Fachbereich 9 - Medienstudiengänge
Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2021
Description of seminars

Veranstalter*in: *Lecturer:*	Dr. Felix Frey
Titel (dt.):	
Titel (engl.):	Exercise in computational methods: Automated content analysis using R

Beschreibung *(Description):*

Content analysis has been indispensable part of the repertoire of communication science's research methods since its beginnings as an academic discipline. After being used primarily in the field of journalism and public relations research, the digital transformation of the public sphere (and also of private communication) has opened up new areas and opportunities for content analytic research. While traditional, manual content analysis can be fruitfully applied here as well (e.g., to analyze user comments in social media), the digital form of existence of these data, their ubiquity and sheer volume, and the availability and usability of appropriate tools/software suggest the application of automated, computer-based approaches to content analysis.

In the first part of the seminar, we will discuss the methodological foundations of automated content analysis, its potential and limitations (especially in comparison to manual approaches), and ethical considerations in this type of research.

The second part is dedicated to learning the basics of how to conduct automated content analysis in practice, alternating lecture sections, discussion of example studies, and hands-on exercises. After a "quick and dirty" introduction to R and RStudio, participants will learn

- how to extract content (especially text data) from websites and social media platforms,

- how to build and manage text corpora and prepare data for analysis, and

- how to perform and interpret dictionary-based analyses, sentiment analyses, topic modeling, and supervised machine learning analyses.

In the third part, students will have the opportunity to work on (group) research projects of their choice.

Literatur (*Literature):*

Puschmann, C. & Haim, M. (2019). *Automated content analysis with R.* https://content-analysis-with-r.com

Scharkow, M. (2017). Content analysis, automatic. In J. Matthes, C. S. Davis, & R. F. Potter (Eds). *The international encyclopedia of communication research methods*. New York, NY: Wiley.