

## Fachbereich 9 - Medienstudiengänge

*Department 9 - Media Courses*

### Kommentar zur Lehrveranstaltung im SoSe 2022

*Description of seminars*

**Veranstalter\*in:** Yuru Li

*Lecturer:*

**Titel (dt.):**

**Titel (engl.):** Web scraping and text analysis on R

**Beschreibung:**

*Description:*

Social media has increasingly become a part of our work and life, and the massive data generated by it provides very valuable material for academic research or business analysis. This course will introduce methods to get data from Twitter via API, and learn how to scrape data via general methods for websites without API. In addition, since the data on social media sites is mostly text data, we will also introduce text analysis methods such as sentiment analysis, computer-aided content analysis, topic models, etc. This course is based on the R language. At the beginning of the course, there will be a short-term training in basic R grammar, and then start to learn the basic content of this course. So no programming background is required.

**Literatur:**

*Literature:*