QUALITATIVE ANALYSIS[1]

As you carry out the monitoring and coding, you will doubtless come across tweets that seem useful for analysis. You will have flagged such tweets in your answers in the coding sheets. When you have accumulated all the possible items, make a selection of **three (3)** tweets that seem to be the most promising candidates for in-depth qualitative analysis.

Such tweets will help us to highlight some of the complexities and nuances that cannot be picked up through the quantitative analysis. For each of the tweets you have selected, write a short analysis in the case study template provided. Do not exceed one page of analysis.

Important: Please paste each tweet analysed in the space provided on the form.

Write your analysis on a separate sheet for each tweet. Try as much as possible to find:

(i)   *a tweet which illustrates journalism that **CLEARLY CHALLENGES** negative stereotypes about refugees/migrants*

(ii)   *a tweet which illustrates journalism that **CLEARLY REINFORCES** negative stereotypes about refugees/migrants*

(iii)   *a tweet that illustrates a missed opportunity to create better understanding about and/or response to refugees/migrants*

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[1] *Adapted from the Global Media Monitoring Project (GMMP) Qualitative Analysis Guide* www.whomakesthenews.org

Case study

Tweet topic and text *(Select from the topics listed in the quantitative analysis guide. Paste the tweet here and if not in English, add the translation in English)***:**

_____

_____

_____

Name of media *(include the media house twitter handle)***:**

_____

_____

Date and time of tweet:_____

Country: _____

This tweet *(choose the answer that most applies)***:**

☐   clearly **<u>challenges</u>** negative stereotypes about refugees/migrants

☐   clearly **<u>reinforces</u>** negative stereotypes about refugees/migrants

☐   is a missed opportunity to create better understanding about and/or response to refugees/migrants

Your analysis:

These questions below are not exhaustive, but a general guide on the issues to raise in your analysis. Please do not write more than one page.

In the 140 characters of the tweet, what words, descriptors or terminology are used to describe refugees/migrants? How would you describe the tone of the tweet with regard to refugees/migrants? Is it sensitive, fair, accurate, objective and balanced?