Managing Mediatoil - Challenges and Opportunities in Sourcing & Storing Project Data

Patrick McCurdy, PhD
Associate Professor
Department of Communication,
University of Ottawa
@pmmcc
the media is as a site and source of social struggle
Mediatoil guiding research question:

How have the representational practices of select industry, government and civil society publications changed in their representation of the oil sands since their initial development to present day?
Research Gap & Importance

The future of the Alberta bituminous sands is one of Canada's most visible yet controversial energy and environmental issues. Its fate is the subject of an ongoing media struggle between industry, government and civil society. These stakeholders are actively trying to shape public perception about the costs and benefits — the risks and rewards — of oil sand development. While there exist multiple accounts examining the history of the oil sands, little scholarship has analysed the contested media framing of bitumen oil sands.

Moreover, even less scholarship has analysed the visual aspects of this framing. This is a significant oversight given that visuals — together with texts — are key resources in any mediated struggle. Thus, visuals are critical features to study - along with texts - to better understand the context, evolution and attributes of the oil sands debate.

Research & Funding

The MediaToil project is funded by a Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant (IDG). The project began in June 2014 and will run through the summer of 2016. The project Principal Investigator is Professor Patrick Mccurdy of the Department of Communication, University Of Ottawa. Professor Hema Viktor, School of Electrical Engineering and Computer Science is a project collaborator. The project's current Research Assistants are Laura Nichol and Sahil Saroop. Adam Thomlison’s was the project's Research Assistant from September 2014 to August 2015.

MediaToil Database

The MediaToil research project will provide the public with a catalogue of all oil sands documents, images and videos assessed through the project. Search the database by stakeholder group, year, and media source or type.
Presentation prompts

• How did you go about collecting the data for your project?

• What challenges did you encounter in data collection?

• What strategies did you use when describing and storing your data?

• Did you think about data re-use and permissions?

• What benefits or challenges do you see with opening your data and sharing it widely?

• Any pitfalls or lessons learned?
ISSUES

1. Selecting stakeholders
2. Finding Data
   1. ATIP
   2. Archives
   3. Deleted material
   4. Wayback machine
Identifying, Classifying & Documenting Stakeholders

In total, Mediatoil studied 99 stakeholders broken down as follows:

**Aboriginal Peoples**: 4
**Civil society** (59)
  - Pro - NUMBER: 4
  - Anti - NUMBER: 55
**Federal Government**: 3
**Industry**: 30
**Provincial Government**: 3
Select Media Source(s) (Aboriginal peoples, civil society, government, and industry)

Select Media Type(s) (fact sheet, report, still advertisement, graphic, photograph, and video advertisement/speech/seminar/testimonial)

- Civil Society (Pro Oil Sands) (Includes non-profit non-governmental organizations and networks against eventually ending oil sands extraction)
- Civil Society (Anti Oil Sands) (includes non-profit non-governmental organizations and networks in favour of eventually ending oil sands extraction)
- Federal Government (includes federal government departments and agencies)
- Provincial Government (Includes provincial government departments and agencies)
- Industry (includes for-profit non-governmental corporations and industry associations)
- Aboriginal Peoples (includes Métis, First Nations, and Inuit peoples and Aboriginal associations)
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Type</td>
<td>Organization Sub-Type</td>
<td>Database Search Description</td>
<td>Definition</td>
<td>Organization Selection Criteria</td>
</tr>
<tr>
<td>Civil Society</td>
<td></td>
<td></td>
<td>Includes non-governmental organizations and networks, but</td>
<td>Adam and Patrick developed a preliminary list together, with</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>excludes Indigenous Peoples who are considered a distinct</td>
<td>other groups identified phase utilizing a snowball approach</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>stakeholder</td>
<td>(collecting Sierra’s material, for example), Sierra</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>partnered on with Black Out Speak Out, which provided a new</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>state for large organizations, only the Canadian chapter was</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>included to narrow the scope.</td>
</tr>
<tr>
<td>Civil Society (Anti Oil</td>
<td></td>
<td>(includes non-profit non-governmental</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sands)</td>
<td></td>
<td>organizations and networks in favour of</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>eventually ending oil sands extraction)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civil Society (Pro Oil</td>
<td></td>
<td>(includes non-profit non-governmental</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sands)</td>
<td></td>
<td>organizations and networks against</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>eventually ending oil sands extraction)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered Charity</td>
<td></td>
<td></td>
<td>Organization has a registered charitable number in Canada.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excludes registered charities in countries outside of Canada.</td>
<td></td>
</tr>
<tr>
<td>Foundation</td>
<td></td>
<td></td>
<td>Organization is not a registered charity and its main purpose is</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>the provision of funding to other organizations</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>D</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Database Search Description</strong></td>
<td><strong>Inclusion Criteria</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(factsheet, report, still advertisement, graphic, photograph, and video advertisement/speech/seminar/testimonial)</td>
<td>Defined as official organization documents relaying information on a topic, typically short in length. Includes 1-pagers and pamphlets. May also include briefings.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(includes 1-pagers and Information pamphlets)</td>
<td>Defined as official organization documents relaying research findings, typically long in length; and for oil sands corporations only - reports also include Annual Reports and Corporate Social Responsibility reports that include oil sands-related images and/or text on the front cover.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(includes formal reports and studies)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(includes unpaid or unconfirmed paid still advertisements promoting organization campaigns/initiatives/products)</td>
<td>Defined as unpaid or unconfirmed paid still advertisements. Still advertisements are defined as still images with accompanying text, including a stand-alone organizational or campaign logo, name or website. The ad’s accompanying text must contain a message that stands alone (i.e. a map listing location names, or vague banner image text is not sufficient for &quot;accompanying text&quot;). This category includes event advertisements, postcards, and advertisement spoofs. This is the default category for ads, unless proven otherwise. Twitter hashtags are not considered campaign logos or websites, logos depicted on signs/buildings/etc. within photographs are not considered organization/campaign logos, and email addresses are not considered organization names. The organizational/campaign name is considered stand-alone if it is preceded by text such as &quot;produced by&quot; and is not part of the ad’s key message text. The organizational/campaign name/logo may be presented in small font. Any files that were slightly ambiguous in terms of their classification as either graphics or advertisements were reviewed by a second researcher for verification and discussion, if required.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(includes confirmed paid still advertisements promoting organization campaigns/initiatives/products)</td>
<td>Defined as paid still advertisements. Still advertisements are defined as still images with accompanying text, including an organizational or campaign logo or name. An advertisement is considered “paid” when payment has been made to feature the promotion on a particular medium/mediums (i.e. magazine, pre-roll, etc.). Advertisements are also considered &quot;paid&quot; if they are self-identified as &quot;ad/advertements&quot; on a stakeholder’s website/youtube channel etc. During the verification stage of &quot;paid&quot; vs. &quot;unpaid&quot; ads, any file previously categorized as &quot;Advertisement&quot; was reassigned as &quot;Still Advertisements (Paid)&quot; that: 1) indicated in its file description that it was featured in an amagazine or newspaper; or 2) had a &quot;found at&quot; URL that indicated the ad was found under an organization’s &quot;Advertisements&quot; section; or 3) if the &quot;found at&quot; URL is now a broken link, had a &quot;found at&quot; URL that indicated the ad was found under an organization’s &quot;Advertisements&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Finding Data

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Researcher</th>
<th>Stakeholder Review</th>
<th>if of New Files Added</th>
<th>Description of Data Collection Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2014 to August 2015</td>
<td>Adam</td>
<td>All stakeholders reviewed</td>
<td>Ongoing Online Data Collection:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>I went to each group's main website and essentially followed links. I'd start with their main page, collecting (i.e. downloading and logging in the spreadsheet) anything related to oil sands. My definition of &quot;related&quot; was itself somewhat relative. For larger civil-society groups, I generally selected only the content directly referencing oil-sands or Canadian pipelines. But for smaller groups that were more focused on the oil-sands issue (e.g. Black Out Speak Out), I simply collected everything they had, even if it wasn't directly referencing oil sands. For the oil companies, on the other hand, I generally collected everything from their main websites. If it's placed directly under an org's oil-sands campaign section, I use it regardless of how directly the photo/event relates to oil-sands (e.g. the I'm No More a Martyr protest undertaken by UK Tar Sands Network). At the time of collection, I deemed it more significant, and more expedient, to record the location where an item was found, rather than to trace it to its source. As such, the items assigned to each organization were not necessarily produced by that specific organization or organization chapter. The exception to this rule is when other organizations are assigned credit to the document in question.</td>
</tr>
</tbody>
</table>

**Fill out details**
Finding Data....

America and Canada: Friends and neighbors
America's best energy partner
America's choice import oil from Canada - a source for environmentally responsible energy - or choose regulatory services that meet the stricter environmental demands. Canada delivers 2.4 million barrels of oil a day through pipelines connecting America and Canada. It's a reliable source of fuel.
GoWithCanada.ca

America and Canada have the same greenhouse gas reduction targets
America's best energy partner
Canada and America are committed to the same 17 per cent reductions in greenhouse gas (GHG) emissions by 2020. Canada's oil sands operate in one of the world's most stringent regulatory environments, and as a major supplier of crude oil to Gulf Coast refineries. Canada continues to use innovation and technology to reduce emissions. Canadian pipelines are the environmentally responsible choice to meet America's oil energy needs.
GoWithCanada.ca
America and Canada: Friends and neighbors

America's best energy partner

America's choice. Import oil from Canada – a secure and environmentally responsible neighbor that is committed to North American energy independence – or choose less stable offshore sources with much weaker environmental standards. Canada delivers 2.4 million barrels of oil to American refineries every day through pipelines connecting American homes, businesses and industries to a reliable source of fuel.

GoWithCanada.ca
Oil patch yogurt ad not misleading, council says

NATHAN VANDERKLIPPE
Calgary — The Globe and Mail
Published Tuesday, Nov. 30, 2010 10:52AM EST
Last updated Thursday, Aug. 23, 2012 4:06PM EDT

The Alberta oil patch has avoided potential embarrassment after Advertising Standards Canada ruled that an advertisement that compared toxic oil sands effluent to yogurt did not mislead viewers.

The Sierra Club of Canada had complained that the ad was a "greenwashing" attempt to untruthfully make the oil sands sound environmentally benign. The ad featured a Suncor Energy Inc. employee named Shelley Powell, who in a spot about tailings - a key issue confronting the oil sands - said they are "essentially like yogurt."

The Canadian Association of Petroleum Producers, which created the ad, said Ms. Powell was attempting to describe the consistency of tailings. Advertising Standards Canada, which uses volunteers from advertisers, ad agencies, media and the public to consider contentious promotional material, agreed.

"Following an extensive review of the commercial, the majority of Council did not find the particular claim in question was misleading in terms of the [Canadian]Code of Advertising Standards," the organization said in a statement.

IN THE KNOW

* JOHN DOYLE
A necessary one-hour primer on how Trump became President

* ARTS
In a perfect world, these would be the Oscar nominees

* GLOBE INVESTOR
UNLIMITED Buy gold and raise cash - our world is about to be turned upside down

* GLOBE INVESTOR
UNLIMITED Goldman's top 25 secular growth stocks for an uncertain world

MOST POPULAR VIDEOS »

SPORTS
Watch how Canadian Eugenie Bouchard got fit for tennis stardom

LIFE
Five reasons to never do crunches again
This video is unavailable.

Sorry about that.
Media Type:
Video Advertisement (Paid)

Description:
This is a testimonial-style TV ad from 2010 featuring Suncor Energy's Shelley Powell, part of CAPP's Oil Sands Today campaign. The video is now set to private.

Tags:

Publication Date:
2010/11/30

Source:
http://www.youtube.com/watch?feature=player_embedded&v=fITDh1SygDo

Stakeholders Using File:
- Canadian Association of Petroleum Producers (CAPP)

Campaigns Using File:
- OilSandsToday.ca

Document Category
Not Defined
Dominant Color Not Defined

Copyrighted third party content is owned by the third party and used on this site pursuant to Fair Dealing.
This video is unavailable.

Sorry about that.
Feuelling quality of life... and that morning java break.

This is more than a cuppa joe. This is, truly, a cup of Canada.

In just over half a century, the Timmies double-double has managed to join the moose, the licorice stick, poutine, the Robsonian snowshoe, the beaver, and Bob Cole's Saturday-night Shirley Temple in the pantheon of classic Canadians.

Enbridge satire that was removed from Vancouver "...

Animation by Dan Murphy, editorial cartoonist for Vancouver's "The Province," that was pulled from the newspaper's website after a complaint from Enbridge. b...
‘Hot lesbians’ ad bashing Saudi oil backfires on Canadian oilsands advocates

CALGARY — “In Canada lesbians are considered hot! In Saudi Arabia if you’re a lesbian you die!”

So reads the poster that rapidly made the rounds on Facebook and on Twitter Monday, it was greeted with groans, howls of indignation, tittering delight and flabbergasted silence. The meme shows two attractive women kissing.

“Why are we getting our oil from countries that don’t think lesbians are hot?”

Choose Equality! Choose Canadian oil!
Conclusion

• Your data tells as story but so too does how it is collected, stored, labelled and used.

• How it is collected has pragmatic, methodological and even political implications.

• Save data while you have the chance. Back it up always & often.

• If you cant find something go at it from different angles & sources.
Documents

Explore the listing of oil sands documents below.

Search by Document Name

Oil Sands Documents

<table>
<thead>
<tr>
<th>DOCUMENT_NAME</th>
<th>DATE_PUBLISHED</th>
<th>DOCUMENT_DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8/9/2010 12:00:00</td>
<td></td>
</tr>
<tr>
<td>DOCUMENT_ID</td>
<td>3952</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>DOCUMENT_NAME</td>
<td>Enbridge PLANT TREE.jpg</td>
<td></td>
</tr>
<tr>
<td>DATE_PUBLISHED</td>
<td>2011/06/18</td>
<td></td>
</tr>
<tr>
<td>DOCUMENT_DESCRIPTION</td>
<td>iPolitics</td>
<td></td>
</tr>
<tr>
<td>DOCUMENT_CLASS_TYPE</td>
<td>Still Advertisement (Paid)</td>
<td></td>
</tr>
<tr>
<td>DOCUMENT_SOURCE_URL</td>
<td><a href="http://i.politics.ca/">http://i.politics.ca/</a></td>
<td></td>
</tr>
<tr>
<td>DOCUMENT_FOUNDAT</td>
<td><a href="http://i.politics.ca/">http://i.politics.ca/</a></td>
<td></td>
</tr>
</tbody>
</table>
Hello, admin@mediatol.ca!

Log off

Home  Files  Campaigns  Organizations  Tags  Media Type Categories  Stakeholder Type Categories  Timeline  Timeline Tags

Edit Basics

Media Type:

Change Document Class Type

Photograph

Update

Description:

This is a photograph accompanying the blog post "#NoKXL. The Day the People Won", published in response to the U.S. rejection of a presidential permit for Keystone XL.

Tags:

Add Tag

Oil

Document Category

Next

Add Category
DOCUMENT_ID
2401

DOCUMENT_NAME
photo_Greenpeace-Canada_2015_"NoKXL-The-Day-the-People-Won-3"

DATE_PUBLISHED
2015/09/11

DOCUMENT_DESCRIPTION
This is a photograph accompanying the blog post: "NoKXL: The Day the People Won", published in respon...

DOCUMENT_CONTENT_TYPE
Image

DOCUMENT_SOURCE_URL
http://www.greenpeace.org/canada/community_images/87/4687/119408_201541.jpg

DOCUMENT_FOUNDATION
3.2 The Mediatool Database

Figure 21. ER diagram of the Mediatool database

Sarooop (2016) pg. 45
<table>
<thead>
<tr>
<th>Data Field</th>
<th>Database Search Description</th>
<th>Inclusion Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document Name</td>
<td>Laura: Follow the following naming convention: Media Type_Org-name_Year_Document-Name.jpg. The &quot;media format&quot; short forms are as follows: photo; ad; video; report. For org names, used acronyms where applicable. Exceptions: the University of Calgary Archives' Annual Report cover names were kept as is to reduce unnecessary additional time constraints (they are clear as is).</td>
<td></td>
</tr>
<tr>
<td>Date Published</td>
<td>(publication dates of all sands media)</td>
<td>Adams: 1) if the organization provided a date on the page where I found the image I used that (obviously). Otherwise: 2) I used the published date on the document in question. i.e., for videos, I depended on the YouTube published dates; PDFs often have dates embedded in them (in the Document Properties window); 3) if there was a campaign page, I would use Google to find the date the page was published (basically, search the page on Google, add a bit of code to the end of the address-bar result (&amp;as_qdr=15)), and Google gives you the published date — found at: <a href="http://www.lvnid.org/internet/search/find-publishing-date-of-web-pages/B410/">http://www.lvnid.org/internet/search/find-publishing-date-of-web-pages/B410/</a>; 4) I also usually cross-referenced that with the Wayback Machine; Laura: If Year and Month published were available (i.e., for events) I selected the first of the month as the date published. 6) If only the year was available, I selected January 01, of the year published. 7) For current web pages that have not been archived in the Wayback Machine, I used the date the page was found/viewed by the researcher if no other date published is listed on the web page.</td>
</tr>
<tr>
<td>Document Description</td>
<td>Laura: I tried to roughly follow the format for other file Descriptions in the database and added in photo caption text for photographs if applicable, as well as indicated the file's web site location. i.e., &quot;Photo caption: &quot;Byron &amp; Diane Stakak, who were among the Nebraska landowners who sued TransCanada over eminent domain to stop Keystone XL. (Photo by J Grace Young for Bold Nebraska)&quot;). This is a photograph accompanying the press release &quot;Keystone XL Rejection a Historic Victory for Citizens Protecting Our Land, Water and Climate&quot; (and accompanies the article headline on the &quot;News&quot; main page), published in response to the U.S. rejection of a presidential pivot for Keystone XL.&quot; Report descriptions must include document author, and document/cover designer, if applicable. The document author is considered the organization, if no specific authors are mentioned.</td>
<td></td>
</tr>
<tr>
<td>Document Source URL</td>
<td>Laura: URL for media file. If file is featured on more than one page, the source URL used is the location where the file was first found.</td>
<td></td>
</tr>
<tr>
<td>Document Found At</td>
<td>Laura: URL for page where media file is embedded.</td>
<td></td>
</tr>
<tr>
<td>Stakeholders Using File</td>
<td>Adams: When multiple groups co-author a report, I'll file it under the group where I found it, and list the others in the spreadsheet notes. Laura: Where I noticed the same image used by more than one organization, I kept the description for the first instance, and simply added the second org as &quot;other stakeholders using file&quot;, to avoid duplicate entries. Where a stakeholder has been considered &quot;out-of-scope&quot; (i.e., Sierra Club (US)), I did not add them even if they are given credit for a published report (i.e., the file &quot;Tar Sands Pipelines Safety Risks&quot;, published by NRDC, National wildlife Federation, Pipeline Safety Trust, and Sierra Club <a href="http://www.nrdc.org/energy/files/tarsandsafetyrisks.pdf">http://www.nrdc.org/energy/files/tarsandsafetyrisks.pdf</a>).</td>
<td></td>
</tr>
<tr>
<td>Campaigns Using File</td>
<td>Adams: This one has been an ongoing challenge, and I admit the 'campaign' information could use some cleaning up in</td>
<td></td>
</tr>
</tbody>
</table>
### Select Media Source(s)
- Aboriginal peoples, civil society, government, and industry

### Select Media Type(s)
- Still Advertisement/Promotion (Unpaid/Unconfirmed)
  - Includes unpaid or unconfirmed paid still advertisements promoting organization campaigns/initiatives/products
- Report
  - Includes formal reports and studies
- Photograph
  - Includes black and white and colour photographs
- Graphic
  - Includes infographics, maps, drawings, banner images, graphs, and cartoons
- Factsheet
  - Includes 1-pagers and information pamphlets
- Video Advertisement/Promotion (Unpaid/Unconfirmed)
  - Includes unpaid or unconfirmed paid videos promoting organization campaigns/initiatives/products
- Video Testimonia
  - Includes videos of public testimonials on particular issues
- Video Speech/Seminar
  - Includes videos of organisation seminars and speeches
- Still Advertisement (Paid)
  - Includes confirmed paid still advertisements promoting organization campaigns/initiatives/products
- Video Advertisement (Paid)
  - Includes confirmed paid videos promoting organization campaigns/initiatives/products

### Select Media Format(s)
- Document, image, and video formats

### Select Year(s)
- Publication dates of oil sands media

113 documents found...