Oregon Campaign Response on Twitter

Hannah Metzler

11/9/2020

Keywords used to search tweets in the query for Crimson Hexagon

The keywords associated with the campaign were: breakingthesilenceor.com, "#BreakingTheSilenceOR", @BreakSilenceOR (the Twitter account of the campaign), 800273talk, 18002738255, "1-800-273-TALK", "1-800-273", "1-800-273-8255" (all lifeline numbers), "Breaking the silence", #Breakingthesilence, Betheoneto, #BeThe1To, #Betheoneto, Bethe1to, lifeline, "suicide hotline". We used these keywords either togetheter with or without the terms "suicide" and "suicidal":

- Label "Campaign": only these keywords
- Label "Campaign + Suicide": these keywords AND suicid*

To download only English tweets from Oregon or Washington, we additionally used the query specifications: language:en AND region:USA.Or (or instead USA.WA).

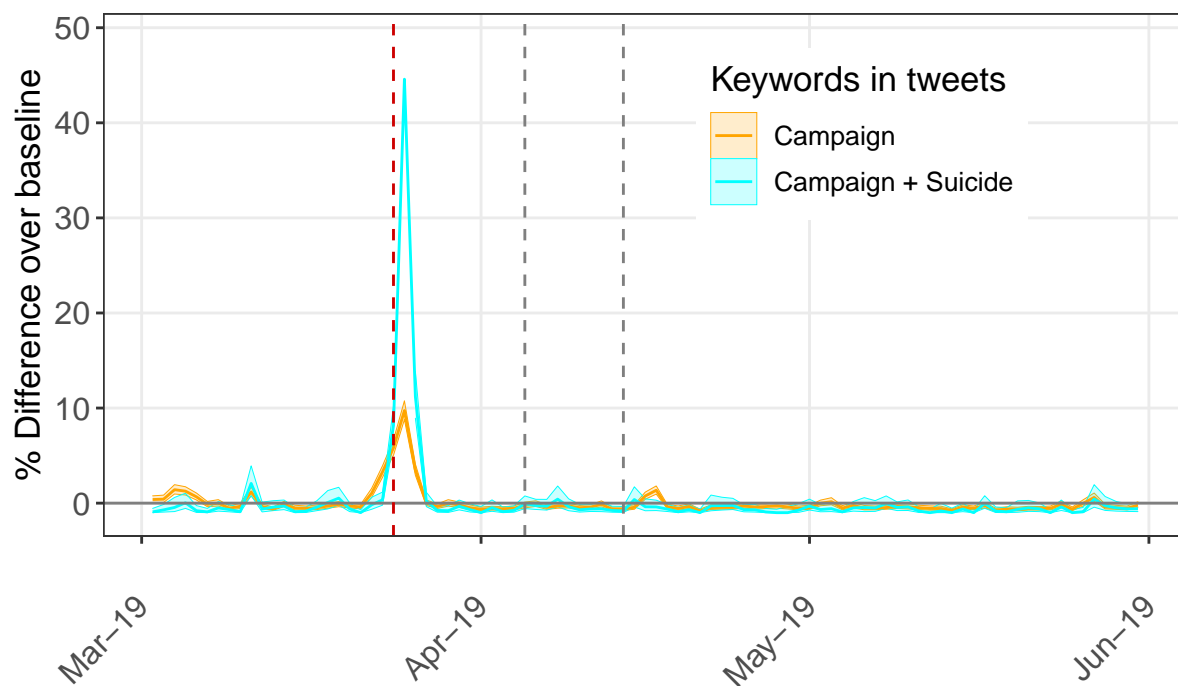# Time series around campaign week: percent change

Peaks coincide with these events (suicide cases in red and suicide prevention events in green)

- March 23 and 25 2019: peak before the campaign: Two Parkland survivors, and then the father of a Sandy Hook victim die by suicide (source)
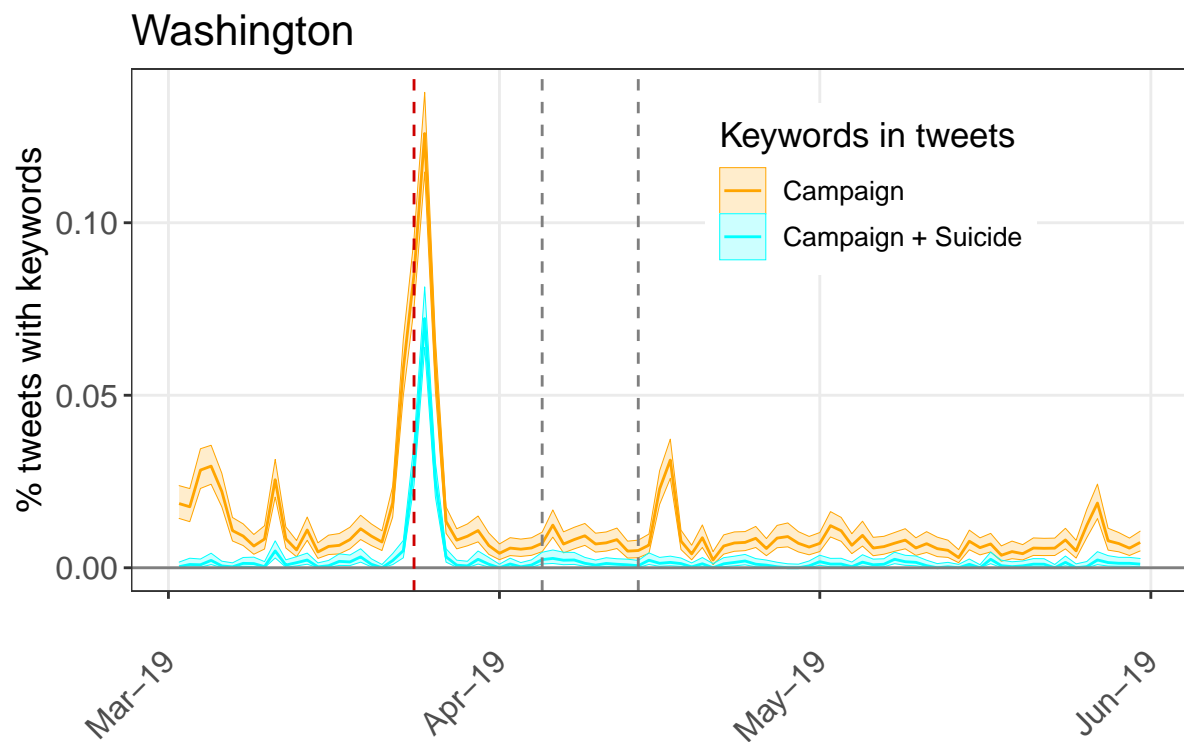
Oregon
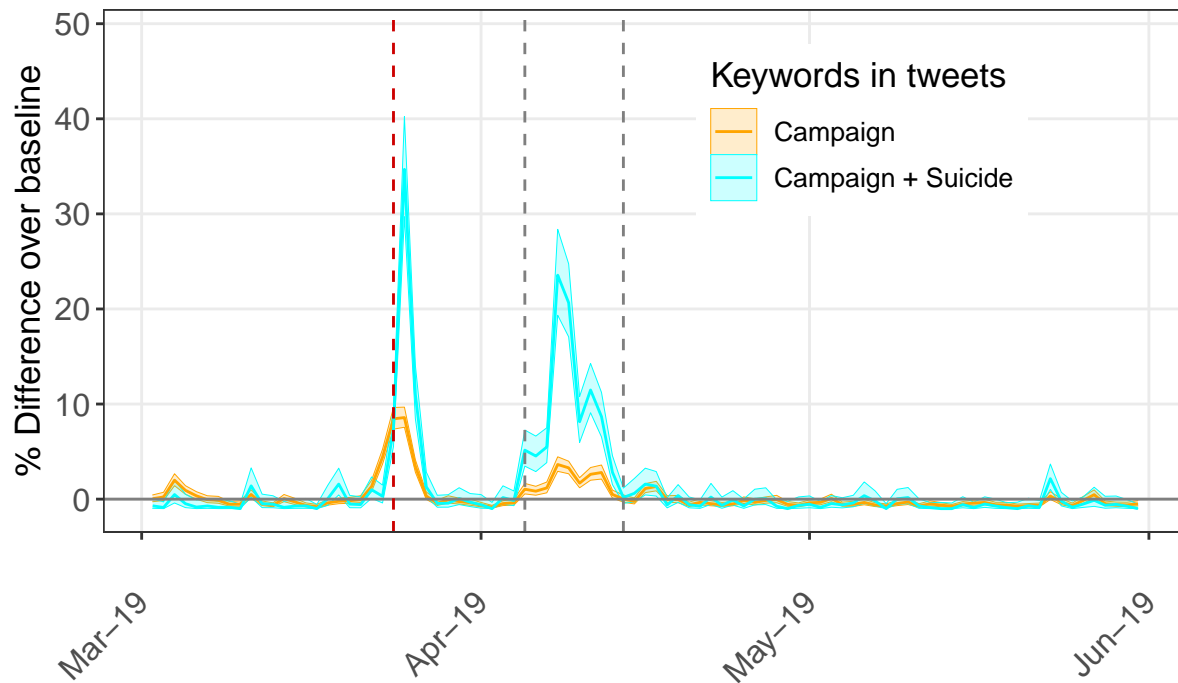
Washington

Time series around campaign week: absolute percentages of tweets with at least one keyword

Time series one year before the campaign: Percent change

1 year before and half a year after the campaign

Peaks coincide with these events (suicide cases in red and suicide prevention events in green):

- March 23 and 25 2019: peak before the campaign: Two Parkland survivors, and then the father of a Sandy Hook victim die by suicide (source)
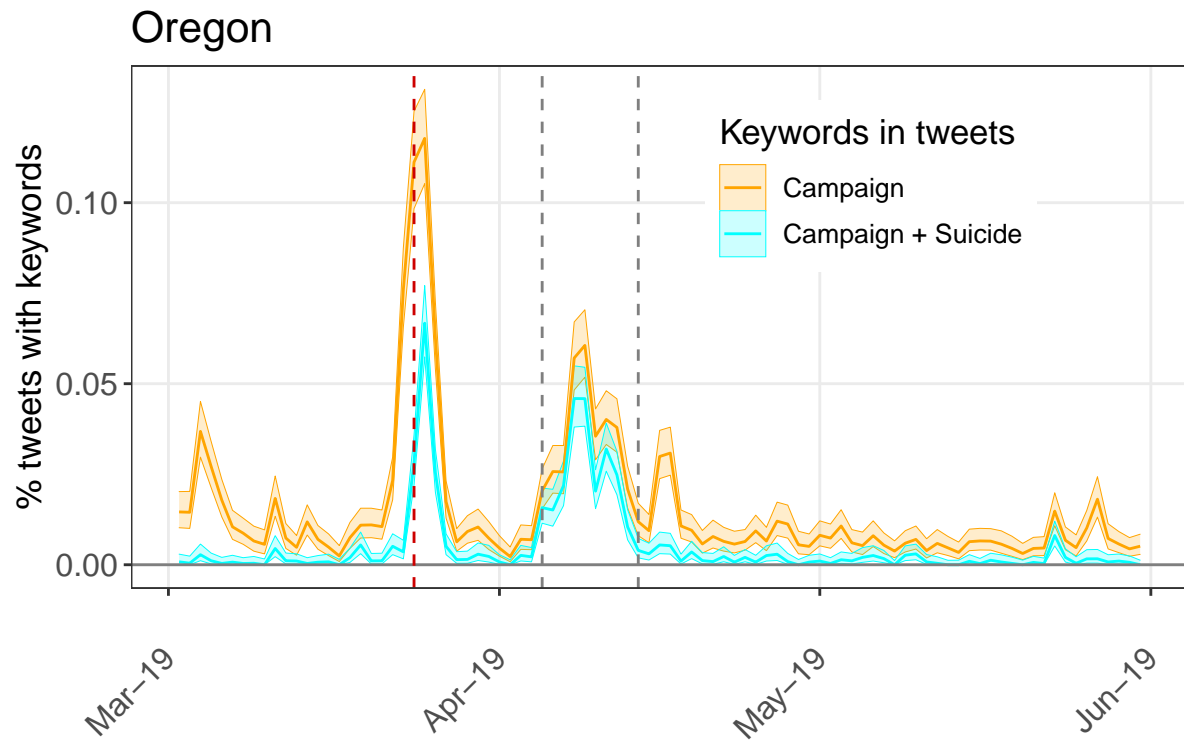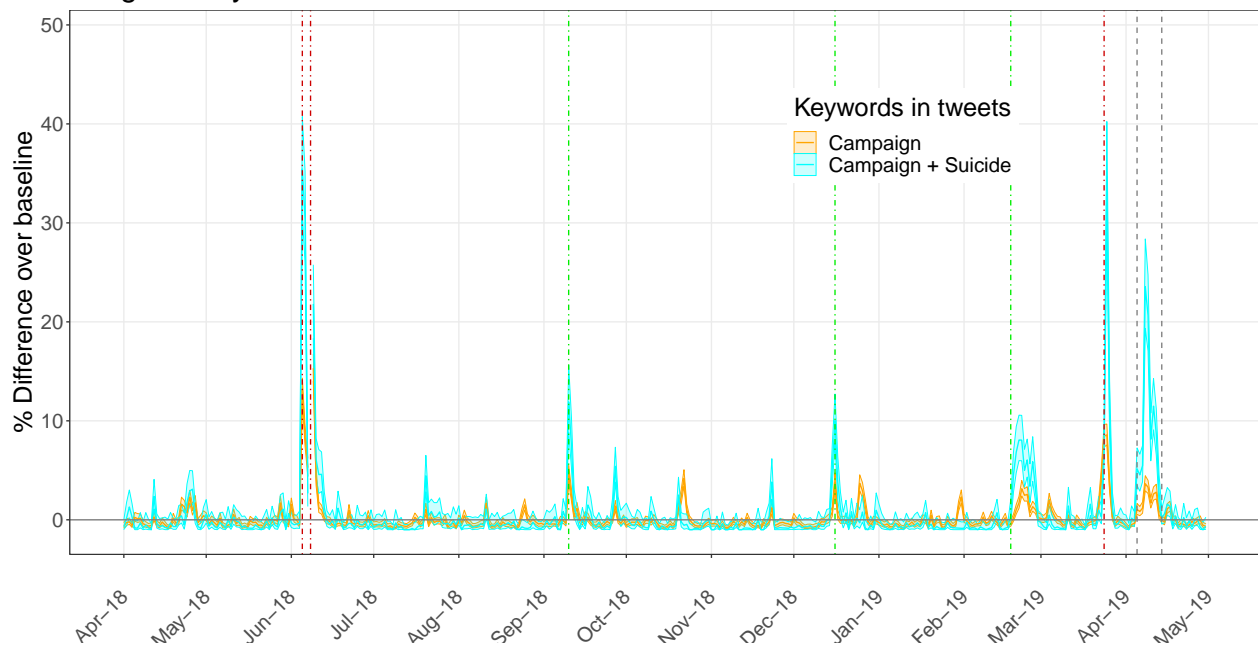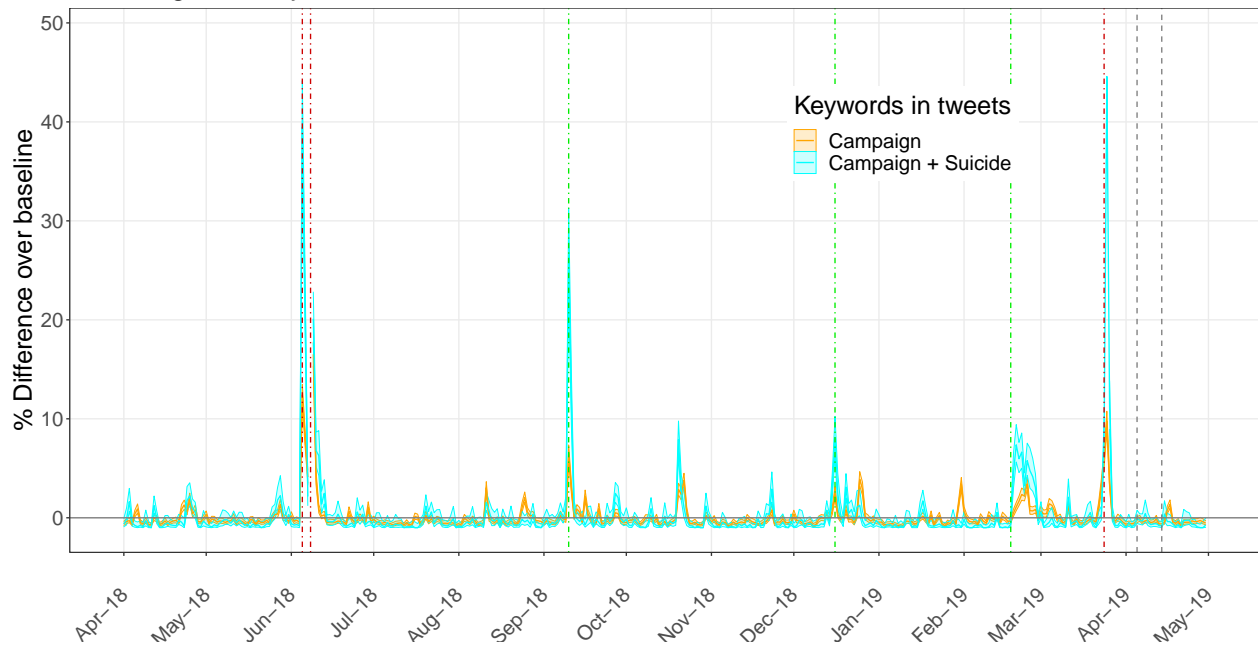- June 5 2018: suicide of Kate Spade
- June 8 2018: suicide of Anthony Bourdain
- September 10 2018/2019: world suicide prevention day
- December 16 2018: 3-digit suicide hotline number gets introduced
- February 19 2019: transgender lifeline gets introduced
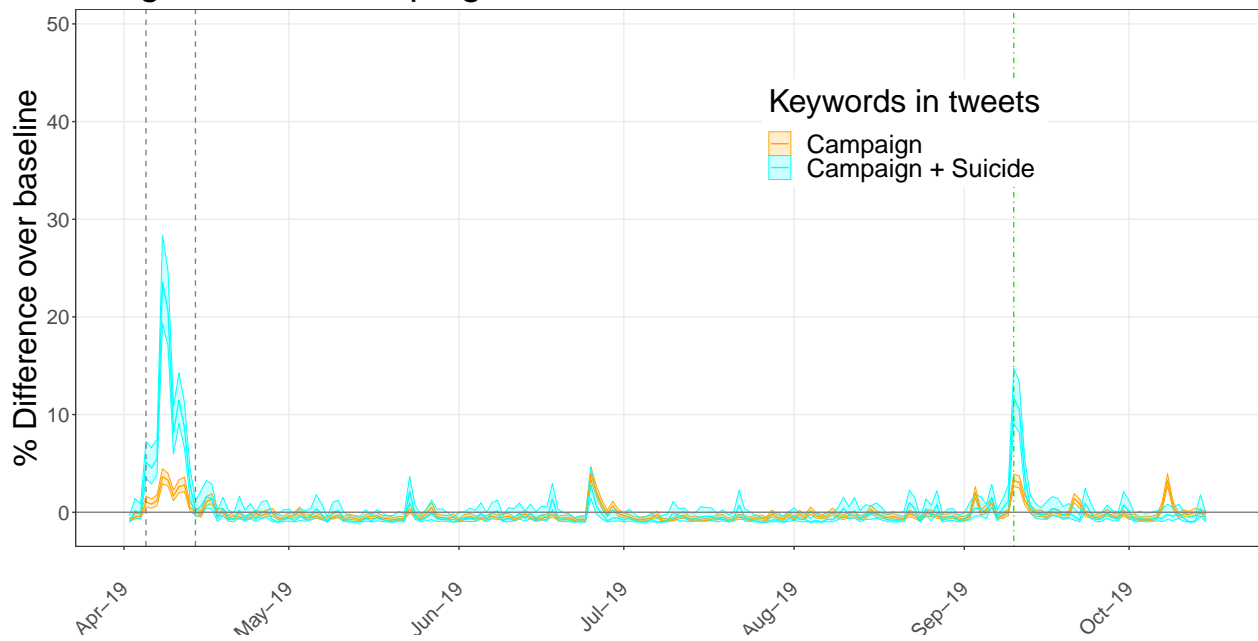
Oregon – 1 year before
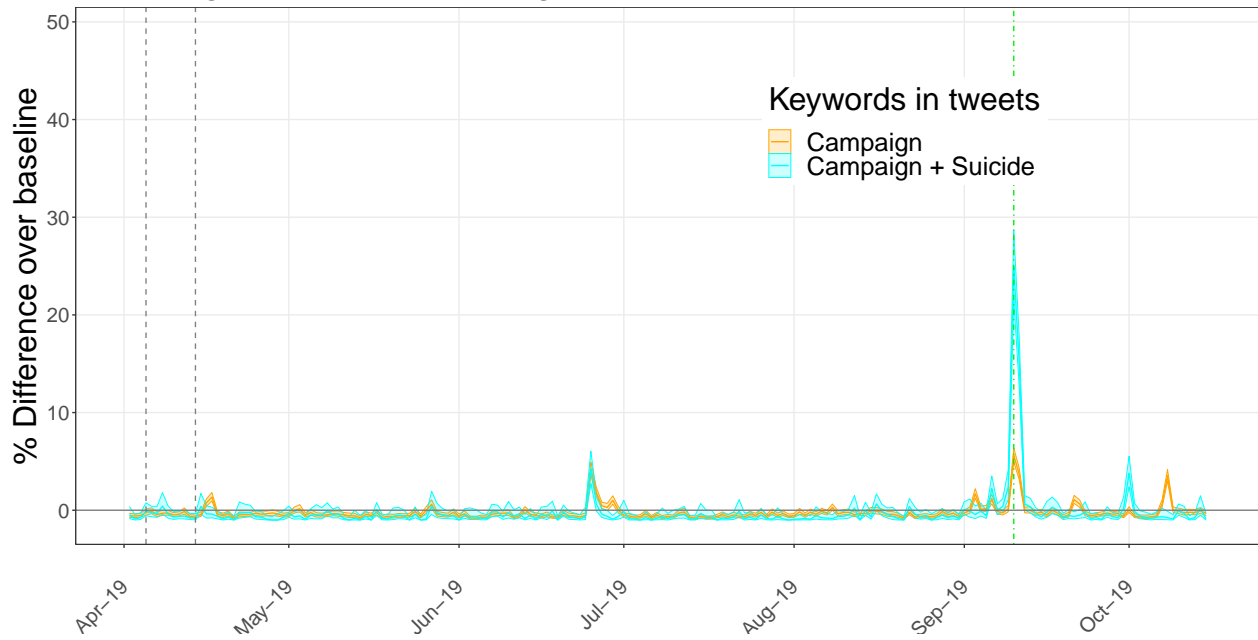
Washington – 1 year before

Time series after the campaign: Percent change

- Green line: world suicide prevention day

Oregon – After campaign

Washington – After campaign

Descriptive statistics

Total sample

keywords	state	meanpr	sdpr	meanbl	meancilow	meancihigh
Campaign	Oregon	0.0139939	0.0351428	0.0123620	0.0104468	0.0187122
Campaign	Washington	0.0134030	0.0343652	0.0122245	0.0103906	0.0172568
Campaign + Suicide	Oregon	0.0035274	0.0121088	0.0024914	0.0022496	0.0060862
Campaign + Suicide	Washington	0.0032591	0.0126209	0.0026919	0.0022038	0.0052347

Sample size and mean per day per state

state	milliontweets	meantweetsperday
Oregon	150.89	268002.2
Washington	207.26	368140.6

Number of tweets per query per time period in Oregon

- Baseline: 24 September 2018 to 24 March 2019 (half a year ending 2 weeks before the campaign)
- Campaign-week: 7-14 April 2019
- After: 15 April until 15 October 2019 (half a year after the campaign)

keywords	period	meantweetsperday	sd
Campaign	Baseline	31.75	29.20
Campaign	Campaign-week	51.06	153.11
Campaign	After	27.40	29.83
Campaign + Suicide	Baseline	6.42	12.47
Campaign + Suicide	Campaign-week	15.86	52.39
Campaign + Suicide	After	5.37	9.29

Number of tweets per query per time period in Washington

keywords	period	meantweetsperday	sd
Campaign	Baseline	43.37	38.43
Campaign	Campaign-week	67.30	217.33
Campaign	After	35.75	41.21
Campaign + Suicide	Baseline	9.54	17.36
Campaign + Suicide	Campaign-week	19.11	77.75
Campaign + Suicide	After	6.87	20.20