Digital Humanities Curricular Development

Faculty Development

Fall 2017

Pilot/Practice Digital Content Analysis

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Research Methods in the Social Sciences

SOCI 016B

Professor Daniel Laurison

Fall 2017, TTh 9:55a -11:10a, Kohlberg 228

<p style="text-align:center">**Pilot/Practice Digital Content Analysis**</p>

<p style="text-align:center">**DUE: October 3rd, 2017 by 9:55am**</p>

<p style="text-align:center">**HOW: In your Google Drive folder for this class**</p>

Pick a sample of social media content (from Facebook, Twitter, Reddit, Tumblr, or any other social media platform with which you are familiar and that is substantially/primarily text rather than images) that consists of at least 10 posts, tweets, or comments totaling at least 250 words.

You may do this by simply copying and pasting posts from a web browser, or by using R (or another tool) to grab a sample (screenshotting is OK too but will limit your options for analysis).

Choose an analytic strategy: you might hand-code, read holistically, use comments in Word, use software such as Atlas.ti, or calculate sentiment or other attributes using R (or another tool?).

Whatever your approach, you'll hand in three things:

1. A memo of around 750 words describing what you wanted to know or thought you might find, how you chose your sample and why, what you found (be thoughtful about how or whether your findings are generalizable), and how you might improve on it in further research.

2. The text you analyzed.

3. Documentation/representation of your coding/analytic strategy. This may be combined with 2, i.e. you might print out a Word document with all the text and the comments where you're making notes about it, or output from R that includes both the text of tweets you analyzed and their sentiment score, etc.