Elephant Talk:

Methodology for Data Gathering and Visualisation of Online Gender-Based Body Shaming

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1. Introduction:
The Importance of Open Data
In the digital age, data serves as a critical lens through which we can comprehend complex social phenomena. Open data democratizes knowledge, allowing researchers, policymakers, and the public to gain insights into systemic issues such as online gender-based body shaming.

By making data accessible, transparent, and comprehensible, we create opportunities for:
- Evidence-based interventions
- Policy development
- Public awareness
- Academic and social research
- Targeted support for affected communities

Open data in the context of online body shaming is not just about numbers; it's about giving voice to experiences that are often silenced, marginalized, or normalized in digital spaces.

The proposed methodology suggests techniques in gathering and visualising data towards this direction.

2. Quantitative Research:
Structured Questionnaire Methodology
2.1 Questionnaire Design
The quantitative research component will employ a comprehensive, online questionnaire designed to capture young people's nuanced experiences of body shaming across digital platforms. The questionnaire will be the product of a co-creative process, where consortium and associate partners will work in groups to form open-ended/non-suggestive questions, taking under consideration the following:

Key Questionnaire Dimensions:
- Demographic information (age, gender, cultural background)
- Platform-specific experiences
- Frequency and intensity of body shaming encounters
- Emotional and psychological impact
- Coping mechanisms

Key Principles
- Include the perpetrator
- Intersectional Perspective
- Accessible/Simple language
- Avoid to assume and suggest answers
- Do not be judgemental
- Sensitivity: questionnaire must not be too long, to avoid being overwhelming

Sampling Strategy:
- Targeted recruitment through partnering youth organisations and other networks
- Minimum target: 100 valid responses per partner (700 in total)
- Age range: 15-30 years
- Diverse geographic and cultural representation
- Disaggregated data

Ethical Considerations:
- Anonymous participation
- Trauma-informed question design
- Clear consent mechanisms
- Data protection and privacy safeguards

2.2 Quantitative Analysis Approach
- Descriptive statistical analysis
- Comparative analysis across demographics
- Correlation studies
- Disaggregated data
- Visualization of key findings using advanced data visualization techniques

Tools For data analysis - Discourse analysis →
- Sketch Engine https://www.sketchengine.eu/
- AntConc https://www.laurenceanthony.net/software/antconc/
- Korpusmat https://korpusomat.pl/

3. Qualitative Insights:
Focus Groups and Round Tables
3.1 Focus Group Methodology (for partnership members only)
Complementing our quantitative research, partners can choose to organize in-person focus groups to gather deeper, contextual insights and discuss results.

Focus Group Characteristics:
- 6-8 participants per group
- Homogeneous and heterogeneous group compositions
- Professional facilitation
- Trauma-informed discussion protocols

Discussion Themes:
- Personal narratives
- Systemic patterns
- Psychological impact
- Collective coping strategies
- Potential intervention approaches

Activities: Young people engage in processing Digital Data content (e.g posts)engage young people in the monitoring and identification of body-shaming content on the profile of n.2 videos/posts they identified

4. Data visualization

involves transforming raw data into meaningful and easily interpretable visual formats that enhance understanding, communication, and decision-making. It encompasses a series of methodological steps, including data preparation, selecting appropriate visualization techniques, and ensuring clarity and accessibility in the final presentation. By leveraging various tools and approaches, data visualization helps to identify patterns, trends, and insights that might not be immediately apparent in raw data, making complex information more engaging and actionable for diverse audiences.

5. Conclusion: Transforming Data into Action

The Elephant Talk methodology represents a holistic, ethical approach to understanding online gender-based body shaming. By combining robust quantitative research, nuanced digital ethnography, and collaborative qualitative insights, we aim to create a comprehensive resource for understanding, addressing, and mitigating this critical social issu

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