Data Collection & Corpus Building

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Learning Objectives

- Understand why and how to collect textual data to create a corpus.
- Learn how to systematize and organize my data

Key Terminology

- **Data**: The organized information for research. For writing purposes, data will the text(s) in your corpus and the metadata associated with those texts.
- **Corpus (corpora)**: A text, or collection of texts aggregated for research.
- **Metadata**: Data about your data. For example, URLs, author, title, etc.
- **.txt (aka plaintext files)**: Plaintext file formats like .txt remove formatting from a text which can interfere with text analysis tools.
- **.csv (comma separated value)**: A file format that stores tabular data (like an excel spreadsheet) in plaintext where values are separated by commas.

Pre-Research Questions

- What are my research questions and why am I creating a corpus?
- What am I asking my corpus to do?
- What text(s) should form my corpus to answer my research questions?
- How should I logically organize my data/corpus to streamline my research processes and save time?

Creating A Corpus

1. Find and choose a repository or archive that has the data and text(s) that I require to answer my research questions.
2. Retrieve the texts that I will put into my corpus. **Do not** do so blindly, be sure to read through the texts as well as assembling a corpus.
    a. Texts can be **directly related** to my research question or **randomly selected** if I desire sampling from a larger body of work for exploratory purposes.
3. Download and store your data in a **systematic** way to streamline the analyzation process. A well-designed storage system will **save time**, especially with large corpora.

Storing Your Corpus

- Use citation software (e.g., Zotero) to organize and store your corpus.
- Put all of your texts in the same **folder**.
- Follow a **systematic naming convention** for your texts so it is clear from a quick glance what the file name is from the filename.
  - Remove spaces from your document name - use underscores or dashes instead.
- If you plan on using computational text analysis, it is ideal that you create a plain .txt format file for each text because it standardizes and removes formatting - the **best practice** is to copy and paste, but note that this is not always possible.
- Create a new ‘**metadata**’ document or spreadsheet in the same folder
  - **At a minimum**, you should have: the local file name, title, author name, links/URLs to the source. Other useful metadata include publication title, volume/issue, publication date, etc.

Naming Conventions

There is **no universal or correct** way to name your data, but you must be systematic to make organization easier, to streamline the analyzing process, and to save time especially with larger corpora.

Example Naming Conventions

If we have the following unorganized documents:

- Price, Joseph M., and Wenbin Sun, “Doing Good and Doing Bad: The Impact of Corporate Social Responsibility and Irresponsibility on Firm Performance,” Journal of Business Research, Volume 80, 2017, pp. 82-97.
- Bhardwaj, Pradeep, Prabirendra Chatterjee, Kivilcim Dogerlioglu Demir, and Ozge Turu, “When and How is Corporate Social Responsibility Profitable?” Journal of Business Research, Volume 84, 2018, pp. 206-219.
- Baskentli, Sara, Sankar Sen, Shuili Du, and C.B. Bhattacharya, “Consumer Reactions to Corporate Social Responsibility: The Role of CSR Domains,” Journal of Business Research, Volume 95, 2019, pp. 502-513.
- Wolf, Julia, “The Relationship Between Sustainable Supply Chain Management, Stakeholder Pressure and Corporate Sustainability Performance,” Journal of Business Ethics, Volume 119, Issue 3, 2014, pp. 317-328.

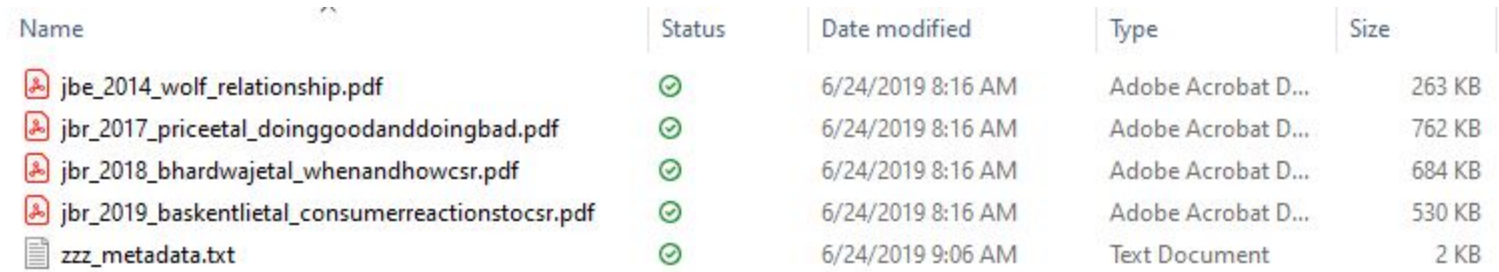
Example Naming Conventions Continued

We can rename them the following way:

- jbr_2017_priceetal_doinggoodanddoingbad
- jbr_2018_bhardwajetal_whenandhowcsr
- jbr_2019_baskentlietal_consumerreactionstocsr
- jbe_2014_wolf_relationship

Note we put the source initials first, so our folder will sort them by this name - but this method is not required. Rename your files in the way you would like your files to be organized and sorted.

Example Naming



Name	Status	Date modified	Type	Size
jbe_2014_wolf_relationship.pdf	✓	6/24/2019 8:16 AM	Adobe Acrobat D...	263 KB
jbr_2017_priceetal_doinggoodanddoingbad.pdf	✓	6/24/2019 8:16 AM	Adobe Acrobat D...	762 KB
jbr_2018_bhardwajetal_whenandhowcsr.pdf	✓	6/24/2019 8:16 AM	Adobe Acrobat D...	684 KB
jbr_2019_baskentlietal_consumerreactionstocsr.pdf	✓	6/24/2019 8:16 AM	Adobe Acrobat D...	530 KB
zzz_metadata.txt	✓	6/24/2019 9:06 AM	Text Document	2 KB

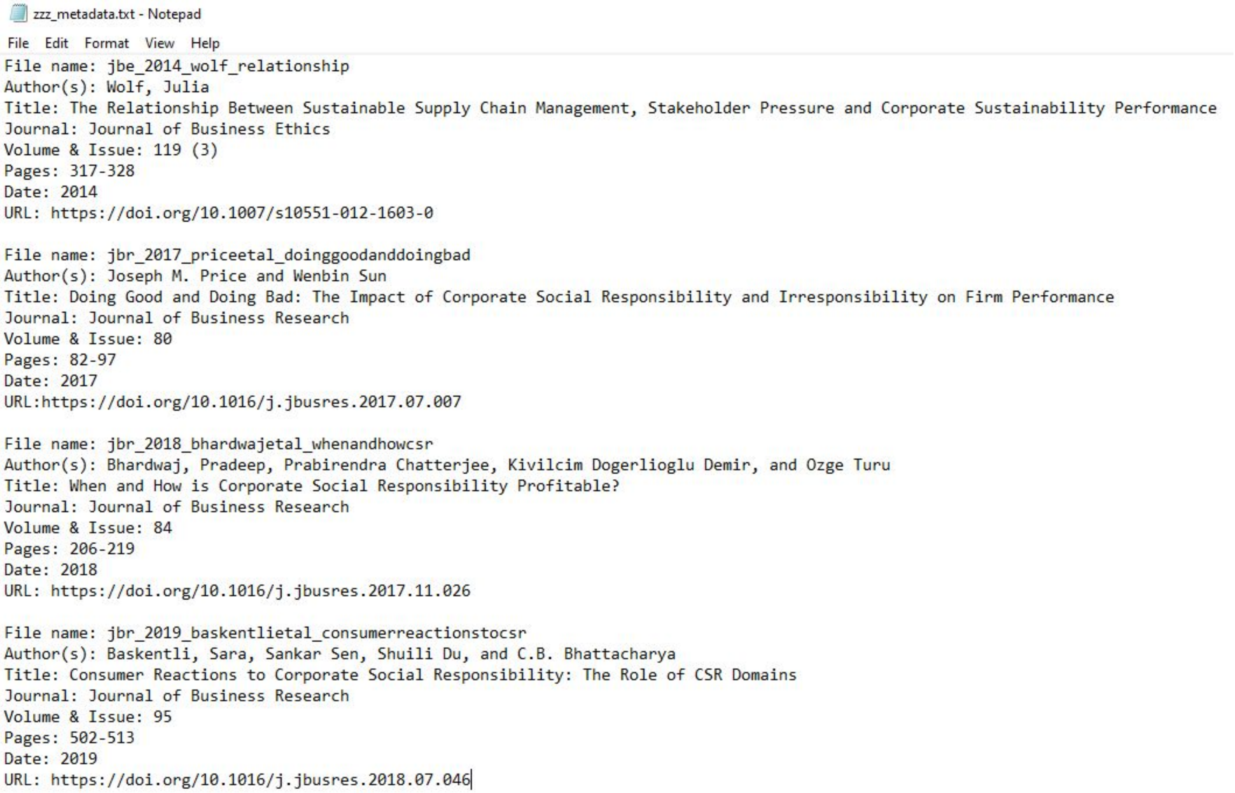
Example Metadata Organization

In a separate document or spreadsheet we should collect metadata. Again, there is no correct way to do this, but the following template may be used for each entry.

File name: jbr_2017_priceetal_doinggoodanddoingbad
Author(s): Joseph M. Price and Wenbin Sun
Title: Doing Good and Doing Bad: The Impact of Corporate Social Responsibility and Irresponsibility on Firm Performance
Journal: Journal of Business Research
Volume & Issue: 80
Pages: 82-97
URL:https://doi.org/10.1016/j.jbusres.2017.07.007

If you put your metadata file into the same folder as your text, it is important to **distinguish the file** itself from your text data so we recommend naming the file: ‘zzz_metadata’ so the file itself will be sorted to be last in your folder.

Metadata Example



```
File name: jbe_2014_wolf_relationship
Author(s): Wolf, Julia
Title: The Relationship Between Sustainable Supply Chain Management, Stakeholder Pressure and Corporate Sustainability Performance
Journal: Journal of Business Ethics
Volume & Issue: 119 (3)
Pages: 317-328
Date: 2014
URL: https://doi.org/10.1007/s10551-012-1603-0

File name: jbr_2017_priceetal_doinggoodanddoingbad
Author(s): Joseph M. Price and Wenbin Sun
Title: Doing Good and Doing Bad: The Impact of Corporate Social Responsibility and Irresponsibility on Firm Performance
Journal: Journal of Business Research
Volume & Issue: 80
Pages: 82-97
Date: 2017
URL:https://doi.org/10.1016/j.jbusres.2017.07.007

File name: jbr_2018_bhardwajetal_whenandhowcsr
Author(s): Bhardwaj, Pradeep, Prabirendra Chatterjee, Kivilcim Dogerlioglu Demir, and Ozge Turu
Title: When and How is Corporate Social Responsibility Profitable?
Journal: Journal of Business Research
Volume & Issue: 84
Pages: 206-219
Date: 2018
URL: https://doi.org/10.1016/j.jbusres.2017.11.026

File name: jbr_2019_baskentlietal_consumerreactionstocsr
Author(s): Baskentli, Sara, Sankar Sen, Shuili Du, and C.B. Bhattacharya
Title: Consumer Reactions to Corporate Social Responsibility: The Role of CSR Domains
Journal: Journal of Business Research
Volume & Issue: 95
Pages: 502-513
Date: 2019
URL: https://doi.org/10.1016/j.jbusres.2018.07.046
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Contact and Resources

If you have any questions, contact me at:

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To access these slides at any time, visit: www.bit.ly/NUlabDTI

Folder: textanalysis > **Insert proper folder name**