

# Notes

## Chapter 1

1. Source: <https://datareportal.com/social-media-users>.
2. Source: [https://en.wikipedia.org/wiki/List\\_of\\_social\\_platforms\\_with\\_at\\_least\\_100\\_million\\_active\\_users](https://en.wikipedia.org/wiki/List_of_social_platforms_with_at_least_100_million_active_users).
3. The popularity of this scholarship has ushered the field into a series of reflections about the underpinnings of this work since the 1990s (Gurevitch and Blumler 1990; Blumler, McLeod, and Rosengren 1992; Esser and Pfetsch 2004; Norris 2009; Esser and Hanitzsch 2012).

## Chapter 2

1. Source: <https://www.youtube.com/watch?v=u7IgDMOapvo>.
2. Source: <https://youtu.be/u7IgDMOapvo?t=307>.
3. Source: <https://www.pagina12.com.ar/294149-time-incluyo-al-colectivo-las-tesis-entre-las-100-personalid>.
4. Source: <https://diariofemenino.com.ar/mapa-interactivo-muestra-el-impacto-de-un-violador-en-tu-camino-en-el-mundo/>.
5. Source: <https://time.com/collection/100-most-influential-people-2020/5888485/las-tesis/>.
6. Source: [https://www.youtube.com/watch?v=iU2\\_wg0wYuI](https://www.youtube.com/watch?v=iU2_wg0wYuI).
7. Source: <https://www.pagina12.com.ar/101880-mensaje-de-odio-disciplinador>.

8. Source: <http://dapp.fgv.br/morte-de-marielle-franco-mobiliza-mais-de-567-mil-men-coes-no-twitter-aponta-levantamento-da-fgv-dapp/>.
9. Sources: <https://actualidad.rt.com/actualidad/376220-protestas-rio-janeiro-asesinato-marielle-franco>. <https://law.utexas.edu/humanrights/projects/marielle-franco-and-the-brazilian-necropolis-assassination-and-after-lives/>.
10. Source: <https://nyti.ms/2XMtUMa>.
11. Source: <https://www.bbc.com/news/av/world-52967551>.
12. Source: <https://www.youtube.com/watch?v=BAETGJl1eec>.
13. Source: <https://www.standard.co.uk/news/world/blackout-tuesday-shouldnt-use-black-livesmatter-hashtag-a4457581.html>.
14. Source: <https://www.visualcapitalist.com/visualizing-the-social-media-universe-in-2020/>.
15. Source: <https://www.nytimes.com/2010/12/16/world/europe/16greece.html>.
16. Source: <https://time.com/4477300/alan-kurdi-photo-one-year-later/>.

### Chapter 3

1. Source: <https://about.fb.com/news/2006/09/facebook-expansion-enables-more-people-to-connect-with-friends-in-a-trusted-environment/>.
2. Source: <https://www.youtube.com/watch?v=jNQXAC9IVRw>.
3. Source: <https://www.youtube.com/watch?v=gUy-VCAtHRY>.
4. Source: <https://nyti.ms/2KPXw5r>. Similarly, in 2021, an interviewee from *The New York Times Presents* documentary *Framing Britney Spears* explains that “with the rise of Instagram, it’s no longer the tabloids who choose how the world sees Britney.”
5. Source: <https://www.nytimes.com/2019/03/30/style/kardashians-interview.html>.
6. Source: [https://en.wikipedia.org/wiki/The\\_Young\\_Turks](https://en.wikipedia.org/wiki/The_Young_Turks).
7. Source: [https://en.wikipedia.org/wiki/Hasan\\_Piker](https://en.wikipedia.org/wiki/Hasan_Piker).
8. Source: <https://www.nytimes.com/2020/11/10/style/hasan-piker-twitch.html>.
9. Source: <https://www.nytimes.com/2020/06/18/technology/protesters-live-stream-twitch.html>.
10. Source: <https://www.nytimes.com/2020/11/10/style/hasan-piker-twitch.html>.
11. Source: <https://www.nytimes.com/1960/09/27/archives/tv-the-great-debate-first-nix-on-and-kennedy-discussion-is-called-a.html>.

12. Source: <https://www.nytimes.com/1976/09/23/archives/nixonkennedy-great-debate-gave-a-contrast-in-appearance.html>.

13. Source: [https://en.wikipedia.org/wiki/Social\\_media\\_use\\_by\\_Barack\\_Obama](https://en.wikipedia.org/wiki/Social_media_use_by_Barack_Obama).

14. It would be interesting to reframe this inquiry in light of recent research on the ways in which increasingly professionalized practices of self-branding on social media effectively require third parties (Duffy 2017; Arriagada and Ibáñez 2020).

15. Source: [https://en.wikipedia.org/wiki/2008\\_California\\_Proposition\\_8#:~:text=Proposition%208%2C%20known%20informally%20as,was%20later%20overturned%20in%20court](https://en.wikipedia.org/wiki/2008_California_Proposition_8#:~:text=Proposition%208%2C%20known%20informally%20as,was%20later%20overturned%20in%20court).

#### Chapter 4

1. Source: <https://twitter.com/Twitter/status/1328684389388185600?s=20>.

2. Source: <https://www.buzzfeed.com/hannahmarder/reactions-to-twitters-fleets-feature>.

3. The Instagram account @insta\_repeat, which has around 400,000 followers to date, focuses on putting together posts where similar Instagram posts are presented in a grid, almost as if it were an exercise in iconography. *QZ* magazine wrote an article about it, titled “You are not original or creative on Instagram”: <https://qz.com/quartz/1349585/you-are-not-original-or-creative-on-instagram>.

4. Source: <https://knowyourmeme.com/memes/will-now-have-stories>.

5. Source: <https://www.nytimes.com/2020/11/17/technology/twitter-fleets-disappearing-tweets.html>.

6. Source: <https://twitter.com/kyalbr/status/1328730037789474816?s=20>.

7. Source: <https://twitter.com/kyalbr/status/1328733178404638720?s=20>.

8. Source: <https://twitter.com/Twitter/status/1415362679095635970?s=20>.

9. Source: [https://en.wikipedia.org/wiki/Christchurch\\_mosque\\_shootings](https://en.wikipedia.org/wiki/Christchurch_mosque_shootings).

10. Source: <https://www.newyorker.com/news/news-desk/inside-the-team-at-facebook-that-dealt-with-the-christchurch-shooting>.

11. Source: [https://www.lemonde.fr/pixels/article/2019/04/24/paris-lancera-un-appel-de-christchurch-pour-la-suppression-rapide-des-contenus-terroristes-en-ligne\\_5454218\\_4408996.html](https://www.lemonde.fr/pixels/article/2019/04/24/paris-lancera-un-appel-de-christchurch-pour-la-suppression-rapide-des-contenus-terroristes-en-ligne_5454218_4408996.html).

12. Source: <https://www.diplomatie.gouv.fr/en/french-foreign-policy/digital-diplomacy/news/article/the-christchurch-call-one-year-on>.

13. Source: <https://helenclark.foundation/publications-and-media/anti-social-media/>.

162 Notes

14. Sources: <https://www.vice.com/en/article/43jdbj/christchurch-attack-videos-still-on-facebook-instagram>; [https://www.lemonde.fr/pixels/article/2019/04/29/moderation-de-la-haine-supremaciste-ce-que-font-ou-pas-facebook-youtube-et-twitter-depuis-christchurch\\_5456454\\_4408996.html](https://www.lemonde.fr/pixels/article/2019/04/29/moderation-de-la-haine-supremaciste-ce-que-font-ou-pas-facebook-youtube-et-twitter-depuis-christchurch_5456454_4408996.html).

15. Source: <https://www.theguardian.com/books/2013/nov/19/selfie-word-of-the-year-oed-olinguito-twerk>.

16. Source: <https://blog.collinsdictionary.com/language-lovers/collins-2017-word-of-the-year-shortlist/>.

17. For instance: <https://www.smh.com.au/national/in-a-dark-place-adam-goodes-the-nation-and-the-race-question-20150731-giolfa.html>.

## Chapter 5

1. Source: <https://www.washingtonpost.com/news/the-switch/wp/2018/04/11/channeling-the-social-network-lawmaker-grills-zuckerberg-on-his-notorious-beginnings>.

2. Source: <https://www.thecrimson.com/article/2003/11/19/facemash-creator-survives-ad-board-the/>.

3. Source: <https://www.reuters.com/article/us-brazil-banks-payment-platform-idUSKBN27W25C>.

4. Source: <https://timesofindia.indiatimes.com/tech-news/mark-zuckerberg-changes-his-profile-picture-to-support-digital-india/articleshow/49128369.cms>.

5. Source: <https://www.youtube.com/watch?v=NKF3PKmTIx0>.

6. Source: <https://techcrunch.com/2021/02/25/india-announces-sweeping-guidelines-for-social-media-on-demand-streaming-firms-and-digital-news-outlets/>.

7. Source: <https://video.repubblica.it/sport/addio-a-diego-armando-maradona-da-pele-a-messi-il-mondo-del-calcio/371830/372436>.

8. Source: <https://www.espn.com/soccer/argentina-arg/story/4245036/diego-maradona-dies-at-the-age-of-60-how-social-media-reacted>.

9. Source: <https://www.indiatoday.in/television/celebrity/story/sidharth-shukla-to-karan-vir-bohra-tv-celebs-mourn-death-of-diego-maradona-1744261-2020-11-26>.

10. Source: <https://es.wikipedia.org/wiki/Flogger>.

## Chapter 6

1. Artist Takashi Murakami explained, in an Instagram post devoted to *Yonaguni*, that “Within Japan there are many listeners who are curious about the Japanese lyrics Bad

Bunny sings. Things are heating up here, with blogs popping up exploring questions such as: ‘Why Japanese?’ and ‘Why Yonaguni?’” Source: <https://www.instagram.com/p/CSa1zS7nQr6/>.

2. Source: <https://youtu.be/DhfggDAyUVI>.

3. Source: <https://www.billboard.com/music/latin/bad-bunny-yhlqmdlg-new-album-interview-9325741/>.

4. Source: [https://www.vatican.va/content/francesco/es/messages/communications/documents/papa-francesco\\_20190124\\_messaggio-comunicazioni-sociali.html](https://www.vatican.va/content/francesco/es/messages/communications/documents/papa-francesco_20190124_messaggio-comunicazioni-sociali.html).

5. Source: <https://www.unhcr.org/en-us/news/press/2020/6/5ee9db2e4/1-cent-humanity-displaced-unhcr-global-trends-report.html>.

6. Italian for “translator, traitor.”

## Chapter 7

1. Different historiographies of the field have developed across different national contexts and regions, and across different languages, such as Africa (Willems 2014), Asia (So 2010), Europe (Averbeck 2008), or Latin America (Zarowsky 2017).



This is a section of [doi:10.7551/mitpress/13999.001.0001](https://doi.org/10.7551/mitpress/13999.001.0001)

# To Know Is to Compare

## Studying Social Media across Nations, Media, and Platforms

By: Mora Matassi, Pablo J. Boczkowski

### Citation:

*To Know Is to Compare: Studying Social Media across Nations, Media, and Platforms*

By: Mora Matassi, Pablo J. Boczkowski

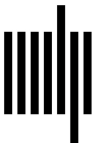
DOI: 10.7551/mitpress/13999.001.0001

ISBN (electronic): 9780262374972

Publisher: The MIT Press

Published: 2023

The open access edition of this book was made possible by generous funding and support from MIT Press Direct to Open



The MIT Press

© 2023 Massachusetts Institute of Technology

This work is subject to a Creative Commons CC BY-NC-ND license.  
Subject to such license, all rights are reserved.



The MIT Press would like to thank the anonymous peer reviewers who provided comments on drafts of this book. The generous work of academic experts is essential for establishing the authority and quality of our publications. We acknowledge with gratitude the contributions of these otherwise uncredited readers.

This book was set in Stone Serif and Stone Sans by Westchester Publishing Services.

Library of Congress Cataloging-in-Publication Data

Names: Matassi, Mora, author. | Boczkowski, Pablo J., author.

Title: To know is to compare : studying social media across nations, media,  
and platforms / Mora Matassi and Pablo J. Boczkowski.

Description: Cambridge, Massachusetts : The MIT Press, [2023]. |

Includes bibliographical references and index.

Identifiers: LCCN 2022030583 (print) | LCCN 2022030584 (ebook) |

ISBN 9780262545938 (paperback) | ISBN 9780262374989 (epub) |

ISBN 9780262374972 (pdf)

Subjects: LCSH: Online social networks—Study and teaching. |

Social media—Study and teaching.

Classification: LCC HM742 .M365 2023 (print) | LCC HM742 (ebook) |

DDC 302.231—dc23/eng/20220707

LC record available at <https://lcn.loc.gov/2022030583>

LC ebook record available at <https://lcn.loc.gov/2022030584>