

Research Portfolio

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I am a social researcher who specialized in implementing big data in social science research related issues.

This research portfolio showcases my latest notable research implementing big data in relation to social media trend within fashion industry.

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Introduction

Hello, my name is Putri. I am a junior social researcher with a keen interest in big data and its applications in social science research. I am passionate about using data-driven approaches to gain new insights into complex social phenomena



WELCOME TO MY RESEARCH PORTFOLIO

RESEARCH PHILOSOPHY

Big data has opened up new avenues for social science research, allowing researchers to uncover patterns and relationships that were previously hidden. By leveraging the power of big data, social researchers can gain a deeper understanding of complex social phenomena and generate new insights. By combining big data with other research methods and approaches, social researchers can generate more robust and reliable findings that can inform policy and practice in meaningful ways.



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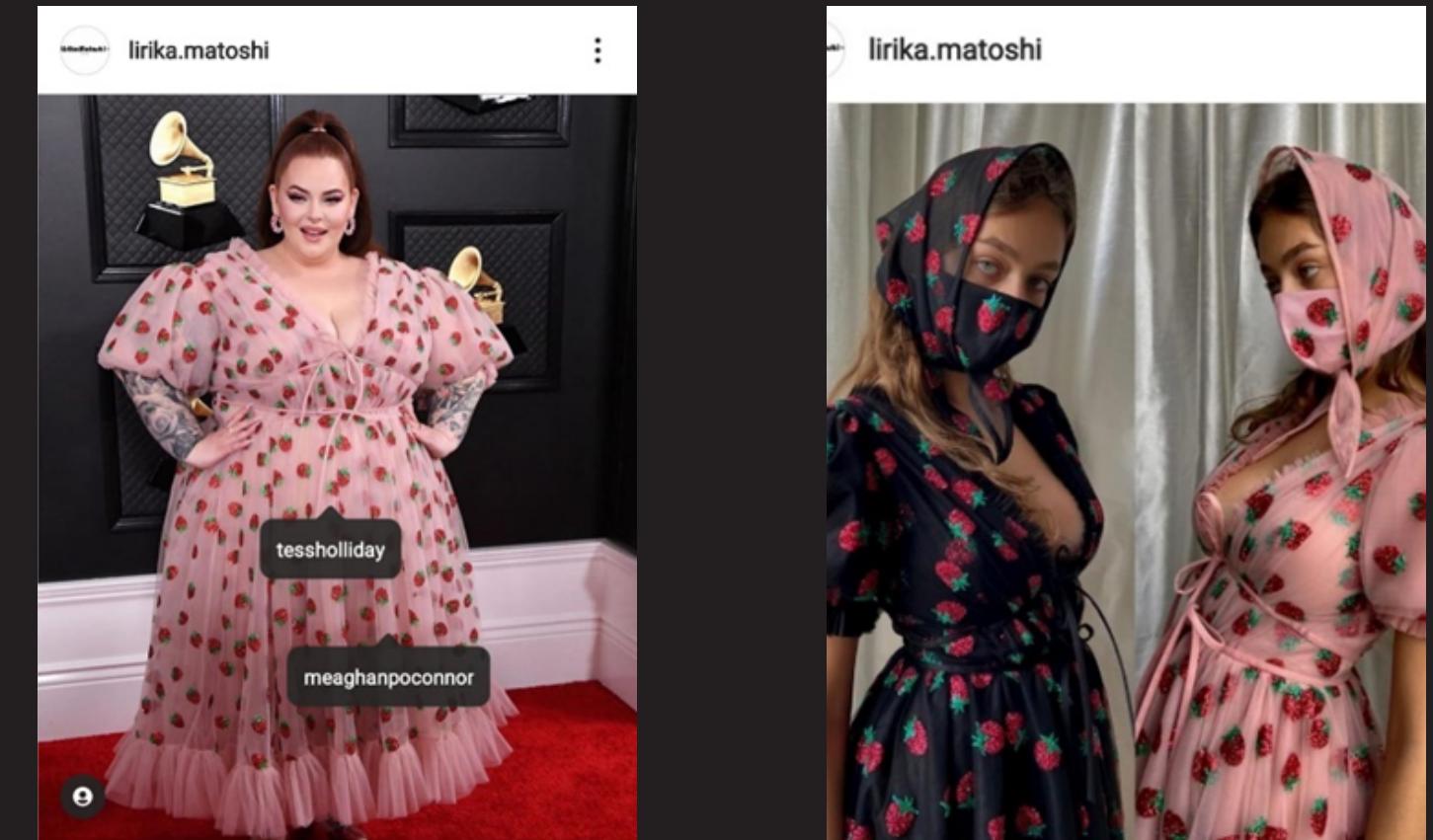
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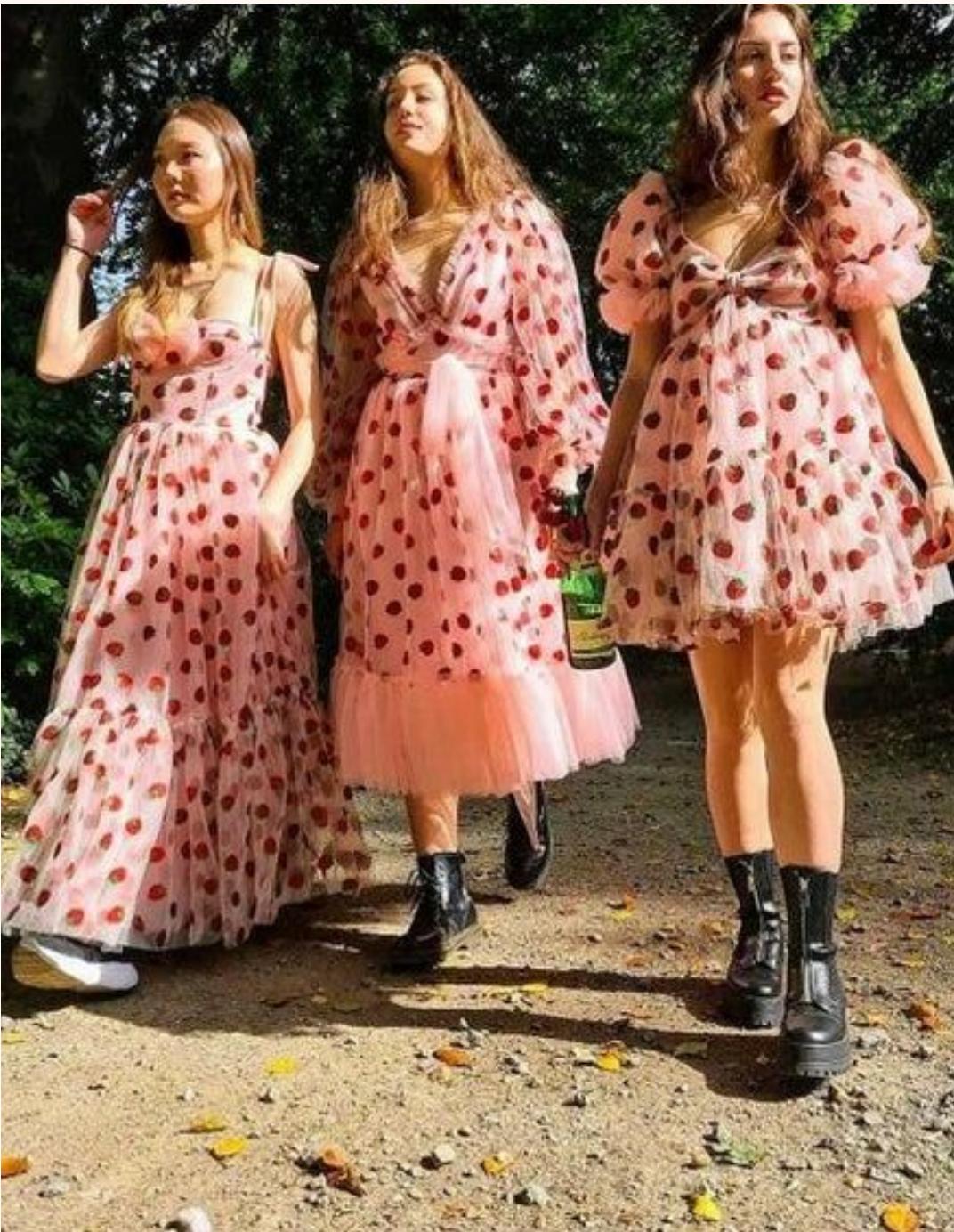
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CULTURAL INTERMEDIARY PRACTICE IN
STRAWBERRY DRESS TREND ON TWITTER
DURING COVID-19 PANDEMIC



- STRAWBERRY DRESS



RESEARCH BACKGROUND

The recent viral trend of the strawberry dress by Lirika Matoshi is a perfect example of how the virtual world can influence our perceptions of fashion industry. The dress, which features a pink tulle fabric with red sequin strawberry embellishments, became an instant hit on social media, with people sharing photos of themselves wearing it and creating memes about it. However, the dress also sparked a debate among different communities, with some people criticizing it for being too expensive and exclusive, while others praised it for its unique design and accessibility to plus-size women.

RESEARCH QUESTIONS

- How does the Twitter algorithm work to form a cultural intermediary network that influences the strawberry dress trend?
- How do cultural intermediary agencies practice in forming the trend of the strawberry dress on Twitter during the Covid-19 pandemic?

RESEARCH METHOD

Theory :

Capital conversion (Gomez, 2020), an advancement of cultural intermediary theory by Pierre Bourdieu

Method :

Multimodal Critical Discourse Analysis

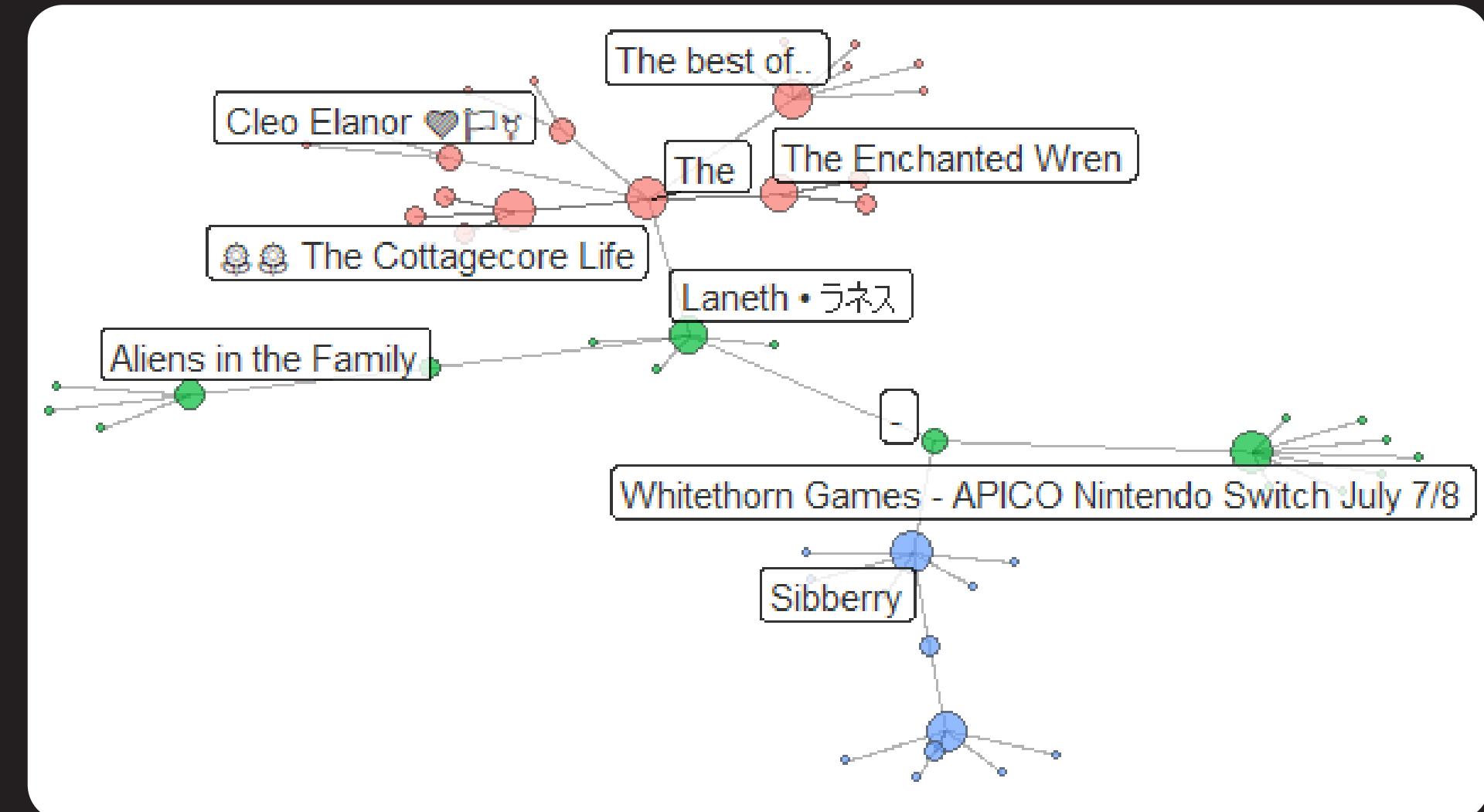
Process :

Data mining (2.500 rows) - word clouding - text search by #strawberrydress, #lirikamatoshi & #cottagecore - social network analysis using RStudio



SOCIAL NETWORK ANALYSIS

- Using social network analysis to see the most significant cultural intermediaries: @thecottagecorelife, @WhitethornGames & @sibberry1

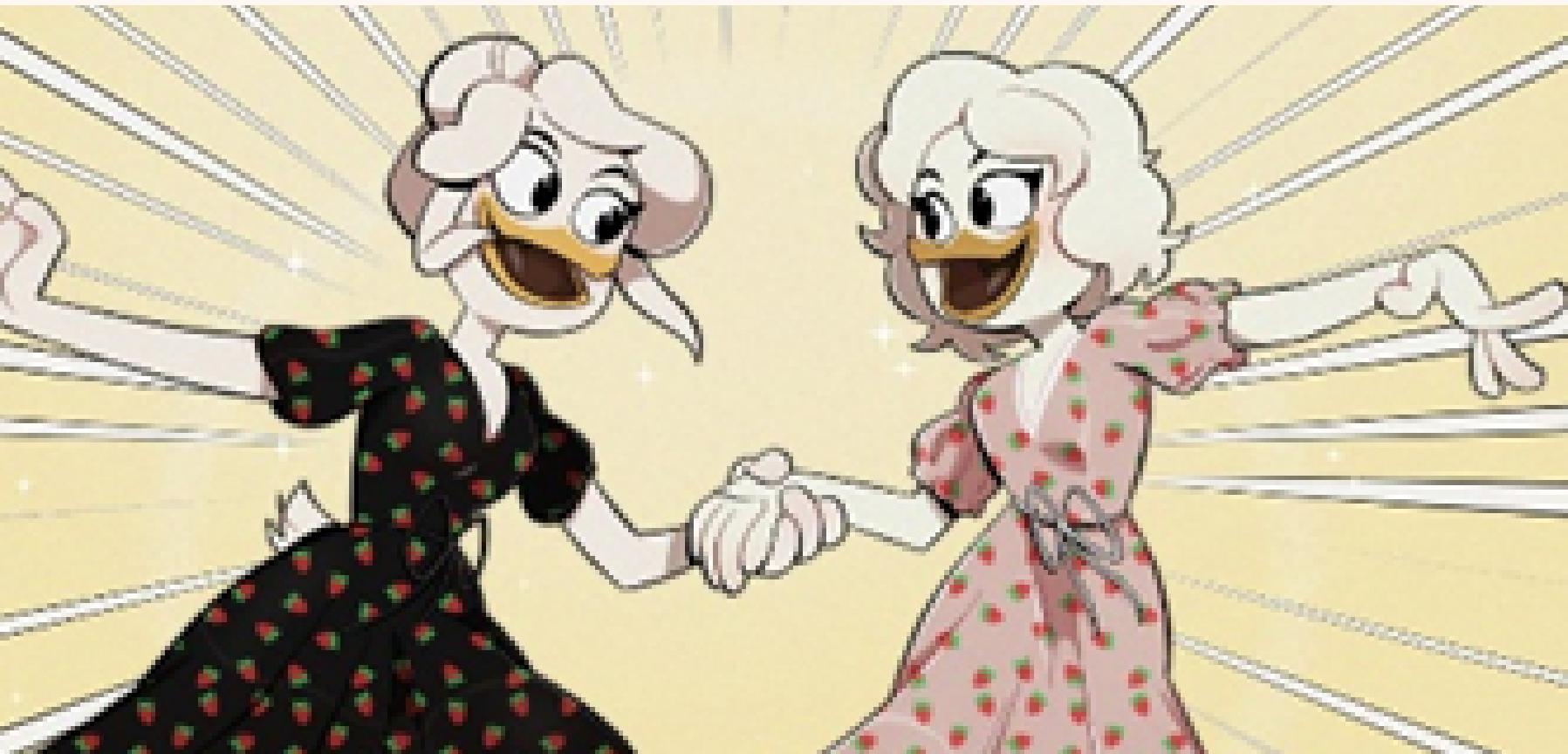


WORD CLOUDING

- Word clouding helps with finding main keywords (cottagecore, dress & etsy) based on the frequency as well as interesting keywords (handmade, small business, artist on twitter).



ATTACHED PICTURES



This research also provide analysis towards attached pictures based on its significance as well as pictures that includes #strawberrydress, #lirikamatoshi & #cottagecore.

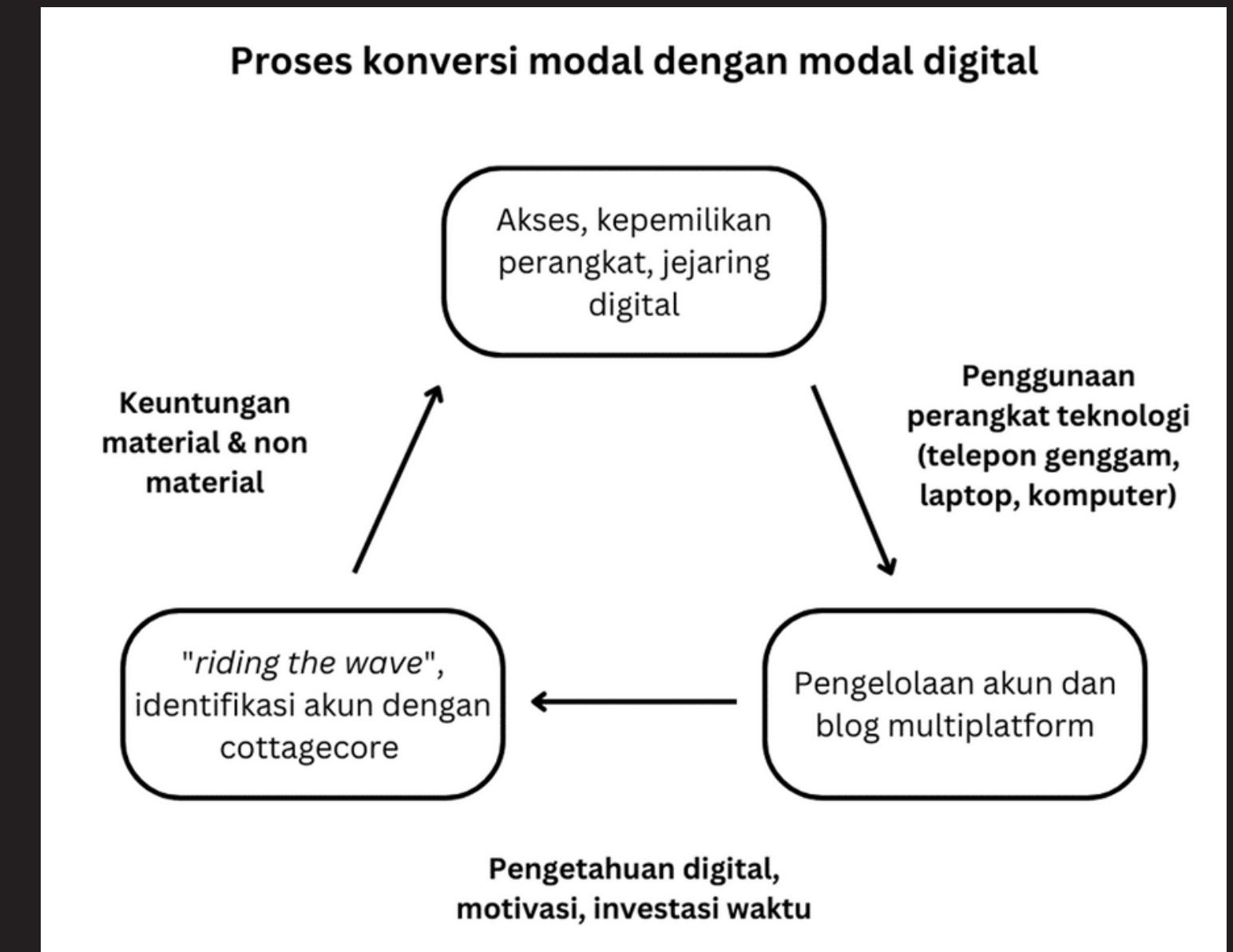


CAPITAL CONVERSION

Gomez, 2020

The capital conversion process works in 3 circular phases :

- Capital to objectified digital capital through the technological domestication with digital devices
- Objectified digital capital to embodied digital capital through digital literation which affected by the habitus
- Embodied digital capital to other kind of capital (economic, cultural, social)



INTERESTING FINDINGS

“RIDING THE
WAVE”
PHENOMENA

“COTTAGECORE”
AS THE
CONNECTING LINE

“VOGUE”
ADAPTING TO
CAPITAL CONVERSION

“TWITTER”
ALGORITHM PLAYS
SIGNIFICANT ROLE IN
THE ARENA

“PARADOX”
OF DISCREPANCY

LIMITATION

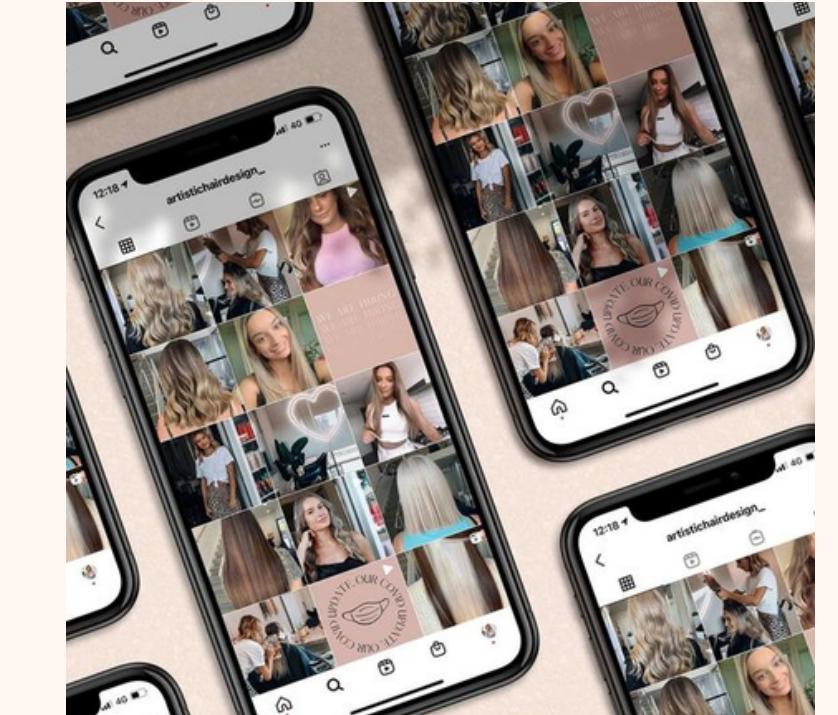
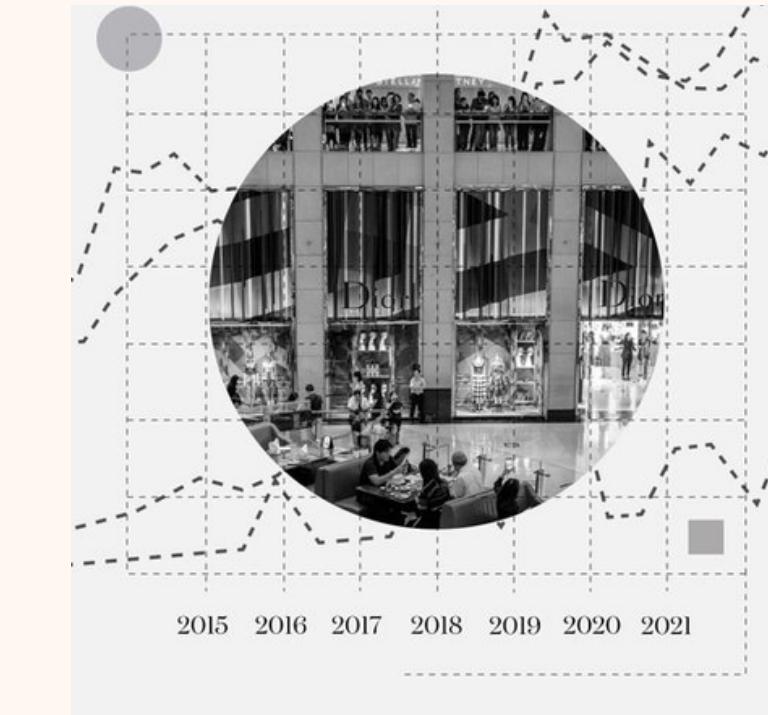
- Limited amount of data
 - Twitter policy changes
 - Only using data text and pictures
 - VOGUE is the only conventional media for the comparison purposes
 - Focusing on strawberry dress trend
 - Only use social network analysis and data visualization
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RECOMMENDATION

- Collaborating with 3rd parties
- Conducting analysis to other platforms
- Use data audio, video or interview
- Analyzing other conventional media
- Conducting research on multiple trends happening at the same time
- Use sentiment analysis, comparative studies or other analysis model



CLOSING STATEMENT



In conclusion, big data has the potential to transform social research by providing researchers with a wealth of information that can be used to identify patterns and trends in human behavior. However, it is important to ensure that the data is used ethically and in accordance with significant rules and principles.



Let's work
TOGEThER