

# **The *Wiener Salonblatt* as a PR instrument and social network of the Habsburg nobility**

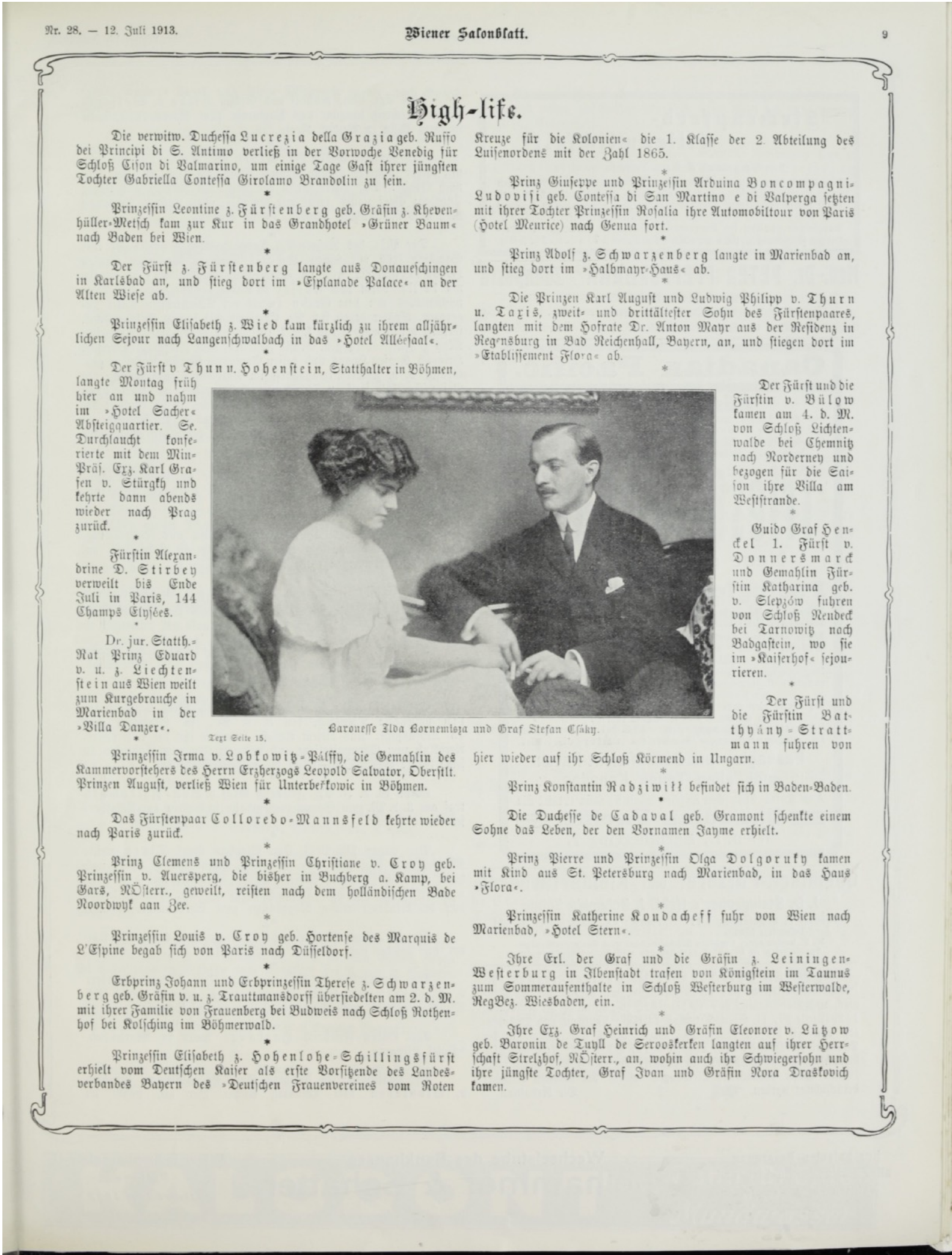
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# A gossip magazine

„The Austrian version of Bridgerton“





# A Social Network?



- Published 1870-1938
- (Bi)Weekly illustrated salon magazine
- Known for:
  - Gossip
  - Music reviews (Hugo Wolf!)
  - Portrait photographs
  - Ball coverage

Se. Erz. Hans Graf v. Wilczek weilt auf seinem Schlosse Mosham, Post Mauterndorf, bei Salzburg. — Sein Sohn Graf Hans v. Wilczek langte dieser Tage in Salzburg im »Hotel Europe« an. — Die Gräfin v. Wilczek-Rinsky befindet sich in Wien.

\*

Der Fürstin v. u. z. Trauttmansdorff geb. Josefine Markgräfin v. Pallavicini wurde gestattet, den bayer. Theresien-Orden und den päpstl. Orden vom Heiligen Grabe 1. Kl., der Prinzessin Hanna v. u. z. Liechtenstein und der Sophie Gräfin v. Wallis geb. Gräfin Pálffy das päpstl. Ehrenkreuz »pro ecclesia et pontifice«, annehmen und tragen zu dürfen.

Es fanden kleinere Soirées dansantes statt: bei Graf und Gräfin Lanckoroński, bei Gräfin Alice Hoyos-Whitehead und bei Baron und Baronin Ringhoffer-Seybel.

# Karl Kraus and the *Salonblatt*

a love & hate relationship



„Revue der Ankömmlinge und Emporkömmlinge“

„...in den Closets der vornehmsten aristokratischen Häuser aufliegende Zeitschrift...“

„...den Angelegenheiten der Aristokratie und des Balletts dienende[s] Schmutzblättchen“



# Research Goals



# Qualitative Content Analysis

- How was the transformation of the Habsburg nobility reflected by the messages posted in the *Wiener Salonblatt*?
- How did the self-presentation develop over the years?
- Which (spatio-temporal) trends can be extracted from the messages?





# Historical Network Analysis

- Who were the most important/prominent protagonists?
- How were the protagonists connected?
- Is the separation of high aristocracy and low nobility replicable in this network?
- Which cliques existed within the Habsburg nobility?

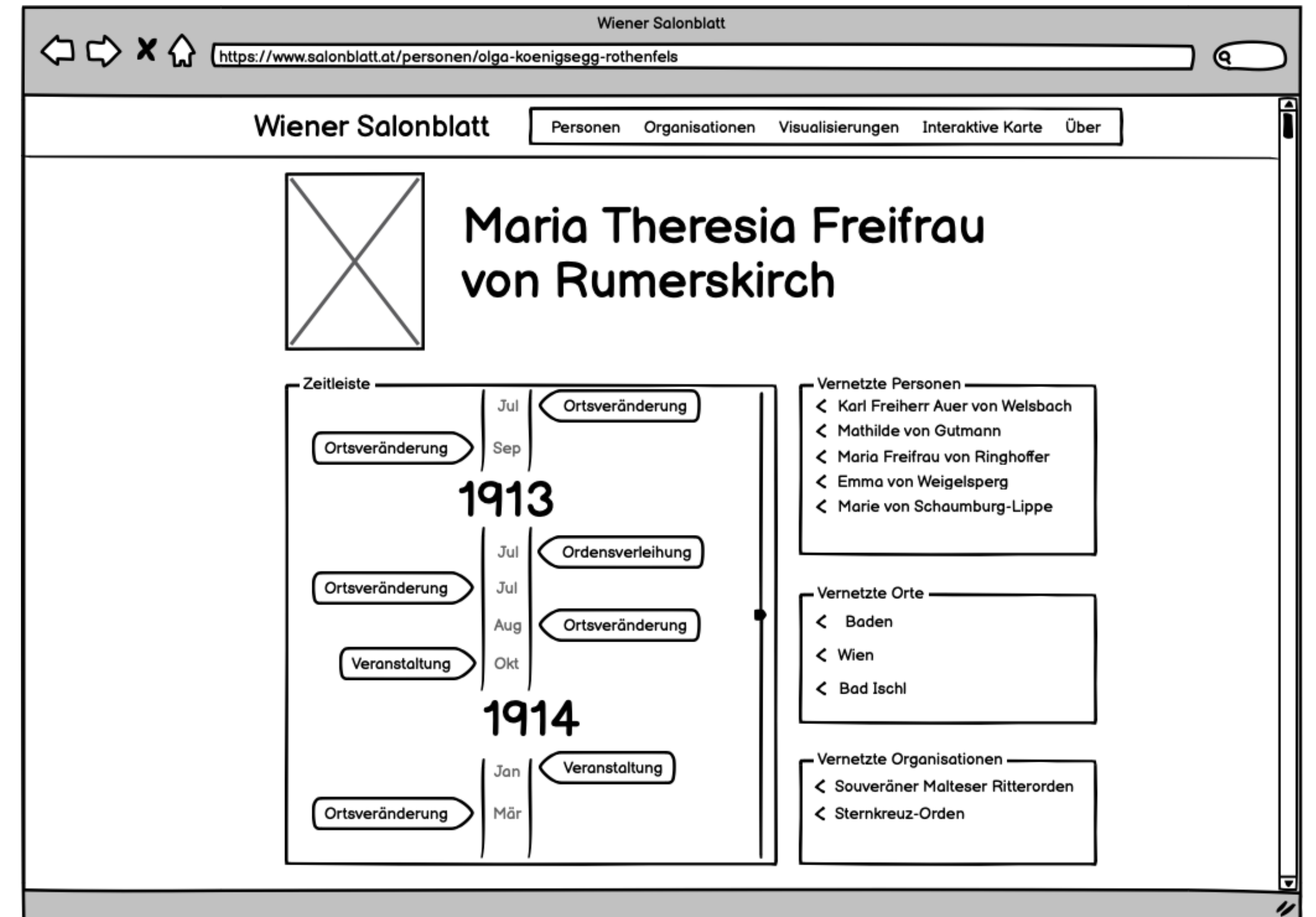




# Goal



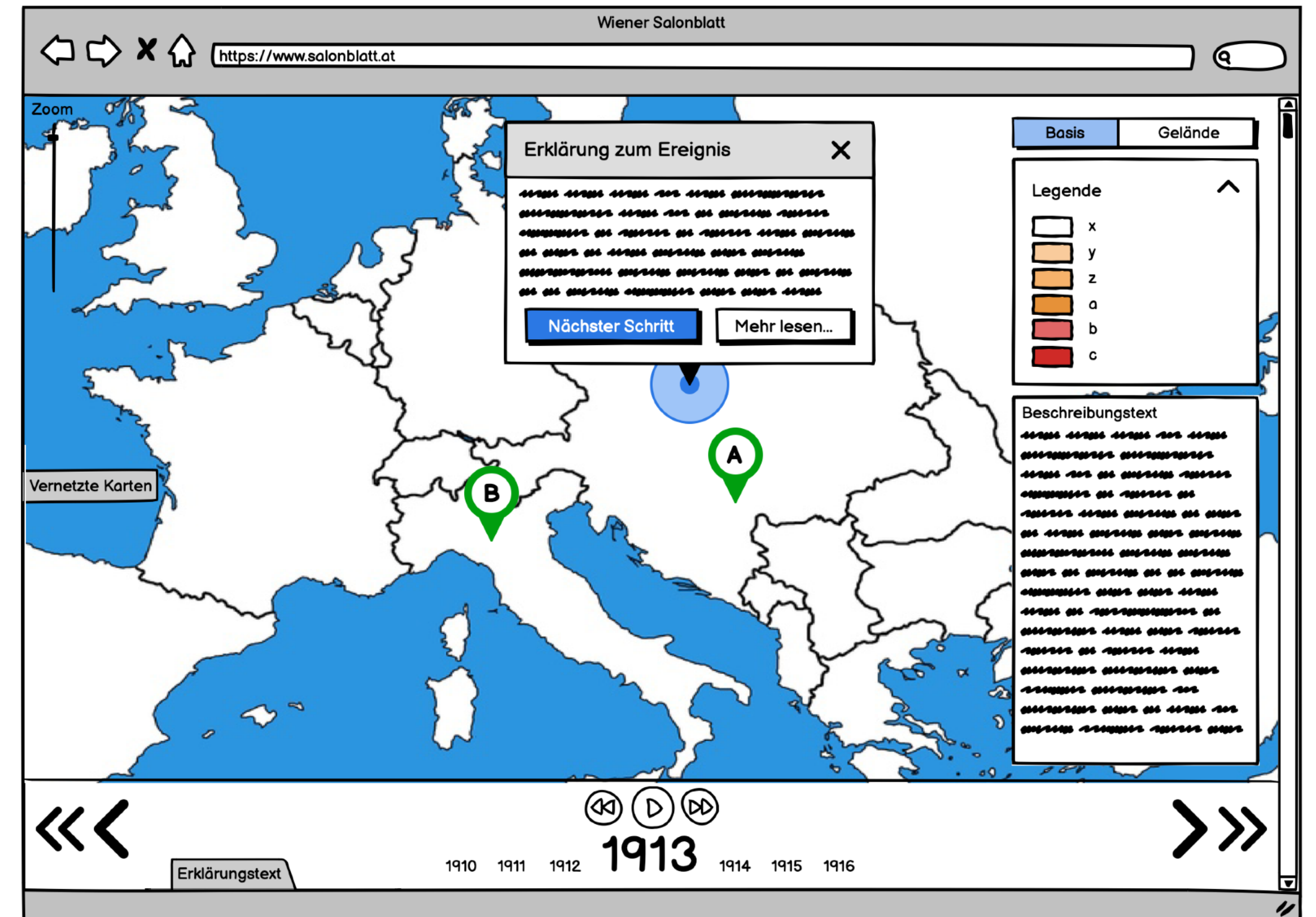
- Factoid-based digital prosopography with an interactive web interface
- Linked database with persons, locations, organizations etc.
- Interactive map & timeline



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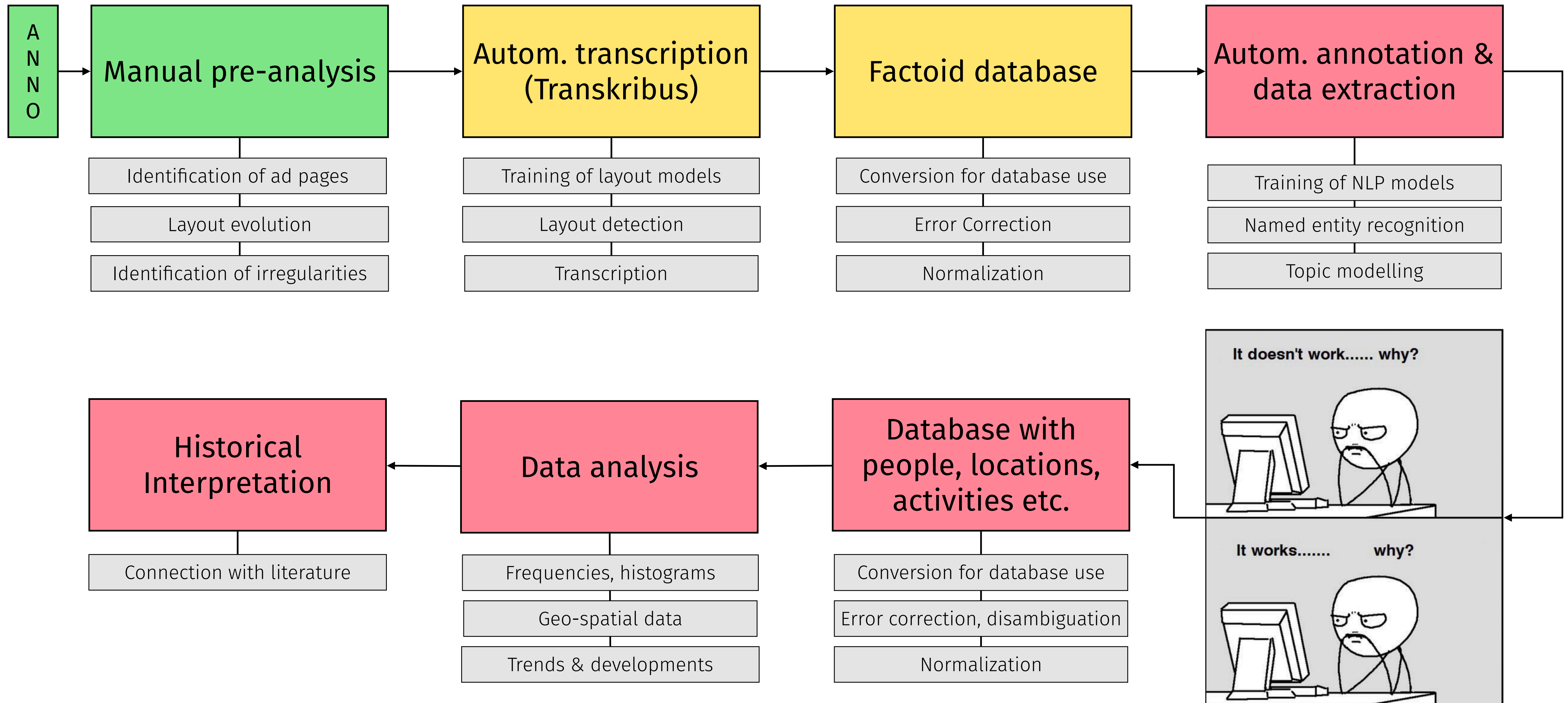
# The *Salonblatt* as a dataset



**2.731 Issues**  
**48.430 Pages**  
**~250.000 Factoids**

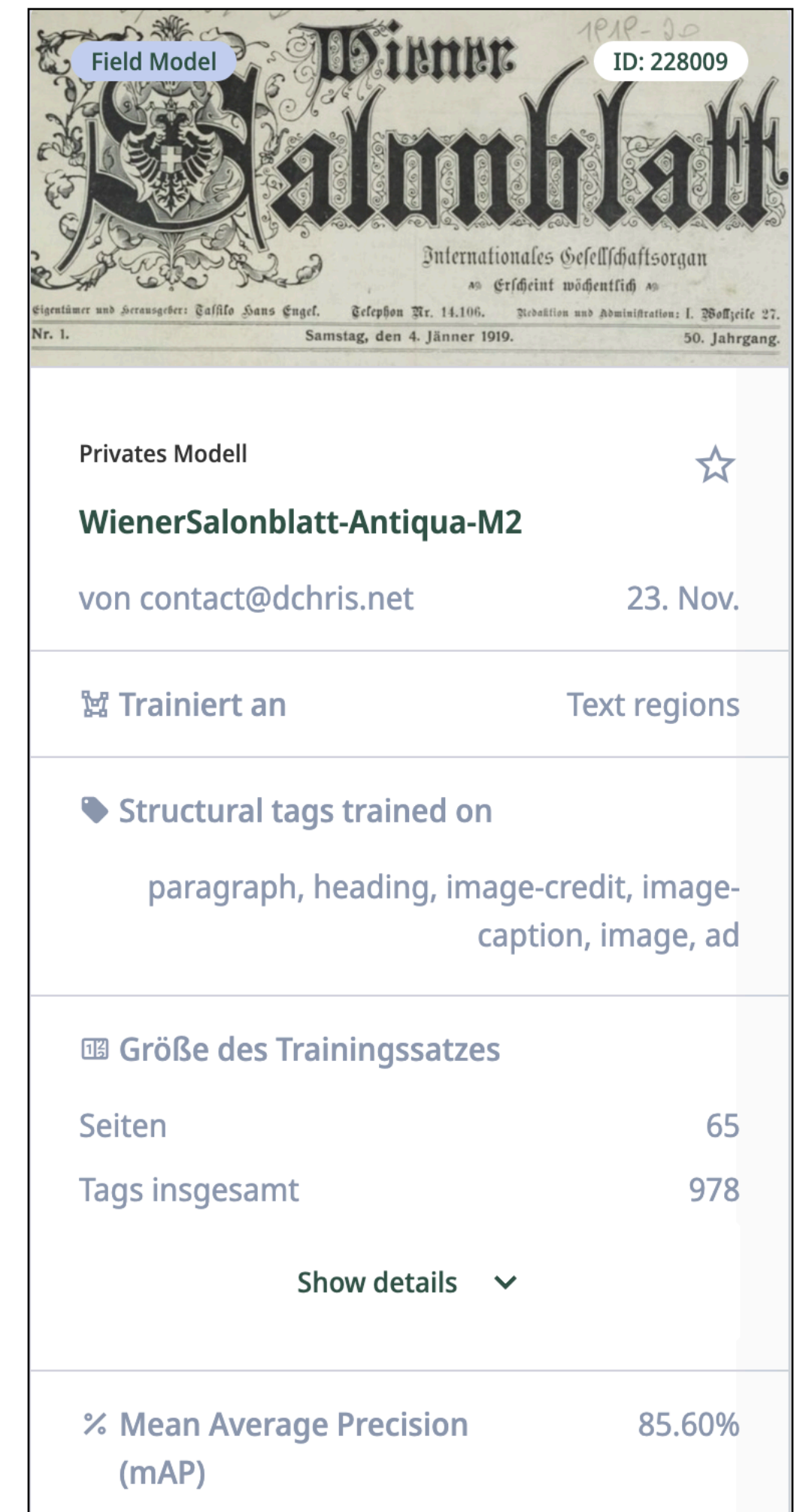
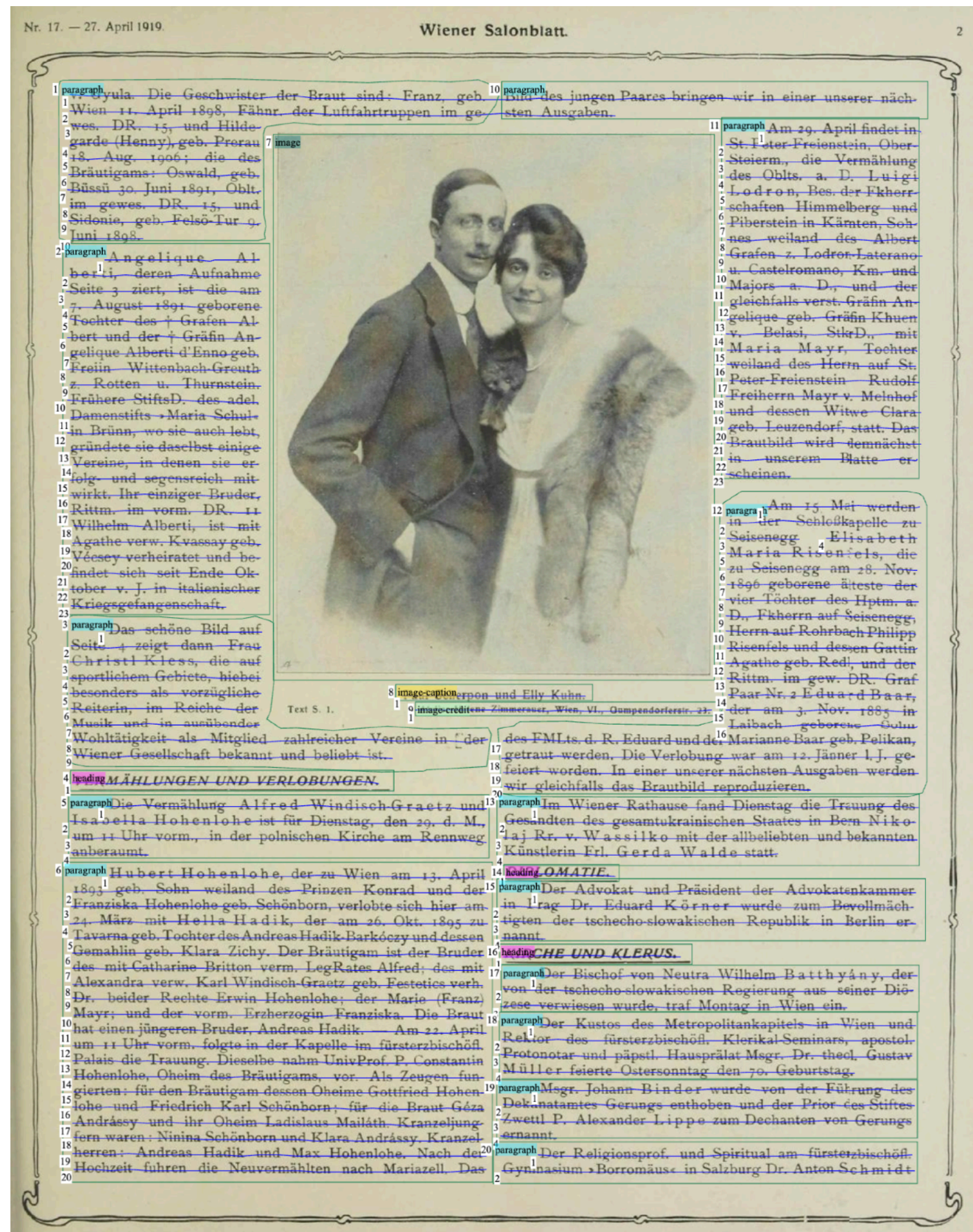


# Data Processing Pipeline





# Transkribus Layout Model





# Factoid Database

Factoids

localhost

jupyter TextExtractionfromTranskribusXML Last Checkpoint: 3 hours ago

File Edit View Run Kernel Settings Help

Not Trusted

Code

JupyterLab Python 3 (ipykernel)

Extract all the "paragraph" sections (= text)

```
[40]: from bs4 import BeautifulSoup
import re
import sqlite3
import os

#set the folder (NO NUMBERS IN FOLDER NAME!!)
xml_folder = "xml-files"

# get a list of xml files in the folder
xml_files = [file for file in os.listdir(xml_folder) if file.lower().endswith('.xml')]
filecount = 0

#prepare database
conn = sqlite3.connect('factoiddb.sqlite')
cur = conn.cursor()

#default text for factoidedited database field
emptytext = 'empty'

#open all xml files in the folder
for xml_file in xml_files:
    xml_file_path = os.path.join(xml_folder, xml_file)

    #extract the issue date from the filename
    issue = re.findall('[0-9]+', xml_file_path)[0]
    issue_reformatted = issue[0:4] + '-' + issue[4:6] + '-' + issue[6:]

    #get issue id from database
    cur.execute ('''SELECT id FROM Issues WHERE date = ?''', (issue_reformatted,))
    issue_id = cur.fetchone()[0]

    #open xml file
    with open(xml_file_path, 'r') as f:
        data = f.read()

    xml_data = BeautifulSoup(data, 'xml')
    #prepare list of all paragraphs
    paragraphs = []
```

DB Browser for SQLite - /Users/christian/Nextcloud/Uni/Python/factoiddb.sqlite

New Database Open Database Write Changes Revert Changes Undo Open Project Save Project Attach Database Close Database

Database Structure Browse Data Edit Pragma Execute SQL

Table: Factoids

	id	issue_id	status	pagenumber	factoidtextoriginal	factoidtextedited	coordinates
	Filter	Filter	Filter	Filter	Filter	Filter	
1	1	2220	new	2	Schloß Wartegg, der neue ...	Schloß Wartegg, der neue ...	1331,639 2355,539 2355,1506 1331,1806
2	2	2220	new	2	Königin Viktoria Eugenia von ...	Königin Viktoria Eugenia von ...	1335,1510 2357,1510 2357,1710 1335,1710
3	3	2220	new	2	Die Königin von Italien empfing ...	empty	1330,1711 2354,1711 2354,1859 1330,1859
4	4	2220	new	2	Die Königin-Mutter der ...	empty	1328,1876 2354,1876 2354,2120 1328,2120
5	5	2220	new	2	König Ludwig von Bayern verlie...	empty	1336,2125 2358,2125 2358,2244 ...
6	6	2220	new	2	Die Königin von Rumänien kehrt...	empty	1332,2246 2353,2246 2353,2414 ...
7	7	2220	new	2	Der Herzog von Oporto, der in ...	empty	1326,2407 2350,2407 2350,2520 ...
8	8	2220	new	2	Herzog Alexander von Oldenbur...	empty	1335,2534 2357,2534 2357,2617 1335,2617
9	9	2220	new	2	Der Präsident der poln. Republik...	Der Präsident der poln. ...	1329,2616 2360,2616 2360,2812 1329,2812
10	10	2220	new	2	Die Gemahlin des früheren ...	Die Gemahlin des früheren ...	1335,2813 2361,2813 2361,3137 1335,3137
11	11	2220	new	3	stadt geboren wurde, und Micha...	empty	147,521 1168,521 1168,604 147,604
12	12	2220	new	3	Die Landesregierung in Laibach ...	Die Landesregierung in Laiba...	160,609 674,609 674,1253 160,1253
13	13	2220	new	3	Ihre Exz. Freiherr Eras- mus ...	Ihre Exz. Freiherr Erasmus ...	157,1256 681,1256 681,1557 157,1557
14	14	2220	new	3	Olga Gräfin Kolow- rat geb. Gräfin...	empty	161,1569 671,1569 671,1754 161,1754
15	15	2220	new	3	Gräfin Maximilian v. Büdingen ...	Gräfin Maximilian v. Büdinge...	162,1758 682,1758 682,1954 162,1954
16	16	2220	new	3	In der am 4. d. M. statt- gehabte...	In der am 4. d. M. stattgehabt...	164,1994 1169,1994 1169,2217 164,2217
17	17	2220	new	3	Hofrat Karl Planck Edl. v. ...	Hofrat Karl Planck Edl. v. ...	168,2226 1167,2226 1167,2355 168,2355
18	18	2220	new	3	Der Bezüptn. in Karlsbad ...	empty	164,2391 1172,2391 1172,2515 164,2515
19	19	2220	new	3	Frau Anna v. u. z. Goldegg kehrte...	empty	171,2515 1162,2515 1162,2624 171,2624
20	20	2220	new	3	Dem früheren Prof. an der Univ. ...	empty	160,2636 1162,2636 1162,2829 160,2829
21	21	2220	new	3	Der Bürgermeister von Münche...	empty	167,2830 1174,2830 1174,2948 167,2948
22	22	2220	new	3	An Stelle des Oberstitz. Karl v. ...	An Stelle des Oberstitz. Karl v...	165,2955 1166,2955 1166,3150 165,3150
23	23	2220	new	3	Der deutschösterr. Nationalrat ...	Der deutschösterr. Nationalra...	1189,351 1189,610 1230,629 1641,631 ...
24	24	2220	new	3	Der Chef der amerik. ...	empty	1689,922 2203,922 2203,1081 1689,1081
25	25	2220	new	3	Frau Kitty Kossak Übersiedelte ...	Frau Kitty Kossak Übersiedelt...	1682,1081 2198,1081 2198,1232 1682,1232
26	26	2220	new	3	Statth.KonzPrakt. Alex- ander ...	empty	1682,1236 2195,1236 2195,1392 1682,1392
27	27	2220	new	3	Den Stadträten BegBat Heinrich ...	Den Stadträten BegBat ...	1680,1395 2198,1398 2198,1755 1680,1755
28	28	2220	new	3	Verliehen wurde in der ...	Verliehen wurde in der ...	1197,2018 1185,2077 2059,2087 2188,207...
29	29	2220	new	3	Die schöne Erbprinzeßin Agathe...	Die schöne Erbprinzeßin ...	1181,2145 2202,2145 2202,2599 1181,2599
30	30	2220	new	3	In der Nr. 11 vom 15. März 1. J. ...	In der Nr. 11 vom 15. März 1. ...	1182,2601 2195,2601 2195,2907 1182,2907
31	31	2220	new	3	Die Bilder auf den Seiten 3 und 4...	empty	1178,2914 2197,2914 2197,3149 1178,3149
32	32	2220	new	4	der 10 Jahre in Berlin und 5 Jah...	der 10 Jahre in Berlin und 5 ...	271,339 292,513 1299,513 1299,574 ...
33	33	2220	new	4	Der hiesige Bevoll- mächtigte de...	Der hiesige Bevollmächtigte d...	276,1377 755,1377 755,1761 276,1761
34	34	2220	new	4	General Hallier, franz. ...	General Hallier, franz. ...	285,1768 758,1768 758,2031 1307,2040 ...

1 - 34 of 348

Go to: 1

Editing row=2, column=6  
Type: Text / Numeric; Size: 227 character(s)

Identity Select an identity to connect

DBHub.io Local Current Database

Name Last modified

SQL Log Plot DB Schema Remote

UTF-8



# Findings

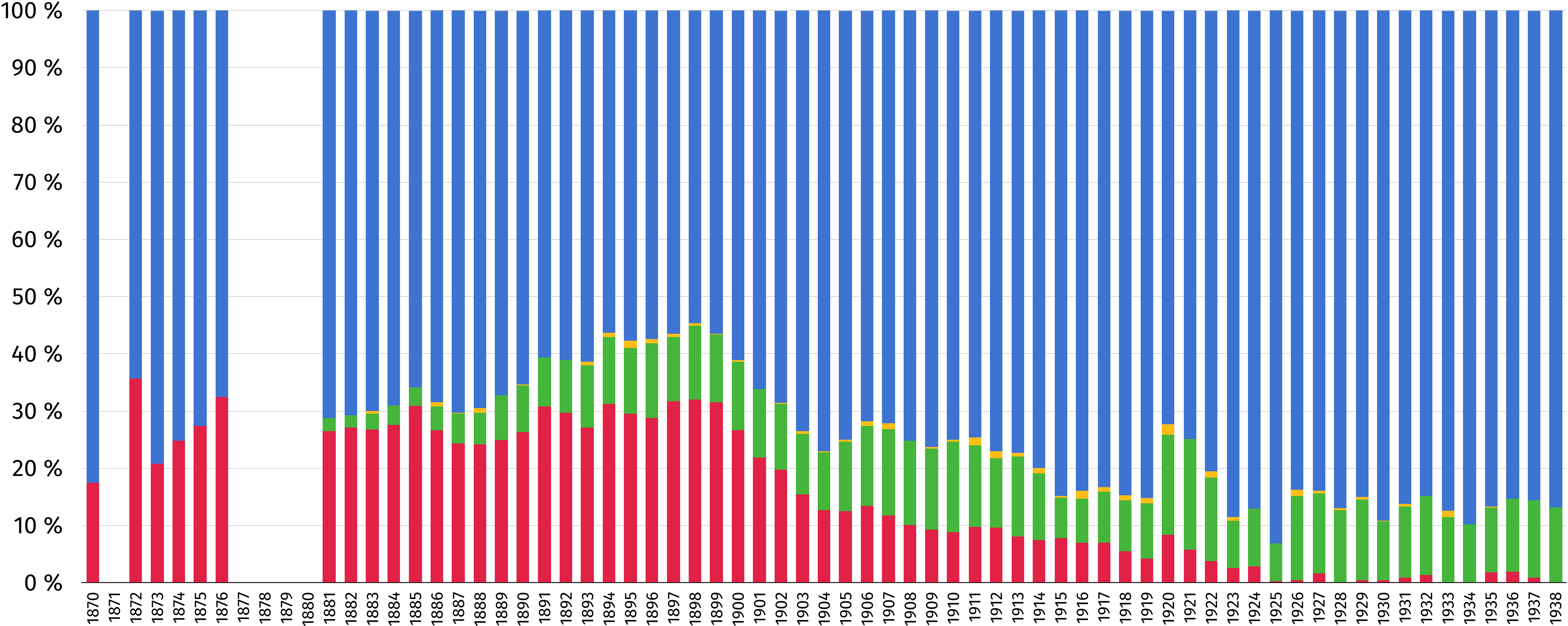
(so far)

# Evaluation of Ads

Average ratio of ads/content per year

- Content
- Full page ads
- Ads on content pages
- Ad pages at the end

~9,000 ad pages

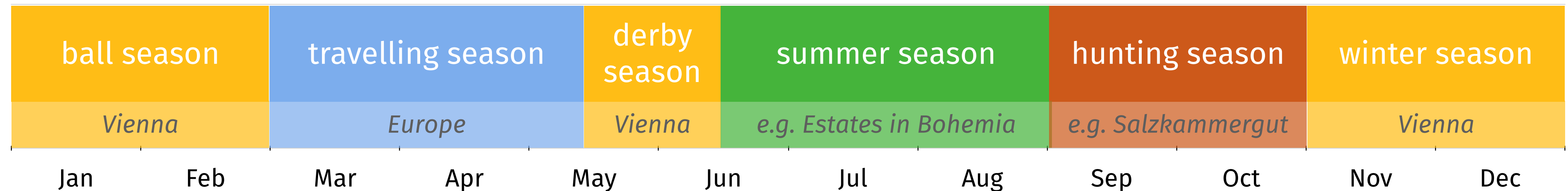




# The Aristocratic Calendar



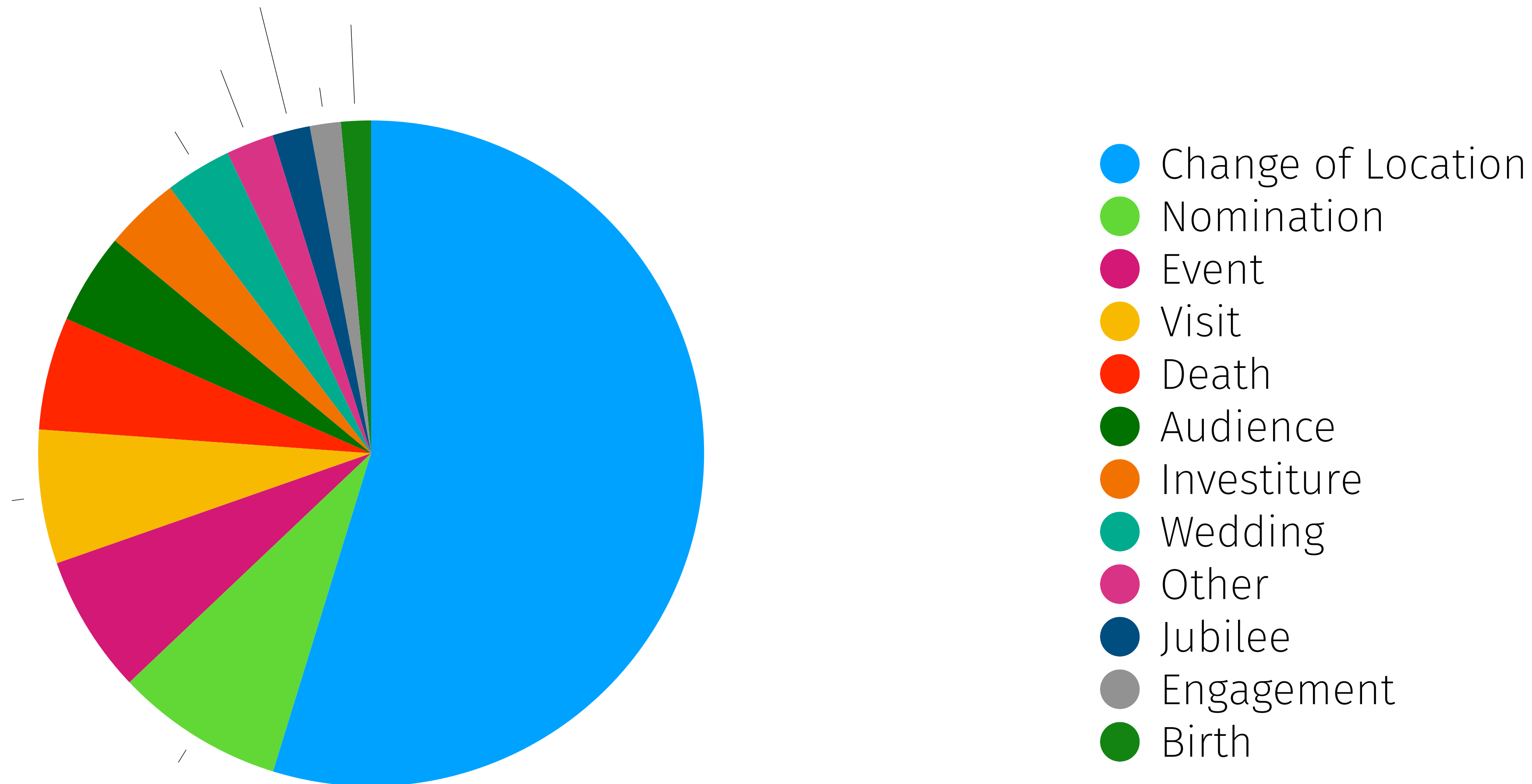
- Many aristocrats followed the same yearly schedule:



- When the aristocrats were in Vienna, the amount of ads in the *Salonblatt* was significantly higher
- No such pattern for other (non-aristocratic) magazines

# Topics

Snapshot from 1913



(33 categories in total)



# Titles of Nobility

after the law of abolishment of the nobility in 1919



# Questions? Ask!



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