Methodology

We created two lists of names for each of the 57 universities:

List 1: Official University Names
- Duke University
- Michigan State University
- Georgetown University
- Northwestern University
- Brooklyn College
- Temple University
- Ithaca College
- Ohio State University
- Harvard University
- Stanford University
- Columbia University
- Wellesley College
- Pomona College
- Brown University
- Yale University

List 2: University Name Variants
- Campbell University
- University of California Los Angeles
- Claremont McKenna College
- Howard University
- University of Illinois
- University of Pennsylvania
- University of Southern California
- University of Texas
- University of Wisconsin

We extracted the Tweet volume of approximately 11.2 million tweets posted by 3.1 million accounts using the Twitter Streaming API from October 1, 2017 to October 10, 2018.

High Level Methodology

- Develop Scoring System Based on Nine Metrics
- Identify Name Variants for Each University
- Analyze Tweets Containing University Name(s)
- Compare Policy Scores and Number of Tweets for Each University

University Name Variant Lists

- Since Twitter users commonly use abbreviations and acronyms, counting tweets that contain the official school name likely provides an underestimate of the number of tweets in which each school is mentioned.
- We created two lists of names for each of the 57 universities in our analysis: the first contains only the official name and the second contains informal name variants derived from two Wikipedia lexicons, one containing colloquial names and the other sports team nicknames.

Metrics (Scored from 0 to 5)
- Harassment and sexual misconduct policy in student handbook
- Harassment and sexual misconduct policy in faculty handbook
- Training and/or tutorials for new students
- Sexual misconduct policies are detailed and specific
- Policies and resources are easy to find from Homepage
- Multiple resources provided for help and support
- University conducted a recent internal review
- An on-campus office exists for gender-based misconduct
- Clearly delineated sanctions for policy violations

University Policy Metrics

- Universities were selected from 7 categories to ensure reasonable diversity
- Each university was assigned a score from 0 to 5 for each metric and an overall letter grade based on an evaluation of the official policies and website.

Results

#MeToo and Universities

- When only full names were used, universities in our sample were rarely mentioned.
- 30% of the universities were not mentioned at all and only 4 were mentioned more than 100 times (Fig. 1)
- We analyzed the content of tweets where full names were used (Fig. 2) and found that nearly 17% were experiences. When using the name variants and the mascot, the numbers increased substantially (Fig. 3): 34% of the universities were mentioned at least 1,000 times.

Policy Analysis

- The majority of the 57 universities had grades in the A (90 - 100%) and B (80 - 89%) range (Fig. 4)
- Only one university had a failing grade (<60%)
- The lowest overall metric across our sample was the inclusion of sexual misconduct information in the faculty handbook (Fig. 5)

Conclusions

- Initial results do not show a clear relationship between quality of university policies shared online and amount of online discussion.
- US universities are not a significant part of the #MeToo conversation.
- Not all stories and experiences go viral, and many of those that do not still need discussion and analysis.

Ongoing Work

- Classifying experience and non-experience tweets
- Creating online portal with rating system available for more universities
- Mapping events in the #MeToo movement, such as a popular protest or the arrest of a new high-profile abuser, to tweet volumes of daily experience and non-experience tweets to determine which types of events prompt experience-sharing
- Understanding the international #MeToo movement
- Comparing the types of experiences shared online to the types filed in EEOC complaints

Data

- All tweets in the first year of the #MeToo Twitter stream from the Twitter Streaming API from October 1, 2017 to October 10, 2018
- Total volume of approximately 11.2 million tweets posted by 3.1 million accounts

Examples of Approximate Experience and Non-Experience Tweets

- Experience: "I was harassed on campus #MeToo."
- Non-Experience: "The #metoo movement is spreading 🎉"
- Experience: "I just listened to @Taranallah share her experience of assault. No words 😭 #metoo"