INTRODUCTION

1. <u>DEFINING YOUR THEME</u>
A. Look for the Wikipedia page of your theme (or the most similar one if it doesn't exist)
B. Extract the intro paragraph of the page and the intro paragraphs of the See Also pages which are directly related to your theme
C. Count all the words using the tool Stammer
D. Group the words for semantic areas and give a summarizing title to each group
E. Develop a proper definition making sure all the areas are included in the final expression

MAPPING THE CONTROVERSY

2. <u>FINDING OUT THE ACTORS</u>
A. Search on Google.com the query "your theme" (insert your topic's name)
B. Select the first reliable result providing an overview of the topic (Wikipedia could be a good source)
C. In case of using a Wikipedia page, look for sections, lists or navbox containing actors of the controversy (i.e. anyone or anything whose presence affect somehow the controversy balance)
D. Organize all the actors by cathegories
E. Use each cathegory's peculiar parameter(s) to cluster and map the actors

3. <u>FINDING OUT HOW ACTOR RELATIONSHIPS CHANGE OVER TIME</u>
A. Setting a time range: search each actor in Google Trends and highlight the peaks
B. Set T1 and T2 (range extremities) as first and last peak
C. Extract the actor's official website link in T1 and T2 (using WebArchive if the moment is in the past)
D. Insert, for T1 and then T2, the urls in the tool Issue Crawler and start the analysis with 2 levels of depth
E. Use the outcome (source-target dataset) to generate a dynamic network in Gephi to spot the changes through time

MAPPING THE DEBATE OVER TIME

4. <u>FINDING OUT HOW CONTROVERSY RELATED TOPICS CHANGE OVER TIME</u>
A. Extract the actor's english Wikipedia pages at T1 and T2 using the tool Seealsology or, if the moment is in the past, copying them manually using WebArchive to reveal previous version of the pages
B. Merge the two source-target dataset
C. Use the outcome to generate a dynamic network in Gephi to spot the changes through time

5. <u>FINDING OUT THE MOST DEBATED TOPICS ON WIKIPEDIA TALKS</u>

A. Using the final network of the previous point, select the top 5 nodes (=See also) both for T1 and T2 and extract text content from the talks of that Wikipedia pages
B. Count all the words using the tool Stammer
C. Select the first 15 keywords both for T1 and T2
D. Create a flow chart to visualize changes in the terms frequency of usage

6. **FINDING OUT THE MOST DEBATED TOPICS ON ONLINE ARTICLES**
A. Extract the same nodes of the previous point and consider them as a list of queries
B. Search on Google.com one query at time both for T1 and T2
C. Filter results using only Google News results and sort them by relevance
D. Select the first 25 articles for each query and extract text content
E. Count all the words using the tool Stammer
F. Select the first 15 keywords both for T1 and T2
G. Create a flow chart to visualize changes in the terms frequency of usage

7. **FINDING OUT THE IMPACT OF THE DEBATE ON THE ACTORS**
A. Analyze the online articles flow chart and look for actors' name among the keywords
B. If any actor is included, try to get information to map its geographical distribution
C. Following steps has to be adjusted according to the actor nature. Generally, try to focus on relationships between these most debated-on-articles actors and other actors or elements of the controversy.
D. Once you have found (or not) influent and strong patterns, you can start over from point 3 to map the controversy from the point of view of these most debated-on-articles actors. It will help following different paths to better understand the complexity of the phenomenon