Shaping questions for Trends Studies through Digital Methods

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trends studies
- concepts
- questions

digital methods
- concepts
- tools

examples
- journalism and YTDT + Raw Graphs
- culture and Google Image Scraper// vision API
trends studies

key concepts

adapted from Trends Observer (2017)
Almost as a response to a busy and multitasking life, a new kind of behaviour emerges as a micro trend. The idea is very similar to classic meditation: an active state of relaxing; now adapted to urban life.

Active Silence

Brands in the meditation space offer new means of achieving quiet.
With so much information, viewpoints and arguments popping up all the time, we don't know what to believe. The spiral of truth is this feeling of being trapped all the time in a hurricane of speech, into discussions that get nowhere. And what do we do to feel safe? We get hooked on truths that look like we want to hear it and close our eyes to other opinions.
trends studies
research tools
desk research
observation
interview
coolhunting
etnography
experts panel
trend canvas
(...)

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digital methods

key concepts

natively digital data

natively digital method

adapted from Rogers (2015)
digital methods

important tools

Media Analysis
Media Monitoring | Mapping | Clouding | Comparative Media Analysis

Data Treatment
Data Collection | Data Analysis | Information Visualization

Natively Digital
The Link | The URL | The Tag | The Domain | The PageRank | The Robots.txt

Device Centric
Google | Google Images | Google News | Google Blog Search | Yahoo
Wikipedia | Alexa | IssueCrawler | Twitter | Facebook | Amazon | iTunes
Wayback | YouTube | Instagram | Github
digital methods + trends studies

- identify signs of change
- study society through trends studies methods
  // desk research
  // coolhunting

- understand platforms
- study society through digital methods
  // natively digital objects
  // platform mechanisms

combine analysis to identify trends in a broader perspective
examples

immersive journalism
Example research design

1. Observe journalism reports on trends
2. Identify main questions
3. Select specific approach
4. Understand platform & data tools
5. Collect, organise & analyse data
6. Work on visualization softwares
example immersive journalism
research design

3D, VR, immersive journalism

how IJ reach people?

Youtube as a representation tool
Brazil as market

YTDT to collect data (production + consume)

data extractions + spreadsheets

Gephi Raw Graphs Rankflow
**Production**

- Criteria: Official Brazilian journalistic channels
- Seeds: 15, 24, 38, 42
- Software: YouTube API V3, Gephi Data Laboratory
- Videos: 375, 1027, 1053, 1130
- Analysis Software: Gephi, Raw graphs
- Selection of official journalistic channels

**Consumption**

- Keywords: "jornalismo" "video 360"
- Weeks: 9
- Software: YouTube API V3
- Videos: 500
- Analysis: Rank flow, Raw graphs

Flores (2019)
examples

some results

(Athletics - Pole Vault)

Flores, Omena, Caetano & Ruiz (2019)
examples

some results

Flores, Omena, Caetano & Ruiz (2019)
examples

some results

Flores, Omena, Caetano & Ruiz (2019)
behaviour//habits

examples

smoking

vaping
example smoking x vaping

research design

new ways of smoking // health // coolness

the visual meaning of smoking is changing?

Google images as a sign of collective change of contemporary meaning of smoking

data extractions + spreadsheets

combine analysis + Google vision API

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keep in touch!

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