

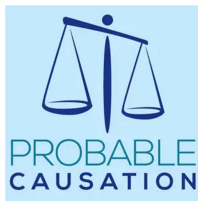
# Masterclass in Social Research

Featuring Research on Social/New Media

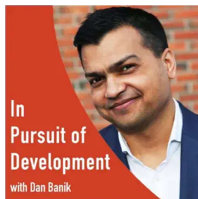




# Podcast for different subject areas



**VoxDev**



## Recommended podcast: New Books Network



[newbooksnetwork.com](http://newbooksnetwork.com)

- ▶ A consortium of author-interview podcast channels:
  - Aiming to "raise the level of public discourse" by introducing scholars and other serious writers to a wide public via new media
  - Covering 100+ subjects, disciplines, and genres
  - Publishing 50 to 75 episodes every week
  - Opening to suggestions or pitches



# Short videos



► Play all

Shuffle

## #BBK3MT - Three Minute Thesis

Birkbeck, University of London

43 videos 1,258 views Last updated on Jul 26,...

Doctor of Philosophy (PhD) students have three minutes to present a compelling oration on their thesis. 3M ...More

[https://youtube.com/playlist?list=PL2Fy-5oxllb7VLoWUC6j\\_eq9GJXzSjXfP](https://youtube.com/playlist?list=PL2Fy-5oxllb7VLoWUC6j_eq9GJXzSjXfP)



# Twitter threads



<https://twitter.com/ProfPaulPoast/status/1630305966674640896?s=20>



# Twitter threads

- ▶ **[Optional]:** Follow Chao-yo (@londonmeow0627) on Twitter
- ▶ Start with an introduction for spoilers and/or highlights, put concise statements about the research idea (RQ, literature and context/background) and a quick discussion on methods (if the methods are innovative) and findings
- ▶ Some useful tips:
  - Acknowledge those who inspire your research; give credits to your collaborators
  - Include GIFs/memes or short audios/videos to attract attention
  - Engage with the replies constructively to boost engagement
  - Use Twitter Analytics and other tools (e.g., TweetDeck) to manage tweets



# Blog posts

- ▶ **REF** (Research Excellence Framework) encourages researchers to use blogs to communicate their research with the public
- ▶ Some key principles:
  - Use titles for spoilers
  - Decide how you want to hook/motivate readers – narrate in a reflective manner (it can be reasonably personal)
  - Present the core of the topics/projects clearly and simply – use subject-specific vocabulary wisely
  - Link additional materials if necessary (not required for this assessment)
  - Build your research profile – organizational position (within and outside Birkbeck), links to social media profiles (e.g., LinkedIn), and published works and/or any other research activities (e.g., NGOs or think tanks)
- ▶ What blogs are available at Birkbeck: <https://www.bbk.ac.uk/blogs>





# Blog posts

- ▶ For Masterclass, you will have to write two 1,000-word (max) **blog posts** to reflect on two lectures.
  - One should be chosen from Weeks 2-5 (qualitative and historical social research)
  - One should be chosen from Weeks 7-11 (quantitative and social data science)



## Exercise: Composing a blog post on today's lecture

- ▶ First, work on the questions by yourself (**15-20 mins**)
- ▶ Next, exchange your answers with your group partners (2-3 students) for feedback (**15 mins**).
- ▶ Finally, share what you have with the class (**20-30 mins**)



## Exercise: Composing a blog post on today's lecture

- ▶ Write about 500 words (max) to answer the following questions.
  - Summarize the key highlights of today's lecture to those who did not attend the lecture
  - Discuss what have you learned from the lecture, in relation to any relevant research experiences in the past
    - ▶ If you have done surveys before, did today's lecture provide any new insights?
    - ▶ If you have not done any surveys before, what are some of the most useful things you learned from today's lecture?
  - How can today's lecture help with your research, even if you may not be thinking about using surveys at this moment?
  - What else would you like to learn about surveys?
  - Provide a short description about yourself as a researcher

