



# Mean Tweets

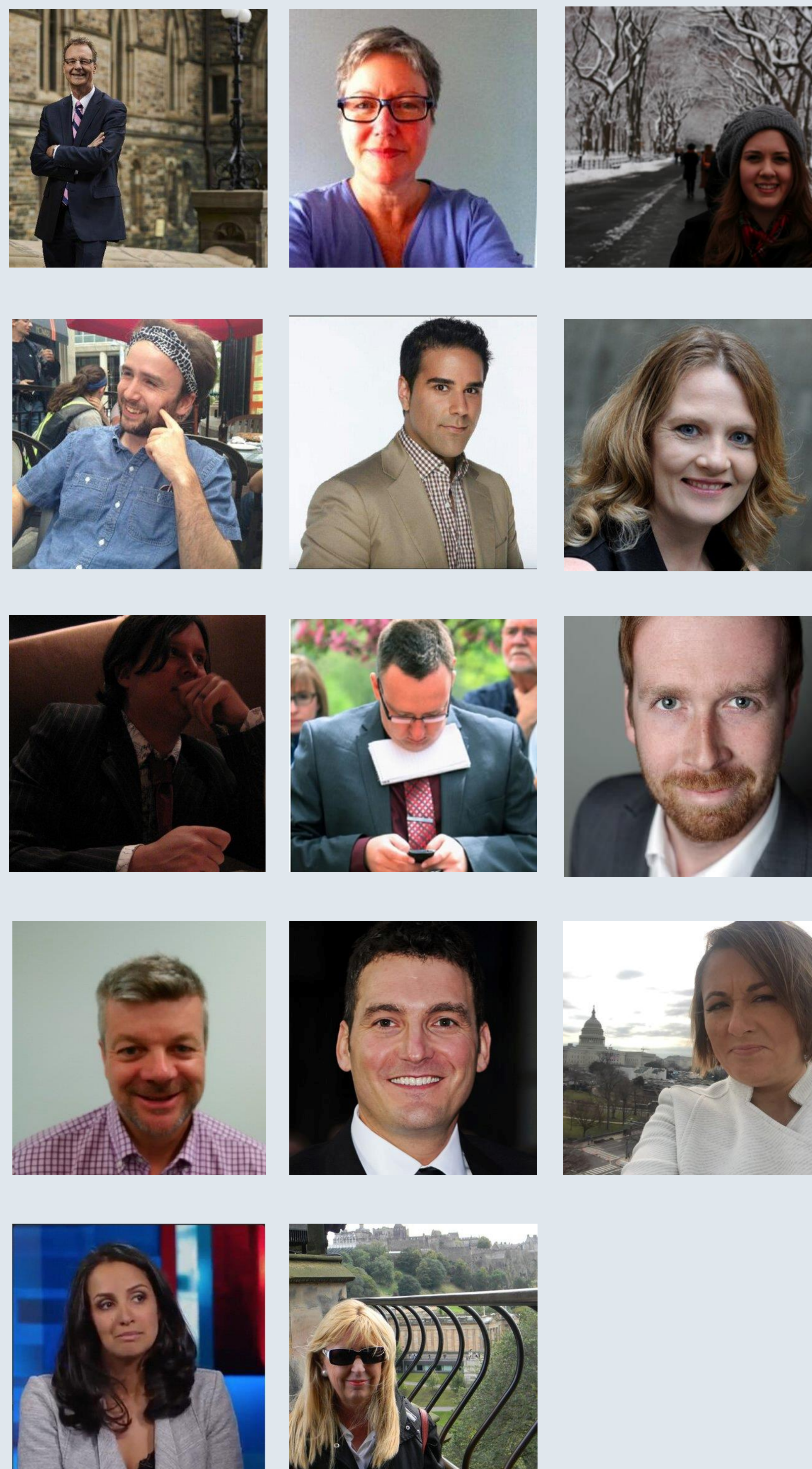
@AReepschlager  
@lizdubois  
@JocelynCadieux

This study aims to examine the *variety* and *impact* of online harassment directed towards political journalists. This stage of the project aims to identify correlations between a variety of factors, and through manual content analysis, to create a basis for future automated Twitter content analysis.

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Joined October 23, 2016

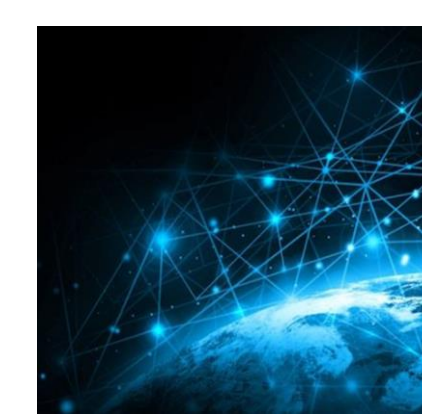
## 14 Journalists sampled

All members of the Parliamentary Press Gallery were considered, a stratified random sample was selected based on number of followers and gender.



TWEETS	MEAN	POSITIVE	JOURNALISTS	SAMPLE
1117	83	80	323	14

### Tweets Tweets & replies Media



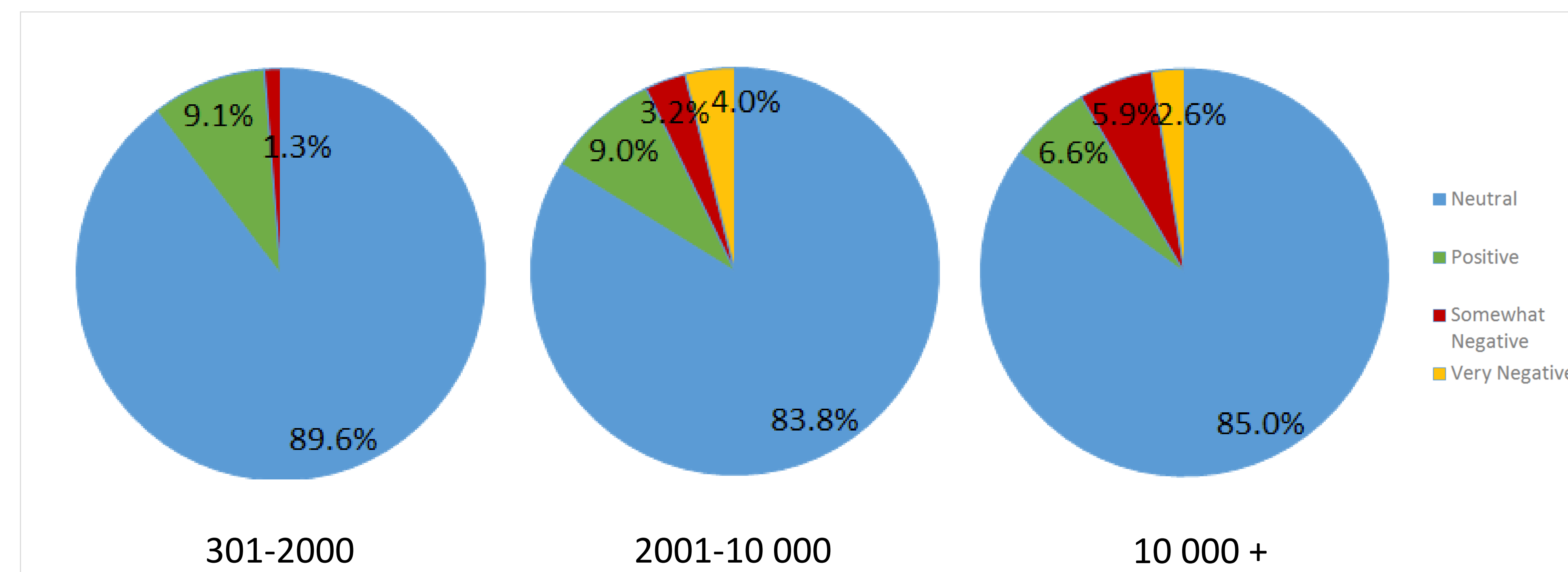
#### Mean Tweets @SamplePeriod

Our preliminary data was collected February 1-14 through Netlytic, with the goal of testing our coding schedule and pulling preliminary data.



#### Mean Tweets @Table1

Sentiment of analysed tweets over a two-week period (February 1-14) grouped by number of followers:



#### Mean Tweets @Table2

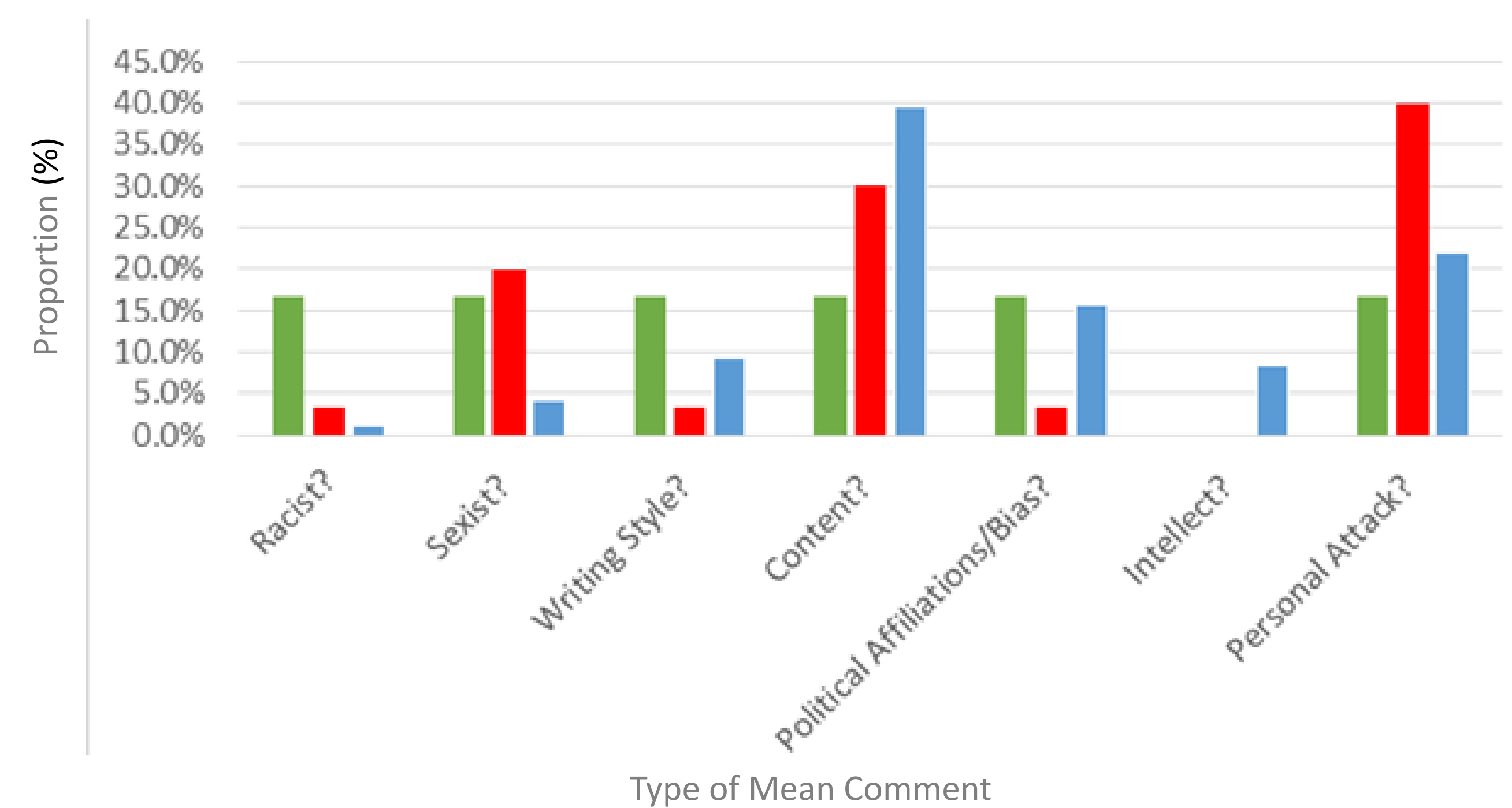
##### Sample tweets

 <b>Ken Whyte</b> @kenwhyte thoughtful, well-balanced, cautiously optimistic piece by @mdrohan on future of journalism in canada #cdnpoli #cdnmedia Positive	 <b>Réabhlóideach</b> @cuba_at16 @APTNNews network always has great coverage but @jorgebarrera said mhmm too much, something you might need help improving on Somewhat Negative	 <b>Pink Pearl</b> @FreshPinkPearl Good one! You seem witty, surely something "extra" in your morning coffee ☺️ #Alcoholic #ChildAbuse #LayOffTheGin @mrabson Very Negative
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#### Mean Tweets @Table3

Proportion of types of negative tweets in each cluster of journalists (based on number of followers)



## Coding Schedule

### Sentiment:

- Positive
- Neutral
- Somewhat Negative
- Very Negative

### Types of Mean:

- Racist
- Sexist
- Content
- Writing Style
- Political Affiliation/Bias
- Intellect
- Personal Attack

This coding schedule was developed through case studies on journalists David Akin and Susan Delacourt, and was tested through the analysis of the sampled journalists over a two-week period.

## Conclusions:

- This initial stage of the project was primarily focused on the development of content analysis techniques and a coding schedule to use in future automated content analysis.
- Initial analysis suggested that our coding schedule was effective in encompassing the majority of the types of negative comments that Canadian Parliamentary Press Gallery journalists receive.
- The preliminary data revealed that the journalists studied tend to receive more comments based on content and personal attacks, yet individual journalists receive different types of mean based on their demographics.

## You may also like - References

- Sørensen, Mads P. (2016) "Members of Parliament on Facebook: Towards an understanding of the pros and cons of online political conversations". In: The Democratic Public Sphere. Current Challenges and Prospects, edited by Nielsen et al., pp. 197-226. Aarhus, Denmark: Aarhus University Press, 2016.
- Profile Image: <https://commons.wikimedia.org/wiki/File:Connectworld.jpg>. (2016, November 1). Nergus conecta el mundo mediante productos [Digital image]. Retrieved March 9, 2017.