



# A multimodal approach to analyzing social media texts

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# Social Media

Social media are web- and mobile applications that enable and depend on user participation.

Generate metadata and content

Range of different methodological approaches in social science research: Spatial analysis, sentiment analysis, social network analysis, corpus analysis, ethnographic approaches, discourse analysis, etc.

## Why a multimodal approach?

**In the contemporary semiotic world text makers increasingly draw on several modes of representation as means for making meaning (Bezemer and Kress 2010).**

# Multimodal Analysis of Social Media

Investigating all resources for meaning making in an online environment

**Interactivity** (Adami 2013)

**Shifting Principles of Composition**

(Domingo, Jewitt and Kress 2014)

**Style**

# Style

**Labov: linguistic variation** *The Social Stratification of English in New York City* (1966)

**Giles & Powesland: Accomodation theory** *Speech style and social evaluation* (1975).

**Bell: Audience design** *Language Style as Audience Design* (1984)

**Fairclough: Rhetorical style** *New Labour, New Language* (2000)

**Machin & Leeuwen: Lifestyle** *Language style and lifestyle: the case of a global magazine* (2005)

**Kress: Style as the effect of a series of choices made in the design of a message** *Multimodality: A social semiotic approach to contemporary communication* (2010)

Social Environment

Individual Interest

Available Resources

# The Study

Informed by a social semiotic multimodal analysis, explore style of social media texts as the effect of choices in text-making

## Research Questions:

- ❖ How is style materialised on social media platforms?
- ❖ What shapes style choices?
- ❖ What function does style have in these social media environments?

**Data:** Screen grabs and feed scrapes from social bookmarking and microblogging application

**Key words:** mode, modal provenance and affordance, multimodal orchestration, meta-functions.

# Analytic framework

Writing	Image
<ul style="list-style-type: none"><li>• Sentence type, structure and organisation (Halliday 1985, Hodge &amp; Kress 1988, Martin &amp; Rose 2006)</li><li>• Lexical choices, vocabulary and jargon (Androutsoplous 2007, Zappavigna 2011, Myers 2010)</li><li>• Technology features (Dresner &amp; Herring 2010, Thurlow 2011, Zappavigna 2011, Hargittai &amp; Litt 2012)</li></ul>	<ul style="list-style-type: none"><li>• Image type, structure and organisation</li><li>• Interactive elements: gaze, shot and angle (Kress &amp; van Leeuwen 2006)</li></ul>
Layout	Colour
<ul style="list-style-type: none"><li>• Organisation of text (Kress and van Leeuwen 2006)</li><li>• Image-writing relation (Martinec and Salway 2005)</li><li>• Hypertext and interactivity (Lemke 2002, Adami 2013)</li></ul>	<ul style="list-style-type: none"><li>• Hue, value and saturation</li><li>• Purity</li><li>• Temperature</li><li>• Modulation (Kress and van Leeuwen 2002, Koller 2008, van Leeuwen 2011)</li></ul>

## Writing

Word class						Clause structure					
Noun/ Noun phrases	Verb	Adjective	Adverb	Pronouns	Preposition	Conjunction	N	N+N	N+C+N	Adj+N	Adv+N
	Love	Pretty	forever	I			Love*	Bake Days	B R I D E inspiration and W E D D I N G photography	Crafting Moments/ Finds	Forever Fitties
Wife	Dreaming			My			Halloween	Home Sweet Home ideas		Yummy Food/ Drink	
Love	Being						The Fall	Wedding Reception			
Housewife	Living						G r o u p	Bridesmaid Ideas			
Countryside	Blogging						A R T	Bridal Shower/ Party			
Dresses	Creating						H O N E Y	Bridal Hair			
Memories	To cherish						M O Q N	Cutebess!!			
								Girl/ Guy style love			
								A&J Wedding			
								Kidso cuteness			
								Page Boy			
								Summer Days			
								Blog stuff/ ideas/ tips			

## Image

**User Selected Content**

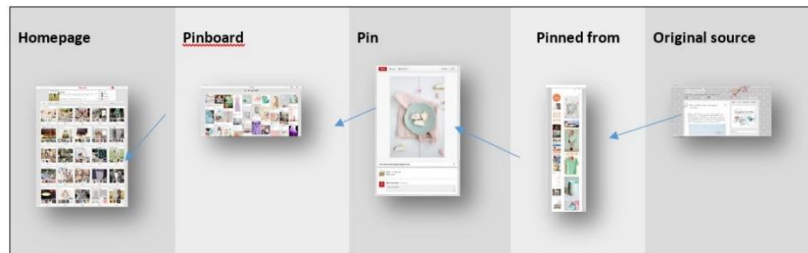


**Image:**

- Representational image depicting fashion objects, female adult and natural landscape.
- Non- transactional action and topographical
- Absence of gaze
- Medium shot
- Eye-level frontal

Image	Motif	Subject (descriptive)	Function (image alone)	Topic/ theme (subjective)
	Woman carrying flowers and printed tote bag	Woman holding handbag	Display of object (handbag)	Advertisement, feminine, wedding, nature

## Layout



## Colour

**Image** **Colour** **Palette** **HSV** **Colour names**



HSV	Colour names
72, 6.1, 32.16	Yellow
51, 11.05, 70.98	Orange
327.69, 18.57, 82.35	Rose
24.78, 21.9, 82.35	Red
89.3, 27.04, 62.35	Yellow/green
75.24, 34.81, 70.98	Yellow/green
84.49, 23.9, 80.39	Yellow/green
350, 5.08, 92.55	Rose

Pinterest Style




# Writing

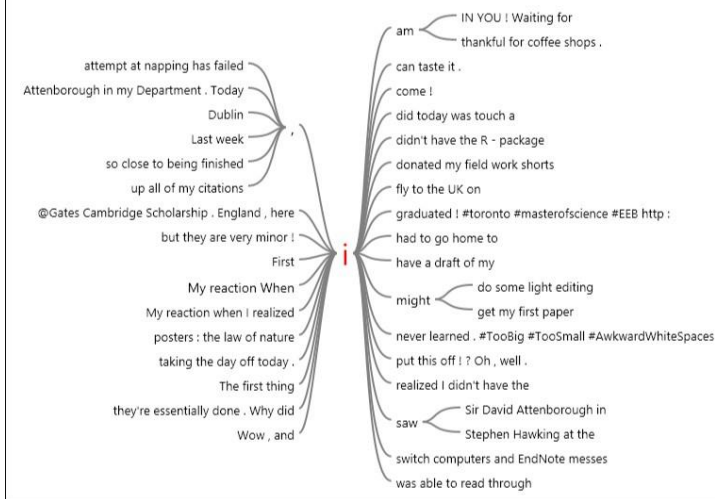
	A.: Experiences	B.: Feelings and opinions	C.: Greetings	D.: Information and facts	E.: Thoughts and questions
1.: Academia	87	56	18	1	12
2.: Equality and gay rights	7	10	0	0	1
3.: Everyday activities	23	10	2	0	2
4.: Food	7	5	0	1	0
5.: Music	0	0	0	0	0
6.: Other	13	17	8	7	8
7.: Politics	2	13	0	9	4
8.: Science	27	40	9	17	10

# Image

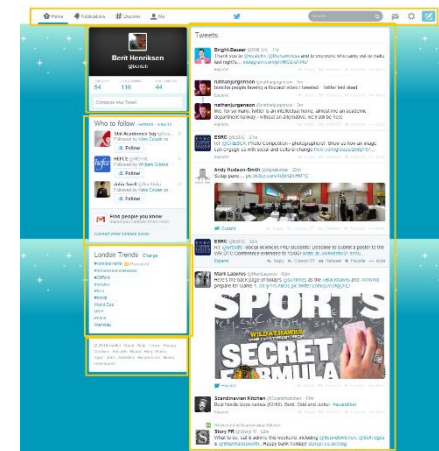
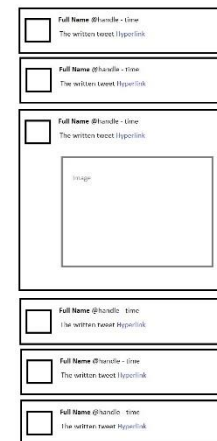
Narrative Images				
Process	Participant	Circumstance		
<b>User 1</b>				
1.	Verbal Presenting	Female lawyer, addresses	Lecture theatre, presentation slides,	
2.	Verbal Presenting	Female lawyer, addresses	Lecture theatre, presentation slides,	
<b>User 2</b>				
1.	Physical Toasting	Male actor and wine glass goal	Restaurant, other diner	
2.	Verbal Introducing	Male lawyer, female addressee	TV studio, audience members, night time	
3.	Physical Eating	Female actor and food goal	Shop counter, daytime	
4.	Mental Viewing/looking	Female sensor and phenomenon	Museum gallery, exhibition artefacts	
5.	Mental Thinking	Male sensor and phenomenon	Room, nighttime	
6.	Physical Greeting	Male actor		
7.	Physical Pointing	Male actor	Church, radioles, outdoor space, daytime	
8.	Physical Posing	Male and bird actor	Park, daytime	
9.	Physical Socialising	Group actors	Indoor space, night time	
10.	Physical Hugging	Men and woman mutual actor and recipient	Night time	
11.	Verbal Speaking	Male lawyer and ventriloquist	Outdoor space, daytime	
12.	Mental Thinking	Male sensor and phenomenon	Classroom, blackboard, daytime	
13.	Physical Filming	Male and female actor, camera goal	Newspaper, daytime, table	
14.	Physical Posing	Male actor	Indoor space	
15.	Physical Posing	Frog actor	Nature	
16.	Mental Looking	Male and bird actor and phenomenon	Outdoor space, daytime	

		User 2	User 1
Equal	Independent	2	2
	Complement	4	2
Unequal	Image subordinate	12	2
	Writing subordinate	10	2

Text Search Query - Results Preview



# Layout



Name	Sources	References	Name	Sources	References
Writing theme	1	2	Writing	9	10
Science	2	160	Place - space	0	0
Politics	1	28	Outdoors	9	9
Other	2	61	Indoors	24	24
Music	1	164	Person	19	20
Food	2	14	Object	26	29
Everyday activities	2	38	Action	1	1
Equality and gay rights	2	30	Image composition	0	0
Academia	2	274	Process	0	0
Sharing	0	0	Narrative process	18	18
Unknown	2	5	Conceptual processes	18	18
Telling	1	1	Light	0	0
Thoughts and questions	2	121	Medium	23	23
Professional	2	71	Low	6	6
Private	2	50	High	6	6
Information and facts	2	39	Interactive structures	0	0
Professional	2	31	Gaze	0	0
Private	2	32	Not at viewer	12	12
Greetings	2	41	At the viewer	7	7
Welcome/d	1	4	Frame	0	0
Goodbye	1	1	Medium shot	10	10
Good luck	1	1	Long shot	9	9
Congratulations	2	23	Close shot	17	17
Apology	1	1	Angle	0	0
Acknowledgement	1	11	Oblique angle	2	2
and appreciation			Low angle	2	2
Feelings and opinions	2	343	High angle	11	11
Professional	2	150	Frontal angle	30	30
Private	2	197	Eye-level angle	18	18
Experiences	2	369	Focus	0	0
Professional	2	191	Sharp	28	28
Private	2	185	'Kornete'	7	7
Distribution	0	0	Blurry	0	0
Website	1	18	Composition of the whole	0	0
Video	2	12	Salience	0	0
Tumblr	1	5	Minimum	4	4
Research article	2	55	Medium	6	6
Recipe	1	1	Maximum	23	23
Quote	1	9	Interaction	0	0
Poem	1	1	Science	0	0
News story	1	53	Complaint	0	0
Internet article	1	28	Celebrity	0	0
Image	2	36	Academic	0	0
Game	1	1	Group	0	0
Facebook page	1	1	Event	0	0
Blog post	2	19	Music	0	0
Question	2	101	Academic	0	0
Image	0	0	Contextualised	0	0
Image content	0	0	Reflection	0	0
Representational	0	0			
Hashtag placement	0	0			

Twitter style

## Style of Social Media Texts

1. Style is materialised in social media texts as a result of text-makers choices for communication
2. Choice is made by individuals that are acting within a specific social environment, with access to particular technological tools.
3. Style can identify and differentiate individuals and groups: tool for representing and placing self, framing audience, and achieving interaction

## Conclusion

### Benefits and Challenges of a Multimodal Approach to Analysing Social Media Texts

#### Benefits:

- Attend to all modes of communication
- Understand detailed nuances of meaning making
- Look at one mode *and* mode in relation to others
- Attention to platform and available resources

#### Challenges:

- Sampling and data collection
- Archiving
- Transcription – analysis and presentation
- Level of analysis
- Time



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