

When Communication Meets Computation

Atteveltdt, W. van, & Peng, T. (2018). 'When Communication Meets Computation: Opportunities, Challenges, and Pitfalls. In Computational Communication Science'. Communication Methods and Measures 12, no. 2-3: 81-92.
<https://doi.org/10.1080/19312458.2018.1458084>




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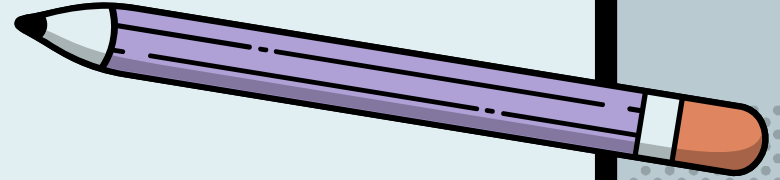
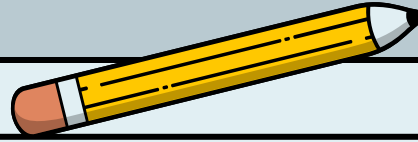
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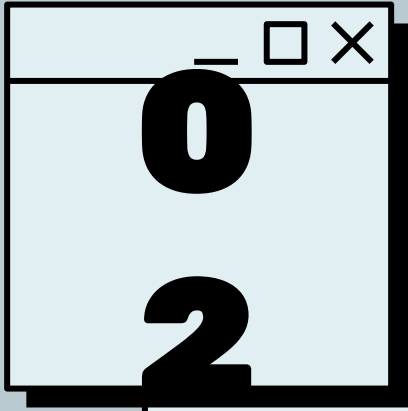
Research Question & Aim



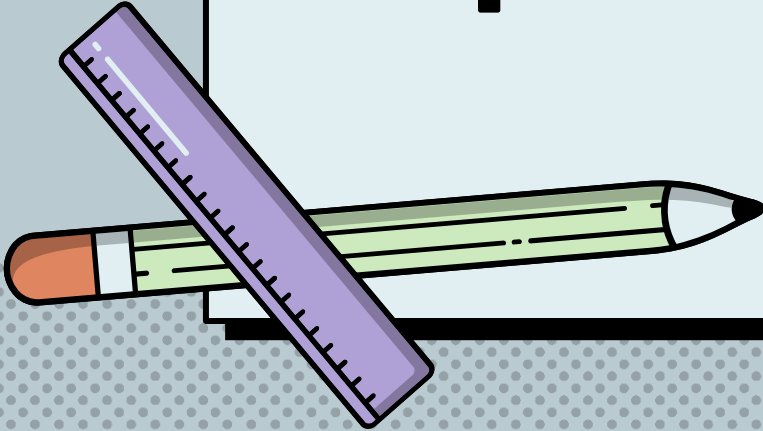
Research Question & Aim

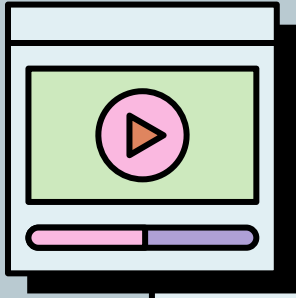
- Computational methods
- Communication science
- Big data
- Opportunities & limitations
- Methods & applications





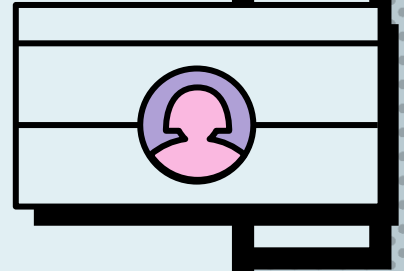
Important Concepts

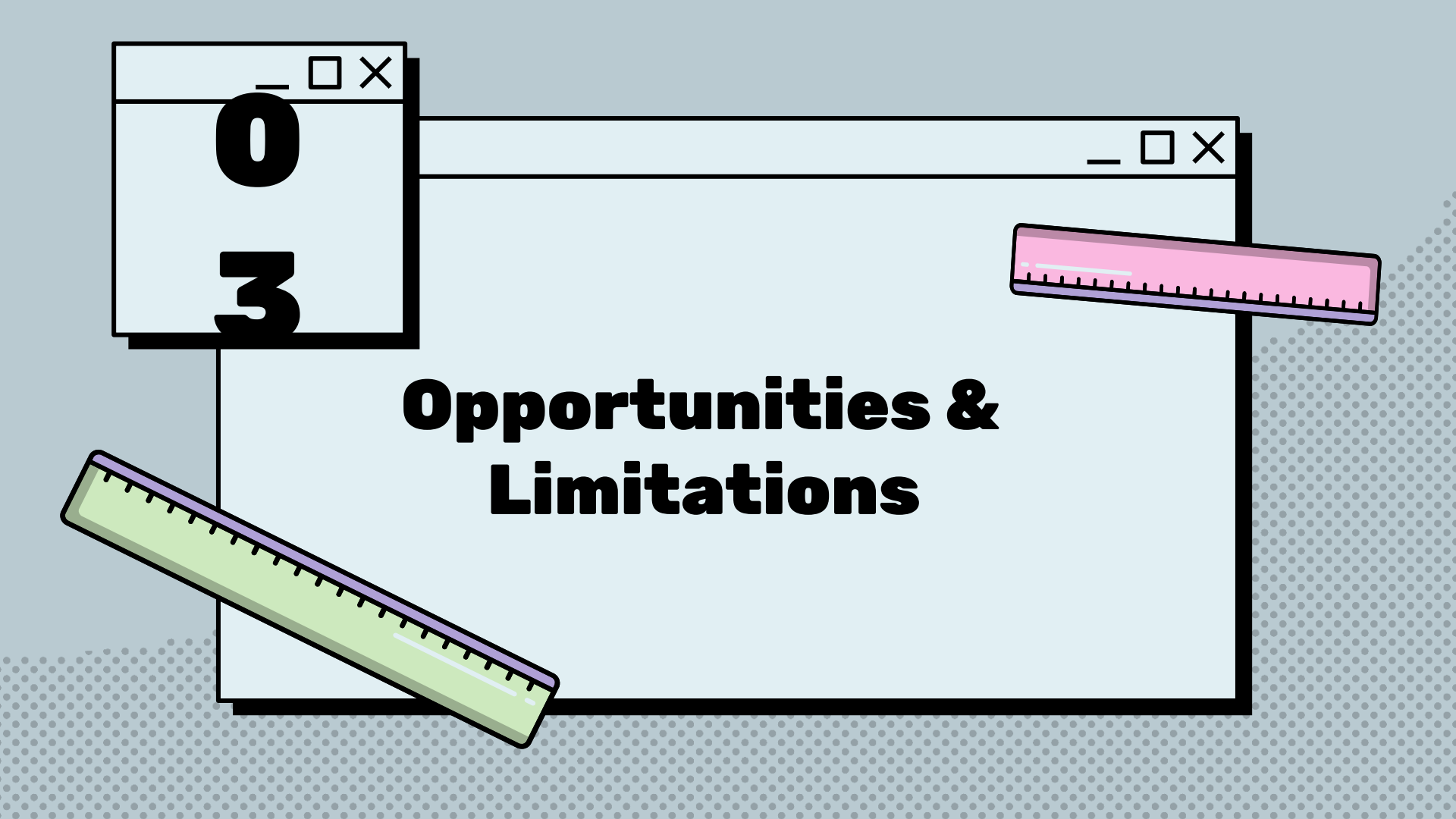




Important Concepts

- Communication science
 - Behavioral aspects, Media
- Computational methods
 - Computer science
 - Large-scale engineering systems
- Big data
 - Large or diverse datasets
 - Expanding over time





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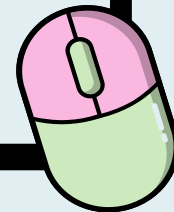
Opportunities & Limitations

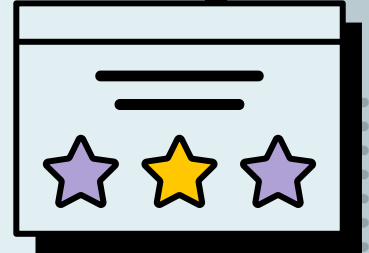
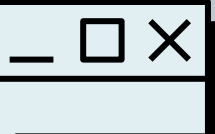
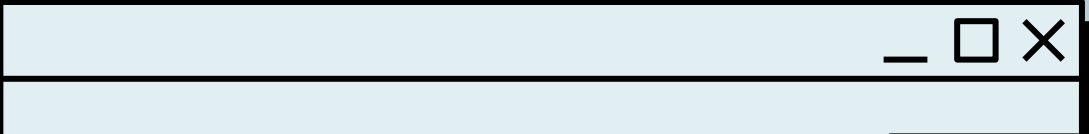
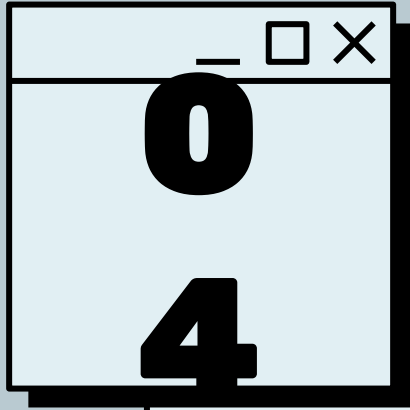
Opportunities

- Self-report to real behaviour
- Lab experiment to social environment
- Small-n to large-N
- Collaborative methods

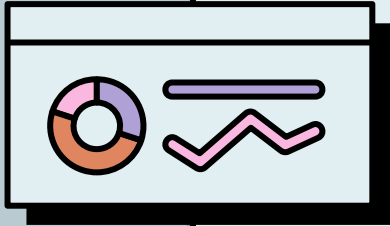
Limitations

- Accessibility datasets
- Big data != Good data
- Validity and reliability
- Ethical conduct
- Skills and infrastructure





Comparing Reading

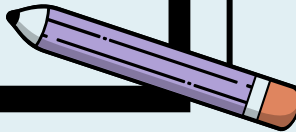


Similarities

- Interdisciplinary approaches and collaborations
- Exchange tools and knowledge
- Influence of selections

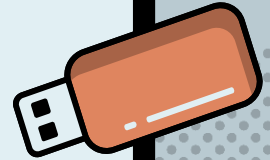
Differences

- Multiple studies vs. individual study
- Mass engagement vs. specialists



05

Broader Course Themes



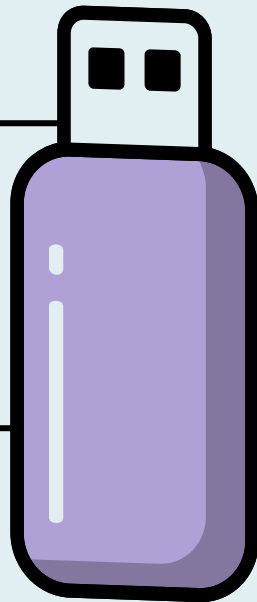
Accessibilit

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Human Error

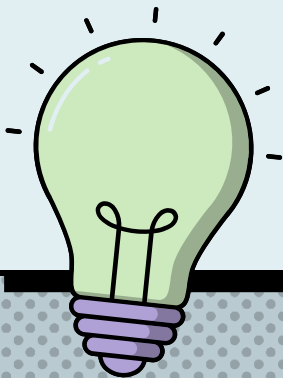
Documentation

Interdiscipline



06

Reflections & Application





**Specialist
Language**



**Human
Influence**



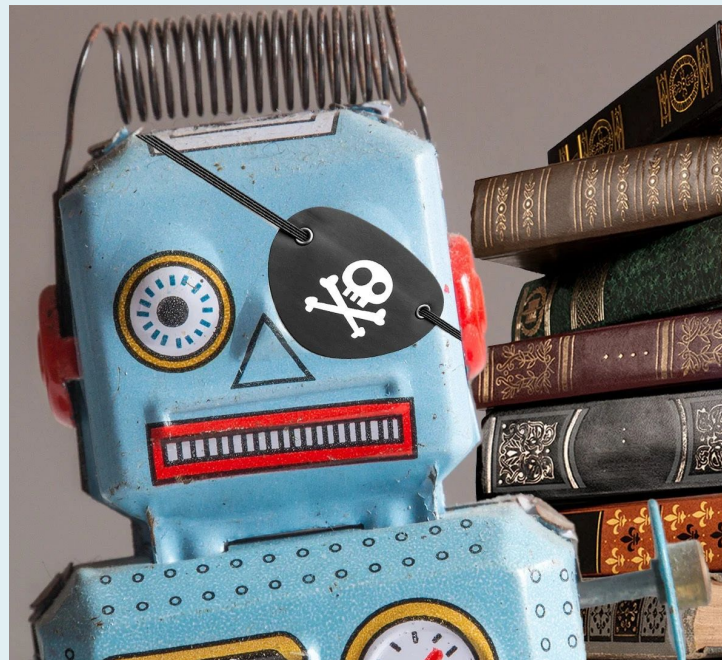
**Critical
Reflection**



**Careful
Categorization**

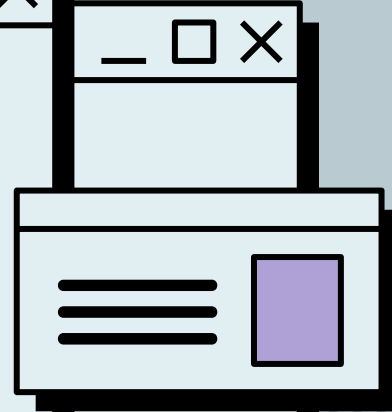
Example: Our Dataset

- Documentation!
- Validity & accessibility
- Metadata
- Our dataset



Sources

- Atteveldt, W. van, & Peng, T. (2018). 'When Communication Meets Computation: Opportunities, Challenges, and Pitfalls. In Computational Communication Science'. Communication Methods and Measures 12, no. 2-3: 81-92.
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BONUS



Points for Discussion





Ethics

Researchers can be scared of ethical laws, as they might block their right to conduct research. How can we deal with sensitivity of data coming from social media platforms. Is that data still usable?

Consent

Should one be allowed to use the digitally acquired data if the users thoughtlessly agreed and gave consent. How do we define informed consent in this case?

