

Case study analysis

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Declaration: I confirm that this coursework submission is all my own work, except where explicitly indicated within the text.

1 Project title and description

Making climate social (MCS) is a project focused on analysing climate change topics across different social media platforms such as Reddit, Facebook, Tumblr, Twitter and Youtube. During the project, we tracked data to discover how climate change communication takes place across different social media platforms through words, images and videos. I worked with data scientists to help visualise, aggregate and present the data that was collected. The end product of the project was a website for identifying trends and providing data for people to explore.

2 Ethical issues

2.1 Intellectual property

Intellectual property is any unique product of the human intellect that has commercial value. In recent years there has been a massive increase of content generated from all of the social media platforms. This has also led [1]

3 References

References

- [1] Ringo Doe. *This is a test entry of type @ONLINE*. June 2009. URL: <http://www.test.org/doe/>.