

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2022/23

Description of seminars

Veranstalter*in: Yuru Li

Lecturer:

Titel (dt.):

Titel (engl.):

(immer

angeben)

Data collection and text analysis with R

Beschreibung:

Description:

With the development of social media and digital media, it provides us with large-scale data from websites and social media. By adopting computational methods, we could have insight from the large-scale nonstructural data. Compare to traditional survey data, computational methods could overcome biased problems with less effort. During this seminar, participants will learn how to collect data from Twitter and websites, and how to do text mining via computational methods, e.g. word frequency, sentiment analysis, topic modelling, and word embedding.

This seminar will include 3 parts: paper reading, method learning, and project practising. During the class, the lecturer mainly teaches methods, and participants need to read papers and practice codes after class in groups. In the end, every group has to present their own projects by using methods learned in class. During the whole process, it's possible to book the lecturer's hours to have a discussion or solve problems. Participants will get 3 CPs by participating in the team project and get a grade and additional 3 CPs by writing a term paper. The programming skill is not necessary, before the class, some basic programming introduction will be sent to participants for self-study.

Literatur:

Literature:

Vayansky, I., & Kumar, S. A. (2020). A review of topic modeling methods. *Information Systems*, 94, 101582.

Drus, Z., & Khalid, H. (2019). Sentiment analysis in social media and its application: Systematic literature review. *Procedia Computer Science*, 161, 707-714.

Mansour, S. (2018). Social media analysis of user's responses to terrorism using sentiment analysis and text mining. *Procedia Computer Science*, 140, 95-103.

Heidenreich, T., Lind, F., Eberl, J. M., & Boomgaarden, H. G. (2019). Media framing dynamics of the 'European refugee crisis': A comparative topic modelling approach. *Journal of Refugee Studies*, 32(Special_Issue_1), i172-i182.