Computational Communication Science 2
Week 1 - Lecture
»Introduction«

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Digital Society Minor, University of Amsterdam   1

Today

Introducing...

    ...the people

An example with a reference

An example with some Python code...

All course materials can be found at...
    https://github.com/annekroon/CCS-2

Introducing...

Introducing…

…the people

Introducing...
        ...the people

Introducing...

dr. Marthe Möller
Assistant Professor

- interested in...

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Introducing...

dr. Anne Kroon
Assistant Professor Corporate Communication

- Research focus on biased AI in recruitment, and media bias regarding minorities

- text analysis using automated approaches, word embeddings

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Introducing...

Your name?
Your background?
Your reason to follow this course?
Do you have a dataset you are working on?

An example with a reference

Why program your own tool?

Vis (2013)

"[…] these [commercial] tools are often unsuitable for academic purposes because of their cost, along with the problematic 'black box' nature of many of these tools."

An example with some Python code...

A simple bottom-up approach

```python
1  from collections import Counter
2  texts = ["I really really really love him, I do", "I hate him"]
3
4  for t in texts:
5      print(Counter(t.split()).most_common(3))
```

```
1  [('really', 3), ('I', 2), ('love', 1)]
2  [('I', 1), ('hate', 1), ('him', 1)]
```

References

References

Vis, F. (2013). A critical reflection on Big Data: Considering APIs, researchers and tools as data makers. *First Monday*, *18*(10), 1–16. https://doi.org/10.5210/fm.v18i10.4878