

SHE SAID #METOO: A SONIFICATION OF SOCIAL MEDIA EVENTS

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ABSTRACT

Emergent work suggests that sound may afford unique access to large-scale data in ways suitable for raising public awareness of important current issues (Sjuve, 2015; Winters & Weinberg, 2015). Presently, issues are brought to wide public awareness via traditional media when their levels of online participation achieve trending status or are commented on by media personalities, in so called tipping points. Professional big data analysis relies on statistical analysis and historical charts to judge the emergence of such trends. At the other end of the spectrum, social media alerts mobile users directly and in real time to personalized micro-trends which conform and reinforce their information silos (Rambukkana 2015). Between these extremes, the mechanisms by which relevant local, marginalized or emergent issues come to be communicated to the wider public are constrained. Using sonification, this paper reports on the potential for direct realtime public awareness of socially relevant trends. In this short talk we will present the design, concept, and perceptual mappings of a sonification of #metoo spanning October 2017 to the early Spring of 2018, using publically available datasets. We present this aesthetically-derived sonification of the #metoo campaign as model for enrolling the public into wider awareness and deeper engagement with pressing civic debates.

