

How does social memory work on social media? A conceptual and methodological framework for the large-scale identification of discourse on the Holocaust on Facebook

Anat Ben-David, *The Open University of Israel*

Oren Meyers, *Haifa University*

Motti Neiger, *Bar-Ilan University*

How can data science and computational methods help us understand how the Holocaust is remembered on social media? This paper presents a methodological and a conceptual framework for identifying platform-specific memory work. The three-step method includes a) the use of data mining and NLP tools for building topical dictionaries, b) qualitative evaluation of these dictionaries for designing search phrases, and c) querying social media platforms for building large-scale corpora that demarcate the spaces where the Holocaust is discussed over time. Since social media affordances lump together various actors, pragmatics and uses, our conceptual framework distils commemorative from non-commemorative speech and identifies types of “mnemonic dialect”. We do so by analyzing the *temporality*, *direction* and *uniqueness* of texts and technological affordances. We demonstrate our framework by analyzing a dataset of 5.3m comments to 47k Facebook posts of Israeli Knesset Members, collected between 2015-2017.