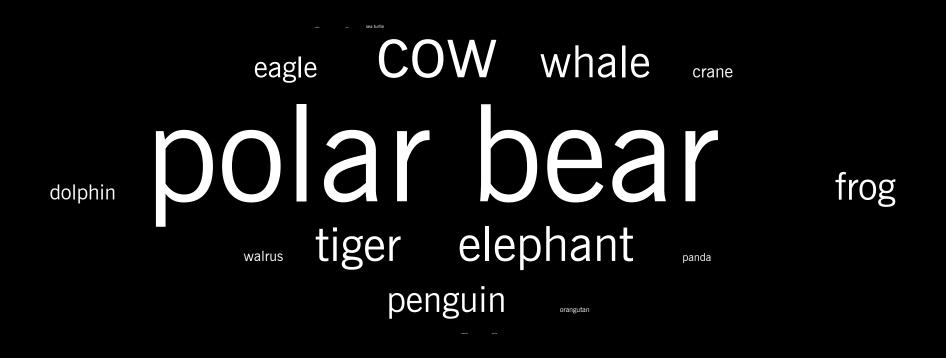
Issue Animals Hierarchy in the Blogosphere

Research Question_For the issue of climate change, how prominent is each animal (in text and image)? Are there significant differences per 'sphere' (web, news, blogosphere) in the frequency with which each animal is referenced?

Findings_In the blogosphere, for a text query, the polar bear is the animal most associated with climate change, followed by the cow.



Source_search.technorati.com
Query_"climate change" + "animal x"
Authority_a little
Tools_Technorati Scraper and Tag Cloud Generator
Date_17 July 2007

Product_of the Digital Methods Initiative, dmi.mediastudies.nl. **Analysis**_by Esther Weltevrede and Sabine Niederer. **Design**_by Esther Weltevrede, Sabine Niederer and Anne Helmond.

