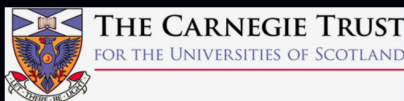


UGC: INTELLIGENCE FOR THE THIRD SECTOR. #DOWNSYNDROME ON TWITTER AND INSTAGRAM



**CASE
STUDY**



UGC

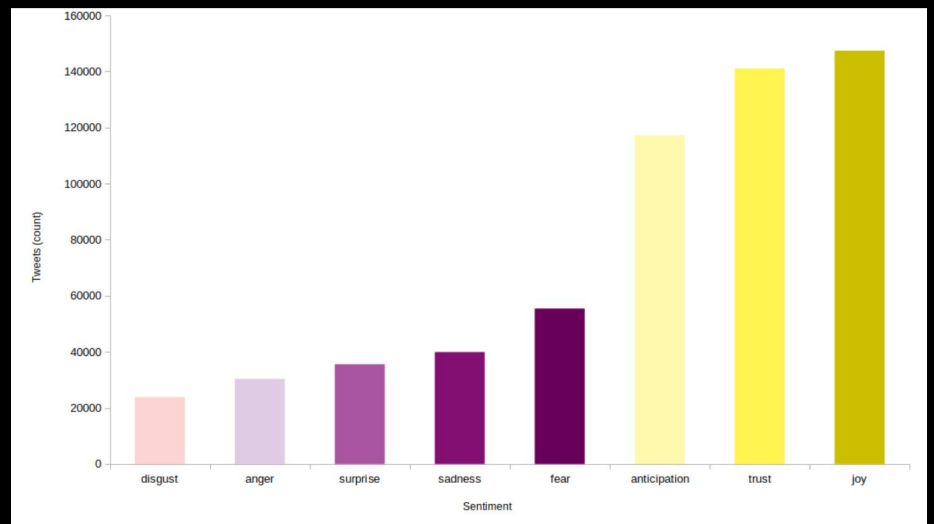
D O W N S Y N D R O M E

A KEY AND IMPORTANT FACTOR OF NON PROFIT MARKETING IS TO USE SOCIAL MEDIA TO ELICIT SYMPATHY AND FACILITATE DONATIONS. HOWEVER, ORGANISATIONS SHOULD ALSO CONSIDER IF THERE MAY DANGERS OF ESSENTIALISATION AND OTHERNESS.

Topic	anger	anticipation	disgust	fear	joy	sadness	surprise	trust
Dis/able/ita/ability/d	2,531	11,997	2,400	11,719	18,188	6,387	2,059	13,389
people	4,388	9,491	3,210	5,596	14,840	4,623	5,175	10,818
wdsd	787	13,324	478	9,752	13,185	1,361	2,767	14,290
Abortion/o/ing	5,170	5,790	7,578	8,733	6,077	8,524	1,880	7,713
love/ing/love-ly/d	2,138	8,493	1,359	3,379	13,481	2,948	4,060	8,822
child/children	2,253	9,551	2,055	3,740	10,289	3,064	3,451	7,995
life/pro-life-/lives	3,393	7,431	2,609	5,000	8,196	3,443	3,729	7,946
God-/	467	9,449	352	9,380	9,477	749	752	9,457
grow/ing	22	8,384	36	8,107	8,384	51	87	8,384

THE ANALYSIS REVEALED AN OVERWHELMINGLY POSITIVE SENTIMENT SURROUNDING THE #DOWNSYNDROME.

THE POSITIVE TWEETS WERE ALMOST EXCLUSIVELY FOCUSED ON CHILDREN WITH DOWN SYNDROME AND WERE IMBUED WITH RELIGIOUS RHETORIC.



SOME TWEETS SEEMED TO 'HUMANISE' DOWN SYNDROME.



Category	Count	Happiness	Achievement	Family	Volunteers	Hospital staff/uniformed staff
Child	85	53	13	39	0	19
Teenager	94	11	47	16	80	0
Adult	59	17	20	8	37	1
Total	238	81	80	43	117	20

INSTAGRAM POSTS REINFORCED THE IMAGES OF CHILDREN WITH DOWN SYNDROME, ENJOYING TIME WITH FAMILY (DIAS AND MOREIRA-CASOTTI, 2019).

YOUNG ADULTS ARE PORTRAYED AS 'ABLE' ('SUPERCRIIP': NELSON, 1994).

MATURE ADULTS APPEAR ONLY IN CARE SETTINGS.

item	child	0.63
item	youth	0.26
item	adult	0.01



Image 1: training set (238 images)

Image 2: test set (14,000 images)

UGC AND NON-PROFIT MARKETING

1. **HASHTAG CONVERSATIONS SHOULD BE MONITORED CONSTANTLY.**
2. REFLECT ON WHAT TYPE OF CONTENT TO BE AIMING FOR.
3. **ELICITING SYMPATHY MAY LEAD TO STEREOTYPICAL CHARACTERISATIONS OF THOSE VERY SAME PEOPLE WE ARE TRYING TO SUPPORT.**
4. CAREFUL USE OF IMAGERY: **RECOGNISE AGENCY AND POPULATE SOCIAL MEDIA WITH LESS STEREOTYPICAL VISUALS.**
5. DO BUILD UPON EXISTING RESEARCH (ACADEMIC AND NON) AND ACTION IT!
6. **EMBRACE SOCIAL MEDIA ANALYTICS AND CREATE A NEW GENERATION OF MARKETER THAT CAN GATHER INSIGHTS FROM DATA AND UGC EVEN FOR NON PROFIT CAUSES.**

DATA ANALYSIS



EXPLORATORY



Cloud Vision API

FUNDING



RESEARCHER

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