Fachbereich 9 - Medienstudiengänge

Department 9   - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2021

Description of seminars

Veranstalter*in: Yuru Li

Lecturer:

Titel (dt.):   Big Data und politische Kommunikation

Titel (engl.):   Big data and political communication

Beschreibung:

Description:

This is an exciting era and also an era of big data. Data science allows us to observe more and more complex behaviour patterns of human society from data. Data-based technology determines the future of mankind, but it is not the data itself that changes our world, but our increase in available knowledge that is decisive. The era of big data has come to us, what is big data? How will it change our political life? What profound impact will it have on government management, political activities, media ecology, and personal life? How can we embrace big data? Big data craze has become an indisputable fact, but around the related concepts, social influence, and future trends of big data, especially for the development and reform of social media in the information age, how do we obtain data, analyze and apply it to solve society and politic issues have become new opportunities and challenges facing academia, especially in the field of political communication, how to embrace big data and meet the changes and innovations in the era of big data, big data will help social science research.

This course consists of several modules, including computer-assisted content analysis, sentiment analysis based on dictionary or machine learning, topic modelling, social network analysis in the field of democracy/populism, political sentiments, discourse studies, opinion leader studies. Each module has both theoretical study and methodological practice in the context of political communication studies. Related papers, dataset, and free software would be given in advance, reading the reserved literature in advance is an effective way for participating in the class.

This seminar provides an in-depth understanding of big data in the current digital world, especially in the communication field. This course combines solid theoretical frameworks and related condensed methodological introduction. By taking this course, participants would have a relatively complete view of how to use big data to do political communication studies. In specific, they could have a clear idea about adopting which theories and how to use different software to achieve their research aims. The practice involving data analysis will be operated through visualization software, mainly KNIME, Ucinet and Gephi, under the guidance of the instructor, and no programming knowledge is required.

Literatur:

Jungherr, A., Rivero, G., & Gayo-Avello, D. (2020). *Retooling Politics: How Digital Media Are Shaping Democracy*. Cambridge: Cambridge University Press. doi:10.1017/9781108297820

Marcus, G. E. (2010). *Sentimental citizen: Emotion in democratic politics*. Penn State Press.

Johnstone, B. (2017). *Discourse analysis*. John Wiley & Sons.

Paltridge, B. (2012). *Discourse analysis: An introduction*. Bloomsbury Publishing.

Li, F., & Du, T. C. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision support systems*, *51*(1), 190-197.

Rehurek, R., & Sojka, P. (2010). Software framework for topic modelling with large corpora. In *In Proceedings of the LREC 2010 workshop on new challenges for NLP frameworks*.

Feldman, R. (2013). Techniques and applications for sentiment analysis. *Communications of the ACM*, *56*(4), 82-89.

Wasserman, S., & Faust, K. (1994). Social network analysis: Methods and applications.

KNIME Workbench Guide: https://docs.knime.com/latest/analytics_platform_workbench_guide/index.html