

## Step 1

List of social media platforms and their founding day

Sheet 1 @  GoldStandardDataset

## Step 2

Starting day at the Internet Archive TV News Archive: June 16, 2009

### **Criteria:**

Selecting points where at least one channel has a peak (doesnt have to be all channels has a mention that day)

Threshold:

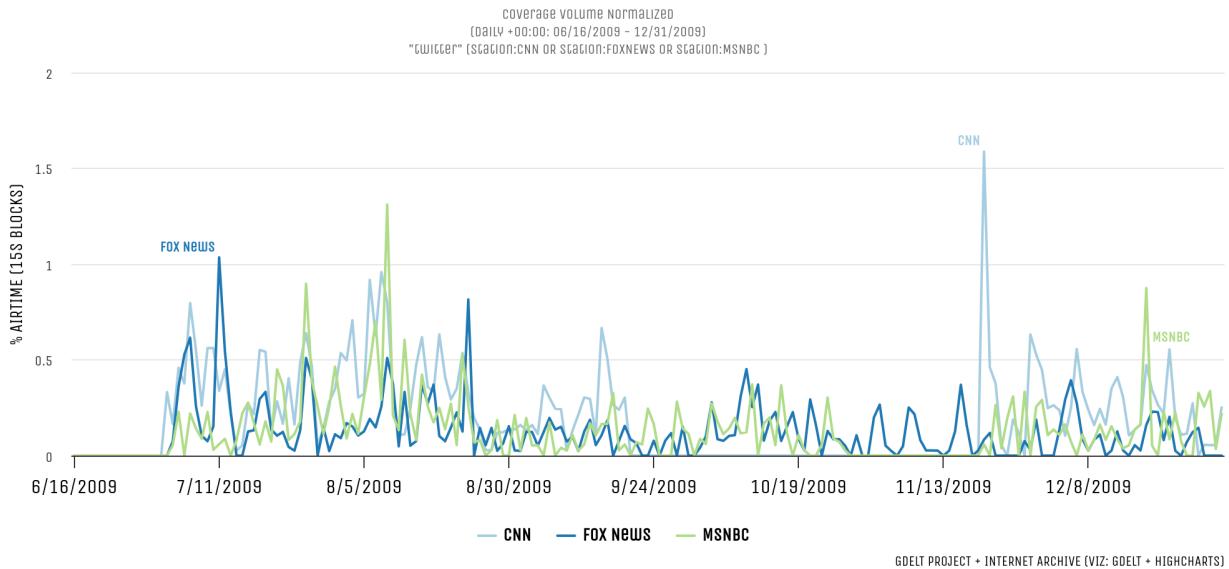
- no more than 3 peaks for one social media platform
- Not on the same day (so basically it's top three days having social media mentions)

2009

Threshold - 1% Airtime

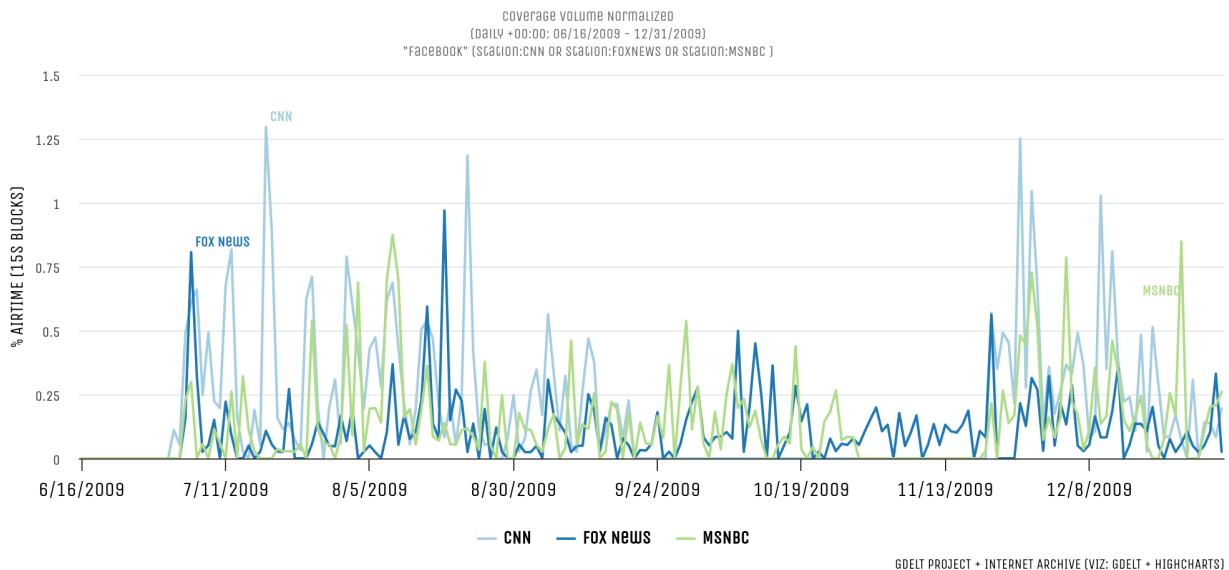
Twitter

**Human Summary:** "twitter" AND (Station:CNN OR Station:FOXNEWS OR Station:MSNBC) AND PublicationDate>=6/16/2009 AND PublicationDate<=12/31/2009 23:59:59 UTC



## Facebook

**Human Summary:** "facebook" AND (Station:CNN OR Station:FOXNEWS OR Station:MSNBC) AND PublicationDate>=6/16/2009 AND PublicationDate<=12/31/2009 23:59:59 UTC

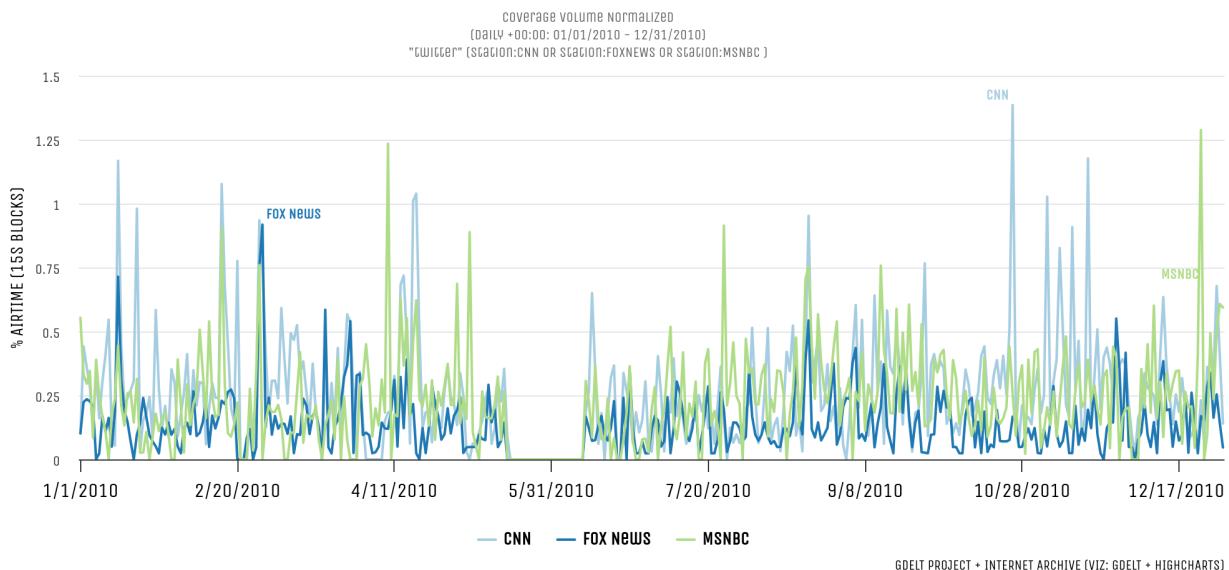


2010

## Twitter

**Human Summary:** "twitter" AND (Station:CNN OR Station:FOXNEWS OR Station:MSNBC) AND PublicationDate>=1/1/2010 AND PublicationDate<=12/31/2010 23:59:59 UTC

Threshold - 1.2% Airtime



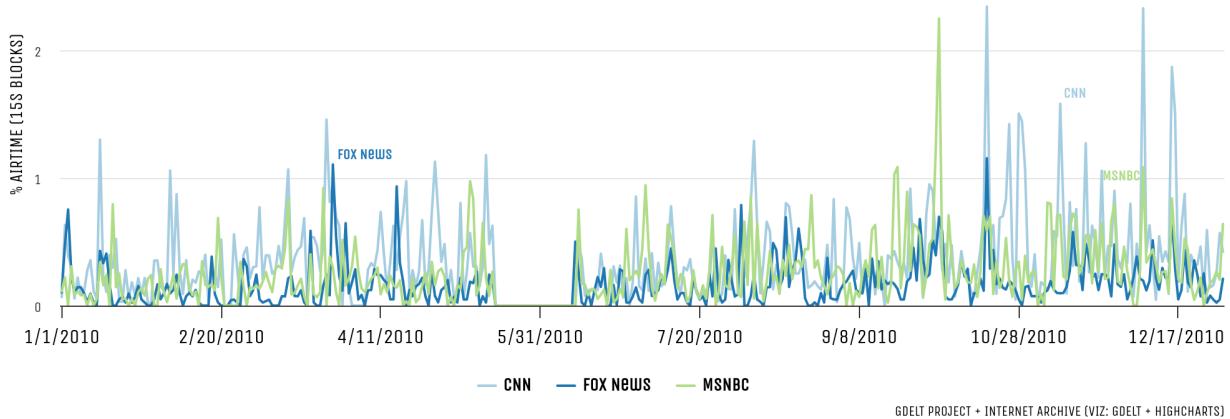
## Facebook

**Human Summary:** "facebook" AND (Station:CNN OR Station:FOXNEWS OR Station:MSNBC) AND PublicationDate>=1/1/2010 AND PublicationDate<=12/31/2010 23:59:59 UTC

Threshold - 2% Airtime

COVERAGE VOLUME NORMALIZED  
(DAILY +00:00: 01/01/2010 ~ 12/31/2010)  
"Facebook" (Station:CNN OR Station:FOXNEWS OR Station:MSNBC)

3

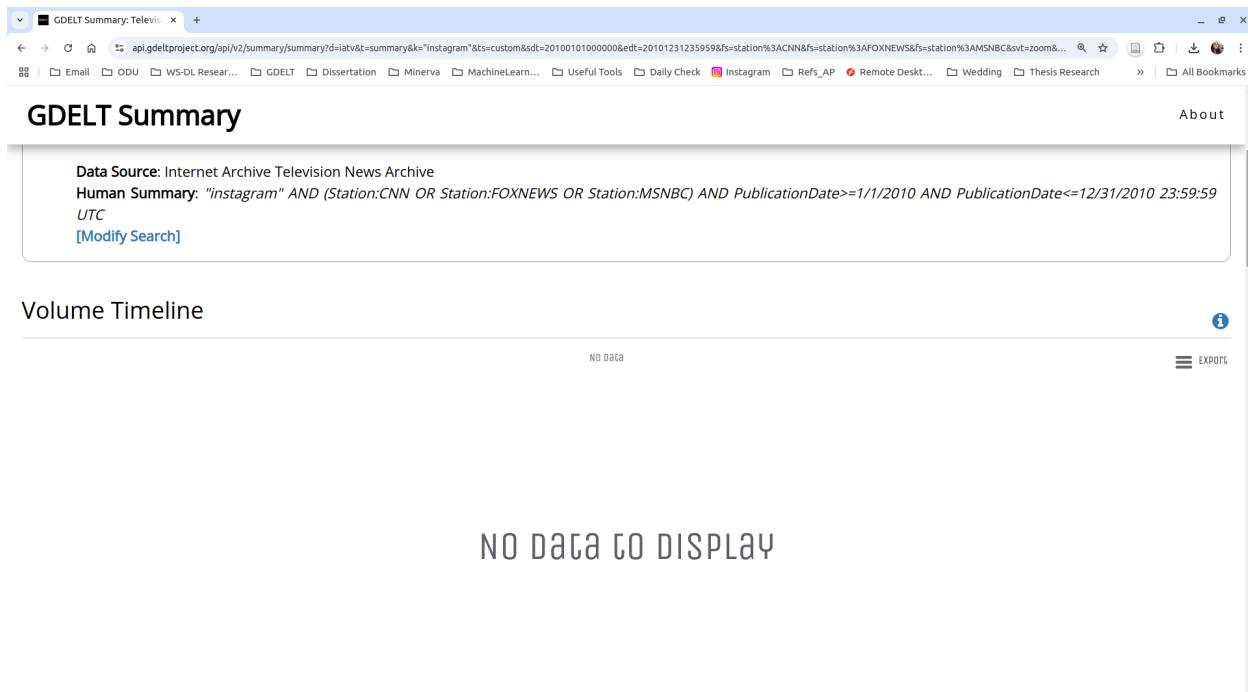


GDELT PROJECT + INTERNET ARCHIVE (VIZ: GDELT + HIGHCHARTS)

## Instagram

**Human Summary:** "instagram" AND (Station:CNN OR Station:FOXNEWS OR Station:MSNBC)  
AND PublicationDate>=1/1/2010 AND PublicationDate<=12/31/2010 23:59:59 UTC

No data to display



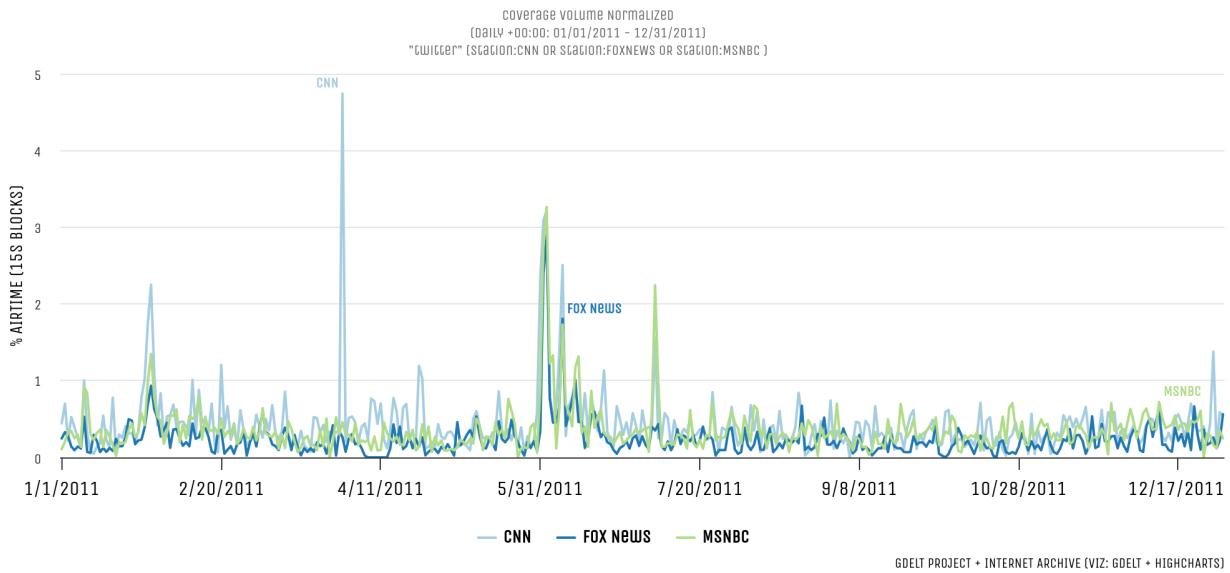
NO DATA TO DISPLAY

2011

## Twitter

**Human Summary:** "twitter" AND (Station:CNN OR Station:FOXNEWS OR Station:MSNBC) AND PublicationDate>=1/1/2011 AND PublicationDate<=12/31/2011 23:59:59 UTC

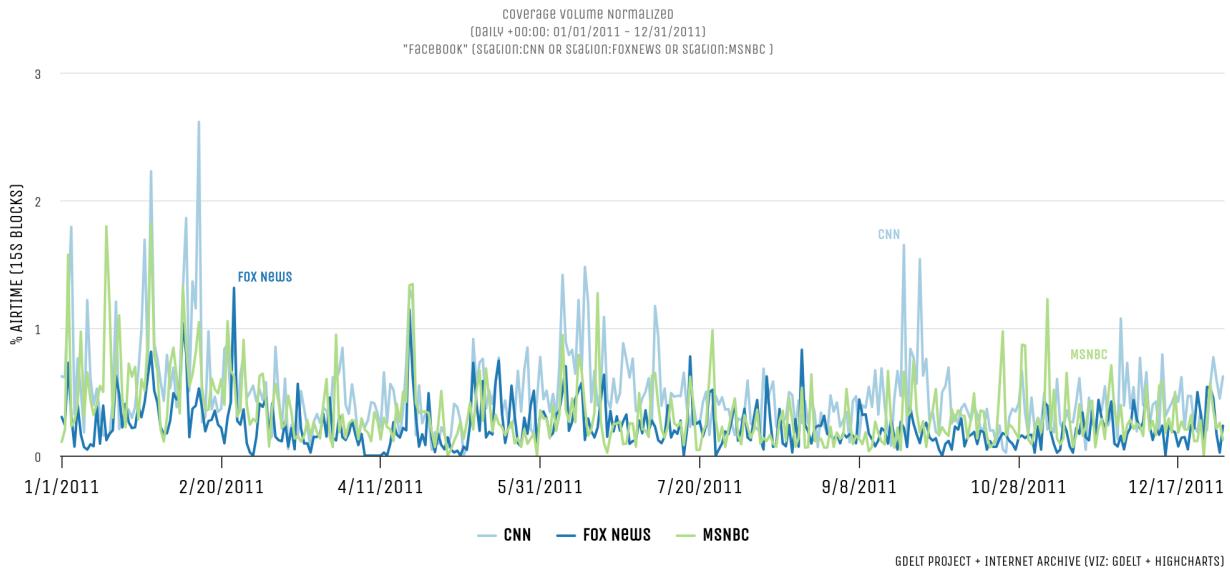
### Threshold



## Facebook

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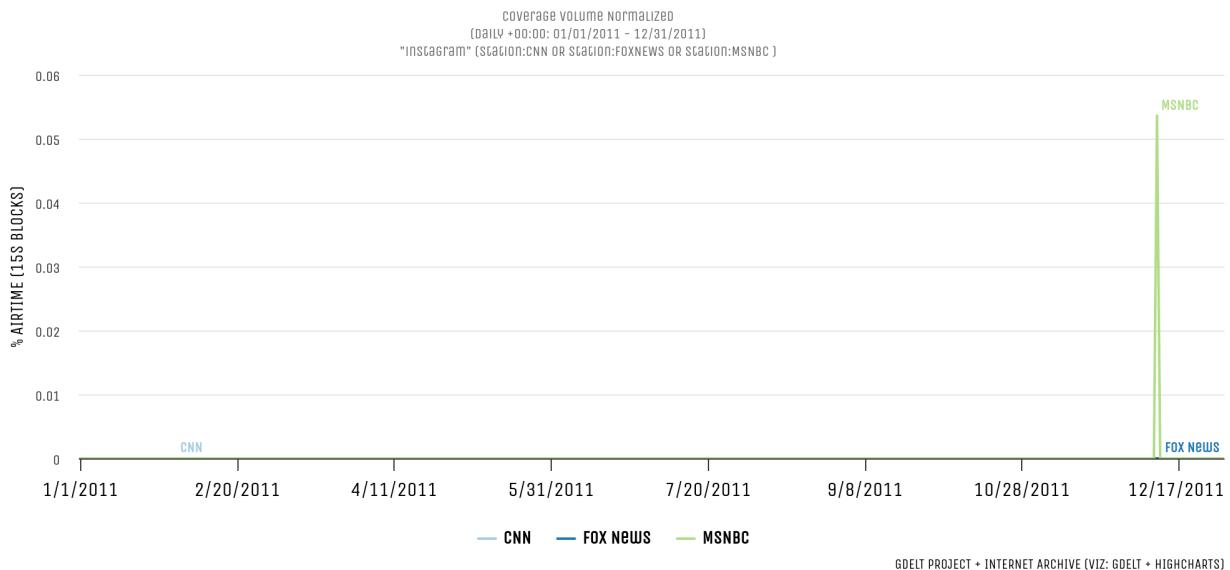
### Threshold



## Instagram

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AND PublicationDate>=1/1/2011 AND PublicationDate<=12/31/2011 23:59:59 UTC

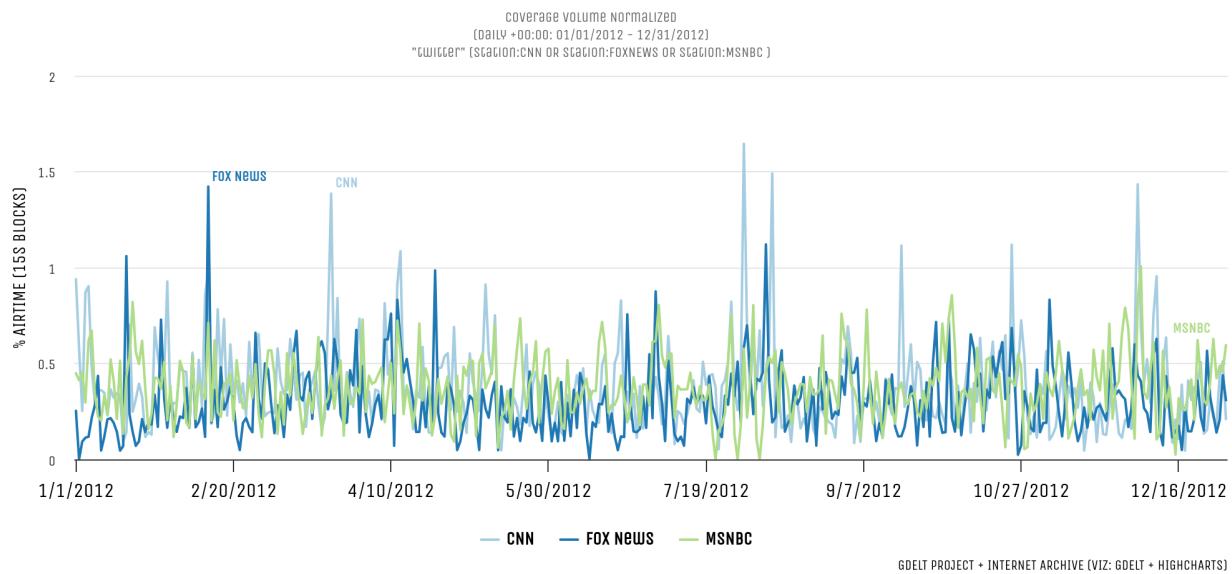
## Threshold



2012

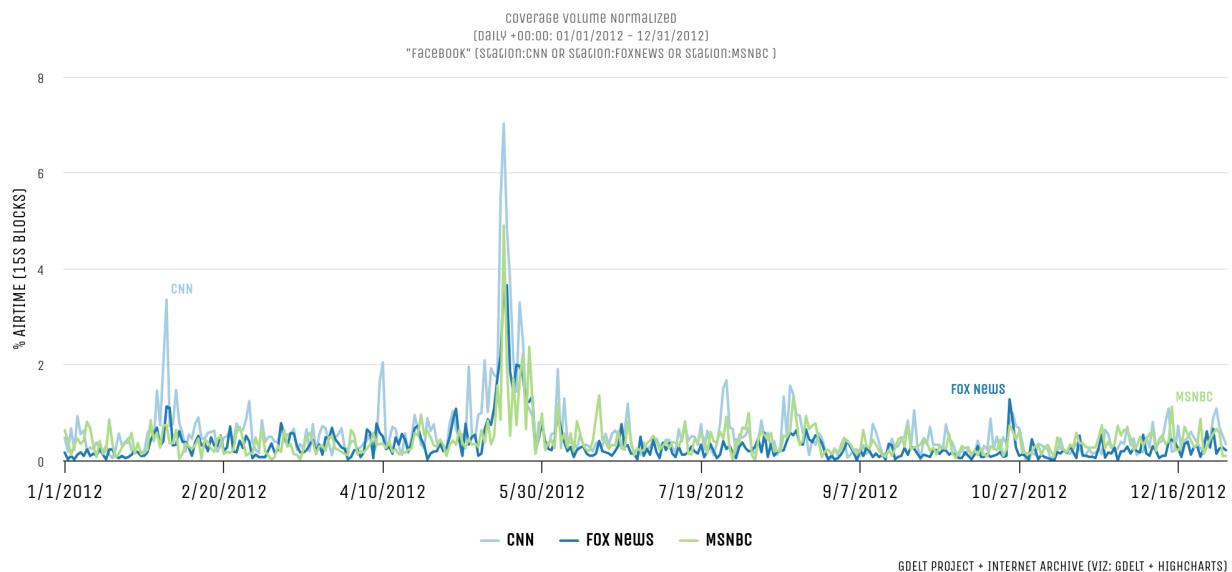
## Twitter

[Human Summary: "twitter" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\) AND PublicationDate>=1/1/2012 AND PublicationDate<=12/31/2012 23:59:59 UTC](#)



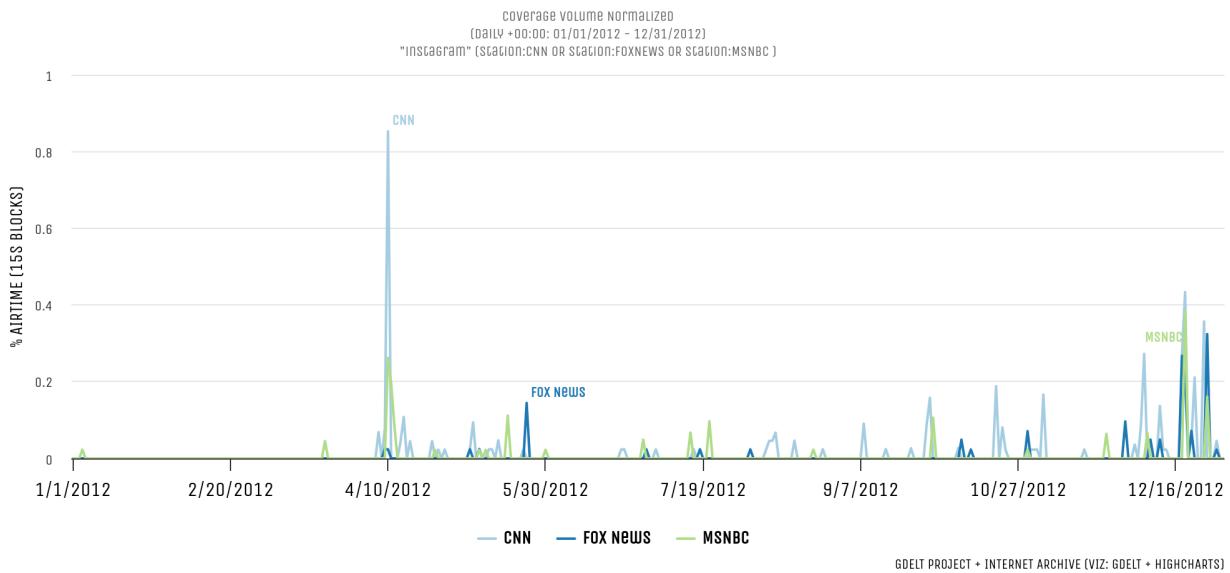
## Facebook

[Human Summary: "facebook" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\) AND PublicationDate>=1/1/2012 AND PublicationDate<=12/31/2012 23:59:59 UTC](#)



## Instagram

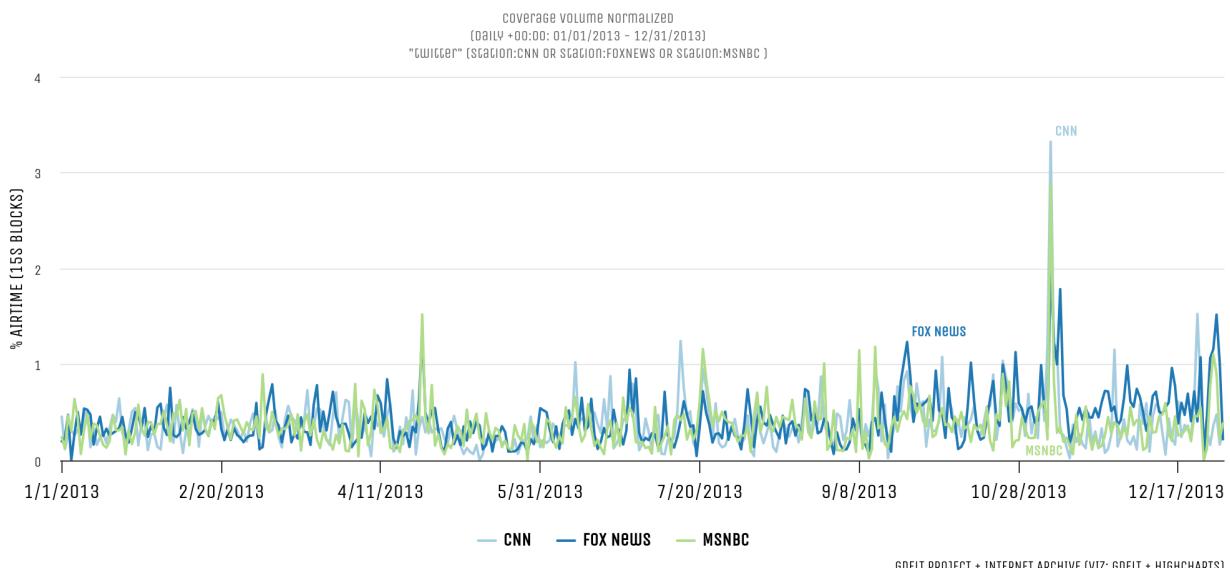
[Human Summary: "instagram" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\)](#)  
[AND PublicationDate>=1/1/2012 AND PublicationDate<=12/31/2012 23:59:59 UTC](#)



2013

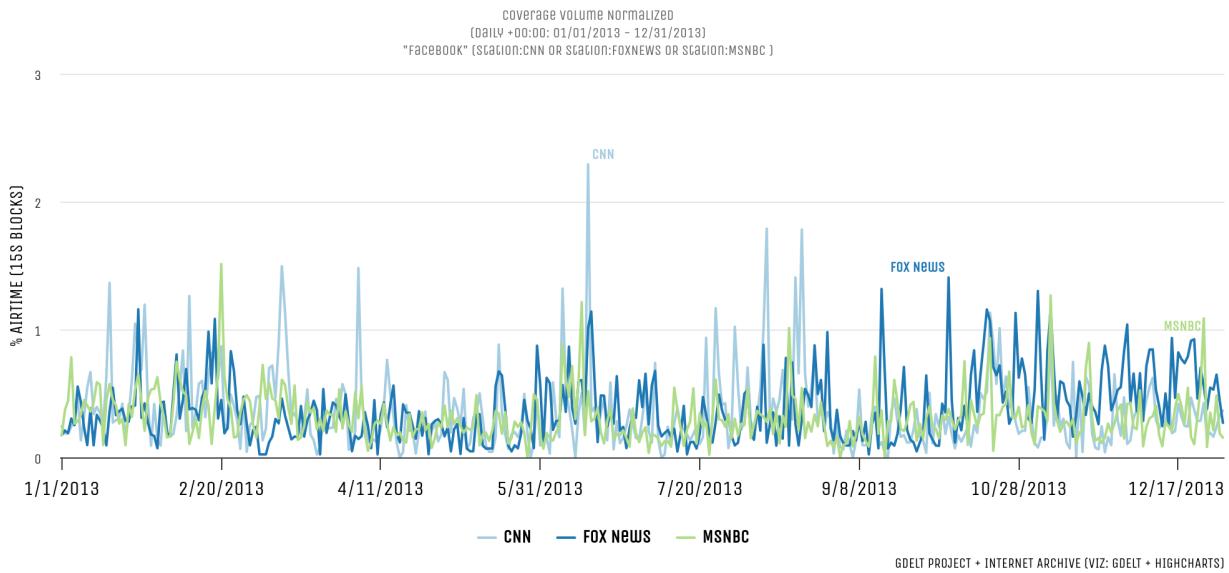
## Twitter

[Human Summary: "twitter" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\) AND](#)  
[PublicationDate>=1/1/2013 AND PublicationDate<=12/31/2013 23:59:59 UTC](#)



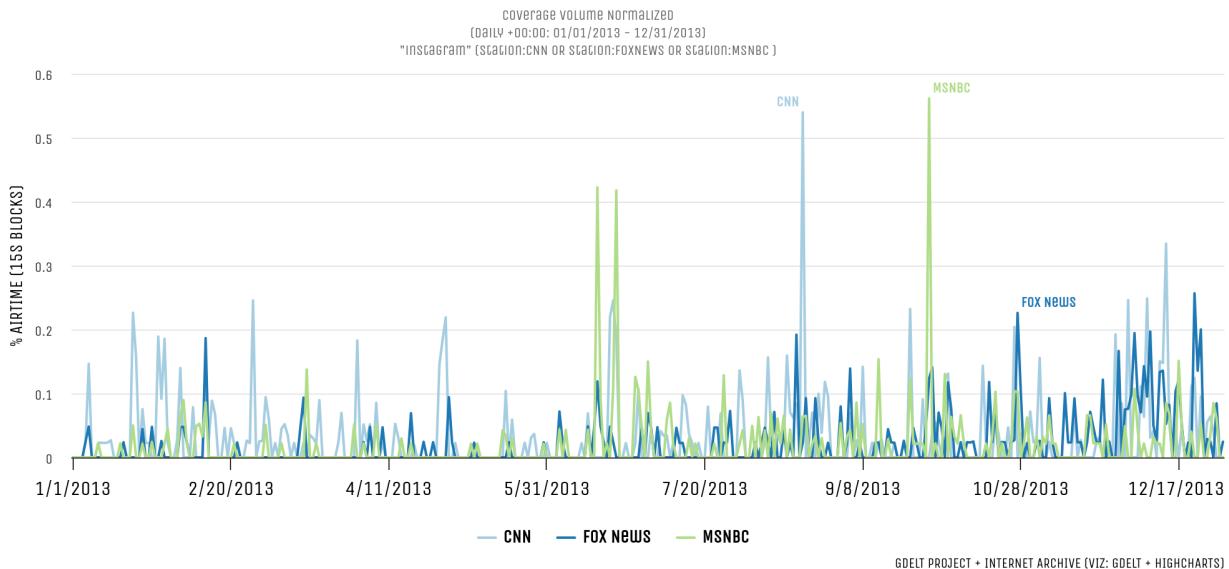
## Facebook

[Human Summary: "facebook" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\) AND PublicationDate>=1/1/2013 AND PublicationDate<=12/31/2013 23:59:59 UTC](#)



## Instagram

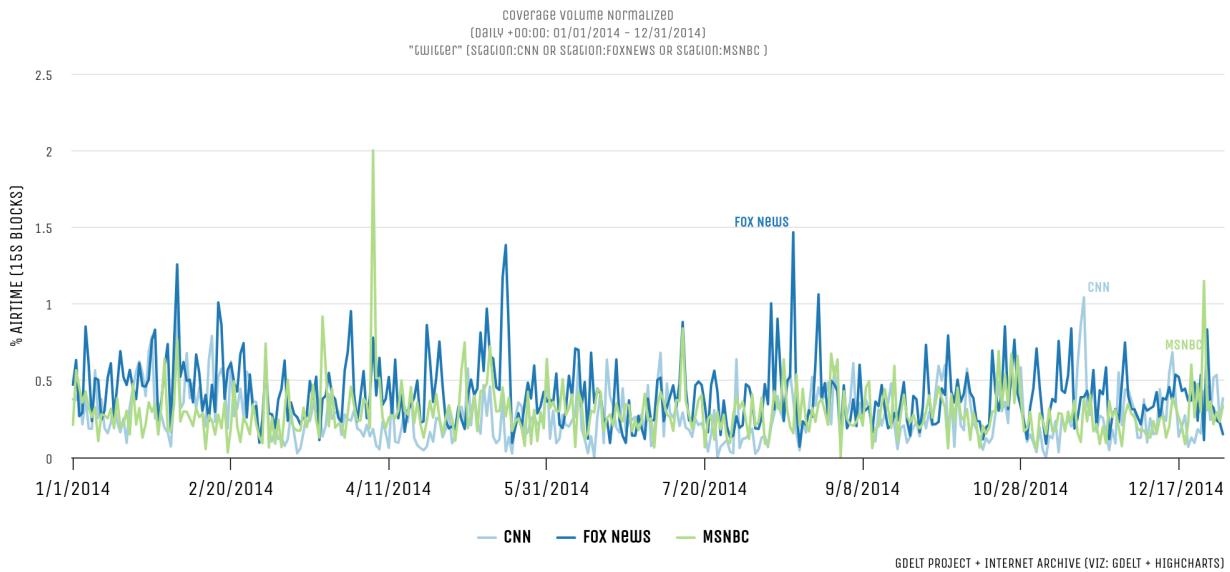
[Human Summary: "instagram" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\) AND PublicationDate>=1/1/2013 AND PublicationDate<=12/31/2013 23:59:59 UTC](#)



# 2014

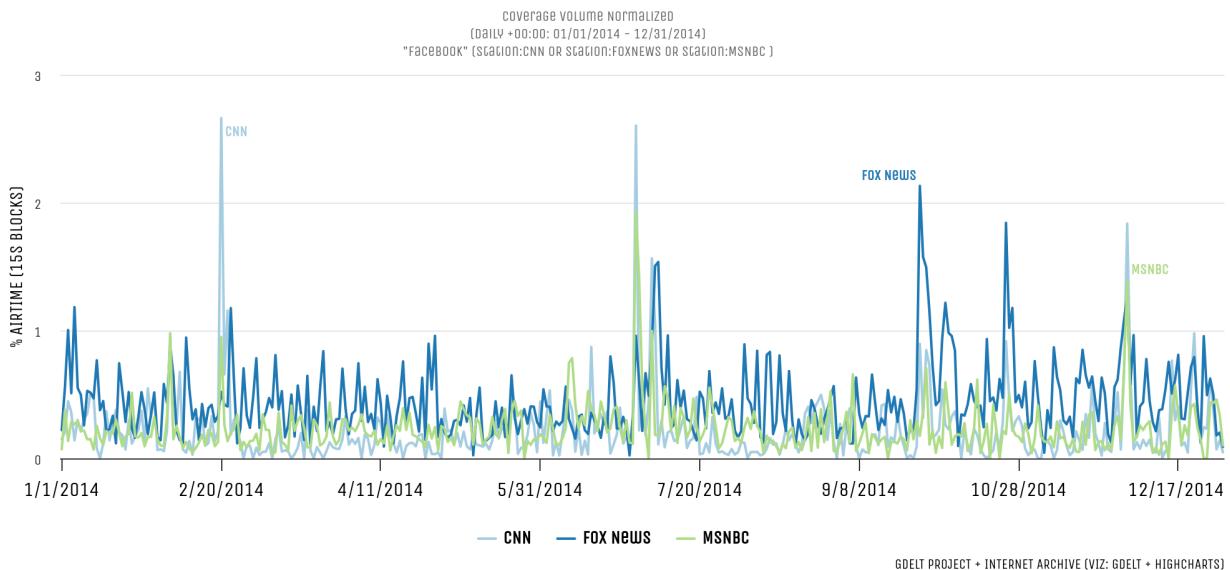
## Twitter

[Human Summary: "twitter" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\) AND PublicationDate>=1/1/2014 AND PublicationDate<=12/31/2014 23:59:59 UTC](#)



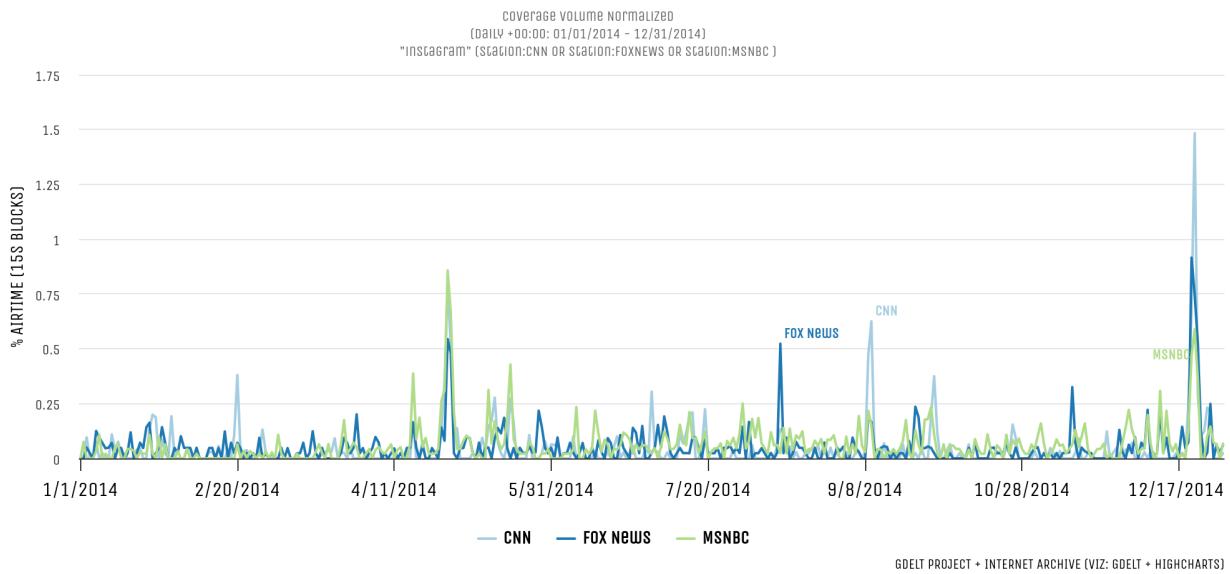
## Facebook

[Human Summary: "facebook" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\) AND PublicationDate>=1/1/2014 AND PublicationDate<=12/31/2014 23:59:59 UTC](#)



## Instagram

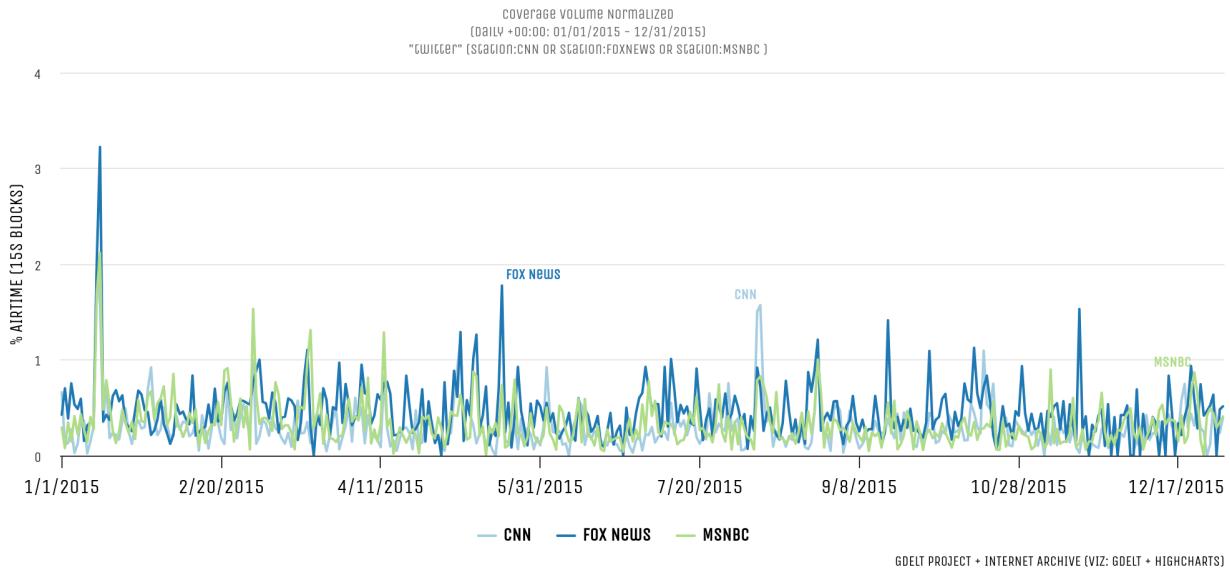
[Human Summary: "instagram" AND \(Station:CNN OR Station:FOXNEWS OR Station:MSNBC\)](#)  
[AND PublicationDate>=1/1/2014 AND PublicationDate<=12/31/2014 23:59:59 UTC](#)



2015

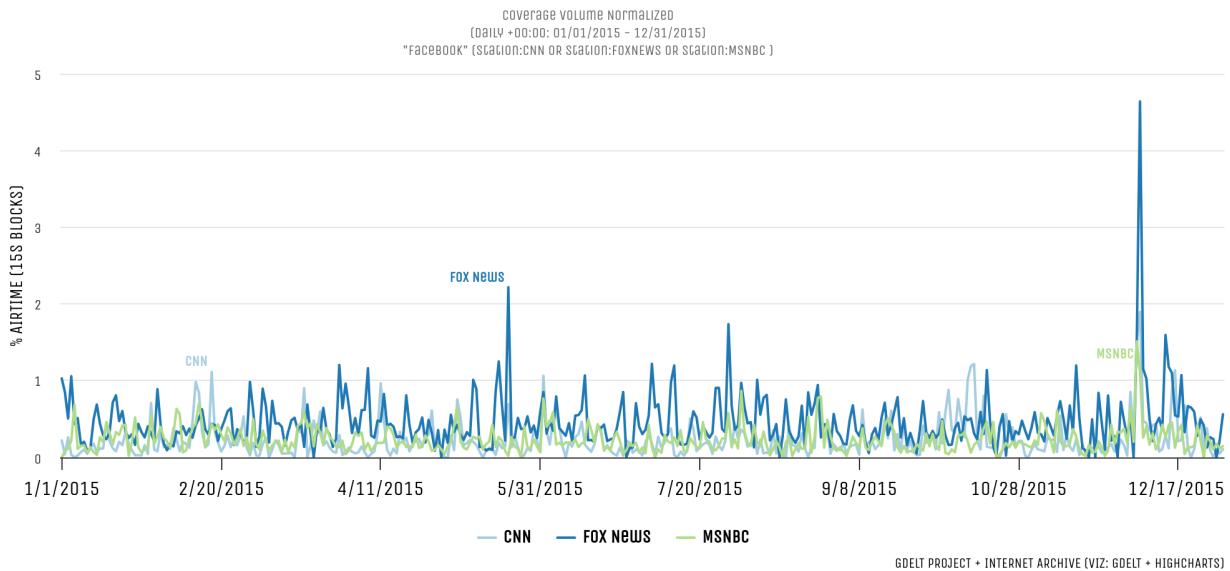
## Twitter

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[PublicationDate>=1/1/2015 AND PublicationDate<=12/31/2015 23:59:59 UTC](#)



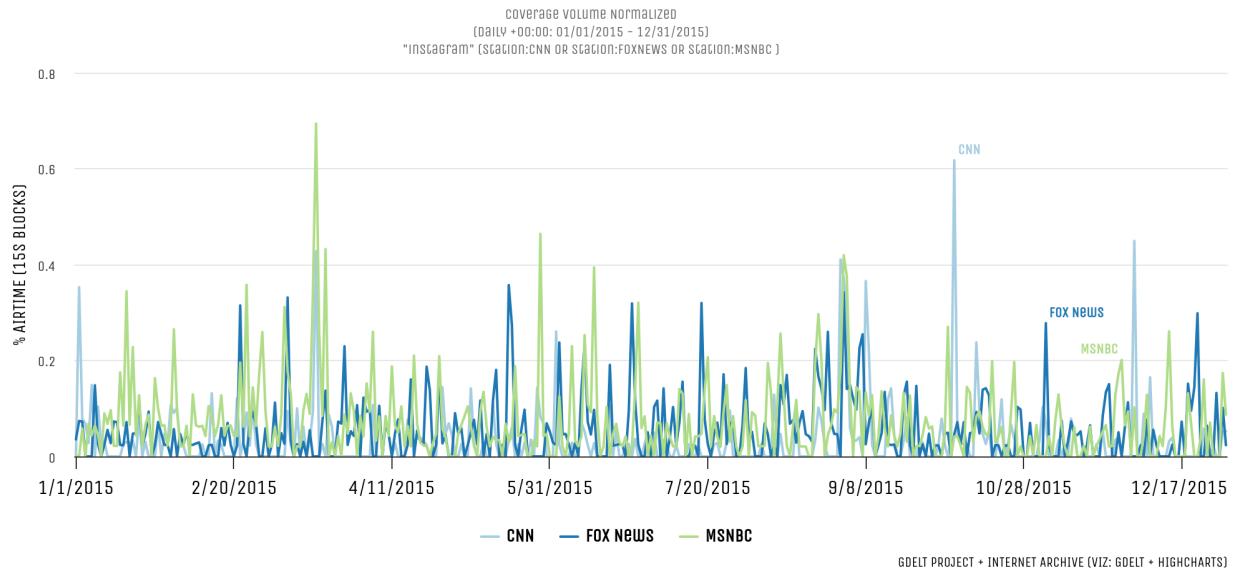
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## Instagram

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**AND PublicationDate>=1/1/2015 AND PublicationDate<=12/31/2015 23:59:59 UTC**



2016

Twitter

Facebook

Instagram

Mastodon