

Computational Communication Science 2

Week 1 - Lecture

»Introduction«

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April, 2022

Digital Society Minor, University of Amsterdam

Today

Introducing...

...the people

Introducing...

...the course

Text as Data

All course materials can be found at...

<https://github.com/annekroon/CCS-2>

Introducing...

Introducing...

...the people

Introducing...



dr. A. Marthe Möller

Assistant Professor Entertainment Communication

- Studying entertainment experiences in the digital space using:
 - Computational methods (e.g., ACA of user comments)
 - Experimental methods

@marthemoller | A.M.Moller@uva.nl, | <https://www.uva.nl/profiel/m/o/a.m.moller/a.m.moller.html>

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

@annekroon | a.c.kroon@uva.nl | <http://www.uva.nl/profiel/k/r/a.c.kroon/a.c.kroon.html>

Introducing...



Your name?

Your background?

Your reason for taking this course?

Do you have a dataset you are working on?

Introducing...

Introducing...

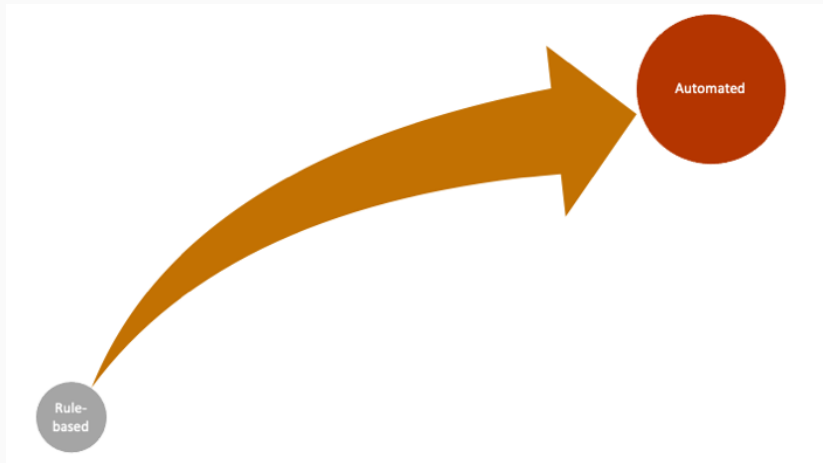
...the course

About CCS-2

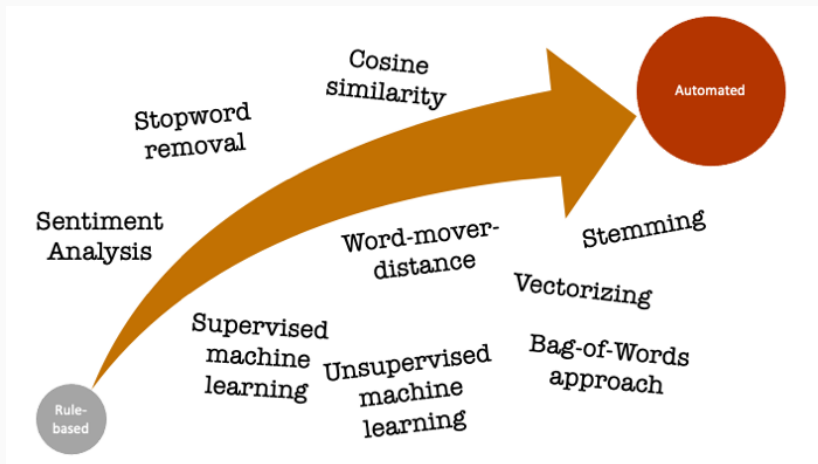
What is CCS-2?

- Next step after CCS-1
- How to use what you learned in CCS-1 for research?
 - Learn computational techniques (e.g. data vectorization, machine learning)
 - Learn how to use these techniques for research (e.g., content analysis)
- By the end of the course, you'll be prepared to do computational research in the Research Project

About CCS-2



About CCS-2



About CCS-2

How to master this course?

- We discuss techniques in the lectures
- We practice with techniques in the tutorials
- Graded assignments to master the techniques:
 - Regular multiple choice questions (20%) about readings that use the techniques we discuss
 - Coding challenge (group assignment): Get more experienced with the techniques and build a recommender system
 - Report (20%)
 - Presentation (10%)
 - Take-home exam (50%) at the end of the course so you can show off what you learned
- We provide structure through the meetings and assignments, you do the (home-)work

About CCS-2

How to stay informed and where to find all the materials?

Regularly check:

- The course Canvas page
- Your email
- The course Github page

In addition, make sure that you read the course manual so that you know all the ins and outs of this course!

About CCS-2

How to contact Anne and Marthe?

We kunnen hier eventueel iets over zeggen: mogen ze mailen, zijn er spreekuren etc.?

Ready? Set? Go!

Without further ado...

...let's get started!

Text as Data

Text as Data

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