Description data analysis (Facebook Graph API)

I analyse media outlets' reporting on terrorist attacks and public engagement with these reports. The proxy for this is media outlets' Facebook activity. (For a description of the data collection process, refer to the separate repository "facebook-api").

The data consists of two datasets: firstly, *Posts Count*, where each case is one attack. The dataset includes information about the attack and the number of posts made in relation to it. Secondly, *Posts Analysis*, where each case is one post (multiple posts per attack). The information on each post contains information on the attack it refers to and about the post itself. The full code for obtaining the data is referenced in a separate repository; in short, *Post Count* captures the media coverage (on Facebook) of the events, and *Post Analysis* records the public engagement with it (see Table 1 for descriptive statistics of *Posts Count* and Table 2 for descriptive statistics of *Posts Analysis*). For both datasets, I perform OLS regressions: in *Post Count*, the dependent variable is the number of posts made in response to an attack, for which predictors are quantitatively estimated. For *Post Analysis*, I estimate the best predictors for the level of public engagement, as measured in the sum of reactions. I test the following hypotheses:

All else being equal, the number of posts increases

(H II.2.0) not at all (H0).

(H II.2.a) over time.

(H II.2b) with the number of casualties.

(H II.2c) with the number of injured.

(H II.2d) for Islamist attacks.

(H II.2e) for right-wing attacks.

(H II.2f) for left-wing attacks.

(H II.2g) for separatist attacks.

All else being equal, the number of reactions per post increases

(H II.2.0) not at all (H0).

(H II.2.h) over time.

(H II.2i) with the number of casualties.

(H II.2j) with the number of injured.

(H II.2k) for Islamist attacks.

(H II.2l) for right-wing attacks.

(H II.2m) for left-wing attacks.

(H II.2n) for separatist attacks.

Tables

Descriptive statistics *Posts Count*

Statistic	N	Mean	St. Dev.	Min	Max
Fatalities	43	16.23	68.47	0	433
Injured	43	4.49	13.31	1	87
Islamist attack	43	0.58	0.50	0	1
Left attack	43	0.05	0.21	0	1
Right attack	43	0.12	0.32	0	1
SEP Loyalist attack	43	0.02	0.15	0	1
SEP Republican attack	43	0.23	0.43	0	1
Separatist	43	0.26	0.44	0	1
Time (YYYY.MM)	43	.	.	2011.07	2016.12
Terror mentioned	43	10.40	15.52	0	96
Post count	43	30.53	36.12	4	207

Note: Each case is one attack. The statistics describe attack attributes and the number of posts referring to it.

Table 1: Descriptive Statistics of Posts Count data set.

Descriptive statistics *Posts Analysis*

Statistic	N	Mean	St. Dev.	Min	Max
Number like	1246	1238.20	3637.90	0	56263
Number love	1246	29.87	283.88	0	8116
Number wow	1246	8.46	73.90	0	2201
Number haha	1246	6.25	38.20	0	807
Number sad	1246	132.67	1314.46	0	34421
Number angry	1246	64.21	768.48	0	21991
Number comment	1246	167.49	813.63	0	19017
Number share	1246	580.38	2851.87	0	62157
Fatalities	1246	25.72	66.19	0	433
Injured	1246	5.18	12.16	1	87
Islamist attack	1246	0.80	0.40	0	1
Left attack	1246	0.02	0.15	0	1
Right attack	1246	0.09	0.28	0	1
SEP loyalist attack	1246	0.003	0.06	0	1
SEP Republican attack	1246	0.08	0.28	0	1
Photo	1246	0.25	0.43	0	1
Video	1246	0.37	0.48	0	1
Link	1246	0.35	0.48	0	1
Time (YYYY.MM)	1246	.	.	201107	201612
Terror mentioned	1246	0.34	0.47	0	1
Combined Reactions	1246	2227.54	7701.43	0	131453

Notes: Each case is one posts. The statistics describe attributes of the attack and the number of posts referring to it. The variables showing the page ID were omitted since they are not meaningful without context.

Table 2: Descriptive Statistics of Posts Analysis data set.