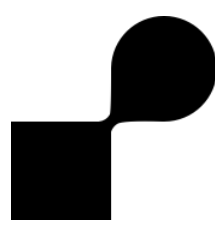


«Critical Social Media Analysis using Mixed Methods»

Political engagement around climate change on YouTube

Dr. Simon David Hirsbrunner, Michael Tebbe
Human-Centered Computing, Institute of Computer Science
Freie Universität Berlin
Session VII, 17 Dec 2020



Recap last session

- Making the case for combining ML and interpretivist approaches (“why”)
 - Interdisciplinary cooperation
 - Opportunities for social sciences and humanities
 - Opportunities for computer and data science
- Ways to combine machine learning and interpretivist approaches (“how”)
 - ML perspectives
 - Social constructivist approaches to data and analysis
- Continuation of group work on projects



Seminar progress / **today**

Seminar

Theory / Methodology Critical Data Science

**Research
questions**

Collection

Exploration

Machine Learning

language
models

clustering /
visualization

**Interpretative
analysis**

**Focused analysis and
selected aspects**

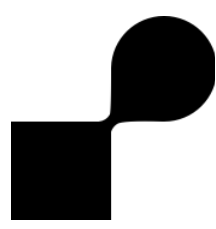
**Paper
writing**

online videos
+ user debates
Material

digital traces of social
interaction
Data

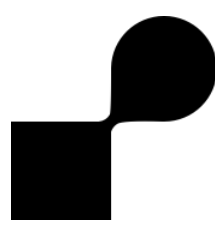
cleaned datasets,
categorized data
Data aggregation

categories and
theoretical elements
Theory building



Plan for today

- Discussing the literature in groups
- Share results in the plenum
- Guidelines for seminar paper abstract
- Continue to work on project



Paper discussion (I)

Relevant paper

Uldam, Julie, and Tina Askanius. "Online Civic Cultures: Debating Climate Change Activism on YouTube." *International Journal of Communication* 7 (2013): 1185–1204.

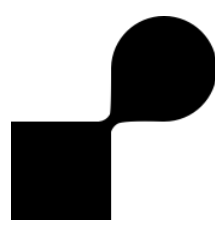
Group discussion

Split into breakout sessions (ca. 5 persons) and discuss one aspect of the paper (30 minutes) indicated in a GSlide (links follow).

- try to make connections to your team project or prior assignments
- Summarize your discussions on the GSlide
- Assign one participant of the group who will share the slide and briefly introduce your main points of your discussion to the plenum (what issue came up? where did you agree / disagree?)

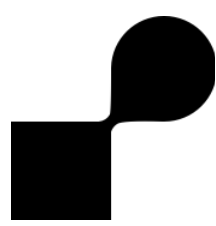
Plenum discussion

- A representative from each group presents main elements to the plenum
- Other group or plenum members can add / discuss further



Paper discussion (II)

- **Group 1**
<https://docs.google.com/presentation/d/116NY1znQF9DrpFuY9VHKqNm0bfacLAr91ZrcXGZx2pl/edit?usp=sharing>
- **Group 2**
https://docs.google.com/presentation/d/1HICbG1wtMoCWRXzZ4SMJUqQPkvV8XBxXRWy_4LYHImw/edit?usp=sharing
- **Group 3**
<https://docs.google.com/presentation/d/1zP5koGEMUPC2IEeyuwP2hnkgAbUy5wZq-tFGxofsig8/edit?usp=sharing>
- **Group 4**
<https://docs.google.com/presentation/d/118itiepuPIIOvkja8WahNmjle61cUeg8lbbSTeUapZ0/edit?usp=sharing>
- **Group 5**
https://docs.google.com/presentation/d/1nqetmKoQBauz1df_bZZ20OmQqtaKkPbVjn09M88t3H4/edit?usp=sharing
- **Group 6**
https://docs.google.com/presentation/d/1tXFYXbgLYUDGfoY5hfVawDNAbtQMj_CRVumOP5bseTg/edit?usp=sharing



Assignment: conceptual abstract for team project

We will take the whole next session (7 Jan 2021) to work on team projects. This means you can further discuss per Discord in your groups, ask instructors for feedback and finalize the abstract of your team project during the session from 4 - 6pm.

You will have to submit the abstract at the end of session 8 (7 Jan 2021, 6pm)

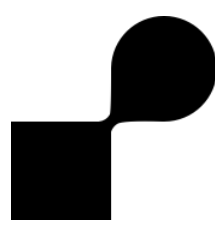
Abstracts can either be submitted as new Github issues (label: project) or as a PDF per e-mail to the instructors.

The abstracts will then be reviewed by your colleagues (assignment for session 9). We will give you more instructions about this process during session 8.

The format of the abstract is 750 words per team describing your research design, incl.

- research questions
- material and data
- technology and methods
- analytical approach

Assignment on Github: https://github.com/FUB-HCC/seminar_critical-social-media-analysis/issues/29



What's up next session?

Finalize abstracts for team projects