

Theory on Demand #32

Networked Content Analysis: The Case of Climate Change

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Climate change is one of the key societal challenges of our times, and its debate takes place across scientific disciplines and into the public realm, traversing platforms, sources, and fields of study. The analysis of such mediated debates has a strong tradition, which started in communication science and has since then been applied across a wide range of academic disciplines.

So-called 'content analysis' provides a means to study (mass) media content in many media shapes and formats to retrieve signs of the zeitgeist, such as cultural phenomena, representation of certain groups, and the resonance of political viewpoints. In the era of big data and digital culture, in which websites and social media platforms produce massive amounts of content and network this through hyperlinks and social media buttons, content analysis needs to become adaptive to the many ways in which digital platforms and engines handle content.

This book introduces Networked Content Analysis as a digital research approach, which offers ways forward for students and researchers who want to work with digital methods and tools to study online content. Besides providing a thorough theoretical framework, the book demonstrates new tools and methods for research through case studies that study the climate change debate with search engines, Twitter, and the encyclopedia project of Wikipedia.

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FOREWORD BY
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