

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2020

Description of seminars

Veranstalter*in:

Lecturer: Prof. Dr. Cornelius Puschmann

Titel (dt.):

Titel (engl.): Automated Text Analysis

Beschreibung:

Description:

How do politically charged concepts change over time? What topics are covered in press articles on the financial crisis? What attitudes do users express on right-wing populist Facebook pages? How emotional are political discourses on Twitter? Computer-assisted methods for the analysis of text data are increasingly gaining importance within the social sciences. Techniques such as dictionary analysis, but also sentiment analysis, and the support of quantitative content analysis with machine learning methods, are useful tools for the investigation of research questions within communication and media research, but also in political science and sociology. Large data sets can be systematically evaluated with these and other methods, but this requires a combination of different skills, ranging from adequate sampling of data and its storage, to the selection of meaningful analysis methods and the appropriate interpretation of the results.

This seminar provides an in-depth introduction to automatic text analysis procedures based on the statistical open source programming environment R (www.r-project.org) and the R package *quanteda* (quanteda.io). The course combines a condensed methodological introduction to text analysis (For which questions are computer-aided procedures suitable? How to develop a research project?) with project work, within which work on research-related tasks. An overview of issues and data corpora is given at the beginning of the seminar. Central method texts will also be made available in advance via StudIP.

While programming knowledge is not strictly required, previous knowledge of R will make it easier to get started. Participants should definitely be willing to learn programming with R. Basic knowledge of empirical data collection and statistics are assumed as well as an interest in developing and presenting an independent project in a team.

Literatur:

Literature:

Puschmann, Cornelius & Haim, Mario (2019). Automated Content Analysis with R. <https://www.content-analysis-with-r.com/>