

Authority from networks ?

The morphology of online music criticism in France

Gilles Bastin & Clément Bert-Erboul

Pacte • Sciences Po Grenoble • Univ. Grenoble Alpes

Data Institute / Univ. Grenoble Alpes (ANR-15-IDEX-02)

The trading of professional authority

A morphological approach

We use the concept of **authority trading** among those who contribute to cultural critique to point out that authority in the public sphere is relational by nature. It is acquired, maintained, lost in the course of interactions between individuals / groups, not as a result of exogenous changes. This has two interesting consequences :

- ✓ Authority claims are often mixed with regular day to day professional practice in the « social drama of work » [Hughes, 1937]. They are matters to be performed while working as much as to be thought of after work.
- ✓ They have to do with « jurisdictional claims » [Abbott, 1988] by a group over expert knowledge and thus with setting boundaries to the circulation of this knowledge incorporated into the services provided by professional (content in the case of journalists). See Gieryn [1983] and Lewis [2012], Revers [2013] and Carlson & Lewis [2015] for an application to journalism.

The trading of professional authority

A morphological approach

Nothing new under the sun ? See Eason [1986, 431] : « *Journalists always enjoy a precarious authority with their readers. In the most stable of times, their accounts are frequently challenged.* »

Actually social media have had an impact :

- ✓ they opened up the public sphere to new would-be intermediaries claiming to take part to the trading of authority
- ✓ because they are relational by nature and even exhibit relations, they have increased the intensity of this daily trading process for authority
- ✓ due to their algorithmic nature they have their own effect on the circulation of information, independently from users behavior (filter bubbles and echo chambers...). The trading of authority online matters to democracy, not only to legacy media and journalists !
- ✓ they produce data, *a lot of !*

An approach based on finding evidences of the trading of authority in the public sphere within the relational structure of social networks

What a tweet means

Sharing content and trading authority online

 **Stéphane Grant** @stephanegrant Suivre

Grandiose récital de @daniil_trifonov pour conclure la semaine de @francemusique à @PianoLaRoque Big up à toutes les équipes techniques et à @jburbain @mazzoni62004424 et dédicace spéciale à @AlineBleudiese 🙌😎🌟🎹



0:40 876 vues

15:12 - 12 août 2018

19 Retweets 49 J'aime

2 19 49

Alain Lompech a retweeté

 **Stéphane Grant** @stephanegrant · 12 août

Grandiose récital de @daniil_trifonov pour conclure la semaine de @francemusique à @PianoLaRoque Big up à toutes les équipes techniques et à @jburbain @mazzoni62004424 et dédicace spéciale à @AlineBleudiese 🙌😎🌟🎹

Retweet (RT) : B retweets A's tweet to his followers

 **Christophe Ghristi** @ChrisGhris · 25 août

Merci @francemusique @mvoinchet @stephanegrant pour cette belle journée Bernstein ! Ah cette incroyable 9e de Mahler avec Berlin, impossible de s'en éloigner avant les dernières notes...

4 22

Mention (@) : B mentions A

 **Aline Pôté** @AlineBleudiese · 12 août

En réponse à @stephanegrant @daniil_trifonov et 4 autres

Merci Stéphane ! Et encore bravo @jburbain et toute l'équipe : ils ont fait un travail formidable !

1 1 7

Reply (RE) : B answers A's tweet

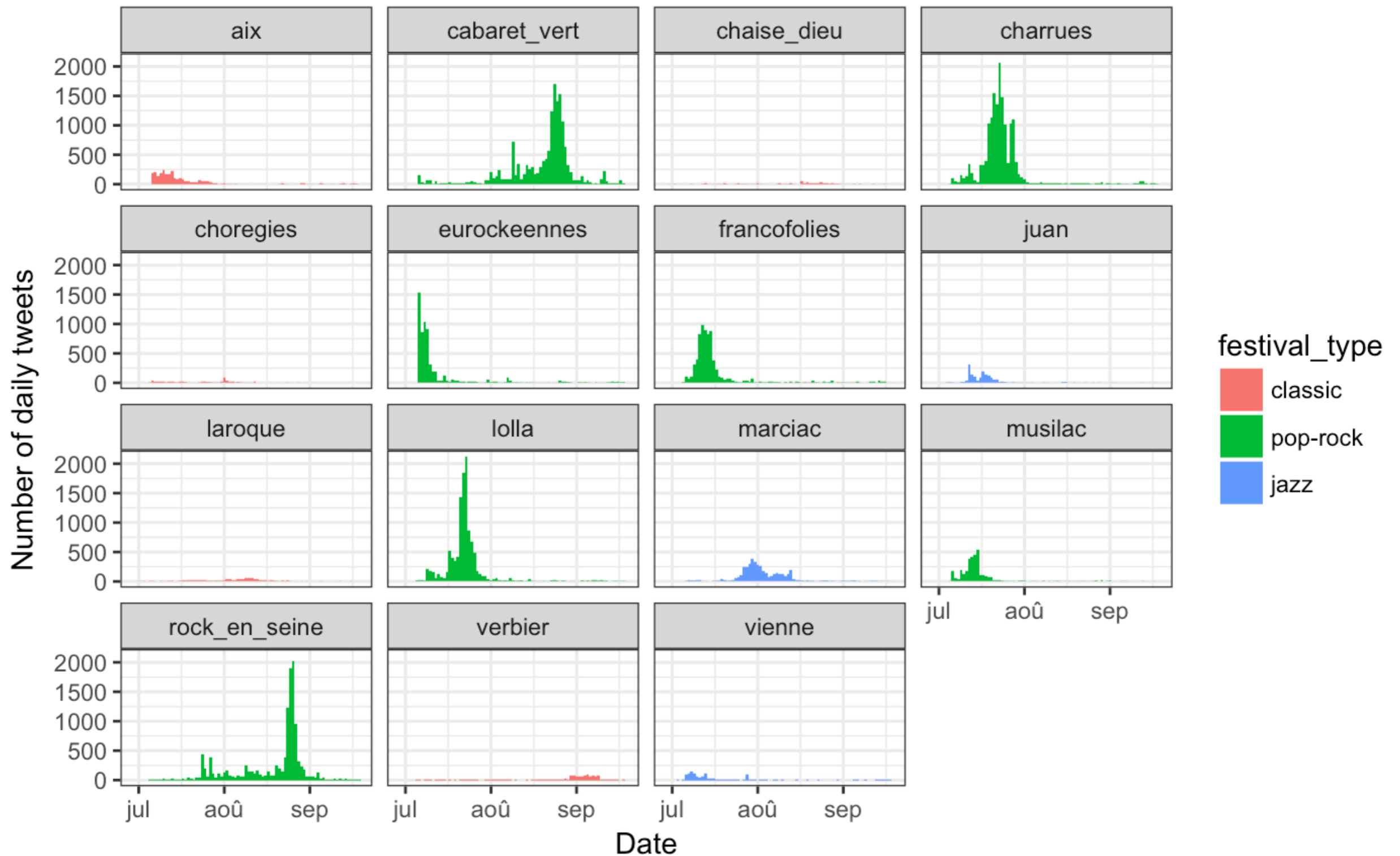
Hypothesis

A contested journalistic authority ?

1. Journalists and Media **institutional authority** (ie authority conferred by the social network as an algorithmic institution) should be higher than the authority of other participants, especially amateurs.
2. Journalists and Media **relational authority** (authority conferred through mentions in the exchange of tweets) should be higher than the authority of other participants, especially amateurs.
 - 2.1. Their authority should be **high in absolute value** : they should receive more authority from all other participants than they give to them (= be mentioned more often than they mention others)
 - 2.2. Their authority should also be **wider in reach** : they should connect to more participants (= be mentioned by more participants) than other users do
3. Journalists and Media **jurisdictional authority** should be higher than the authority of other participants : they should trade authority with peers more than with other participants (*not tested*)
4. Intensity of their tweeting activity (the sharing of content) should not necessarily be correlated to their authority

Data & Methods

An event-based approach of online music criticism



Data & Methods

Not all music festivals are equal online...

Festival type	Audience (cumul.)	Tweets (cumul.)	Mean Tweet by spectator	Mean Official Tweets	Users count	Mean Tweets by user	RT (%)	RE (%)	Original Tweets	Mean @ by tweet
Pop-Rock	973 000	71 346	0,07	285,86	34677	2,06	63,20	22,20	14,60	2,14
Jazz	159 000	6 567	0,04	139,33	2935	2,24	63,80	10,60	25,60	2,54
Classic	267 000	6 199	0,02	88,2	2230	2,78	67,00	9,70	23,30	2,49
TOTAL	1 399 000	84 112	0,06	190,67	39842	2,11				

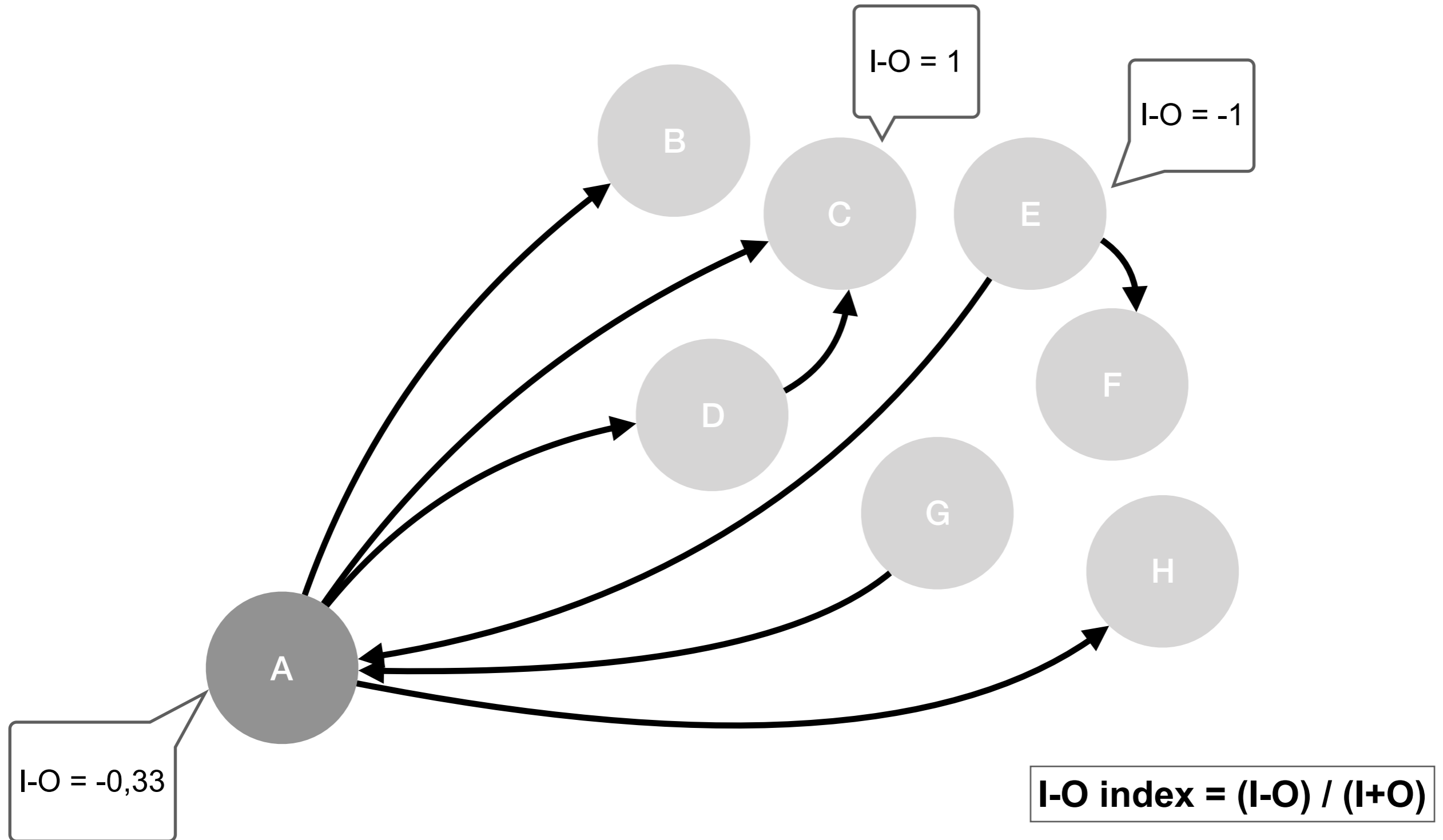
Data & Methods

Categorizing users accounts

ACTIVITY	Accounts	% Verified	Mean followers by account	Tweets count	Mean tweets by account	Mean @ by tweets
MEDIA	138	48,6	115 797,6	1 442	10,45	2,14
WEBZINE	72	5,4	12 763,1	1 718	23,86	2,24
JOURNALIST	244	15,5	5 176,5	1 726	7,07	2,49
INFLUENCER	146	0,5	3 984,3	1 331	9,12	2,27
AMATEUR	182	5,3	11 109,5	2 272	12,48	2,36
OFFICIAL	22	36,4	52 943,2	2 998	136,27	1,58
STAFF	18	6,3	14 579,1	762	42,33	2,26
SPONSOR	168	30,0	59 762,5	1 502	8,94	2,32
MUSICIAN	276	17,3	49 081,6	1 242	4,50	2,74
OTHER	37 058	1,2	1 849,1	78 990	2,13	2,19

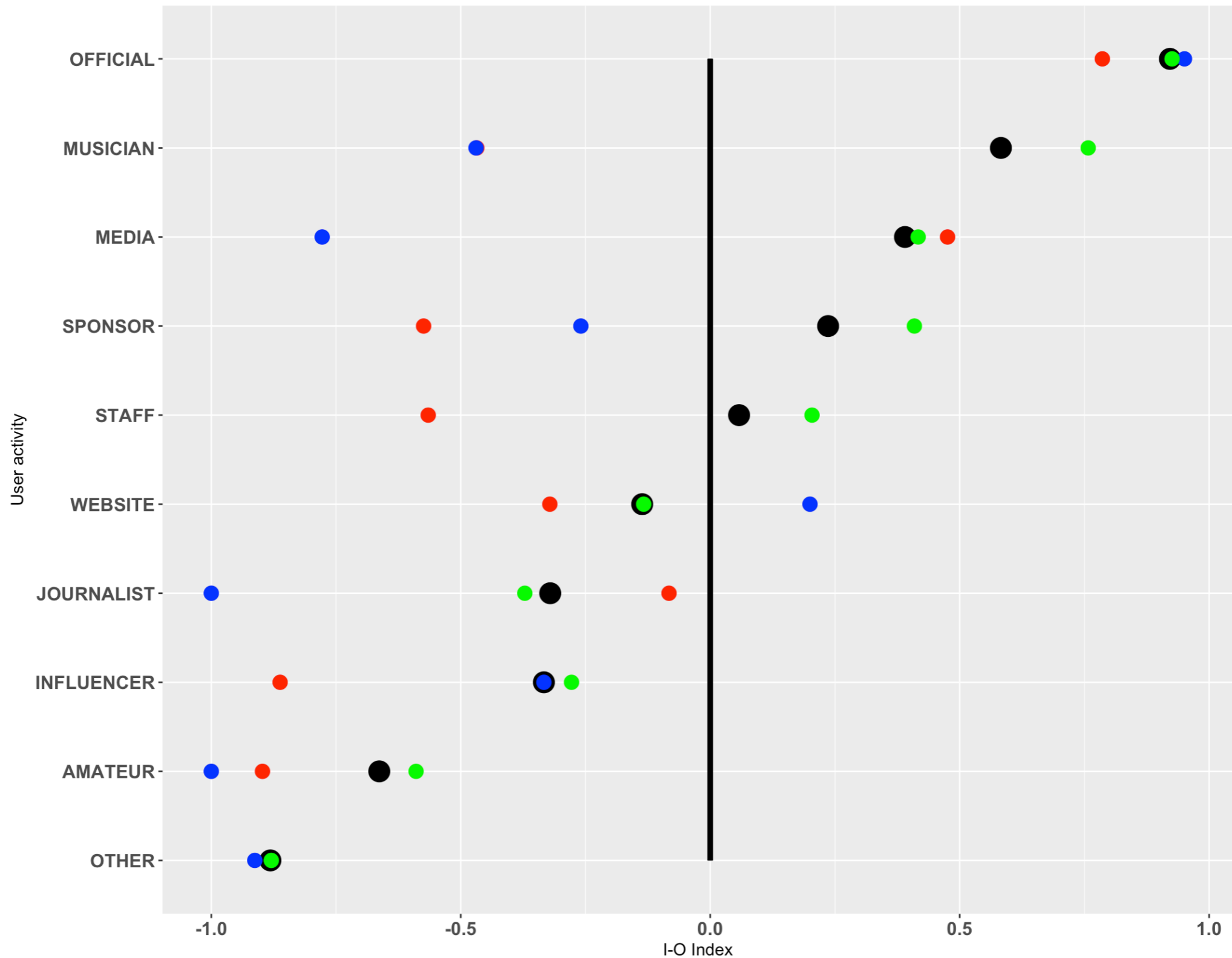
The trading of authority

Is journalistic authority high in absolute value ?



The trading of authority

Is journalistic authority high in absolute value ?



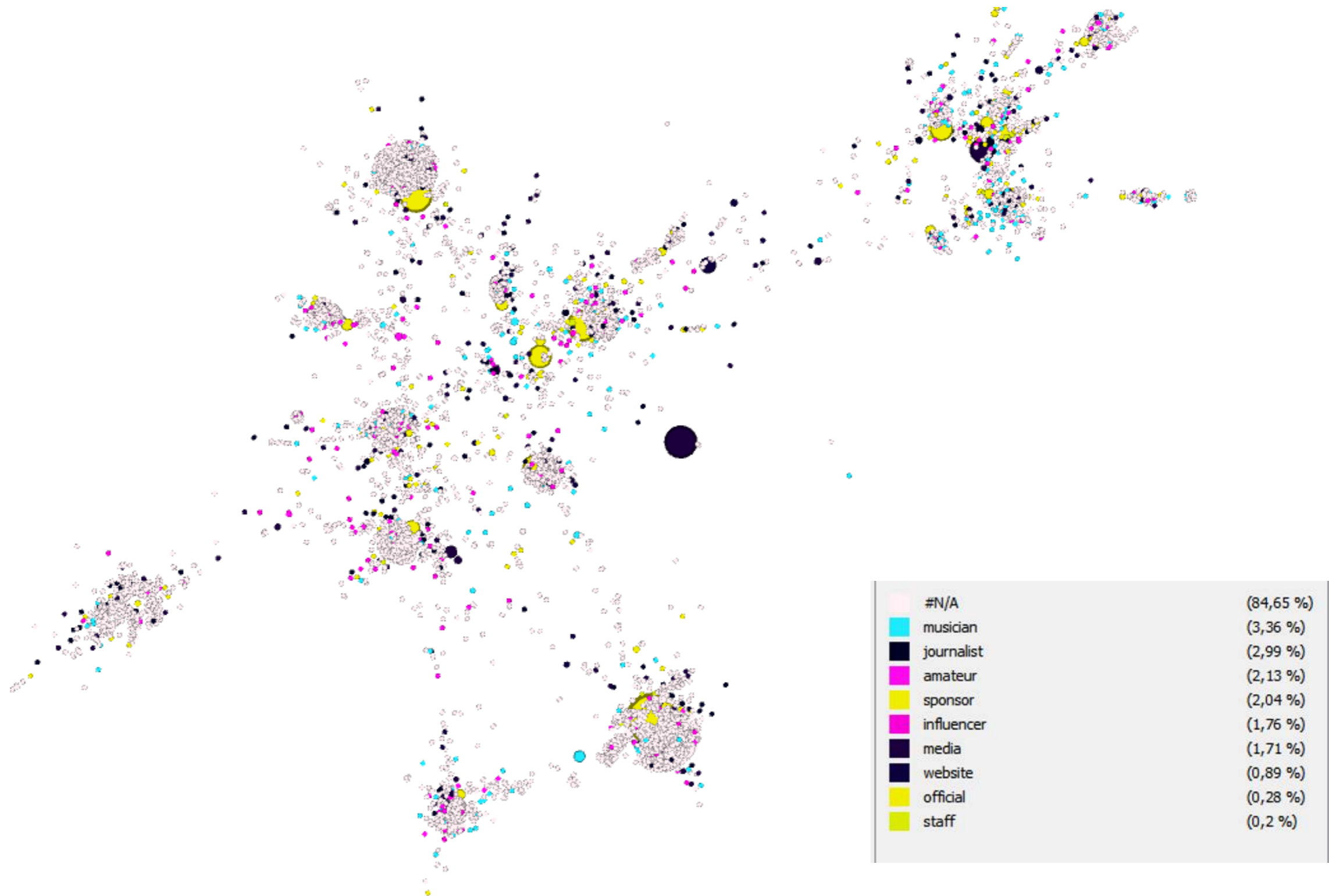
The trading of authority

Is journalistic authority wide in reach ?



The trading of authority

Is journalistic authority wide in reach ?



Conclusion

- Let's get back to our hypothesis.
- What's next ?
 - still some data and methodological polishing
 - repeating the research scheme in time, scope and across countries ?
 - enter the content of tweets !

This research was developed in the framework of the Grenoble Alpes Data Institute, supported by the French National Research Agency under the « Investissements d'avenir » program (ANR-15-IDEX-02).