Digital activism in favour of minority languages:

Analysis of hashtivism in *Korrika, the world's biggest language festival*

POL - News Media: Performance and public attitudes

Julen Orbegozo Terradillos (University of the Basque Country)
(julen.orbegozo@ehu.eus)

Jordi Morales I Gras (University of the Basque Country)
(morales.jordi@gmail.com)

Universidad del País Vasco — Euskal Herriko Unibertsitatea

IAMCR Lyon 23 — INHABITING THE PLANET: Challenges for medias, communication and beyond

Gureiker

Index of contents

1. Introduction
Context and object of the research

"*Korrika: the world's biggest language festival?*"

(Arbelaitz, 2015)

Korrika, a popular relay race that runs through the Basque Country, in favour of the **Basque language**: seven Basque territories, 2,000 kms in 11 days, 264 hours.

Source: Eitb.eus

1. Introduction
Motivation

Korrika *as a plural and popular collective event that builds Basque identity*

New demoscopy to generate **social knowledge**: Social Network Analysis and computational methods for analysing conversations in the digital public sphere

Source: Alea.eus

2. Objectives and research methology

Research Objective 1:

Describe the digital conversation on Twitter in general terms.

Research Objective 2:

Obtain the most shared inputs to detect elements that build the activist narrative.

Research Objective 3

Detect the discourse against the event in order to know the stories, viralisation patterns and disseminating actors.

2. Objectives and research methology
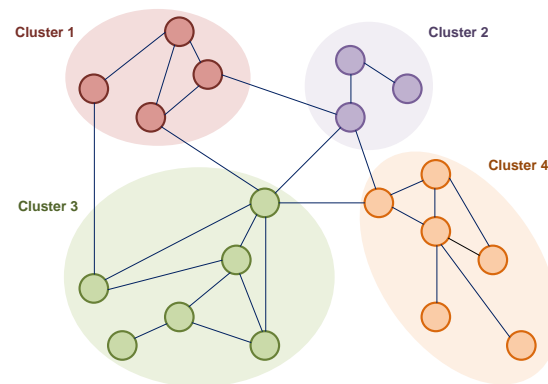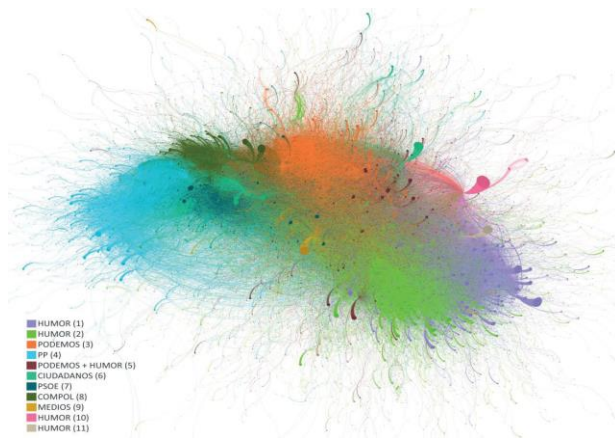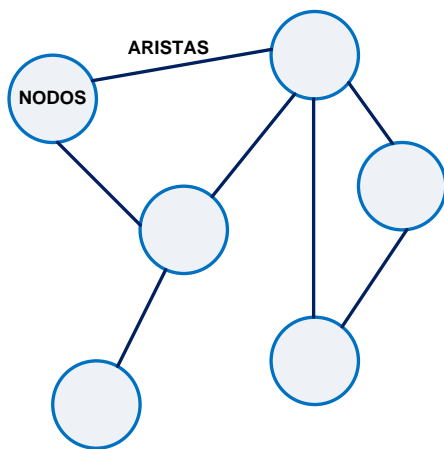
Social Networks Analysis

(Kuz, 2016; Sanz-Menéndez, 2013; Morales I Gras, 2022)

Descriptive Content Analysis

(Gertrudis, Romero y Gertrudix, 2018; Orbegozo, 2023)

Graphs Theory

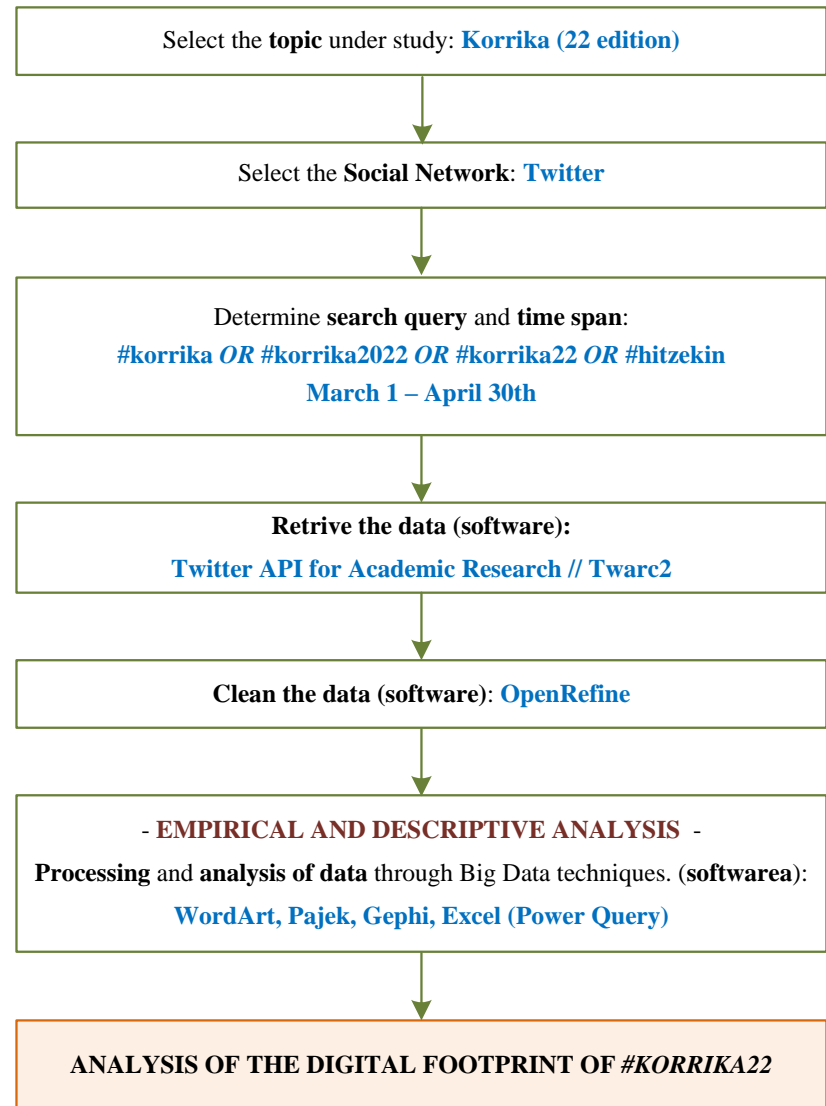(Díaz, 2012, Menéndez-Velazquez, 1998; Morales I Gras, 2022)

ARISTAS

NODOS

HUMOR (1)
HUMOR (2)
PODEMOS (3)
PP (4)
PODEMOS + HUMOR (5)
CIUDADANOS (6)
PSOE (7)
COMPOL (8)
MEDIOS (9)
HUMOR (10)
HUMOR (11)

Cluster 1

Cluster 2

Cluster 3

Cluster 4

2. Objectives and research methology

RESEARCH PROCESS AND TOOLS

Select the **topic** under study: **Korrika (22 edition)**

↓

Select the **Social Network**: **Twitter**

↓

Determine **search query** and **time span**:
**#korrika *OR* #korrika2022 *OR* #korrika22 *OR* #hitzekin
March 1 – April 30th**

↓

Retrive the data (software):
Twitter API for Academic Research // Twarc2

↓

Clean the data (software): **OpenRefine**

↓

- **EMPIRICAL AND DESCRIPTIVE ANALYSIS** -
Processing and **analysis of data** through Big Data techniques. (**softwarea**):
WordArt, Pajek, Gephi, Excel (Power Query)

↓

ANALYSIS OF THE DIGITAL FOOTPRINT OF *#KORRIKA22*
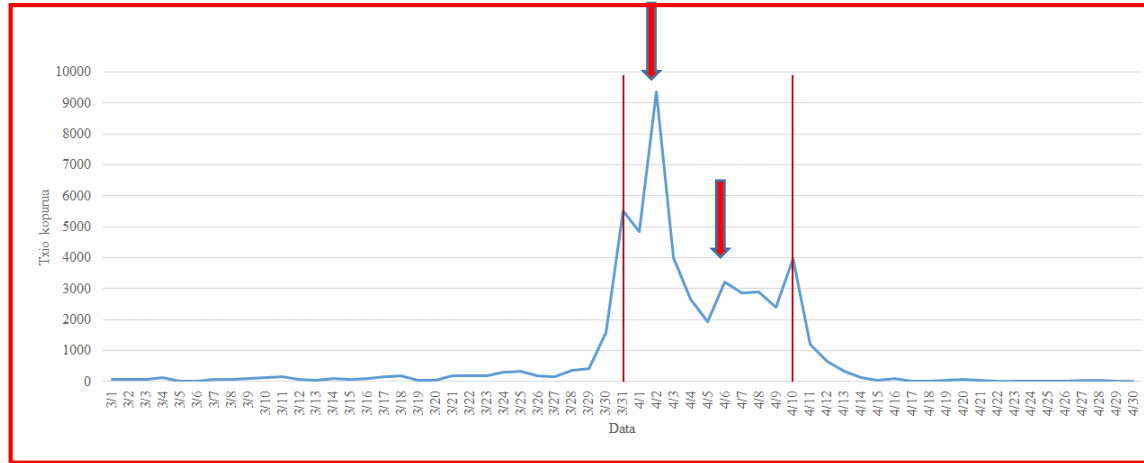
3. Results
(Digital interactions)

▷ Digital activism takes place on the days of the event (84% of total interactions): **no "warm-up period" and no "payback period".**

▷ **Two "peaks" of activity**

*(excluding start and end of event):

- **Snow** (unprecedented situation, with picturesque images, etc.).

- **Crossing Bilbao** and the surrounding area (most populated area and media headquarters).

Korrikaren gau zuria: Elurra kentzeko makinek lagunduta Araban eta euskaltzaleek bultza eginda Nafarroan

Publikatuta: 2022/04/02 13:34 (UTC+2) Azken eguneratzea: 2022/04/04 09:03 (UTC+2)

"La Leze" gaztandegiko Elik kontatu digu goizaldeko ordubietan elurra kentzeko makinen laguntza behar izan dutela Korrika Araiatik iritsi eta Eginorainoko bidea egiteko. Oierrek Altsasutik esan digu furgonetari bultza egin behar izan diotela, trabatuta gera ez zedin.
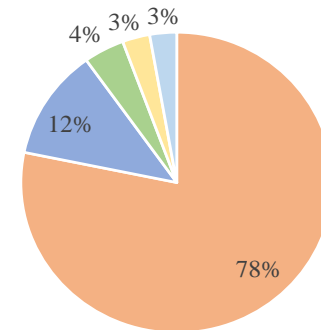

Korrika, elurpean

Korrikak jendetza batu du Bilbon

EITB MEDIA

Publikatuta: 2022/04/06 06:29 (UTC+2) Azken eguneratzea: 2022/04/07 09:07 (UTC+2)

Euskararen aldeko korrikariek Barakaldon amaituko dute eguna, eta Ezkerraldean eta Meatzaldean ibili dira goizaldean.

3. Results
(Languages)

▷ **From Euskal Herria to the world**, without passing through Spain, and with special emphasis on other nations with minority languages.

▷ In the word clouds with hashtags, **Euskara and Korrika in the centre**. Hashtags in several languages are combined (Basque and English or Catalan, especially) internationalist activist perspective.

▷ **Activist hashtags:** #LanguageEquality, #Catalonia and #EuskaraMunduan.

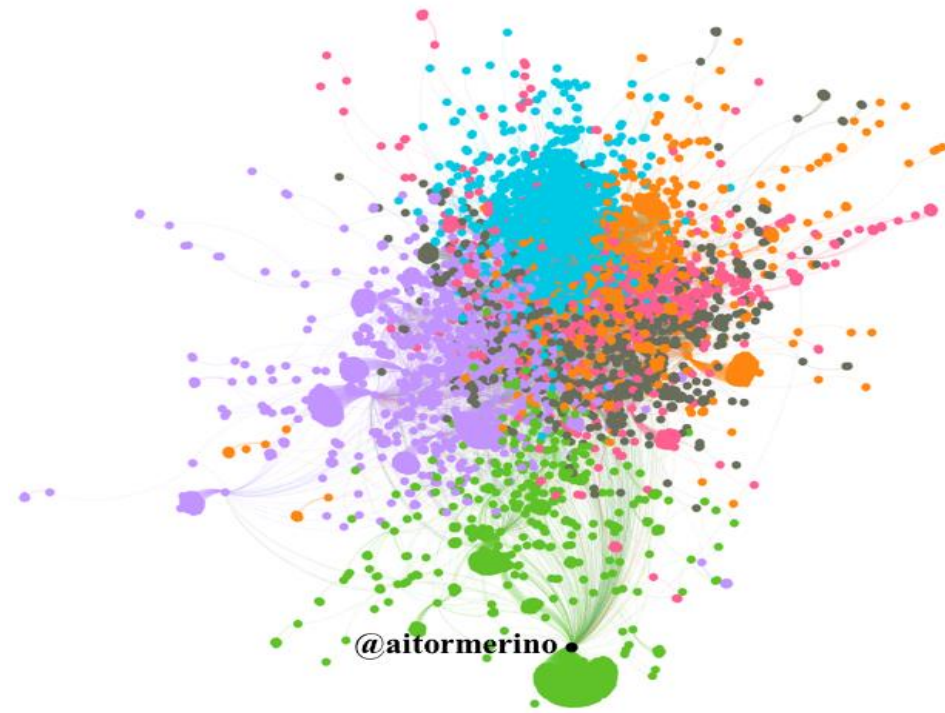▷ Only in Spanish, **hate speech** or confrontational speech: #Corricacaca, #ETA, #Juzgados, etc.

Legend: ■ Euskara ■ Gaztelania ■ Ingelesa ■ Beste batzuk ■ Zehaztu gabe

Pie chart: 78%, 12%, 4%, 3%, 3%

BASQUE

SPANISH

ENGLISH

3. Results
(Communities)

▷ **The morphology of the graph** (digital mapping) depicts a homogeneous and compact conversation, with well-connected (in contact) communities of similar size (importance).

▷ **Actors**: pro-Basque activists, media, Basque sovereigntist left, cultural influencers, event organisers and individuals (number of followers is not synonymous with digital influence, but the type of content).

▷ **Absences**: public institutions in Euskal Herria, anti-Basque activists, political parties, political spokespersons, the business world, the "Spanish" or "pro-Spanish" media.

Graph (Lovain Multilevel): each point is a user and is connected to other users by edges. The colours signify groupings or communities defined by the algorithms based on their interaction patterns

We obtain diverse scientific information: size of the "tribe", location in the graph, grouping patterns, etc.

3. Results
(Communities)
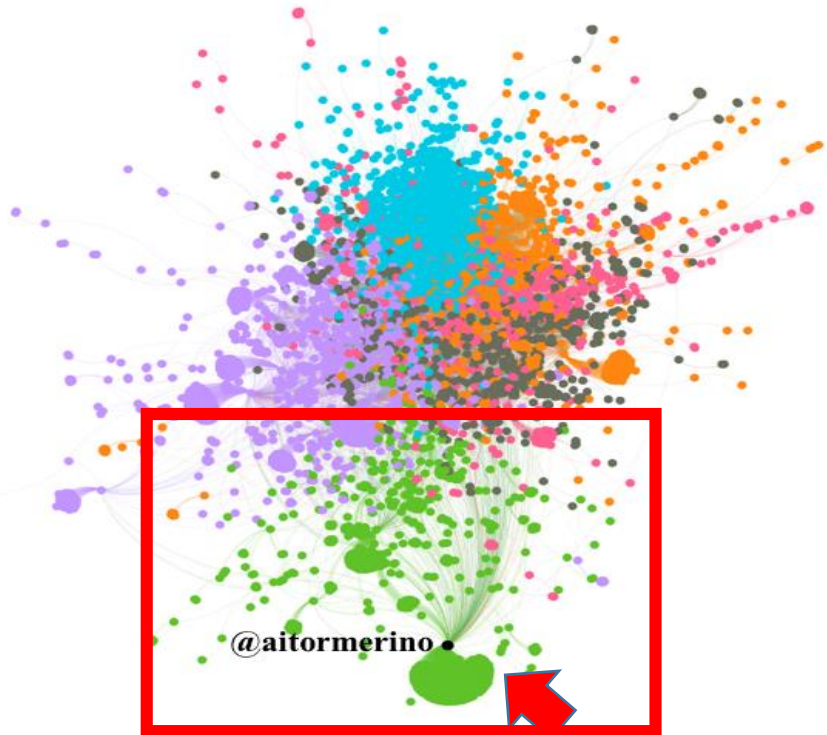
The City Council that allowed neo-Nazis to play Nazi in Chueca bans a cultural and festive event like the #Korrika. Let's say I'm talking about... Madrid City Council.

▷ **Exception**: negative, confrontational, polemical, "complaining", pointing out adversaries, etc.

▷ Community around **@aitormerino** (Basque actor living in Madrid).

▷ A tweet that creates a relatively **isolated community** on the margins.

▷ Most internet users **ignore the tweet** and focus on other stories and images.

3. Results
(Main contents)
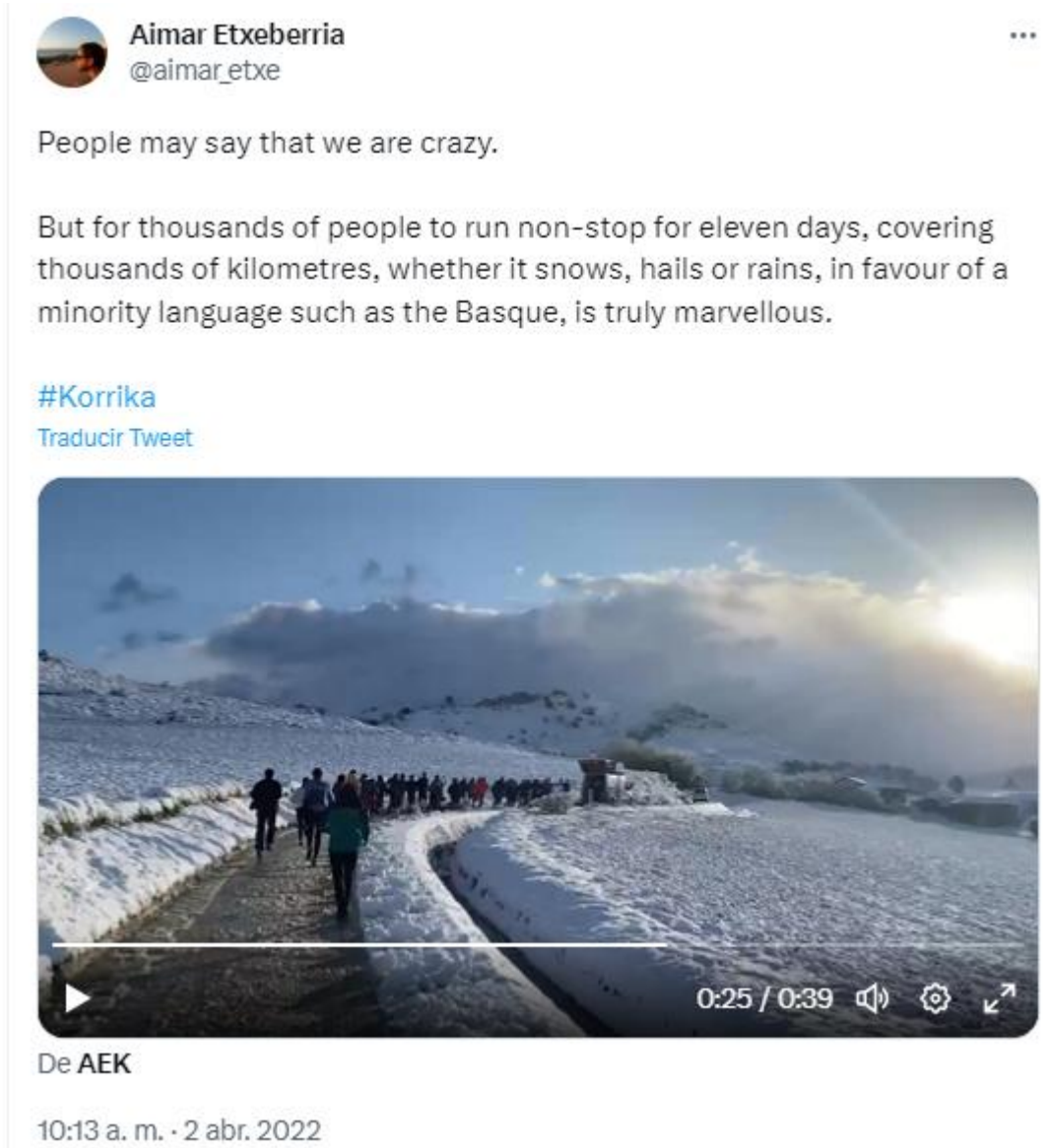

GENERAL CHARACTERISTICS OF THE MAIN CONTENTS

▷ **Audiovisual content** (much of it recorded by the organisers) that feeds the story of Basque identity and the images (metaphors) that will become part of the collective memory.

▷ **Two scenarios**: the **rural world** vs. the **urban world** (primitive Euskal Herria and modern Euskal Herria; Euskal Herria that keeps its essence and Euskal Herria open to the world). Tradition and progress.

▷ "**Epic**" type content, highlighting the strength of the collective.

▷ **Main words**: Love, greatness, "madness", beauty.

▷ Committed people, brave, with social roots, dynamic, with ethical principled, brave, happy... through **visual metaphors**.

3. Results
(Main contents)

MOST VIRALISED CONTENT:

Despite the adversities, Korrika (the Basque people who love the Basque language) travels to every corner of Euskal Herria.

Aimar Etxeberria
@aimar_etxe

People may say that we are crazy.

But for thousands of people to run non-stop for eleven days, covering thousands of kilometres, whether it snows, hails or rains, in favour of a minority language such as the Basque, is truly marvellous.

#Korrika
Traducir Tweet

0:25 / 0:39

De **AEK**

10:13 a. m. · 2 abr. 2022

3. Results
(Main contents)

MOST VIRALISED CONTENT:

"Ttipi-ttapa, even in the snow, in favour of the Basque language"

3. Results
(Main contents)

MOST VIRALISED CONTENT:

Well coordinated, let's all push together to overcome adversity!

Nerea Balda Sanjuan
@nerea_balda

#Korrika22 goizaldean Arakilen, hau maitasuna ez bada... @guaixe @ItsasiEuskalteg @AEK_eus
Translate Tweet

0:33

9:05 AM · Apr 2, 2022

522 Retweets   **64** Quotes   **1,661** Likes   **25** Bookmarks

0:11 / 0:42

3. CONCLUSIONS, LIMITATIONS AND FUTURE LINES OF RESEARCH

▷ Korrika as a exampleof "**phygital activism**".

▷ Korrika, as a example of **popular**, **horizontal**, **diverse** and with **shared leaderships** mobilization (utopian vision of the NET).

▷ Korrika, as a **non-confrontational and non-polarised** (cohesive) conversation, with strong unifying narratives.

▷ Hate speech is confronted with internal cohesion, creating solid ties and sharing emotional content.

3. CONCLUSIONS, LIMITATIONS AND FUTURE LINES OF RESEARCH

Visual metaphors related to meteorology that construct the story of being Basque: values and collective Basque identity.

▷ Digital mobilisation serves to build collective identity and to appeal to the international community.

3. CONCLUSIONS, LIMITATIONS AND FUTURE LINES OF RESEARCH

▷ What happens on Twitter is **representative only of what happens on Twitter** (although in this digital conversation Twitter was a mirror of other social networks, traditional media, etc.).

▷ **Longitudinal studies** are needed to put social phenomena into perspective, as well as comparative studies focused on analysing the contents and actors that reproduce other social networks.

Digital activism in favour of minority languages:

Analysis of hashtivism in Korrika, the world's biggest language festival

POL - News Media: Performance and public attitudes

Julen Orbegozo Terradillos (University of the Basque Country) (julen.orbegozo@ehu.eus)

Jordi Morales I Gras (University of the Basque Country) (morales.jordi@gmail.com)

Universidad del País Vasco / Euskal Herriko Unibertsitatea

IAMCR Lyon 23 — INHABITING THE PLANET: Challenges for medias, communication and beyond

Gureiker