looking for. I then called a friend of mine that often uses cabs in Johannesburg and asked her if she knew the details of the company. She gave me the name "safe cab" so I then typed into Google “safe cab Johannesburg” and clicked on the first link to find their contact details. I trusted this information because I have used these cabs before when I was at school in Johannesburg. [sic]

- Nikita, 20yrs, third-year student

Case #1: User has very little or no knowledge of the subject.



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**Search:** I first typed into Google "contact details for Said cabs". Plenty of information came up but after clicking on all the links it was not the information I was looking for. I then called a friend of mine that often uses cabs in Johannesburg and asked her if she knew the details of the company. She gave me the name "safe cab" so I then typed into Google "safe cab Johannesburg" and clicked on the first link to find their contact details. I trusted this information because I have used these cabs before when I was at school in Johannesburg. [sic]

- Nikita, 20yrs, third-year student



# Discover networks of association through hyperlinking



**Conspiracy Fake News Network**

### **Co-link Map Details:**

Author: Lisa Talia Moretti  
Email: lisatalia.moretti@gmail.com  
Crawl start: 6 Mar 2017 - 00:51  
Crawl end: 6 Mar 2017 - 02:45  
Privilege starting points: off  
Co-link Analysis Mode: page  
Iterations: 1  
Crawl Depth: 2  
Node count: 44

Map generated from Issuecrawler.net by the Govcom.org Foundation, Amsterdam

**Legend:**

- 

### Select links layers:

links on

Destination URL: http://www.breitbart.com/national-security/2017/02/17/pope-francis-muslim...  
Page date stamp: 6 Mar 2017 - 01:25  
Links received from crawled population: 314

Links from network (1 - 29)

1. cnbc.com
  2. dailymail.co.uk
  3. marketwatch.com
  4. nbcnews.com
  5. latimes.com
  6. politico.com
  7. independent.co.uk
  8. nypost.com
  9. newyorker.com
  10. gizmodo.com

### *Links to network:*

#### **Export & Save options:**

File type:	SVG	<input type="button" value="▼"/>	<input type="button" value="Save ..."/>
Map type:	with legend	<input type="button" value="▼"/>	<input type="button" value="Send map to a friend"/>

# THE WEBSITE

- Research categories, ranking, geography, discoverability and popularity. Study the interaction between people and information.
- Research evolution of design – logo, colour palette, features. What does this say about the changing nature of the corporate; its values, motivations and relationship with the publics.



Overview



ft.com



+ COMPARE

Sep 2020

DOWNLOAD



# Traffic Overview i

Estimated Data [Verify Your Website](#)

## Total Visits to ft.com i

Growth &amp; total visits to ft.com over time

On desktop &amp; mobile web, in the last 6 months



## Engagement

### Total Visits

**31.47M**▲ 9.75%

### Avg. Visit Duration

**00:02:19**

### Pages per Visit

**2.02**

**SIMILAR WEB**  
**HTTPS://WWW.SIMILARWEB.COM**

# INTERNET ARCHIVE, THE WAYBACK MACHINE

<https://archive.org/web/>

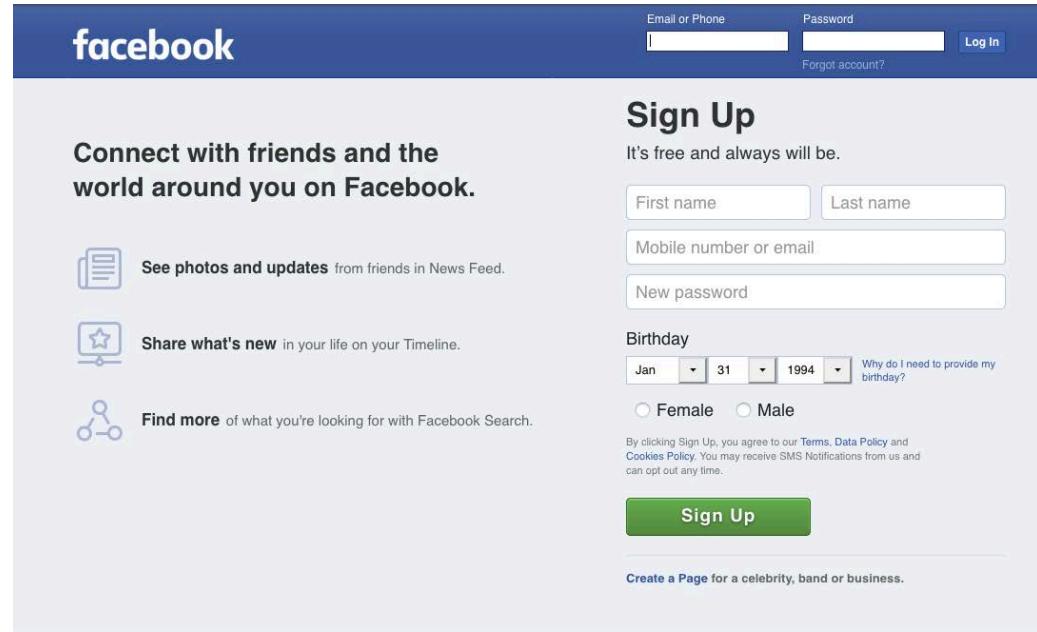


2004

The screenshot shows the initial version of the Facebook login page. It features a blue header with the word "facebook" in white. Below the header is a dark blue sidebar containing a user profile picture, an "E-mail:" input field, a "Password:" input field, and two buttons: "Login" and "Register". The main content area has a light blue background. At the top, it says "Welcome to the Facebook!". Below that, a bold statement reads: "The Facebook is an online directory that connects people through social networks at schools." It then explains: "Now there are two Facebooks: one for people in college and one for people in high school." A note follows: "The site is open to a lot of schools, but not everywhere yet. We're working on it." Further down, it says "You can use Facebook to:" followed by a bulleted list: "• Look up people at your school.  
• See how people know each other.  
• Find people in your classes and groups." At the bottom of the main content area are two buttons: "Login" and "Register".

[about](#) [jobs](#) [announce](#) [advertise](#) [terms](#) [privacy](#)  
a Mark Zuckerberg production  
Facebook © 2005

01 December 2005



Suggested Languages	English (US) ✓	Français (Canada)	Español	Português (Brasil)
All Languages	Af-Soomaali	Gaeilge	Shqip	فارسی
Africa and Middle East	Afrikaans	Gallego	štěónskö gödka	کورنیش ناولندی
Americas	Azərbaycan dilı	Guarani	Slovenčina	+۱۲۳۴۵۶۷۸۹
Asia-Pacific	Bahasa Indonesia	Hausa	Slovenščina	ମୂର୍ଖତା
Eastern Europe	Bahasa Melayu	Hrvatski	Suomi	ବେଣାରୀ
Western Europe	Basa Jawa	Ikiñyarwanda	Svenska	ମରାଠୀ
	Bisaya	Íslenska	Tiếng Việt	ହିନ୍ଦୀ
	Bosanski	Italiano	Türkçe	ଓର୍ଦ୍ଦମୀଳା
	Brezhoneg	Kiswahili	Zaza	ବାନାନା
	Català	Kreyòl Ayisyen	Ελληνικά	ପଞ୍ଜାବୀ
	Čeština	Kurdî (Kurmancî)	Беларуская	ବୁନ୍ଦାନୀ
	Corsu	Latviešu	Български	ବର୍ଷିଆ
	Cymraeg	Lietuvių	қырсызча	କମ୍ପ୍ଯୁଟର
	Dansk	Magyar	Қазақша	ଓର୍ଦ୍ଦମୀଳା
	Deutsch	Malagasy	Македонски	କର୍ଣ୍ଣୁଡ଼ି
	Eesti	Malti	Монгол	କୋମ୍ପାଙ୍ଗ
	English (UK)	Nederlands	Русский	ମିଶରନ୍
	English (US) ✓	Nederlands (België)	Српски	ମାର୍ଗାଳିଙ୍ଗ
	Español	Norsk (bokmål)	Татарча	ମାତ୍ରାବାଦ
	Español (España)	Norsk (nynorsk)	Тоҷики	ମୁହିମାବାଦ

31 January 2019



Facebook helps you connect and share  
with the people in your life.

A screenshot of the Facebook login interface. It features two input fields: "Email address or phone number" and "Password", both with placeholder text. Below them is a large blue "Log In" button with white text. To the right of the "Log In" button is a link "Forgotten password?". At the bottom of the form is a green "Create New Account" button with white text. The entire form is set against a light gray background with rounded corners.

Email address or phone number

Password

Log In

[Forgotten password?](#)

Create New Account

[Create a Page](#) for a celebrity, band or business.

# THE ENGINE

Google, Bing and Yahoo all are driven by complex code called an algorithm.

When you search for something, there is a secret competition happening in the background.

- Who gets a higher ranking for certain topics? Why? What does it say about a website when they no longer rank highly for a topic or theme?
- What does search terms and phrases tell us about people and their beliefs? Can we uncover any clues in social norms and structures?

# Search Engine Scraper

## Enter key words, one per line:

You can use the normal search query operators your chosen search engine supports. Further considerations are listed [on our wiki](#). If you are looking for per-site results, try the [Lippmannian Device](#).

"Climate Change"

## Options:

Number of results per query (max 1000)

100

Name your result file

## Search Engines:

Note that Google and Yandex are known to require you to fill in CAPTCHAs after a small number of automated queries. Consider using another search engine when planning more than tens of queries.

Google

## Advanced options for Google

Scrape Search Results

## Search Engine Scraper, an Introduction

### Search Engine Scraper

The Search Engine Scraper allows you to scrape the search results for a given search query, and has as output a list of results the search engine returned for the query. You can choose which search engine you want to scrape; this allows comparison between search engines and what results they return for the same query. In this there is some overlap with the [Lippmannian Device](#), which also scrapes search results, but has the additional feature of offering a comparison of results *within a particular site*. If the per-site search is not required for your analysis, this tool - the Search Engine Scraper - will likely be easier to use.

# SEARCH

- Google Autocorrect
- Online search trends
- Related topics and queries
- BREAKOUT Related topics and queries
- Geolocations
- Search listening



ALL PRESS RELEASES



# MAD ABOUT THE PILL

D  
E

**THE DEBRIEF PARTNERS WITH  
WOMAN'S HOUR TO LAUNCH  
MAD ABOUT THE PILL  
INVESTIGATION**

● Birth control

Topic

+ Compare

United Kingdom ▾

01/01/2014 - 31/12/2016 ▾

Health ▾

Web Search ▾

Interest over time ?

⋮



5 Jan 2014

30 Nov 2014

25 Oct 2015

18 Sep 2016

● Birth control

Topic

● contraception

Search term

+ Add comparison

United Kingdom ▾

01/01/2014 - 31/12/2016 ▾

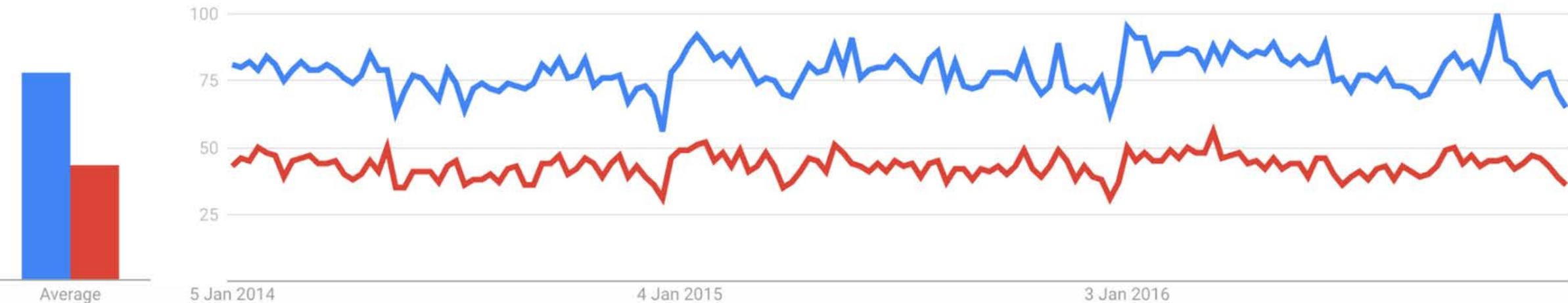
Health ▾

Web Search ▾

Search terms match specific words; topics are concepts that match similar terms in any language. [Find out more](#)

Interest over time ?

⋮



● Birth control  
Topic

● contraception  
Search term

● depression sympt...  
Search term

+ Add comparison

United Kingdom ▾

01/01/2014 - 31/12/2016 ▾

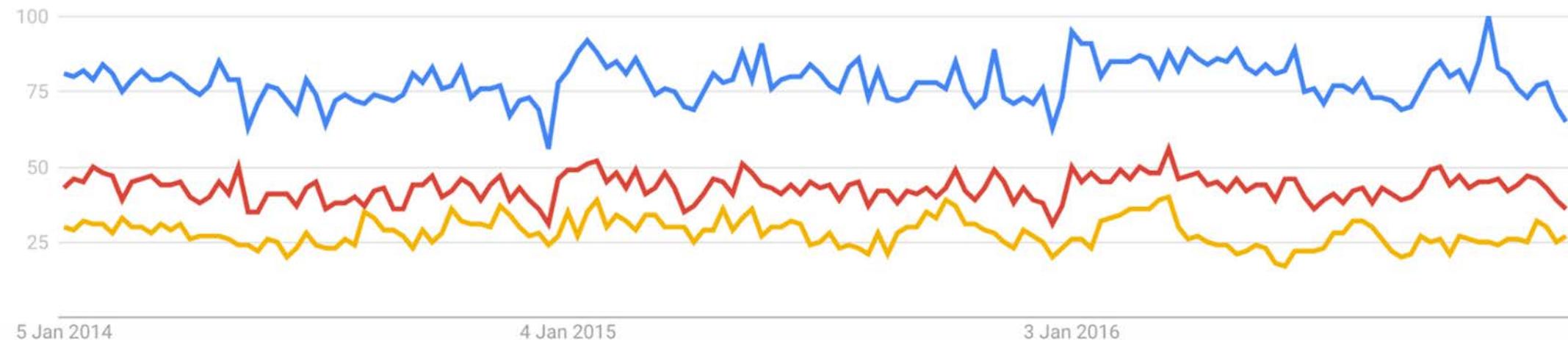
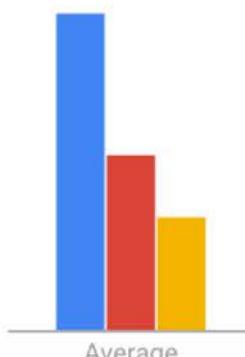
Health ▾

Web Search ▾

Search terms match specific words; topics are concepts that match similar terms in any language. [Find out more](#)

Interest over time ?

⋮



# “TRUMP” AUTOCORRECT

UNITED KINGDOM	UNITED STATES
Trump news	Trump wife
Trump tower	Trump cabinet
Trump cabinet	Trump polls
Trump polls	Trump tower
Trump vs Clinton	Trump university
Trump University	Trump tax plan
Trump memes	Trump memes
Trump daughter	Trump vs Clinton
Trump tax plan	Trump family

# “TRUMP” AUTOCORRECT

UNITED KINGDOM	UNITED STATES
Trump news	Trump wife
Trump tower	Trump cabinet
Trump cabinet	Trump polls
Trump polls	Trump tower
Trump vs Clinton	Trump university
Trump University	Trump tax plan
Trump memes	Trump memes
Trump daughter	Trump vs Clinton
Trump tax plan	Trump family

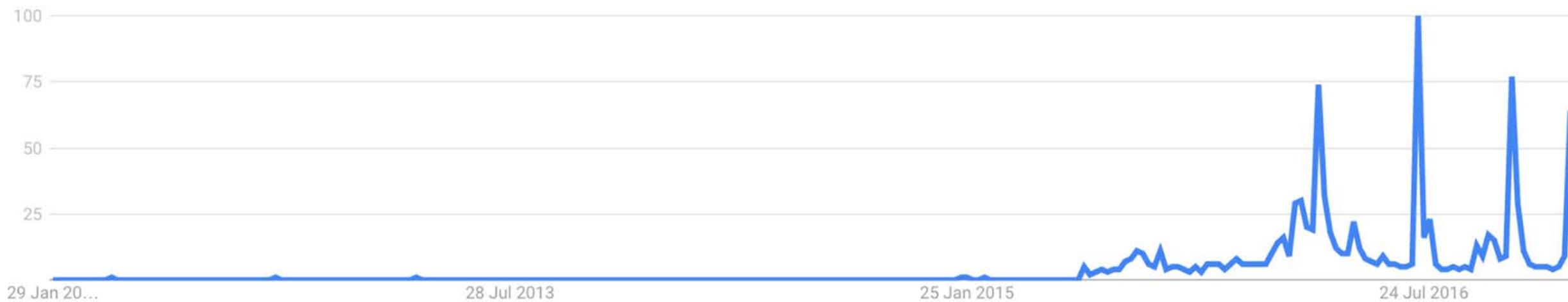
● Trump wife  
Search term

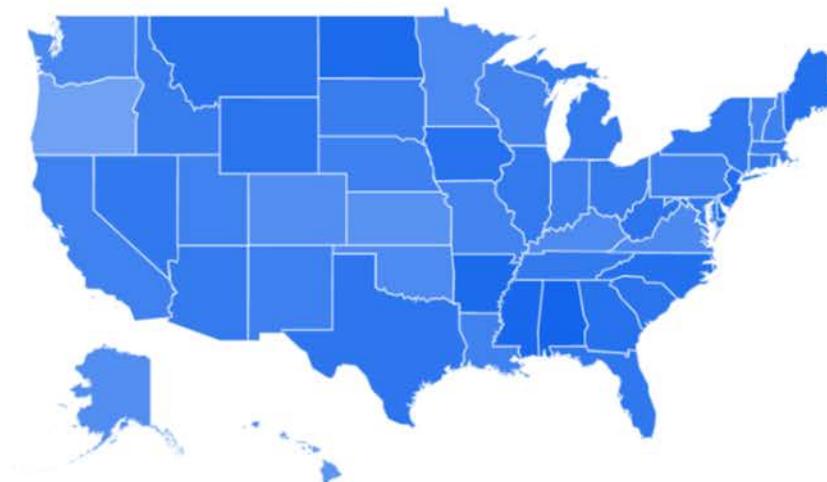
+ Compare

United States ▾ Past 5 years ▾ All categories ▾ Web Search ▾

Interest over time ?

⋮





1 District of Columbia

100 A horizontal bar chart with a single blue bar extending to the right. The number '100' is displayed at the start of the bar.

2 Alabama

89 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '89' is displayed at the start of the bar.

3 Delaware

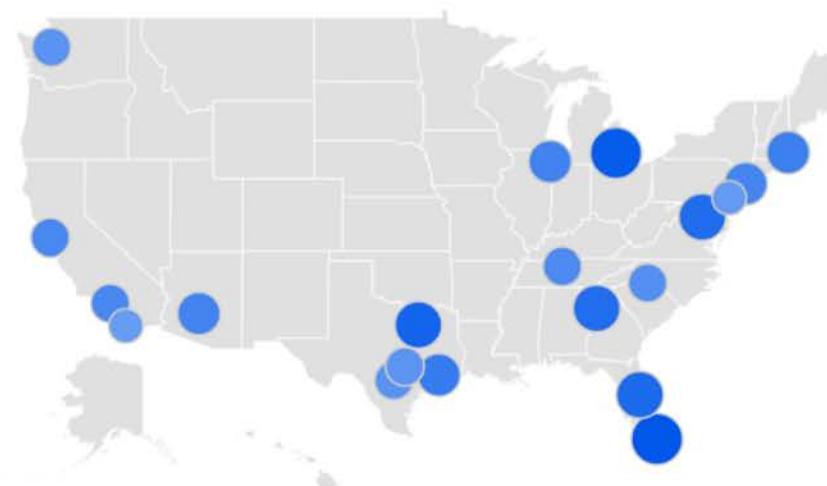
88 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '88' is displayed at the start of the bar.

4 Mississippi

86 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '86' is displayed at the start of the bar.

5 North Dakota

84 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '84' is displayed at the start of the bar.



1 Miami

100 A horizontal bar chart with a single blue bar extending to the right. The number '100' is displayed at the start of the bar.

2 Detroit

96 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '96' is displayed at the start of the bar.

3 Dallas

89 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '89' is displayed at the start of the bar.

4 Orlando

84 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '84' is displayed at the start of the bar.

5 Washington

82 A horizontal bar chart with a blue bar ending slightly before the end of the scale. The number '82' is displayed at the start of the bar.

# RELATED SEARCH QUERIES

Cruz wife

Ted Cruze wife

Hilary Clinton

Bernie Sanders wife

Rubio wife

Jeb Bush wife

Barron Trump

Small  
data!



## Melania Trump and Michelle Obama: How their inauguration style compares

HELLO! US - Jan 22, 2017

As predicted, **Melania Trump** wore a Ralph Lauren ensemble for Donald Trump's inauguration on Friday. The 46-year-old channelled Jackie Kennedy in the powder blue suit, which featured a cropped jacket and knee-length dress, accessorized with suede ...



### [Who is Melania Trump? Profile of the woman who is America's new ...](#)

[Mirror.co.uk](#) - 20 Jan 2017

Donald **Trump** has been leading the headlines ever since he decided to run to be the 45th President of the United States. But his **wife** Melania ...

### [Who Is Melania Trump? 13 Facts About Donald Trump's Wife And ...](#)

[International Business Times](#) - 8 Nov 2016

## **Donald Trump's Wife:** What Do We Know About First Lady Melania ...

[The Inquisitr](#) - 19 hours ago

President Donald **Trump** and his **wife**, First Lady Melania **Trump**, have been shrouded in controversy since before **Trump** even announced his ...



## **Donald's Wife, Melania Trump:** Five Facts You Don't Know

The Inquisitr - Jan 22, 2017

**Melania Trump**, our president's wife, is now the First Lady of the United States. Although news stories ran rampant during the election season, Melania managed to stay out of the spotlight. Supporting Donald and attending rallies when she could, her ...



[Who is Melania Trump? Profile of the woman who is America's new ...](#)

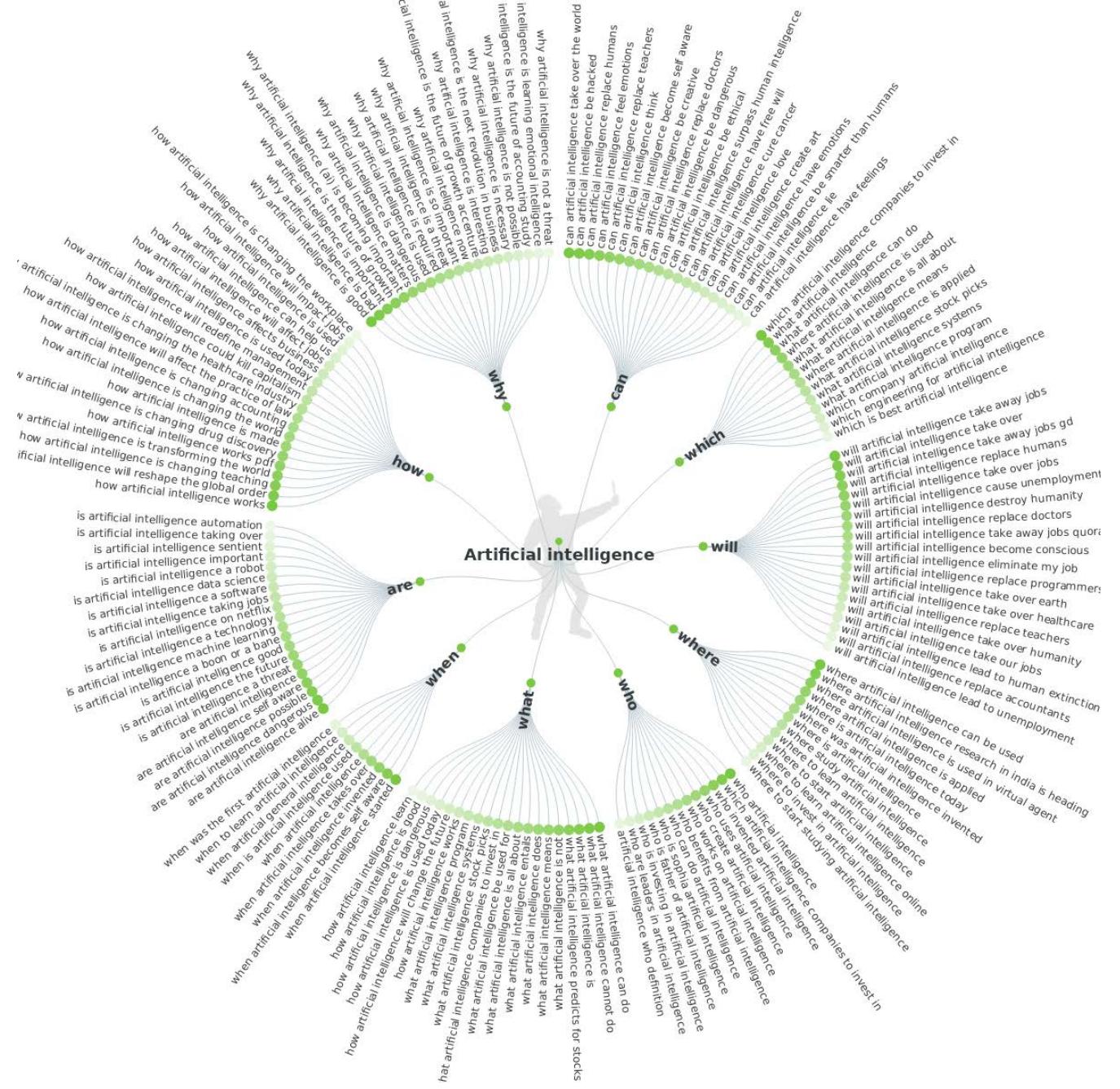
[Mirror.co.uk](#) - 20 Jan 2017

Donald **Trump** has been leading the headlines ever since he decided to run to be the 45th President of the United States. But his **wife** Melania ...

[Who Is Melania Trump? 13 Facts About Donald \*\*Trump's Wife\*\* And ...](#)

[International Business Times](#) - 8 Nov 2016

# SEARCH LISTENING





# THE SPHERES

Information on the Internet can be divided up into its own categories.

Sphere is considered to be a device demarcated source set.

- The Blogosphere
- The Newsphere
- Tagosphere (social bookmarking)

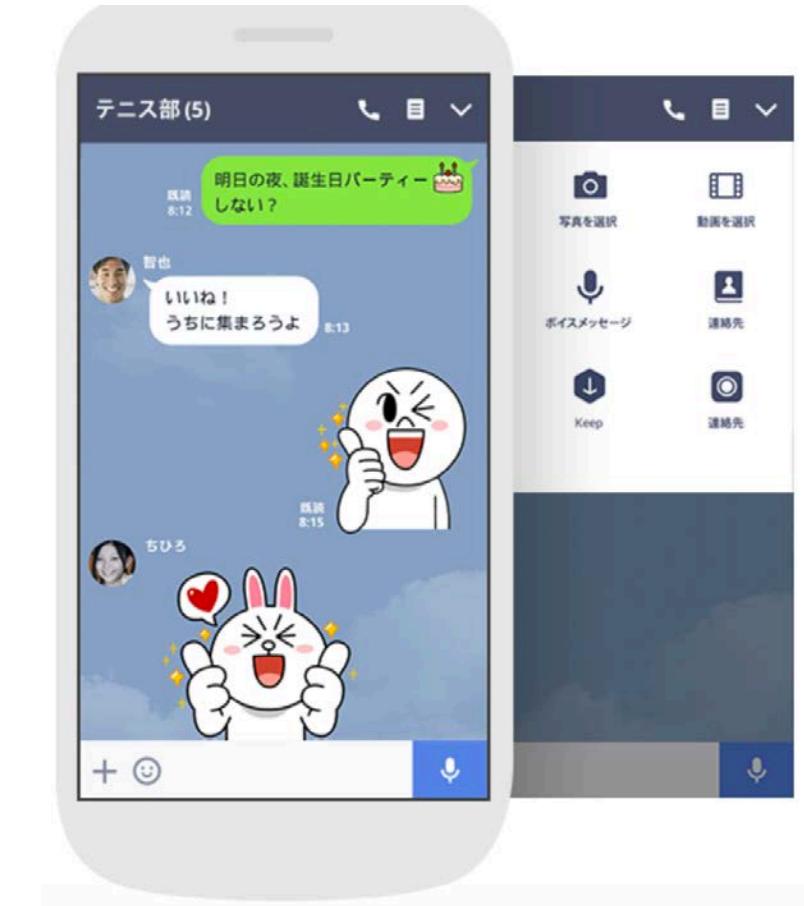
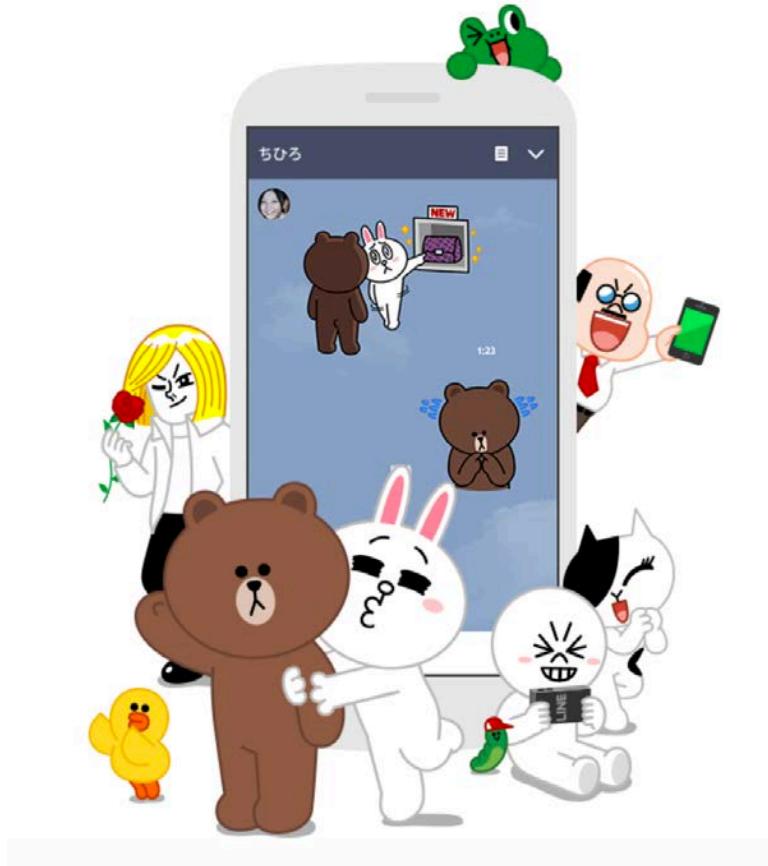
Think about the tools that will allow you to best explore and research each one of these spheres.

- Blogarama/Bloggernity/AllTop | Google News | Pinterest/Pinboard/Digg
- "Cross-spherical analysis" compares the sources returned by each sphere for the same query. It can therefore be seen as comparative ranking research.

# THE WEBS

- Literally about grounding the Internet and thinking about the Internet as running over country lines and what happens when the invisible crosses physical boundaries.
- How does branding change country to county or even city to city?
- What websites aren't available in certain countries? What alternatives pop up in their place? How these different/the same to their international 'cousins'?
- If a country bans a website, what does that say about structures of power and governance? What does it say about culture?

# HOW IS CULTURE EXPRESSED THROUGH THE BRANDING AND USER INTERFACE OF DIGITAL SOCIAL NETWORKS?



	Website	Domain	URL	Category	Primary language	Duration of blockage	Current status
	Google	google.com	www.google.com drive.google.com hangouts.google.com	Search Sharing Social	English	2010 to present <sup>[2]</sup>	Blocked <sup>[3]</sup>
	YouTube	youtube.com	www.youtube.com	Video	English	2009, March to present <sup>[4][5][6][7]</sup>	Blocked <sup>[3]</sup>
	Facebook	facebook.com	www.facebook.com	Social	English	2009, July (or earlier) to present <sup>[8]</sup>	Blocked <sup>[3]</sup>
	Webtoon	webtoons.com	www.webtoons.com	Fanfiction, Comics	Multilanguage	2019 to present	Blocked <sup>[citation needed]</sup>
	Crunchyroll	crunchyroll.com	www.crunchyroll.com	Anime, Manga, Entertainment	Multilanguage	2016 to present	Blocked <sup>[citation needed]</sup>
	Wikipedia	wikipedia.org	www.wikipedia.org	Encyclopedia	Multilingual	2019, 3 April to present <sup>[9]</sup>	Blocked
	Microsoft OneDrive	live.com	onedrive.live.com	Sharing	Multilingual	2014, July to present	Partially blocked (Only business version available) <sup>[citation needed]</sup>
	Netflix	netflix.com	www.netflix.com	Entertainment	Multilingual	Unknown to unknown	Blocked <sup>[citation needed]</sup> <sup>[10]</sup>
	Zoom	zoom.us	www.zoom.us	Social	English	2019, 9 September to November <sup>[11]</sup>	Unblocked
	Blogspot	blogspot.com	blogspot.com	Blog	English	2009, May to present <sup>[5][6][12]</sup>	Blocked
	Yahoo Japan	yahoo.co.jp	yahoo.co.jp	Portal	Japanese	2012, 15 to 17 June	Unblocked (Searching unavailable) <sup>[citation needed]</sup>
	Bing	bing.com	bing.com	Search	Multilingual	2019, 23 to 24 January <sup>[13]</sup>	Unblocked
	Instagram	instagram.com	www.instagram.com	Image Sharing	Multilingual	2014, September to present <sup>[14]</sup>	Blocked
	Twitch	twitch.tv	twitch.tv	Streaming	English	2018, 17 September to present	Blocked <sup>[15]</sup>
	Twitter	twitter.com	twitter.com	Social	English	2009, June to present <sup>[5][16][8]</sup>	Blocked <sup>[3]</sup>
	Tumblr	tumblr.com	tumblr.com	Posting	English	2016, 25 May, to present	Blocked <sup>[citation needed]</sup>
	Pinterest	pinterest.com	pinterest.com	Image sharing	Multilingual	2017, March to present <sup>[17]</sup>	Blocked
	Amazon.co.jp [ja]	amazon.co.jp	amazon.co.jp	Shopping	Japanese	2012, 15 to 17 June 2018 July 22 to present	Blocked <sup>[citation needed]</sup>
	Pornhub	pornhub.com	www.pornhub.com	Pornography	English	2012, May to 2016, April	Blocked <sup>[citation needed]</sup>
	WION	wionews.com	www.wionews.com	News	English	2020, July to present <sup>[18]</sup>	Blocked <sup>[19]</sup>
	Google Japan	google.co.jp	google.co.jp	Search	Japanese	2012, 15 to 17 June, to present	Blocked <sup>[citation needed]</sup>
	Imgur	imgur.com	imgur.com	Image Sharing	English	2019, March to present	Blocked <sup>[citation needed]</sup>
	WhatsApp	whatsapp.com	www.whatsapp.com	Messaging	English	2017, 26 September, to present	Partially blocked <sup>[citation needed]</sup>
	Medium	medium.com	medium.com	News	English	Unknown to Present	Blocked <sup>[citation needed]</sup>
	Dailymotion	dailymotion.com	dailymotion.com	Sharing	English	Unknown to Present	Blocked <sup>[citation needed]</sup>
	Quora	quora.com	quora.com	Social	English	2018, August to present	Blocked <sup>[citation needed]</sup>
	BBC	bbc.co.uk (or bbc.com)	bbc.co.uk (or bbc.com)	News and Entertainment	English	2014, 15 October to present <sup>[20]</sup>	Blocked

[https://en.wikipedia.org/wiki/List\\_of\\_websites\\_blocked\\_in\\_mainland\\_China](https://en.wikipedia.org/wiki/List_of_websites_blocked_in_mainland_China)

<https://viewdns.info/chinesefirewall/>

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# NETWORKED CONTENT

- The dynamics and intersection between content and people.
- What happens when strangers meet and contribute to keeping content alive?
- How does a community rise and fall around a hashtag on Twitter versus sustain itself for years on end in a Facebook group?
- What hierarchies emerge from “amateur-experts” on reputable and authoritative networks like Wikipedia? How is this different to online forums filled with enthusiasts on Reddit?

# POST- DEMOGRAPHICS

Started in academia: investigation into how people present and manage their identities online.

Now encompasses the study of personal data in social networking platforms, and, in particular, how profiling is, or may be, performed.

Online traditional demographics of race, ethnicity, age, income, educational level or derivations thereof, **aren't as interesting or telling as tastes, likes, public associations (following)** and other information supplied to make and maintain an online profile.

# You can learn a ton about Tim Cook just by looking at his favorited tweets

First of all, Cook loves Duke, particularly Duke basketball. This makes sense considered he earned his MBA from Duke University's Fuqua School of Business some 27 years ago.



 Duke Basketball   
@DukeMBB

Our pick for Coach of the Year at the #ESPY Awards. National champ. 1000 wins also. #theresonly1K

681 12:38 AM - Jul 16, 2015



He also has a penchant for favoriting tweets about greatness, particularly in sports. Cook clearly has a love for history and a desire to motivate others.



 ESPN   
@espn



"Today, I consider myself the luckiest man on the face of the Earth."

Lou Gehrig, with ALS, on this day 76 yrs ago.

2,864 10:15 PM - Jul 4, 2015

1,973 people are talking about this >

Source: [Business Insider](#)

# END