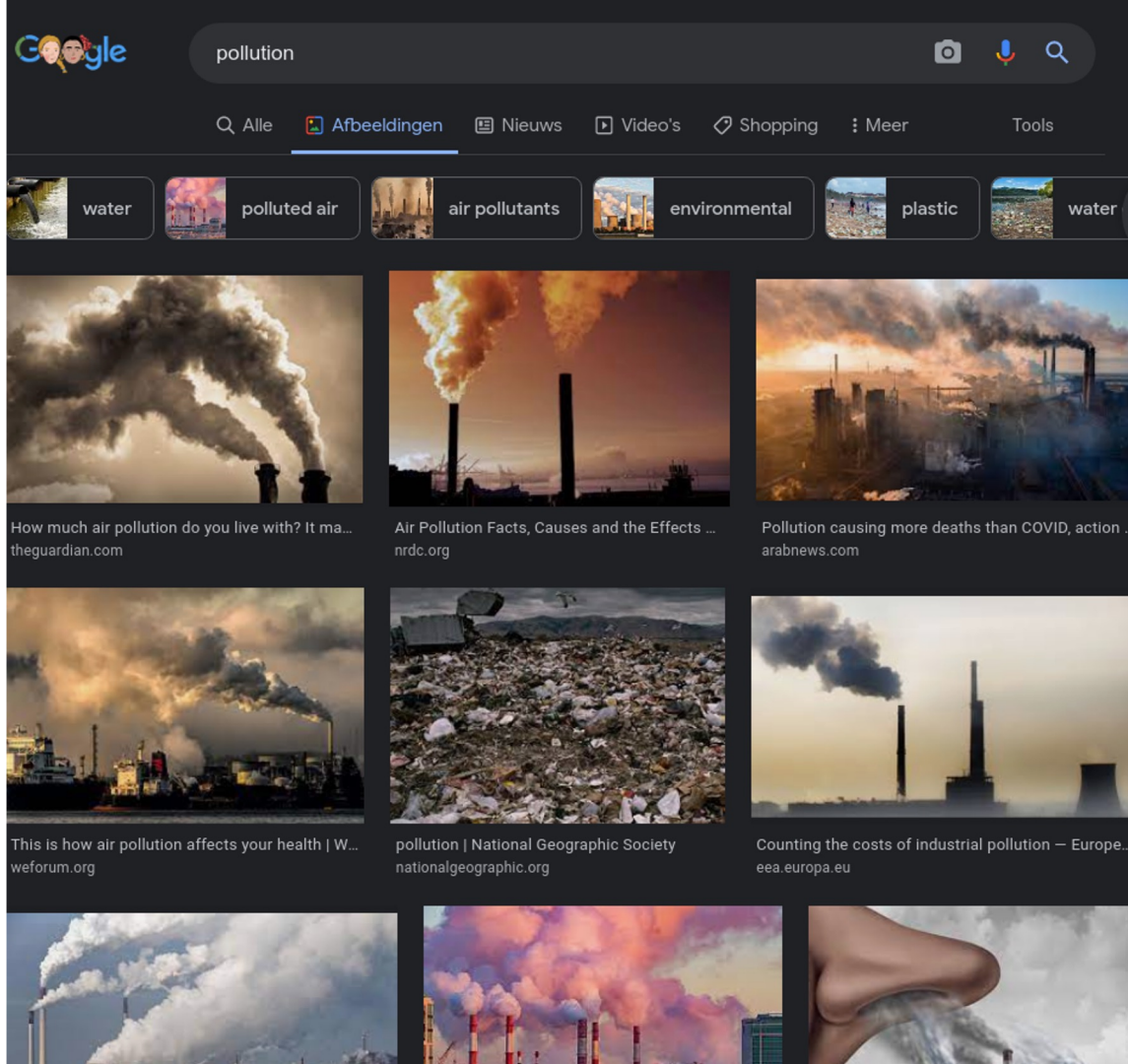


# Search as research

Jeroen de Vos



## About Jeroen de Vos

### – IN HET NEDERLANDS –

Jeroen Matthijs de Vos (MA) is internet and market researcher specialized in both online and offline research. As *Media Anthropologist* he has his roots in media studies & cultural anthropology and is currently working on impact driven projects both inside and outside University walls.

He combines online internet research with offline qualitative interviews to analyse social issues. As an independent researcher he provides the following services:

- Qualitative market and target audience research
- Social media & internet research
- Project management
- Stakeholder / ecosystem analysis
- Workshop & education

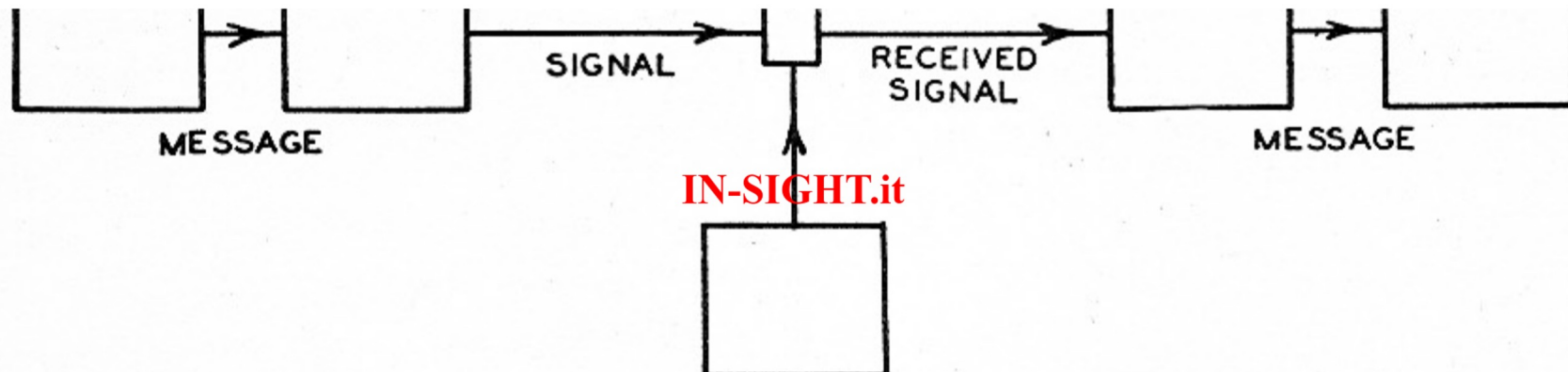
He works at the intersection of communication, policy and marketing in various social fields. His work builds on academic, innovative, cutting-edge research methods with a knowledge-driven approach and a rich network of matter experts. Foci of previous research include regional entrepreneurship,



### Huidige posities

---

Media analyst @U.S.E. – UU



## Citizenship and standard-setting in digital networks

### Co-designing for public values in standards-making and governance

While deeply woven into our everyday life, digital infrastructure—from network switches to public administration databases—is typically invisible to users. The process of standard-making, in particular, remains a blind spot.

Standardization describes and unifies a set of criteria, often of a technical nature, the associated practices and methods enabling the interoperability of networks and datasets. Standards thus mediate societal life, thus our ability to enact our citizenship and enjoy human rights in the digital age. Straddling

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Winter School 2022

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# The Digital Methods Initiative - About Us



The Digital Methods Initiative (DMI) is one of Europe's leading Internet Studies research groups. Comprised of new media researchers and PhD candidates, it designs methods and tools for repurposing [online](#) devices and platforms (such as Twitter, Facebook and Google) for research into social and political issues. With founding support from the [Mondriaan Foundation](#), DMI has participated in a variety of funded research projects such as [MACOSPOL](#) (Mapping Controversies on Science for Politics) and [EMAPS](#) (Electronic Maps to Assist Public Science), the EU FP6 and FP7 projects led by [Bruno Latour](#) as well as [Contropeedia](#) in the [EU EINS](#) scheme. Most recently, DMI is participating in [ODYCCEUS](#), the H2020 project concerning opinion dynamics and cultural conflict in European spaces, [CLEOPATRA](#), the H2020 project on cross-lingual event analysis as well as [SoBigData++](#), the big data research infrastructure. The Digital Methods Initiative, together with the Govcom.org Foundation, have received grants from the Soros Foundation, Open Society Institute, Open Society Foundations, Ford Foundation, MacArthur Foundation, New Venture Fund and have worked as partners in projects funded by the National Science Foundation (U.S.) and the Netherlands Organisation for Scientific Research. Its [IssueCrawler software](#) has been supported by nearly 100 universities as well as non-governmental organisations. Other well-known software tools include the [Lippmannian Device](#), Netvizz (Facebook analysis), [DMI-TCAT](#) (Twitter analysis) and [4CAT](#), the toolset for social media analysis, especially the deep vernacular web.

Here is an [interview about the history of the Digital Methods Initiative](#) (2014) by Michele Mauri, DenistyDesign Lab, Milan, speaking with Richard Rogers, the director. Here is one in Spanish, [El Discurso del Método Digital](#) (2016). An interview by Sarah Lewthwaite in the Chilean design journal, Diseña, is [here](#) (2019). And here is a [promo video about the Digital Methods Summer School](#) (2014) and one Lisa Maier made about the [Summer School in 2015](#) (tip!)

Our work has been featured in the [New York Times](#) and on [CNN](#) as well as [NBC News](#).

DMI projects include:

- Ongoing collaborations with the [Open Intelligence Lab](#), [App Studies Initiative](#) and the [Public Data Lab](#) (2020-).
- Participation in ["Radicalization by Design"](#), on social media rabbit holes, Impakt festival, Utrecht (2020).
- A cross-platform analysis of misinformation in the lead-up to the US presidential elections (2020).
- A [study of "fake news"](#) (pdf) in the Netherlands for the Ministry of Internal Affairs (2019), entitled 'The Politics of Social Media Manipulation'. [News article](#). [Open access book](#).
- A series of [ongoing projects](#) about Trump, [fake news](#) and the meme wars (2017)
- [Mapping Iran Online](#), 2012-2013
- [Right-wing Formations in Europe and their Counter-measures](#), 2013
- [Climaps: A Global Issue Atlas of Climate Change Adaptation](#), 2013-2015
- [Issue Mapping for an Ageing Europe](#), 2013-2015

DMI works with non-governmental organizations, activists, journalists and artists alike. Collaborators have included representatives from:

- First Draft
- Greenpeace International
- Human Rights Watch
- Amnesty International
- De Correspondent
- NRC Handelsblad
- Association for Progressive Communications
- Women on Waves
- Carbon Trade Watch
- Corporate Observatory Europe
- Fair Phone
- Open Knowledge Foundation
- Hivos
- Pauw en Witteman, VARA (Dutch talk show)
- Sacom
- DVRC

The Sacom and DVRC collaborations took place at the [Hong Kong Digital Methods Research Summit](#), August 2016. Collaborations often take place at the Summer and Winter Schools.

The Digital Methods Initiative is directed by [Richard Rogers](#), Professor of New Media and Digital Culture at the University of Amsterdam. The coordinators are Sabine Niederer and Esther Weltevrede. DMI holds annual [Summer Schools](#) and [Winter Schools](#), which have been supported by the Center for Creation, Content and Technology (CCCT) at the University of Amsterdam, now the [Amsterdam Data Science](#) network.

There is a [substantive introduction](#) (or a founding narrative) to the Digital Methods Initiative. Digital Methods research themes include:



Epistemology



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# Epistemology

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*For the album, see [Epistemology \(album\)](#).*

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Debates in epistemology are generally clustered around four core areas:<sup>[2][3][4]</sup>

- The **philosophical analysis** of the nature of knowledge and the conditions required for a belief to constitute knowledge, such as **truth** and **justification**
- Potential sources of knowledge and justified belief, such as **perception**, **reason**, **memory**, and **testimony**
- The structure of a body of knowledge or justified belief, including whether all justified beliefs must be derived from justified **foundational beliefs** or whether justification requires only a **coherent set of beliefs**
- Philosophical skepticism**, which questions the possibility of knowledge, and related problems, such as whether skepticism poses a threat to our ordinary knowledge claims and whether it is possible to refute skeptical arguments

In these debates and others, epistemology aims to answer questions such as "What do we know?", "What does it mean to say that we know something?", "What makes justified beliefs justified?", and "How do we know that we know?"<sup>.[1][2][5][6][7][*better source needed*]</sup>

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Part of a series on

**Epistemology**

Category · Index · Outline

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**Distinctions**

*A priori* vs. *A posteriori* · Analytic vs. synthetic

**Schools of thought**

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**Topics and views**

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**Notable epistemologists**

René Descartes · Sextus Empiricus · Edmund Gettier · David Hume · Immanuel Kant · W. V. O. Quine · *more...*

**Related fields**

Epistemic logic · Philosophy of mind · Philosophy of perception · Philosophy of science · Probability




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# Fuller (2018)

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For the album, see *Epistemology (album)*.

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4. **Philosophical skepticism**, which questions the possibility of knowledge, and related problems, such as whether skepticism poses a **problem** for knowledge arguments

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# Truth is contested, what does it

mean something to be true

## Evidence to justify truth production

Etymology: troth = fidelity

# Fidelity to source or target?

# Secularization of knowledge

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### Core concepts

Knowledge • Truth

*A priori* vs. *A posteriori* • Analytic vs. synthetic

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Edmund Gettier • David Hume •  
Immanuel Kant • W. V. O. Quine • *more*

## Related fields

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## Fuller (2018)

## Loyalty to truth teller (eg. Christian Deity)

## Or loyalty to the target

Aquinas, writing at a time of considerable heresy in the late thirteenth century, was reasserting confidence that the world as it normally appears is close enough to God's plan that the faithful should stop trying to second-guess God's intentions and focus instead on getting the empirical details of the Creation right.

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# Epistemology

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Think about truth production: contentedness of words, argument constructions, rhetorics, expertise, representation, authority , loyalty,

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Applied epistemology · Formal epistemology · Social epistemology

Notable epistemologists

Edward Gettier · David Hume · Immanuel Kant · W. V. O. Quine · more...

Related fields

Epistemic logic · Philosophy of mind · Philosophy of perception · Philosophy of science · Probability



Digital methods

# Rogers (2017)



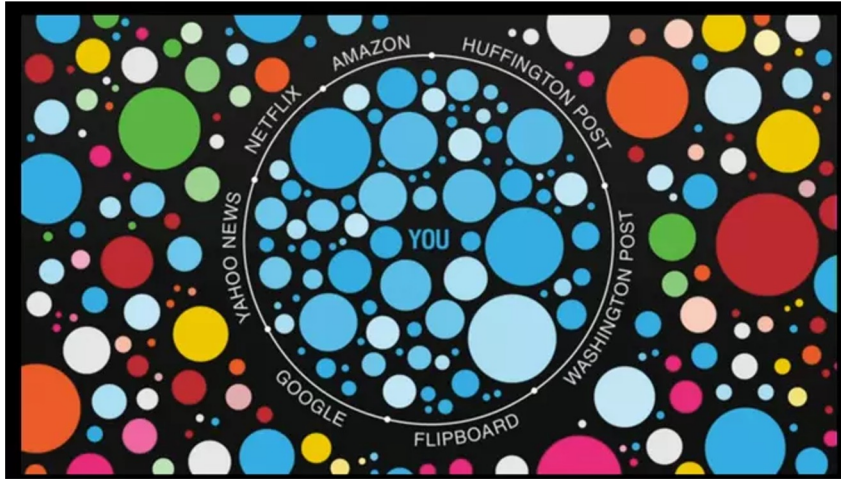
- Purpose of media

# Rogers (2017)



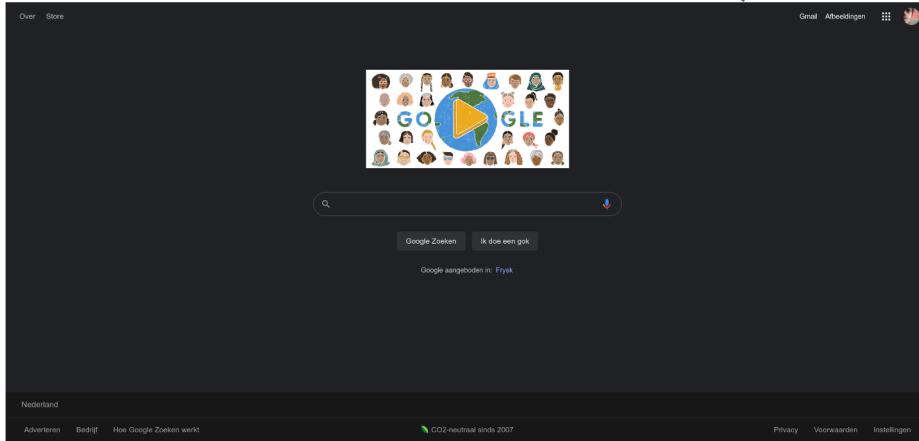
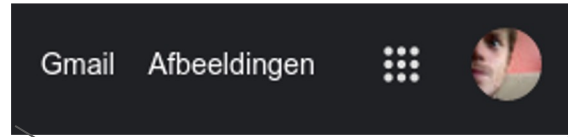
- Purpose of media
- Repurposing media

# Rogers (2017)



- Purpose of media
- Repurposing media
- **Personalisation filter bubble**

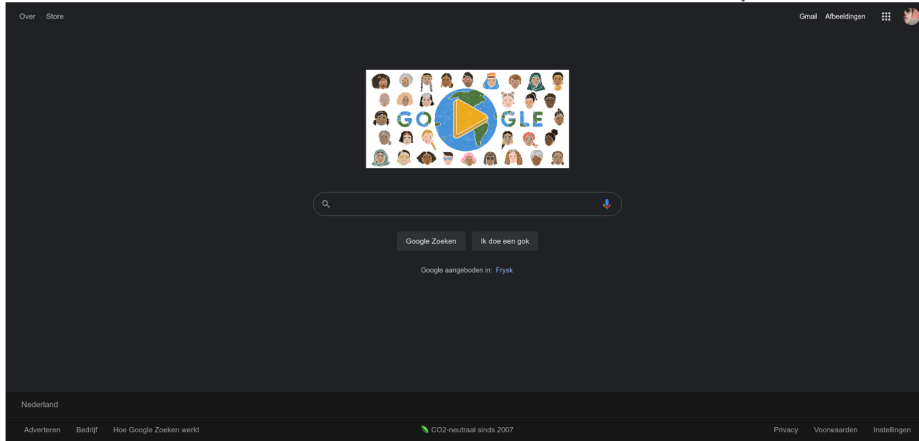
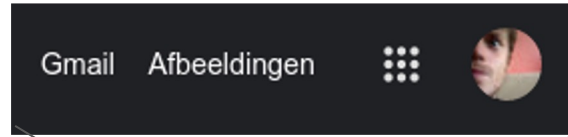
# Rogers (2017)



- Purpose of media
- Repurposing media
- Personalisation filter bubble
- **Search as research**

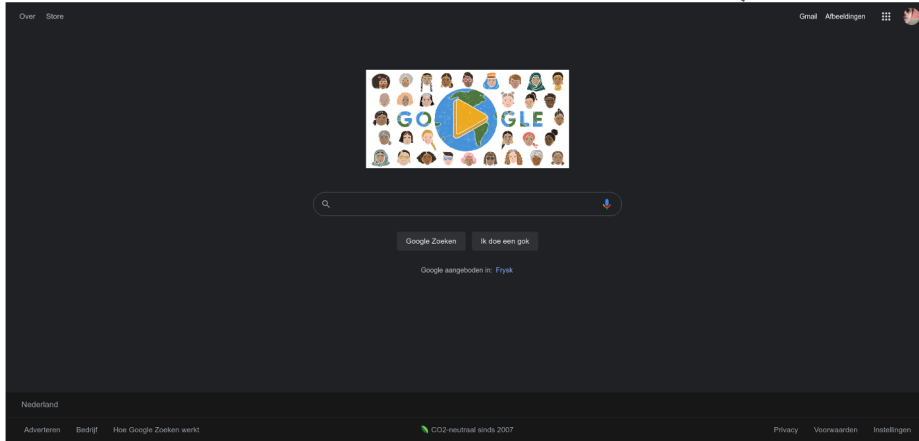
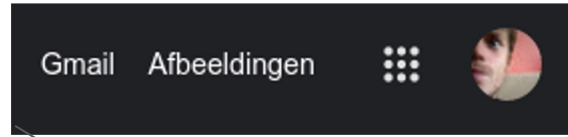


# Rogers (2017)



- Purpose of media
- Repurposing media
- Personalisation filter bubble
- Search as research
- **User as search engine co-author**

# Rogers (2017)

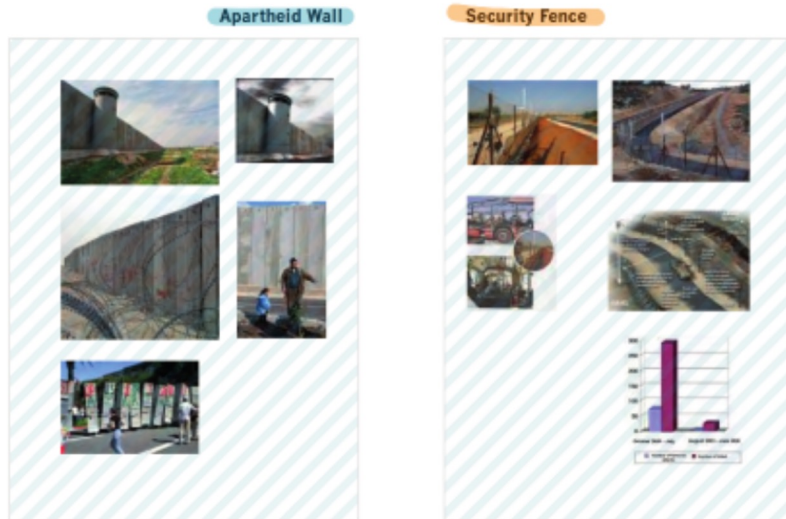


- Purpose of media
- Repurposing media
- Personalisation filter bubble
- Search as research
- User as search engine co-author
- **Query design**

# Rogers (2017)

## "Image Clash"

"Apartheid Wall" and "Security Fence": Image Search Results, Google images, July 2005.

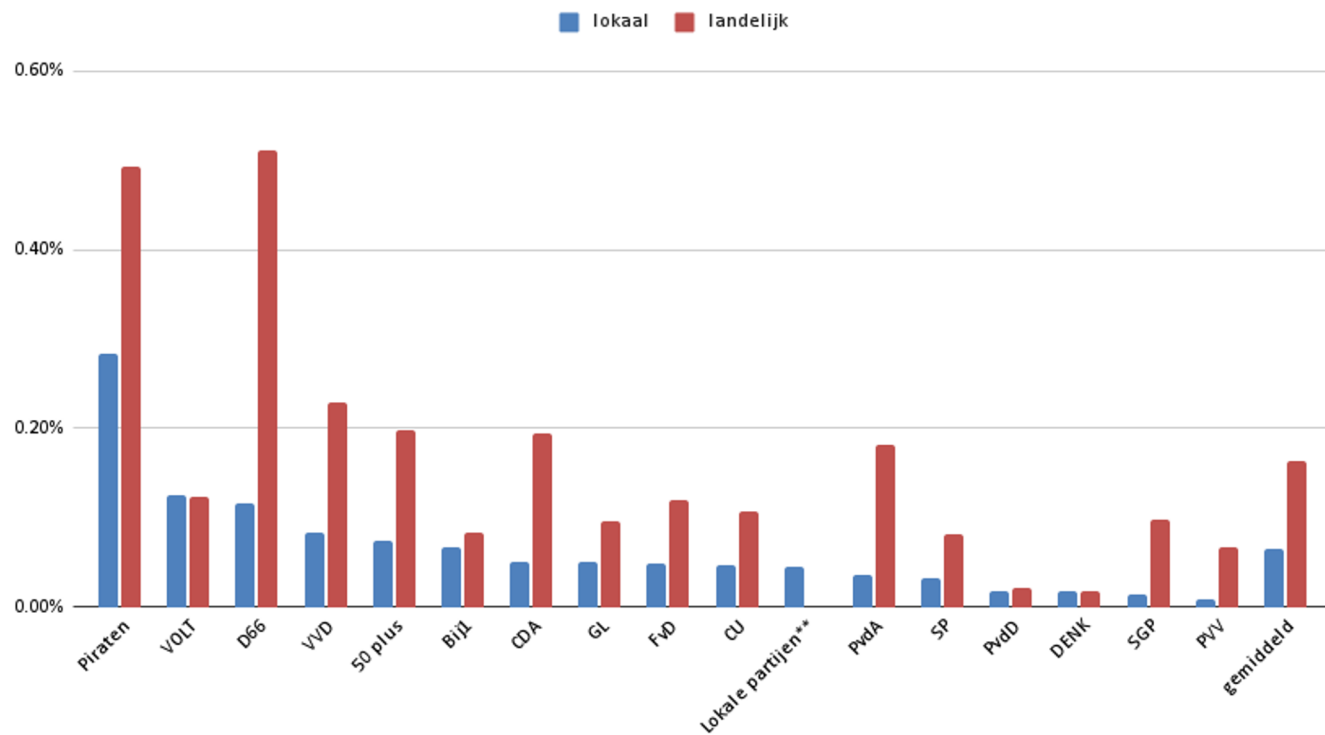


Source: Five of top ten search results for specified queries in Google Images, <http://images.google.com>, 17 July 2005.

- Purpose of media
- Repurposing media
- Personalisation filter bubble
- Search as research
- User as search engine co-author
- Query design
- **Words take sides**
  - Program/antiprogram:
  - Unambiguity & ambiguity

## Case-study 1: Municipal elections

## Focus op digitale agenda vergelijking: landelijk en lokaal programma







- Digi
- Tech
- Algo
- Data
- Cyber

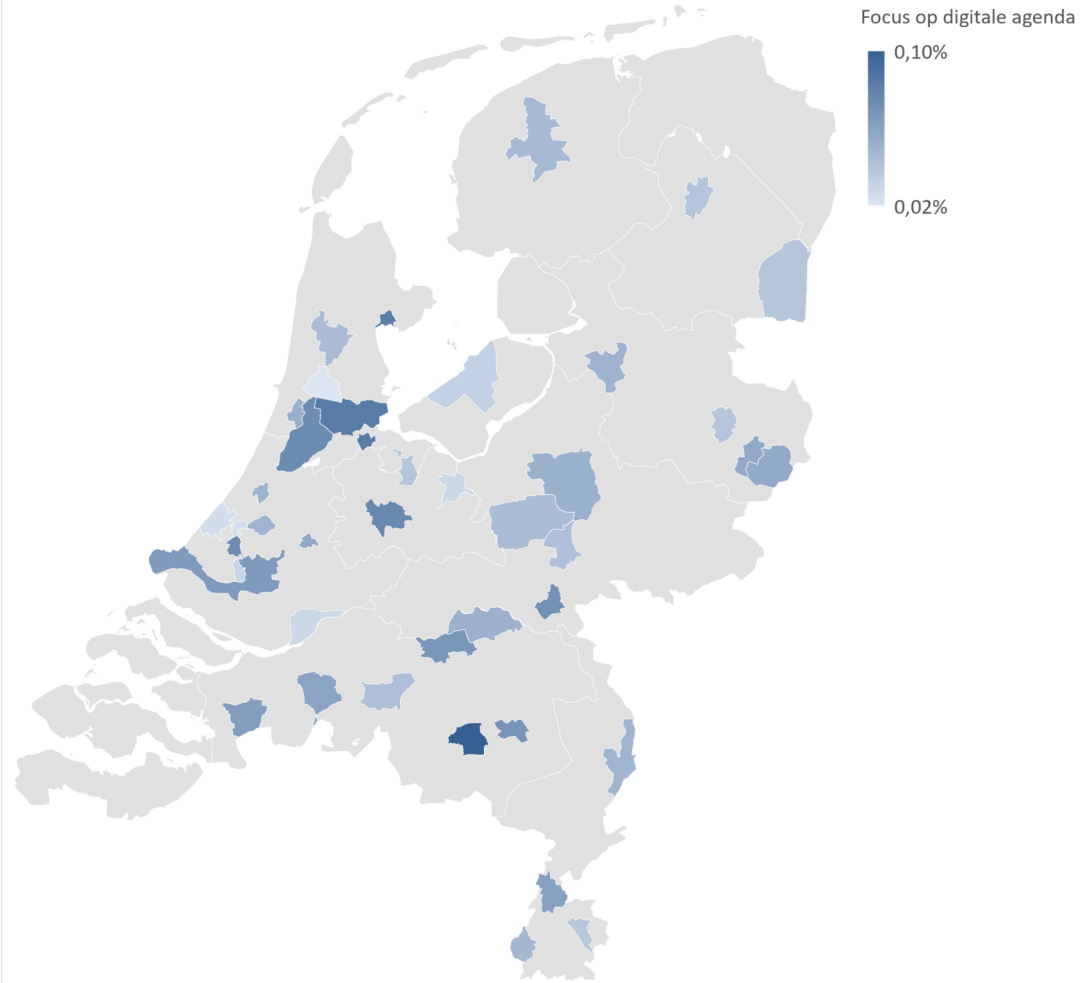



Verkiezingsprogramma's G40 + 4 grootste steden

Worden geturft op aanwezigheid termen mbt digitale agenda

Resultaten worden geaggregeerd en gecorrigeerd naar aantal woorden in elk programma

## Digitale agenda bij gemeenteraadsverkiezingen



## Case-study 2: COP 21

# RQ

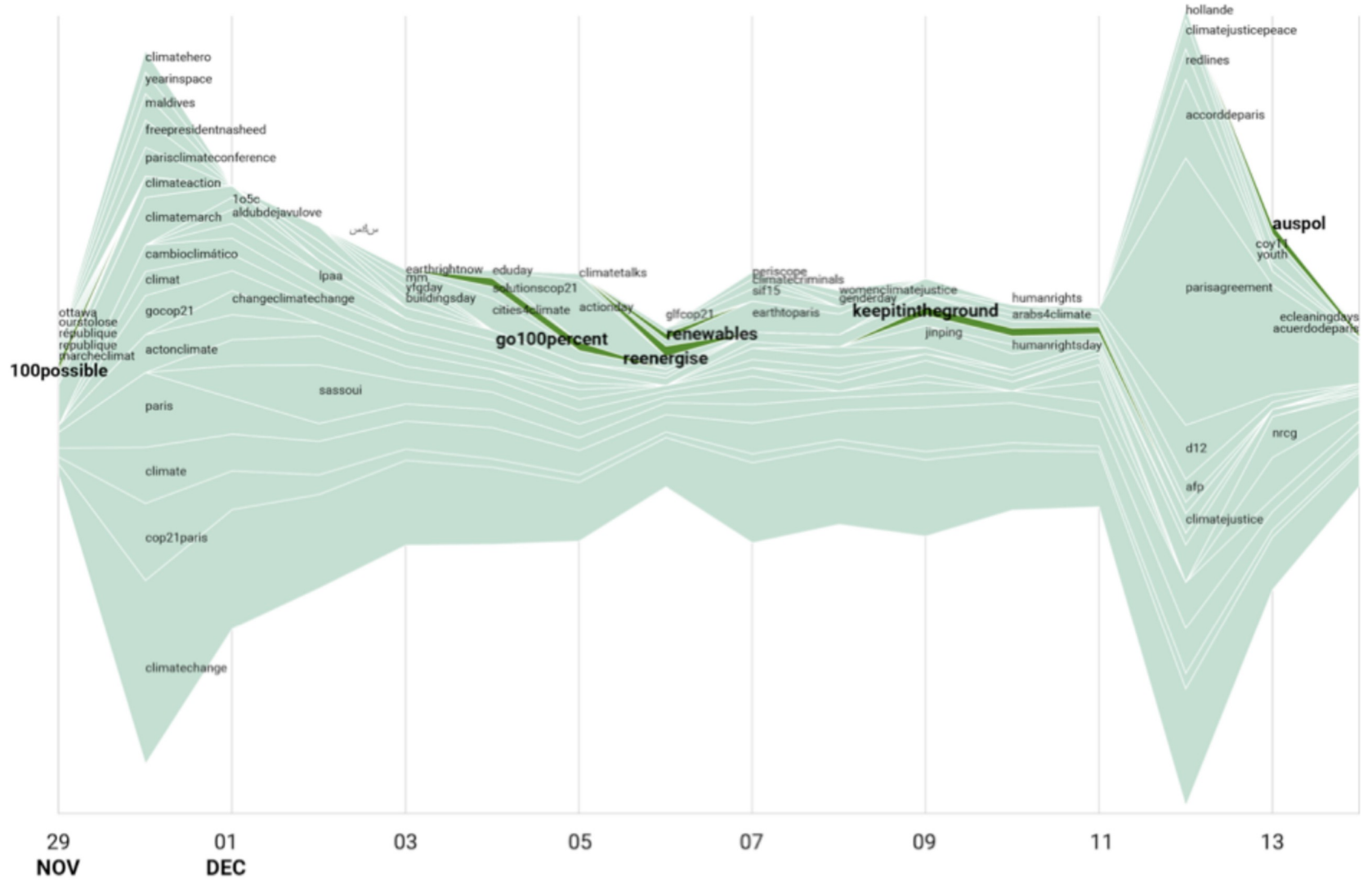
This research is build around one particular question, tapping into Greenpeace's (and other NGOs') desire to know what influence they had on the larger narrative on Twitter about COP21 in general and the energy debate in particular. In addition, this research focused on mapping the presence of NGOs in the sub narrative about renewables and green energy, hence our research question was:

To what extent was the effort of NGOs to situate the renewable energy debate within the larger narrative about COP21 successful and visible on Twitter?

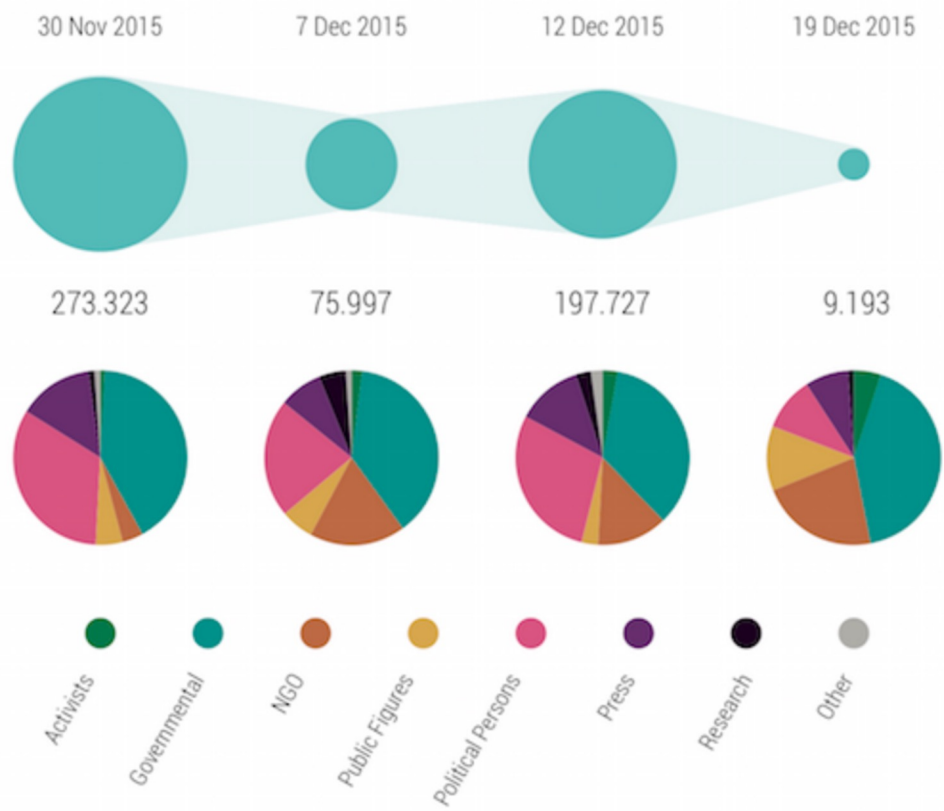
In turn, this question has been operationalized into two sub questions. These questions allowed us to focus on different parts of our main question to eventually accurately formulate an answer to our research question as a whole.

RQ 1: To what extent is the energy debate visible and integrated within the larger COP21 narrative?

RQ 2: Which NGOs are part of the top influencers in the energy debate?







Assignment

# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

Steps:

- 1. Think of a good research question**

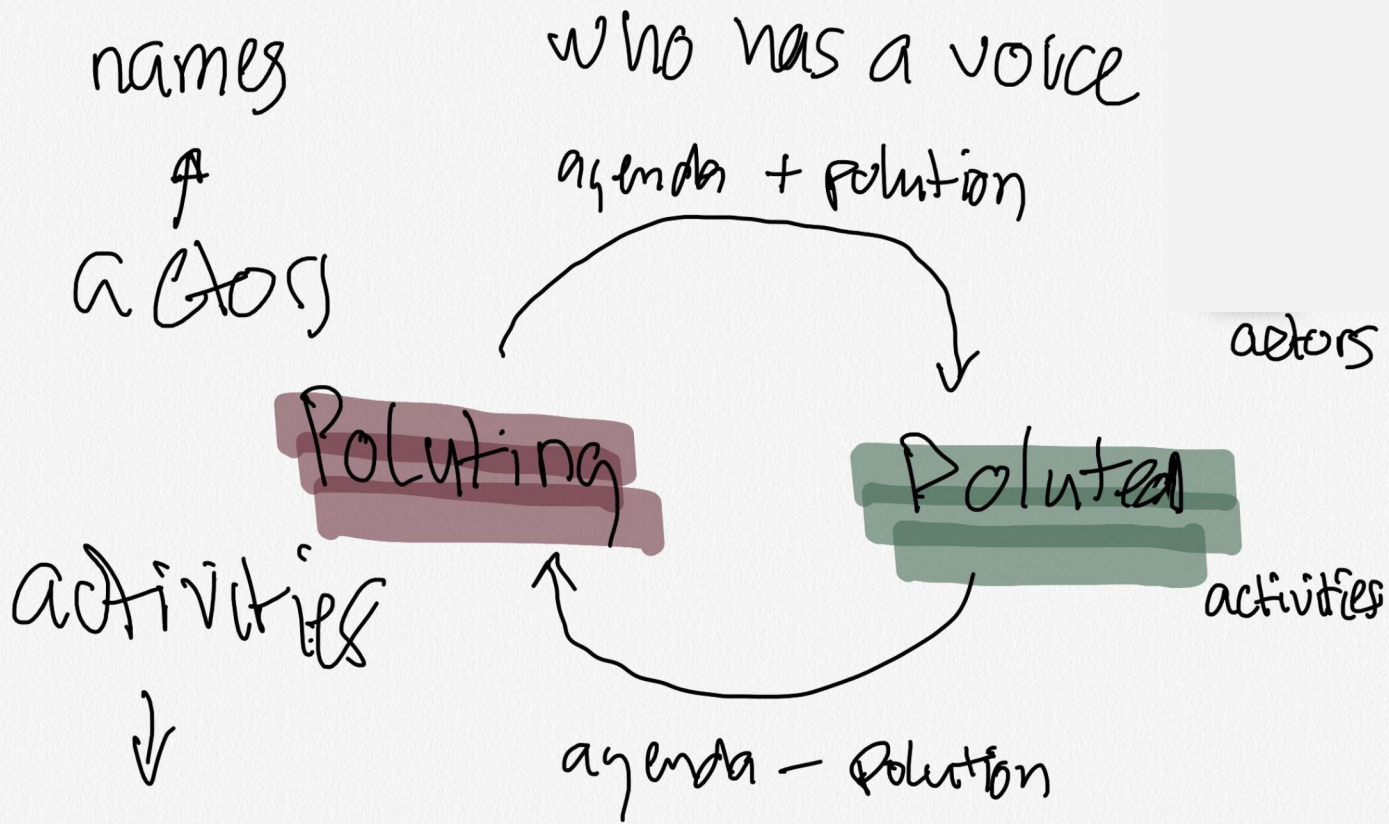
# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

Steps:

1. Think of a good research question
2. **What do you expect? Draft some hypothesis**



who are the issue experts?

# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

Steps:

1. Think of a good research question
2. What do you expect? Draft some hypothesis
3. **Design a query (Query design Rogers, 2017) → keep it simple eg. “air pollution”, “luchtvervuiling” or “waste”**

# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

Steps:

1. Think of a good research question
2. What do you expect? Draft some hypothesis
3. Design a query (Query design Rogers, 2017)
4. **Install the research browser** (or a clean version of Firefox) [LINK](#)

# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

Steps:

1. Think of a good research question
2. What do you expect? Draft some hypothesis
3. Design a query (Query design Rogers, 2017)
4. Install the research browser (or a clean version of Firefox) [LINK](#)
5. **Install the search engine scraper toolbar**, use Bing start with small scrapes ( [watch tutorial](#) + [LINK](#))



Past Jobs Output

Login

## Search Engine Scraper

### Enter key words, one per line:

You can use the normal search query operators your chosen search engine supports. Further considerations are listed [on our wiki](#). If you are looking for per-site results, try the [Lippmannian Device](#).

luchtvervuiling

### Options:

Number of results per query (max 1000)

100

Name your result file

luchtvervuiling

### Search Engines:

Note that Google and Yandex are known to require you to fill in CAPTCHAs after a small number of automated queries. Consider using another search engine when planning more than tens of queries.

Bing

### Advanced options for Bing

Date range

All

Date range (start)

01/01/1970

Date range (end)

03/08/2022

Search domain

nl

Scrape Search Results

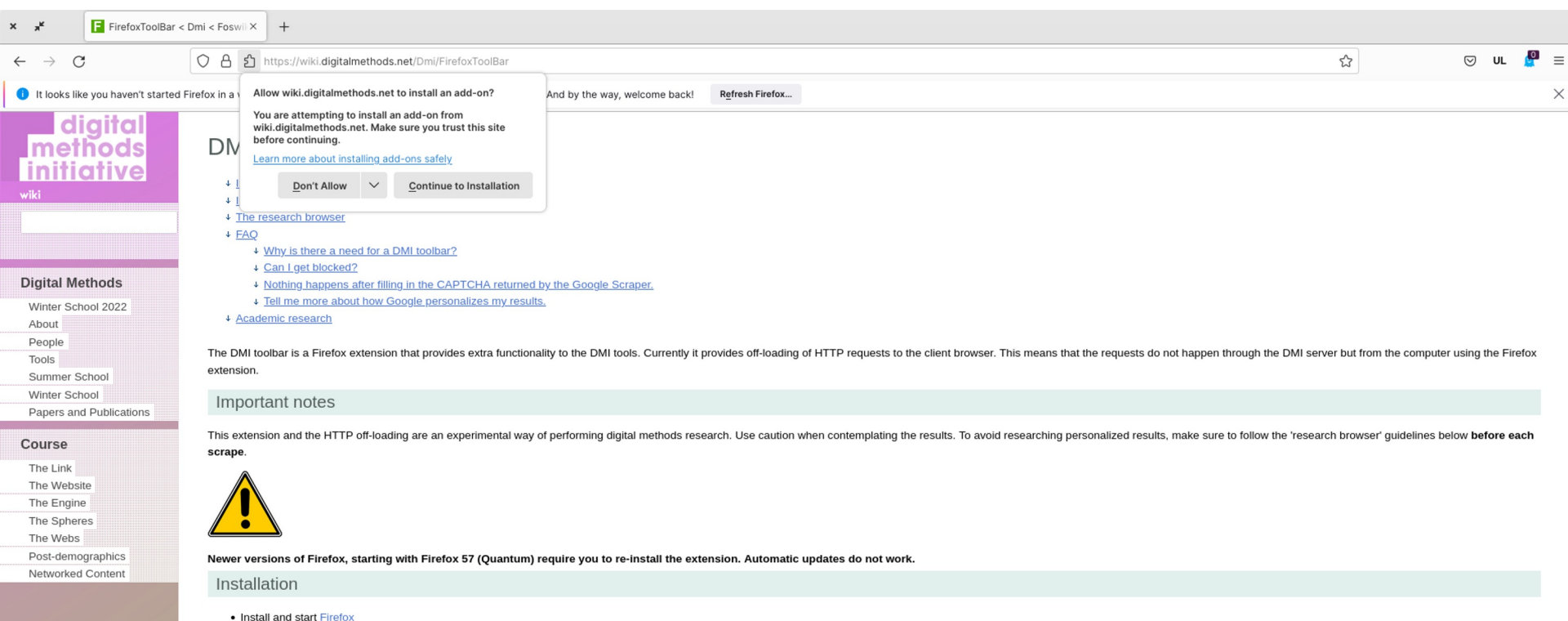
## Search Engine Scraper, an Introduction

### Search Engine Scraper

The Search Engine Scraper allows you to scrape the search results for a given search query, and has as output a list of results the search engine returned for the query. You can choose which search engine you want to scrape; this allows comparison between search engines and what results they return for the same query. In this there is some overlap with the [Lippmannian Device](#), which also scrapes search results, but has the additional feature of offering a comparison of results *within a particular site*. If the per-site search is not required for your analysis, this tool - the Search Engine Scraper - will likely be easier to use.

DECIDE WHO  
WILL SCRAPE

USE BING AND  
SMALL NUMBER  
OF RESULTS



Tools

Search Engine Scraper

https://tools.digitalmethods.net/beta/searchEngineScraper/

Search

Most VisitedGetting StartedGoogleToolDatabase < DmiDMI Twitter Captur...Search Engine Scrap...Lippmannian Device

Other Bookmarks

Scrape Search Results

Process log

Request	Keyword	URL
1	luchtvervuiling (1/1)	(1/1)

Getting Bing search results, page 1 ([url](#))  
Getting Bing search results, page 2 (results so far: 49, estimated total: 101000) ([url](#))  
Getting Bing search results, page 3 (results so far: 99, estimated total: 101000) ([url](#))

Done! 100 results were found.  
Results are available in various formats and can be found in the output menu at the top of this page.

Generating tag clouds based on results...  
Generating tag cloud 'Cloud - scraped number of results per keyword, combined'  
Generating tag cloud 'Cloud - estimated number of results per keyword, combined'

Results

Search Engine Scraper Tag Clouds

Results per keyword

☒ Retrieved by Bing Scraper  
☐ Estimated by Bing

Ordering

☐ ordered by size  
☐ alphabetical  
☒ order of input

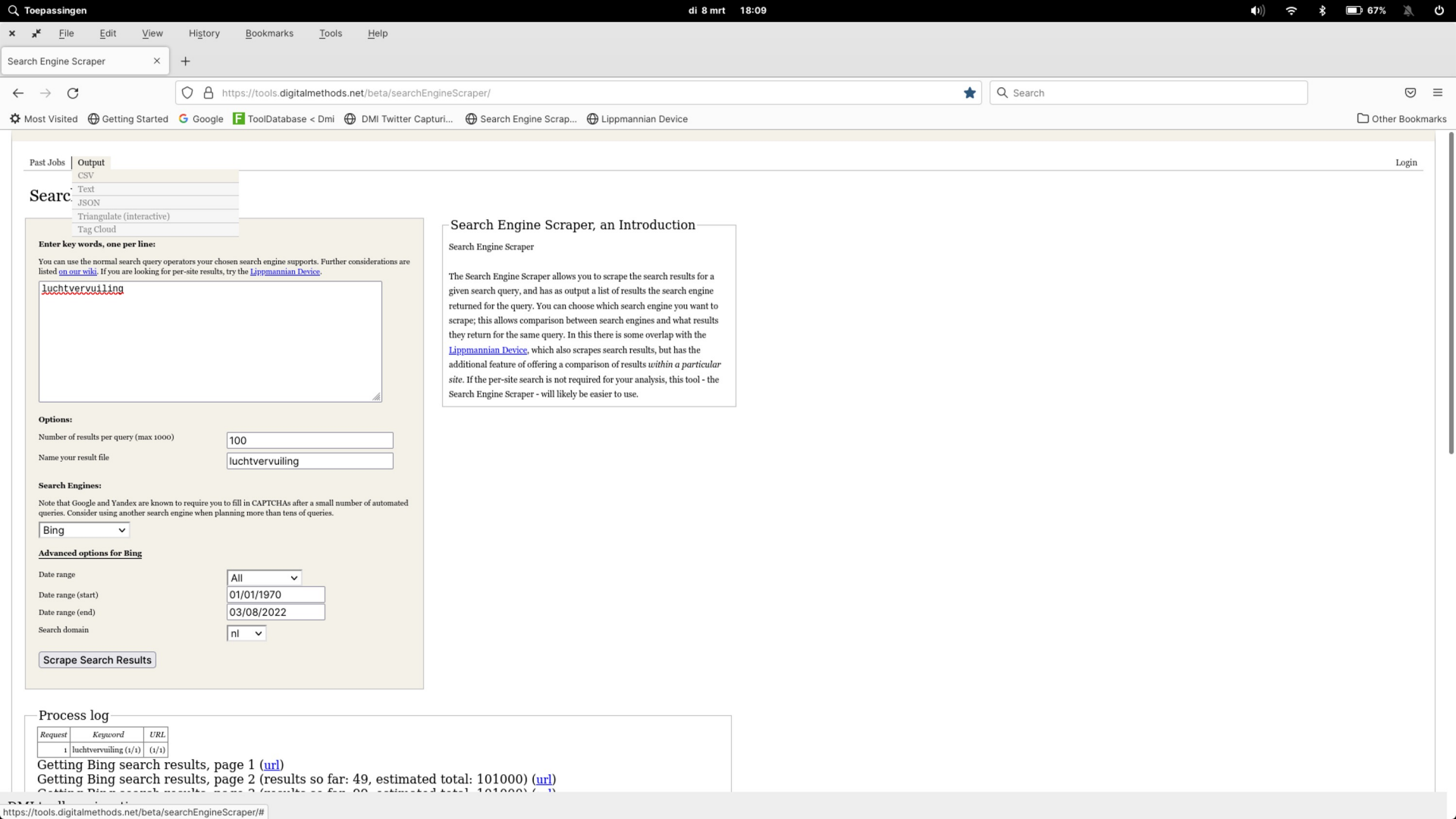
Create Designed Tag Cloud

[Tag Cloud Generator](#) (PDF / SVG)  
[Wordle](#) (Beautiful Tag Clouds)

Cloud - scraped number of results per keyword, combined

luchtvervuiling (100)

DMI toolbar - inactive





# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

Steps:

1. Think of a good research question
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3. Design a query (Query design Rogers, 2017)
4. Install the research browser (or a clean version of Firefox) [LINK](#)
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6. **Categorization stakeholders**

# Harvester

## Input

Input URLs or text that contains URLs (e.g., html source code, Google results, link list, etc.):

```
https://context.reverso.net/vertaling/nederlands-spaans/luchtervuiling
https://www.nrc.nl/nieuws/2020/03/07/luchtervuiling-meetbaar-corona-effect-a3992958
https://www.linkmagazine.nl/clear-air-consortium-wil-vanuit-de-ruimte-luchtervuiling-verminderen/
https://www.youtube.com/watch?v=vNWwx9aU-EA
https://www.knack.be/nieuws/tag/luchtervuiling-2786.html
https://www.eea.europa.eu/nl/themes/air
```

(Parts of) URLs to exclude (1 per line):

### Options:

- ☒ Only return host names (e.g., "www.facebook.com" and "https://facebook.com/profile/john" both return "facebook.com")
- ☐ If returning only host names, do not remove "http://", "https://", or "www." (e.g., "https://www.facebook.com/profile/john" returns "https://www.facebook.com")
- ☐ Only return unique urls
- ☒ Return url list in alphabetical order
- ☐ Exclude URLs from Google and YouTube
- ☐ Add "http://" if missing from url (e.g., "www.facebook.com" returns "http://www.facebook.com")

Harvest URLs

Druk op **F11** om het volledige scherm te sluiten

## Harvester, an Introduction

Extract URLs from text, source code or search engine results. Produces a clean list of URLs.

Input text in the harvester to extract URLs.

Tip: On a website, view source. Copy and paste source code into harvester in order to extract the URLs (or embedded links).

Tip: To harvest the results of a Google query open it in Firefox, select the results you want to rip the links from, right-click the selection and click 'View \_Selection\_ Source'. Now paste this into the harvester. To extract only the URLs from the results, choose the setting 'only return uniques' as well as 'Exclude URLs from Google and Youtube'. To extract only the hosts from the results, choose the previous two as well as 'only return hosts'. Note that in its search results Google also includes links to a site's categories etc. If you would only like to extract the links to the specific search results, you can better use the [Google Scraper](#), leaving the top !URL box empty.

This tool will only recognize hyperlinks which start with http:// or https:// or www. You might also try the [Link Ripper Tool](#) which extracts the hyperlinks (href) from a set of URLs.

## Harvester, Sample Output [\(Toggle\)](#)

LINK TO  
HARVESTER

# Harvester

## Input

Input URLs or text that contains URLs (e.g., html source code, Google results, link list, etc.):

https://context.reverso.net/vertaling/nederlands-spaans/luchtvervuilinghttps://www.nrc.nl/nieuws/2020/03/07/luchtvervuiling-meetbaar-corona-effect-a3992958https://www.linkmagazine.nl/clear-air-consortium-wil-vanuit-de-ruimte-luchtvervuiling-verminderen/https://www.youtube.com/watch?v=vNWwx9aU-EAhttps://www.knack.be/nieuws/tag/luchtvervuiling-2786.htmlhttps://www.eea.europa.eu/nl/themes/air

(Parts of) URLs to exclude (1 per line):

Options:

- ☒ Only return host names (e.g., "www.facebook.com" and "https://facebook.com/profile/john" both return "facebook.com")
- ☐ If returning only host names, do not remove "http://", "https://", or "www." (e.g., "https://www.facebook.com/profile/john" returns "https://www.facebook.com")
- ☐ Only return unique urls
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This tool will only recognize hyperlinks which start with http:// or https:// or www. You might also try the [Link Ripper Tool](#) which extracts the hyperlinks (href) from a set of URLs.

## Harvester, Sample Output [\(Toggle\)](#)

## Results

ademschonelucht.nl  
ahealthylife.nl  
at5.nl  
atlasleefomgeving.nl  
atlasleefomgeving.nl  
bangkok-realestate.net  
betekenis-definitie.nl  
brabant.nl  
buienradar.nl  
buienradar.nl  
callmepower.be  
context.reverso.net  
dier-en-natuur.infonu.nl  
dodelijkeleugens.nl  
eea.europa.eu  
encyclo.nl

LINK TO  
HARVESTER



If that doesn't work



luchtvervuiling



Alle

Afbeeldingen

Nieuws

Video's

Shopping

Meer

Tools

Ongeveer 882.000 resultaten (0,56 seconden)

<https://nl.wikipedia.org> wiki > Luchtvervuiling ▾

## Luchtvervuiling - Wikipedia

**Luchtvervuiling** treedt op wanneer schadelijke of overmatige hoeveelheden stoffen, waaronder gassen, deeltjes en biomoleculen, in de troposfeer van de aarde ...

Vervuillende stoffen · Bronnen van luchtvervuiling · Concentratieschalen



## Mensen vragen ook

Wat zijn de oorzaken van luchtvervuiling? ▾

Wat is lucht vervuiling? ▾

Welke soorten luchtvervuiling zijn er? ▾

Wat versta je onder luchtvervuiling? ▾

Feedback

<https://www.milieucentraal.nl> > Milieuproblemen ▾

## Luchtvervuiling: tips tegen fijnstof | Milieu Centraal

**Luchtvervuiling** is een grensoverschrijdend probleem. Veel vuile lucht komt gewoon aanwaaien uit het buitenland, vooral uit het Ruhrgebied. Meer dan 30% van de ...

<https://ggdleefomgeving.nl> > Lucht > Luchtvervuiling ▾

## Luchtvervuiling en gezondheid - GGD Leefomgeving

Toch ademen we allemaal elke dag nog vervuilde lucht in. Van **luchtvervuiling** kun je ziek worden. Je hebt bijvoorbeeld kans op longklachten. Maar vervuilde lucht ...

<https://www.eea.europa.eu> > ... > Luchtvervuiling ▾

## Luchtvervuiling — Europees Milieuagentschap

**Luchtvervuiling** is zowel een lokaal probleem als een probleem van Europa en de rest van de wereld. Luchtverontreinigende stoffen die in een land worden ...

# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

Steps:

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6. Categorization stakeholders
7. **Optional: Wordcloud** ([TOOL](#))



Add Texts

Type in one or more URLs on separate lines or paste in a full text.

Open

Upload

✓ Reveal

*Voyant Tools is a web-based reading and analysis environment for digital texts.*

***We are experiencing ongoing server issues that we are working hard to resolve.  
Here are some alternatives to consider if the server is not responding:***

- [LINGS Project mirror](#)
- [Huma-Num mirror](#)
- [Download and run Voyant Tools on your computer](#)

# Instructions

Purpose: look at 1) language & 2) stakeholders

→ next week 3) visual representations

QUESTIONS?

Steps:

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6. Categorization stakeholders
7. Optional: Wordcloud ([TOOL](#))