Special Session Proposal

Googling Out the Hate from Our Places:
Big Data Application for Cultural Narratives

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Abstract

Google search big data listening versus big data sentiment analysis have been two approaches for understanding the life of cultural narratives in big data that our now traditional ERSA culture-based development AI-dedicated special session has been monitoring and working on for the last few years (see Rossouw, Greyling, Adhikari 2021; Tubadji, Boy, Webber 2023). This year's edition of the special session will look at the narratives of hate – how can they be detected and monitored as evolution through time and space in big data with the same two approaches – in comparison.

The spatial dimension is a particularly challenging aspect in big data as it raises further demands on sampling and representativeness. Yet, monitoring the evolution of development in space needs to be on a less aggregate than country level as this allows the most useful monitoring for detecting the arousal of conflict and hot zones for violence between conflicting groups in close proximity. Such conflicts, if detected before tipping into violence, may benefit from prevention interventions, and this can be possible if more disaggregate monitoring is in place.

Using our two alternative big data approaches for cultural narratives detection, we will compare the big data measures of hateful narratives and their mapping to actual historical events of conflict and violence. Examples of geographical applications from the UK, South Africa to New Zealand will be provided.

References

Rossouw, S., Greyling, T., & Adhikari, T. (2021). The good, the bad and the ugly of lockdowns during Covid-19. *PLoS One*.

Tubadji, A., Boy, F., & Webber, D. J. (2023). Narrative economics, public policy and mental health. *Applied research in quality of life*, *18*(1), 43-70.

List of interested presenters:

1. Annie Tubadji – title: "The Hate of the Institutions and Hate Crime: Teressa May's anti-immigrants interviews and stop-and search evolution in Britain" – atubadji@hotmail.com
2. Talita Greyling – title: hate crime in South Africa
3. Bernard Matsoso – title: Fudging hate crime: discrimination towards disability when racial prejudice prevails
4. Stephanie Roussow – title: Revival of Positive Narratives for the Maori Communities and Socio-Economic development of the Maori Population in New Zealand
5. Frederic Boy – title: Identifying Ultra-right signals in big data