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LUOTSIVA project
Social Media Data Collection and Utilization
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LUOTSIVA

Building trustworthiness and engagement: The use of Finnish Newspapers' Facebook pages as the means for strengthening the relationship between newsrooms and their social media audience

- LUOTSIVA project collaborates with local and regional Finnish newspapers: *Jämsän Seutu, Kaleva, Keskisuomalainen, and Sisä-Suomen Lehti*

- This academic and developmental social media research project is carried out by Jyväskylä University's journalism unit, PI professor Epp Lauk, and the research project started 1.8.2017

- The project is sponsored by The Media Industry Research Foundation of Finland (Viestintäalan tutkimussäätiö)

- **The project aims at improving interaction between newsrooms and their audiences via the newspapers' Facebook pages**

- **LUOTSIVA is seeking for new ways of engaging the readers and strengthening their trust in the newspapers**

- For more information go to: www.luotsiva.com (mainly in Finnish)

Data collection

- Data has been collected via Facebook's Application Programming Interfaces, APIs = semi-public data

- The collected data has been transferred into a warehouse built by IT specialist Jukka Rohila

  - Read more about the warehouse structure: Sormanen, Rohila et al., 2015

- Project's data consists of:

  - A list of posts made on the newspaper's page (status updates, links, photos, videos, events)

  - The amount of shares, comments and reactions related to the posts

  - The amounts of different reactions (like, love, haha, wow, sad, angry) related to the posts

  - The post author, date, time, type, content, and links to the Facebook post and to the newspaper's original web page publication.

Data collection

- Benefits of utilizing "own" data
  - Entails some specific data not available via open web data tools (cf. e.g. Netvizz)
  - Researchers are better aware of the collection process and data content
  - Enables a variety of data outputs
  - Enables adding metadata and data enrichment

- Ethical and juridical questions
  - Facebook advices to obtain permission from users to collect data
  - We have consent from the newspapers but not the individual users of the newspapers' FB pages
  - However, the data set is very large, the data is anonymized and used for only research purposes

  (e.g. Facebook Pages Terms, 2017; Finlex: Henkilötietolaki; Salokannel, 2016)

Data utilization in the project

- Data of four local newspapers is analyzed now from a period of one year: 1.6.2016 – 31.5.2017

- Quantitative analysis focuses on finding e.g.:
  - Dates (seasons) and times (of day) when posts get most shares, comments and reactions
  - Whose (newspaper vs. audience) posts get most shares, comments and reactions
  - What post types (e.g. links, pictures) get most shares, comments and reactions

- Qualitative analysis focus is on the Top and bottom 10% of the one year data: shared, commented and reacted posts':
  - Themes: news topics (e.g. nature, sports, education) and categories (e.g. picture, native post or news story)
  - News criteria (visuality, geographical proximity, human intrest, etc.)
  - Comments and discussion surrounding the posts and new frames they create

- Individual case examples
  - search for such cases that demonstrate functional and dysfunctional ways to interact with social media audience
  - eg. especially negative or positive comments or posts: minding mine fields and advocating the good practices

Data utilization in the project

- **Unproblematic issues of research ethics (?)**

  - ➢ Data anonymization secures rights of individuals' privacy in quantitative analysis and publishing process of the results
  - ➢ In case of qualitative analysis and publishing the results, the researcher is respondible for securing individuals' privacy and rights

- **Problematic issues of research ethics?**

  - ➢ What is public and what is not public on social media (Facebook pages') content?
  - ➢ Can we publish cases which potentially lead to identifying individuals, and what could be done to better secure anonymity?

References

- Facebook Pages Terms. 2017. https://www.facebook.com/page_guidelines.php

- Finlex: Henkilötietolaki.

  http://www.finlex.fi/fi/laki/ajantasa/1999/19990523

- Salokannel, Marjut. 2016. SOME-tietojen tutkimuskäyttö oikeudellisesta näkökulmasta – Marjut Salokannel. https://www.youtube.com/watch?v=zXTawzRMx8M&feature=youtu.be

- Sormanen, N., Rohila, J., Lauk, E., Uskali, T., Jouhki, J. & Penttinen, M. 2015. Changes and Challenges of Computational Data Gathering and Analysis: The case of issue-attention in Facebook cycles. Digital Journalism, 4 (1), 55-74. https://jyx.jyu.fi/dspace/handle/123456789/48335

Kiitos!
Thank you!

www.luotsiva.com