

## **Rumor Tracking Qualitative Analysis Tutorials**

Once you are prepared to analyze the rumor data that you have collected, it is important that you select a method that suits your needs and addresses the scope of what questions you would like to answer. There is no right answer. The example methods and linked guidance below can help you select an analysis method that is appropriate for your needs.

It is important to keep in mind that once you have verified rumor data to your maximum capabilities, that often rumor sentiments, if unverified, can remain both true and false. What is important to understand is how this information and narratives are impacting the community, well-being, and subsequently the program’s impact upon a population. Understanding this can help us remain accountable to the populations that we are working with and ensure better program implementation.

|  |  |  |
| --- | --- | --- |
| **Qualitative Analysis Method** | **Description** | **Guidance/Case Examples** |
| [DISARM Framework](https://www.disarm.foundation/framework) | **What is this method?**  The DISARM framework is an open-source framework specifically focusing on *disinformation*. This tool is meant to help combat disinformation through various frameworks within the master framework. The **red** framework is to chart online influence campaigns and their tactics and techniques. The **blue** framework is for disinformation countermeasure and mitigation behaviors.  **What can it be used for?**  This is a good analysis tool to use when you are capturing rumors that are categorized as active disinformation that needs to be charted, analyzed, and potentially mitigated. | [DISARM Framework Explorer](https://disarmframework.herokuapp.com/)  [DISARM Navigator](https://disarmfoundation.github.io/disarm-navigator/)  [DISARM Framework Walk-Through](https://youtu.be/D3CpyAabWxA) |
| Social Listening | **What is this method?**  This method involves tracking and using real-time social media data to provide insight into public perception, trends and linkages. It often involves aggregating statistics and/or insights from social media data within a particular community ([Internews](https://internews.org/resource/turning-social-listening-data-into-action/))  **What can it be used for?**  Social listening is good to use when you want to uncover public perception about a specific topic or when you want to look at overall trends and sentiments via social media or other forms of media. | Example of Output: [Social Listening – Perceptions and Rumours COVID-19, Ecuador (March 2023)](https://communityengagementhub.org/resource/social-listening-perceptions-and-rumours-covid-19-ecuador-march-2023/)  [Internews – Guidance – Turning Social Listening Data into Action](http://chrome-extension//efaidnbmnnnibpcajpcglclefindmkaj/https://internews.org/wp-content/uploads/2023/12/Turning-social-listening_Aug2022.pdf) |
| Discourse Analysis | **What is this method?**  Discourse Analysis is a qualitative analysis method that can be helpful with the Rumor Tracking method as it can help the user understand the connections, uses, and social implications of language.  To begin discourse analysis, you read through data and identify key terms and sentiments being used (\**It is important that the analyst is familiar with connotations of the language they are working in*). Then you Code the data – For example, create a codebook identifying key terms you would like to track in the discourse. Finally, this method helps you recognize patterns and analyze interactions of words  **What can it be used for?**  Discourse analysis can be very helpful answering questions about the connotations or language that is a part of certain rumors or narratives among a community. For example, if you are analyzing hate-speech among a community, and terms that are ‘othering’ of a certain group are being used, this is a trend that can be analyzed, identified, and used to better understand context | [Discourse Analysis Step-By-Step Guide with Examples](https://www.maxqda.com/research-guides/discourse-analysis)  *MAXQDA is a recommended qualitative analysis software for analyzing large among of qualitative data. The guidance above comes from MAXQDA; however, the content is still useful even if you are doing a manual discourse analysis (for example, using Word or Excel)*  [What is Discourse Analysis & When to Use It (VIDEO)](https://www.youtube.com/watch?v=EKqXWuWcJvI) |
| [Narrative Analysis](https://dovetail.com/research/narrative-analysis/) | **What is this method?**  If you find yourself with a large amount of qualitative rumor data, a classic Narrative Analysis could help you find core narratives and patterns to create a story around the sentiments and feelings of people within a community. A Narrative Analysis can help you gain insights from the stories or information you hear from a community.  **What can it be used for?**  This type of qualitative analysis can be used to generate findings about rumors in a community, the reasoning for certain information circling, and its impacts on a community by interpreting qualitative data that you have received. | [Narrative Analysis Explained](https://gradcoach.com/narrative-analysis/) |