Big three:

Can we identify and name taste communities

How stable are they over time

What content do they want

1. I want to find out about X or research X.
2. Which hypothesis can we set up for that (also taking the meeting with Andreas into account)

What are your assumptions? Those become a hypothesis.

Transform your hypothesis into a question 🡪 Research Question

1. I think I can find taste communities.
2. What is a taste community

What communities can I find

What are the features of the communities found

1. H0: Taste communities can be found within the ZDF data

OR

Subquestions

How do you create subquestions?

By answering which things or parts you need to answer your main question.

Given data (ZDF), can taste communities be found.

Hans:

Assumption: Given the ZDF data, I can find taste communities

RQ: What taste communities are available in the ZDF data.

H0: Taste communities can be found within the ZDF data

H1 : Taste communities cannot be found

Sub:

* What are taste communities
* How do we define them
* Which of the available def’s (choose some) fits the ZDF problem best?
* How diverse are they? (you might not get around to this)

What kind of data do I have:

Describe data

How am I use going to use that data

What tools/techniques fit the data best? Research which techniques are available and choose one or a couple that fit.

What does the data look like

How are you approaching the data / question (due to large dataset, I’ll take a sample)

How are you going to analyse the data

With which tools/methods/techniques

Why are these tool/techniques useful (Metric X has been proven to be useful in the case of similar dataset/questions. Technique X (k-means) as a clustering has been proven to provide useful insights into similar problems.

WHAT

WHY

HOW

WITH WHAT

**What kind of diversity is needed to serve niche content**

What are taste communities, how are they formed.

Finding niche communities and the features they hold. (Can we identify niche communities and what are their features?)

Can we identify niche communities

1. Assumption: I think I can find niche communities

RQ: Can we identify niche communities in the ZDF data (by adding: what features contribute to a niche community)

* What are niche communities (echo chambers) / what are communities
* What are the different niche communities to be found in the data (if any)
* If so, what kind of features make them different 🡪 these features are what diversifies

Within the big bag of data, can we see the small subgroups (if so, how and why are established). What makes them a niche group? 🡪 features.

I’m using unsupervised learning for my thesis?

WHY: <Answer>

Which technique?

K-means.

WHY: <Answer>

- Karin’s Literature

- General techniques for finding groups and patterns in data

- How does other research think about or analyse or research group patterns, or communities, taste communities…

Overview of Unsupervised Algorithms:

https://machinelearningmastery.com/clustering-algorithms-with-python/

SO: KISS (Keep It Simple Stupid)

Structure:

Abstract / introduction

State the problem, why is it a problem.

Research question (your introduction leads to this)

* Sub questions
* Hypo’s

Theoretical Framework:

Discuss theory, but also WHY is this part important. Previous research has shown that…

Methods / Approach

Insert the methods you’re using and WHY.

Keep it small and explain why the methods might work.

Discussion:

What am I trying to answer, why. Thing you don’t know yet.

Planning

Week 2: Theoretical Framework

Week 3: …

Week 4: …

Deadline #1: 28th (Wednesday) of April. Improved proposals. Max 2 A4. (Send to me and Max).

Deadline #2: 3rd of May (Monday). Mini Defense. 10 min. Max. (teams invite)

* Why this RQ
* Why this Approach
* Why these techniques

NOTE: Do/start analysis next to writing

Week 2: Friday 7th of May: Hand in draft Theoretical Framework

Week 3: Friday 14th of May: Hand in draft Introduction

Week 4: ….

Sign up for:

<https://students.uu.nl/en/student-life/workshops-skills-lab>