

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2024/2025

Description of seminars

Veranstalter*in: Yuru Li

Lecturer:

Titel (dt.): **Data collection and analysis on social media**

Titel (engl.): **Data collection and analysis on social media**
(immer
angeben)

Beschreibung:

Description:

The development of social media and digital media provides us with large-scale data from websites and social media. By adopting computational methods, we could have insight from 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 social media, e.g. TikTok, Instagram, LinkedIn, X, Douyin, and how to do text mining and visual analysis via computational methods, e.g. sentiment analysis, and topic modeling, image captioning, zero-shot classification. The programming language used in this class is Python, and at the beginning of this class, the lecturer will teach some basic python grammar, so there are no requirements for participants' programming skills.

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 by writing a term paper.

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.