The Importance of Social Network Analysis in Regards to Sexual Violence

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Background

Sexual violence is a public health and public safety issue that has grown with far reaching applications.

The #MeToo Movement has been spreading virally since October 2017 on social media to spread awareness of sexual violence in the workplace.

This movement has been active on social media outlets such as Twitter, Instagram, and Facebook.

Social variables such as:
- PERSONALITY
- HOMOPHILY
- TRANSITIVITY
- STRATEGIC NETWORKING

can provide substantive determinants to better understand network influence and diffusion. (Peterson, 2017)

Findings

Since October 2017, #MeToo has been used more than 19 million times. There have been more than 11,681 nodes (or hashtags) and 47,696 edges (or co-occurrences) about the #MeToo Movement every month. (Largest clusters include: #timesup, #feminism, or #womenempowerment)

Methodology

- Collection of secondary, qualitative research;
- Hashtag Analysis of the #MeToo Movement since October 2017 (OSOME);
- Analysis of current events in relation to the spikes in the #MeToo trend.

Discussion

#AWARENESS is important!
It is crucial to identify the impact sexual violence has on today’s generation and how they interpret it.

#INDIVIDUAL (Personality)
Individuals have the choice of what they post on social media.

#INTERPERSONAL (Homophily)
Media can distort what we think about sexual violence.

#COMMUNITY (Transitivity)
Influences can shape attitudes through interpersonal relations.

#POLICY (Strategic Networking)
Social media can provide focus to diffusion and innovation of social policies.

References

