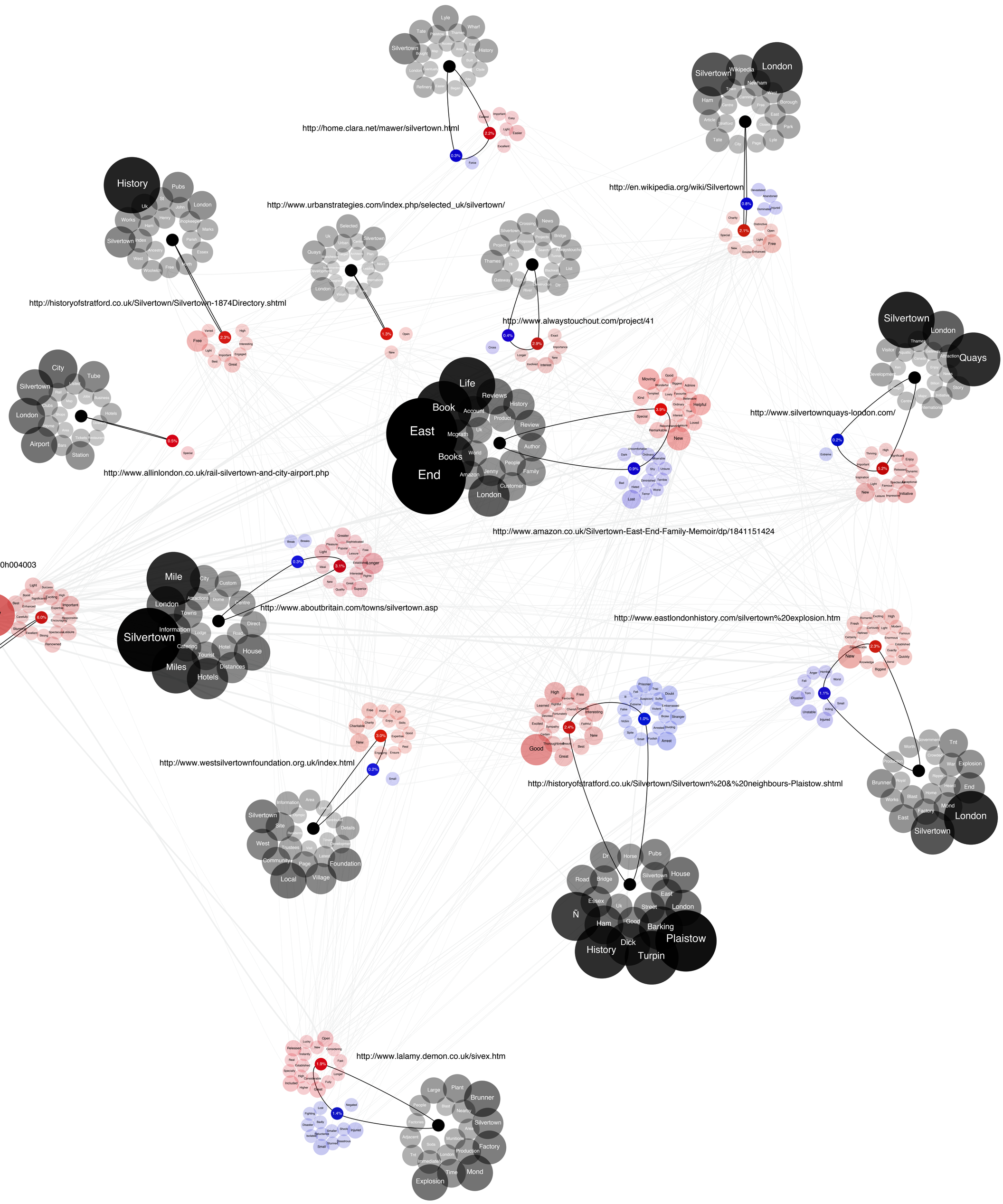
Silvertown Affect Map
2nd October 2007

AFFECT BROWSER

Made using the Affect Browser software
http://softhook.com/affect.htm
Christian Nold 2007



Shared Affect Words:

New
Enjoy
Important
Spectacular
High
Light
Released
Famous
Leisure
Extreme
Free
Enhanced
Open
Special
Charity
Greater
Injured
Great
Longer
Considerable
Real
Established
Small
Disaster
Lost
Good
Biggest
Interest
Tempted
Favourite
Worst
Excellent
Exciting
Fell
Interesting
Best
Expertise

Websites examined:

http://www.silvertownquays-london.com/
http://en.wikipedia.org/wiki/Silvertown
http://www.lalamy.demon.co.uk/sivex.htm
http://www.amazon.co.uk/Silvertown-East-End-Family-Memoir/dp/1841151424
http://www.aboutbritain.com/towns/silvertown.asp
http://home.clara.net/mawer/silvertown.html
http://www.eastlondonhistory.com/silvertown%20explosion.htm
http://www.allinlondon.co.uk/rail-silvertown-and-city-airport.php
http://historyofstratford.co.uk/Silvertown/Silvertown-1874Directory.shtml
http://historyofstratford.co.uk/Silvertown/Silvertown%20&%20neighbours-Plaistow.shtml
http://www.alwaystouchout.com/project/41
http://www.urbanstrategies.com/index.php/selected_uk/silvertown/
http://www.westsilvertownfoundation.org.uk/index.html
http://www.lda.gov.uk/server/show/nav.00100h004003

Preliminary Observations:

The website URLs were gathered by doing a number of Google searches on the term Silvertown as well as some local subterms.

In terms of frequency the websites seem to fall into these categories:

1 Land Developer websites
2 Government websites
3 Websites about the history of Silvertown
4 Transport links
5 Community Links

Previous studies using this software have indicated that a mix of positive and negative affect words is a good indicator of a websites "sociality". This concept is based on the notion that sociality requires free speech which is expressed as both positive and negative emotions. Those websites that allow people to express negative emotions are thus more social and conducive to democratic speech. The developers websites use a huge number of positive affect words such as new, exciting and important and use virtually no negatives affect terms. They thus represent very low sociality.

The only Silvertown related websites that contain a healthy balance between positive and negative affect words are focused on the history of the area in particular the explosion of the gunpowder factory. This seems to indicate that the Silvertown internet discussion is focused on its past rather than its present or future.

Notes:
Local schools and community websites were not found when searching using local area terms, indicating either that bad search terms are being used or that the sites are not promoted very well.