THE EPHEMERALITY OF SOCIAL MEDIA

THE ETHICS OF SOCIAL MEDIA CHANGE

Shawn Walker @walkeroh

ASU

TAKE HOME POINTS

- Social media platforms shape our collections and research

- Social media data is an assemblage of images, text, metadata, and linked content

- Social media data is ephemeral

Yes We Can - Barack Obama Music Video

WeCan08

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26,100,898 views

Add to Share More 88,484 13,055

Uploaded on Feb 2, 2008

Congratulations, Mr. President.

SHOW MORE

[redacted]

Missing page!
betsy
have you seen her?

USER VS. RESEARCHER

The White House ✓
@WhiteHouse

Follow

You can now pick a student loan repayment option in 5 steps or less: StudentLoans.gov/Repay #CollegeOpportunity

RETWEETS 232 LIKES 349

3:31 PM - 28 Apr 2016

```
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#jpmorgan #occupy http:\/\/t.co\/fwsvTCar","entities":{"hashtags":
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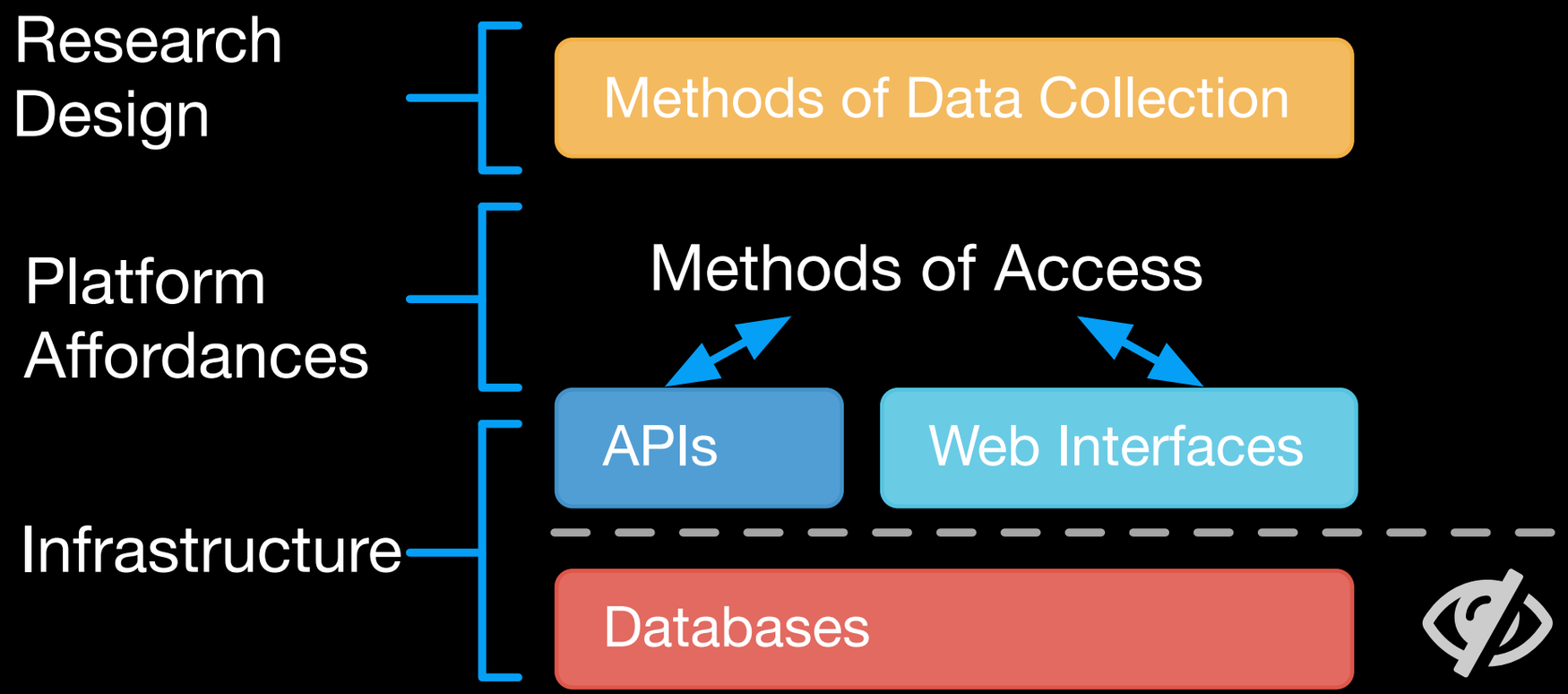
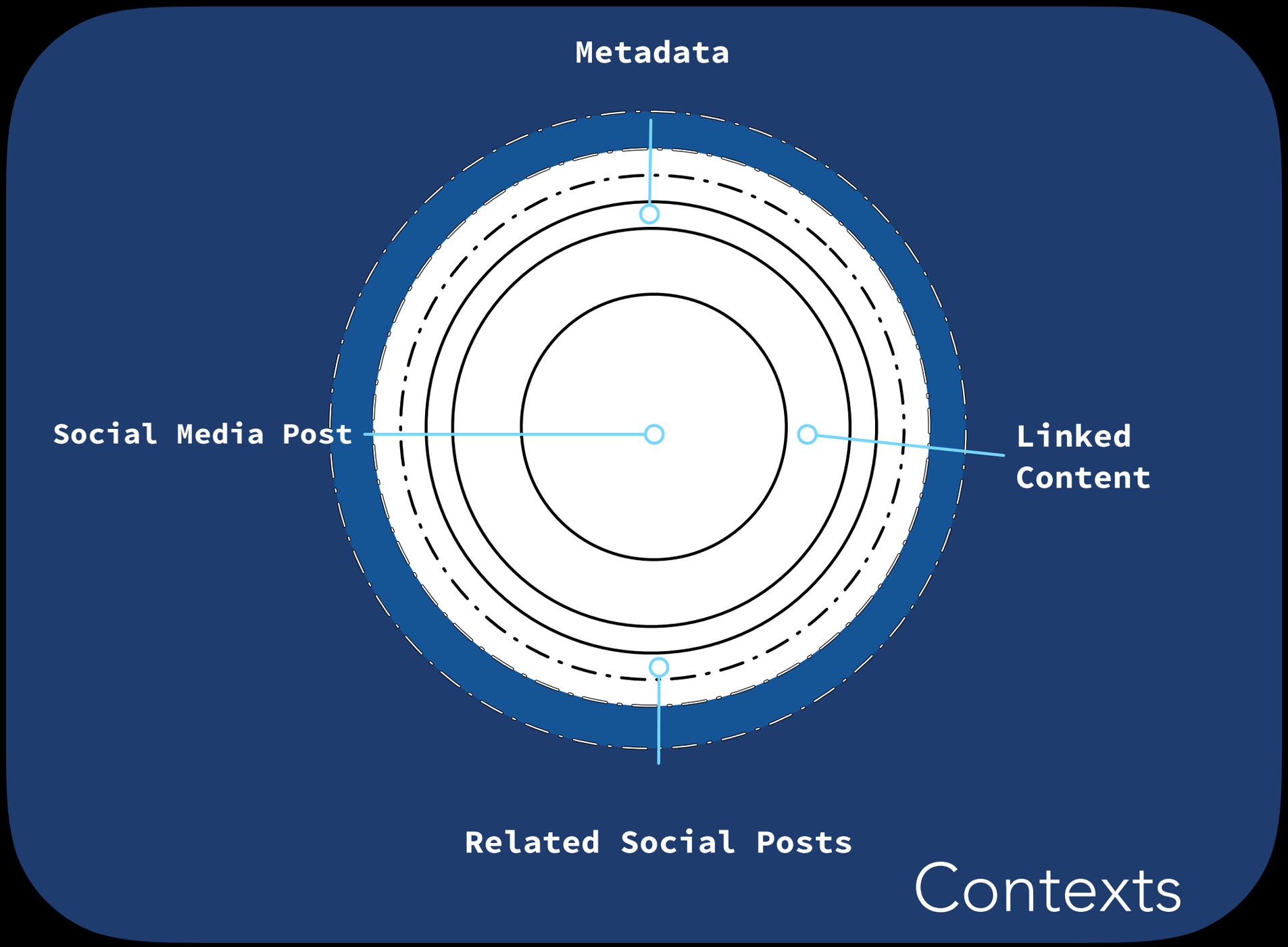

Research Design
Methods of Data Collection
Platform Affordances
Methods of Access
APIs
Web Interfaces
Infrastructure
Databases

SOCIAL MEDIA AS A RECORD



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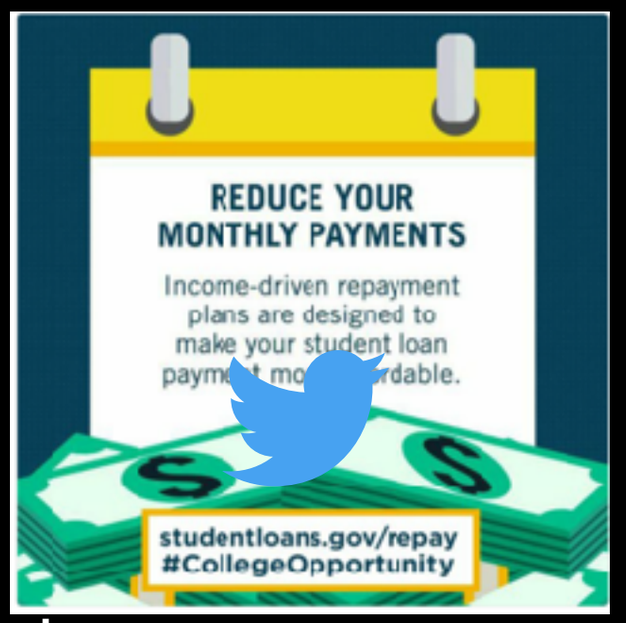
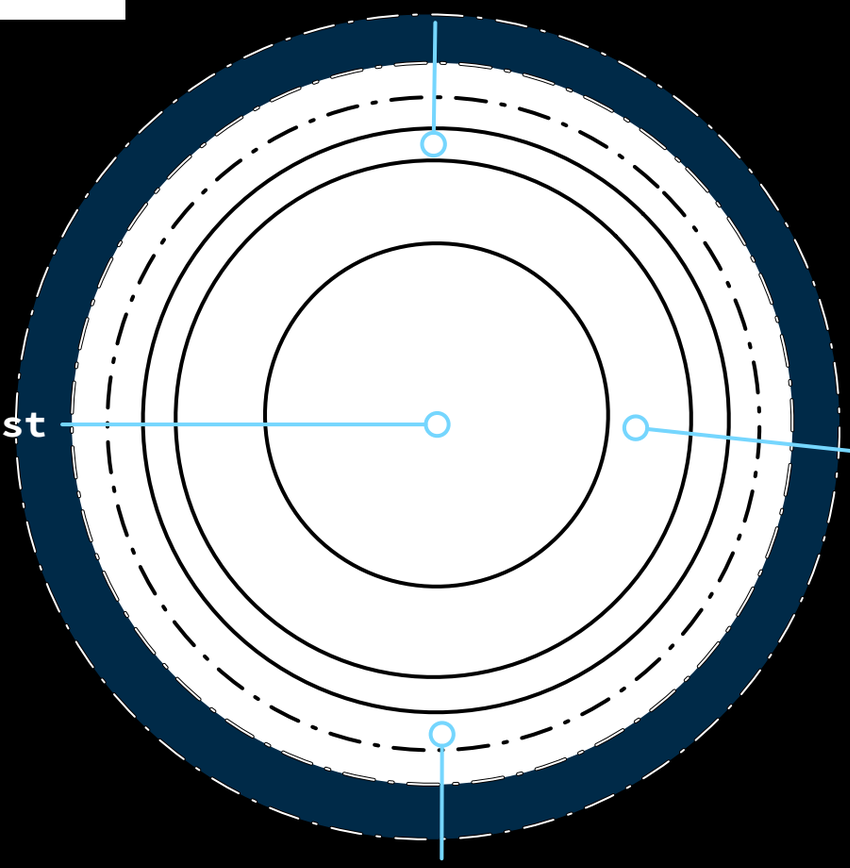
You can now pick a student loan repayment option in 5 steps or less: https://t.co/n6Tmuk5Nn8 #CollegeOpportunity https://t.co/gXNLUlOaTQ





Occupy Wall Street

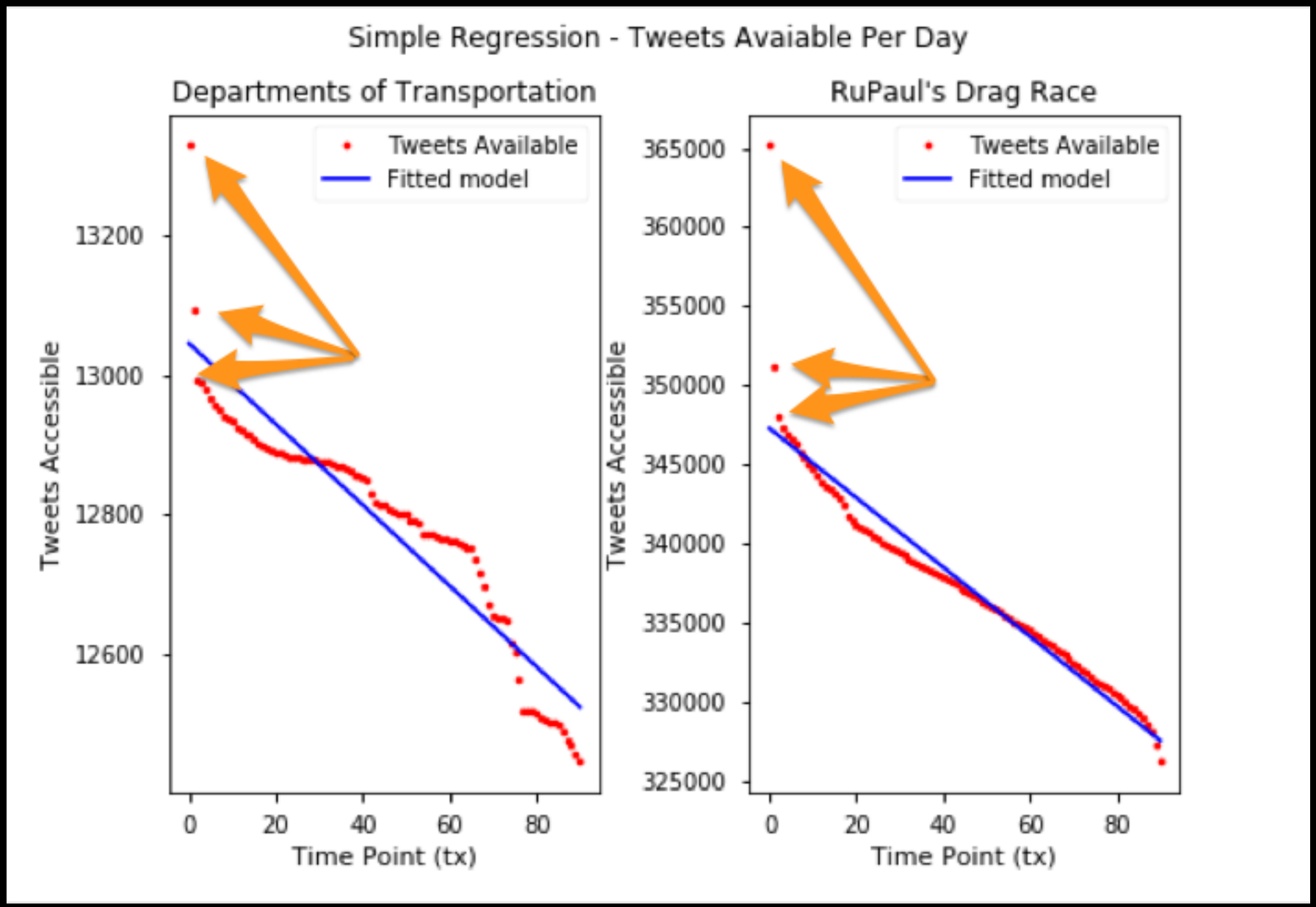
Oregon Department of Transportation

WSDOT

Departments of Transportation

RuPaul's Drag Race

	TIME PERIOD	REAL-TIME	INACCESSIBLE
OCCUPY	3 Years	2,310,038	280,964 (12.7%)
DOT	90 Days	13,330	882 (6.7%)
DRAG RACE	90 Days	356,147	38,943 (10.7%)

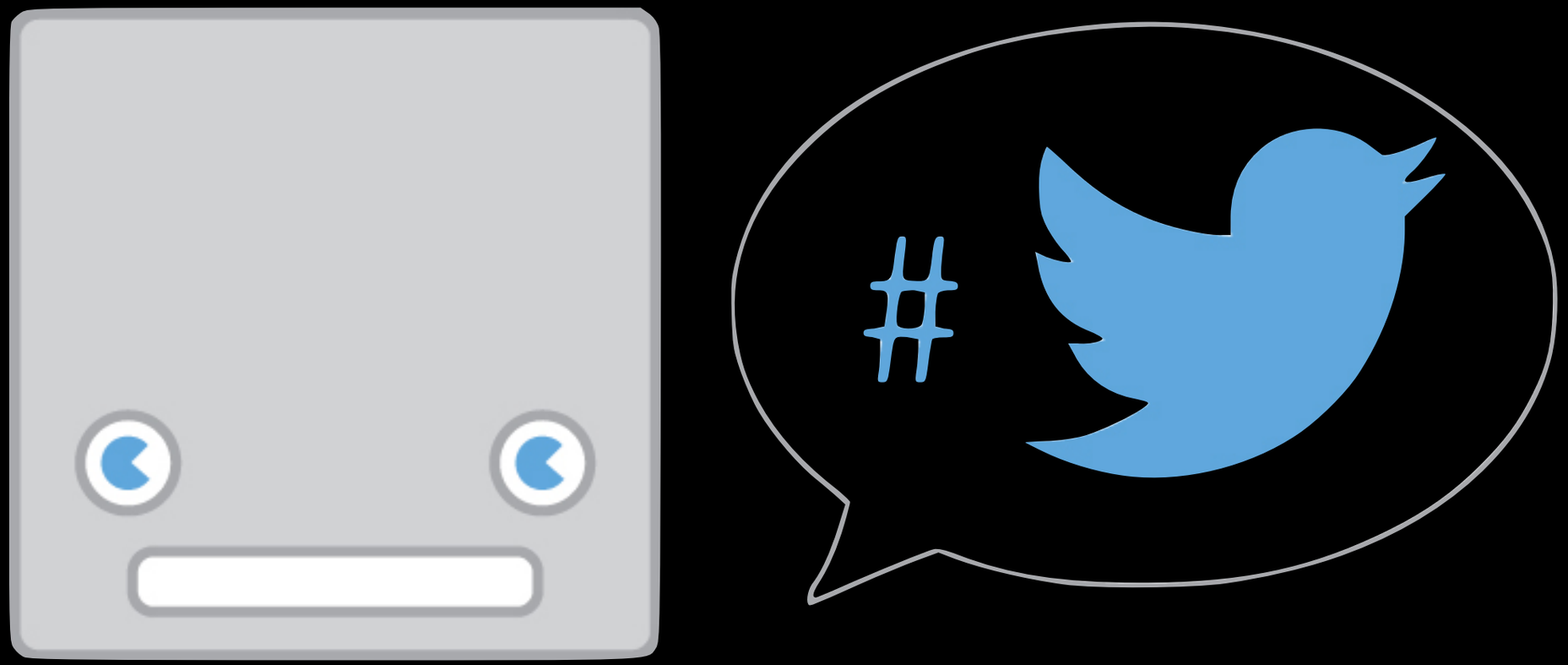

Simple Regression - Tweets Avaiable Per Day
Departments of Transportation
RuPaul's Drag Race
Tweets Available
Fitted model
Tweets Accessible
13200
13000
12800
12600
365000
360000
355000
350000
345000
340000
335000
330000
325000
0
20
40
60
80
Time Point (tx)

	UNIQUE USERS	SCREEN NAME	NAME	PROFILE IMAGE	LOCATION	DESCRIPTION
DOT	3,464	41 (1.2%)	325 (9.4%)	731 (21.1%)	173 (5%)	809 (2.4%)
DRAG RACE	106,602	5,978 (5.5%)	34,313 (31.5%)	57,846 (53.3%)	13,689 (12.6%)	45,763 (42.2%)

OPENLY STRUGGLE

MORE TRANSPARENCY IN...

- Conceptions of harm
- Data collection
- Data cleaning
- Archive creation
- Limitations
- Ethical implications



INCREASING TRANSPARENCY IN SOCIAL MEDIA RESEARCH

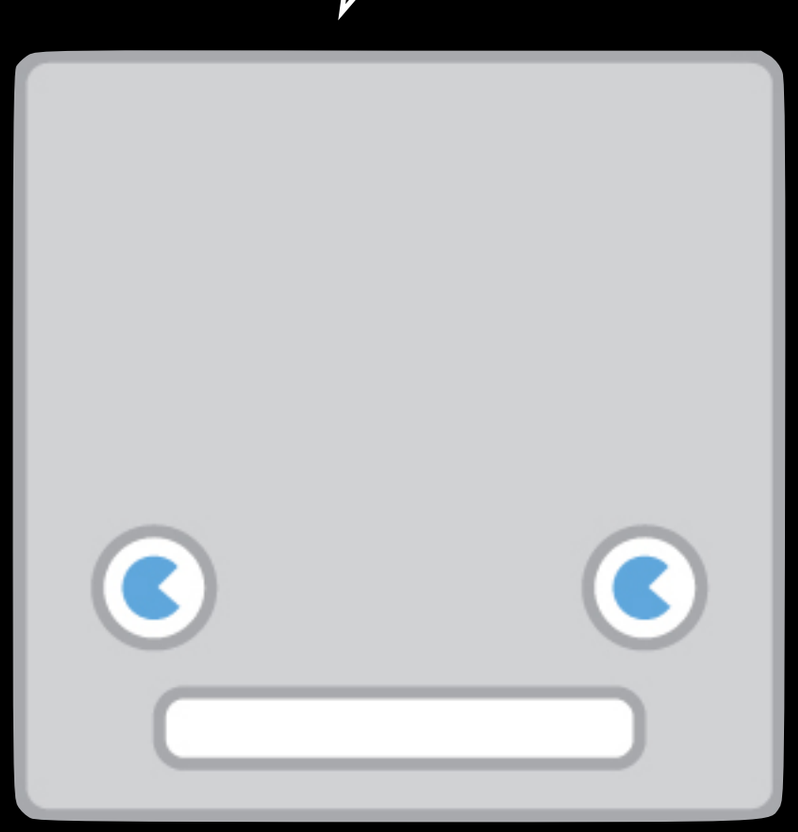
INFORMBOT

INFORMBOT

A researcher is collecting with with #hashtag, learn more…

A researcher stopped collecting tweets with #hashtag, learn more…

A researcher published a paper using data containing #hashtag, learn more…



THANK YOU...

SHAWNW.IO

@WALKEROH

SHAWN.W@ASU.EDU