



Introduction to Computational Social Science

Summer Institute of Computational Social Science at NDSU 2022



Today's agenda

Morning:

- Introduction
- CSS & ethics
- Research speed-dating

Afternoon:

- Group activity & report
- Participant research presentation



Welcome from the Chair | Department of Communication



Dr. Stephenson J. Beck

Introduction of the team



Dr. Shuning Lu

- Graduate education at UT Austin
- Research training in journalism/mass communication
- Got interested in computational approaches to communication since 2014 Fudan Institute of Summer Training, elevated in 2016 Chinese U of Hong Kong Summer Workshop, refreshed in SICSS-Rutgers 2021
- Research using CSS include examining online Twitter discussion, news innovation using patent data, identifying linguistic markers of fact-checking messages, etc.

THIS IS ME



Dr. Zoltan Majdik

- Graduate education at USC/Annenberg
- Research training in rhetoric/humanities
- Got interested in computational approaches to humanistic work because of some frustrations with the limits (or rather, inconsistencies) of epistemic claims made in the humanities
- Research focus on complex linguistic/rhetorical language structures, their circulation/propagation in large corpora, and deep learning/neural networks.



Introduction of participants

Who are you?

Research interests?

Goal for SICSS-NDSU 2022



What is computational social science?

Anything that is cool.

—Matthew J. Salganik, Author of *Bit by Bit*



What is computational social science to you?

Case #1: Does echo chamber exist?

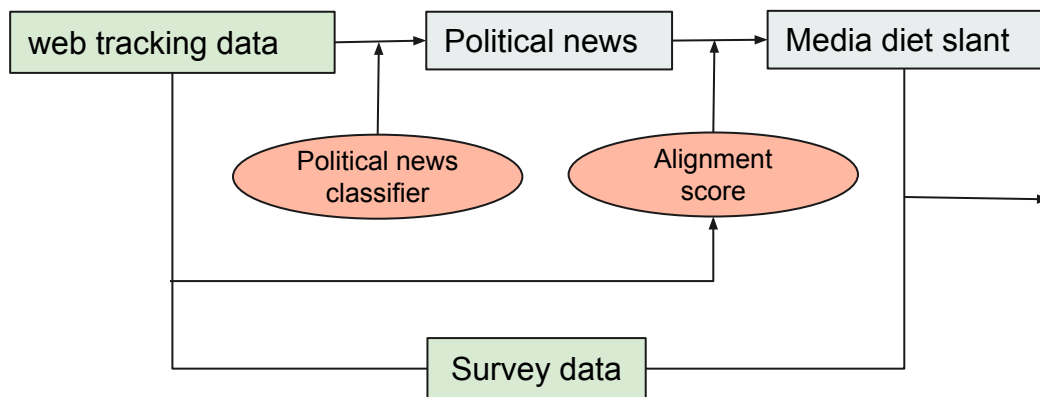
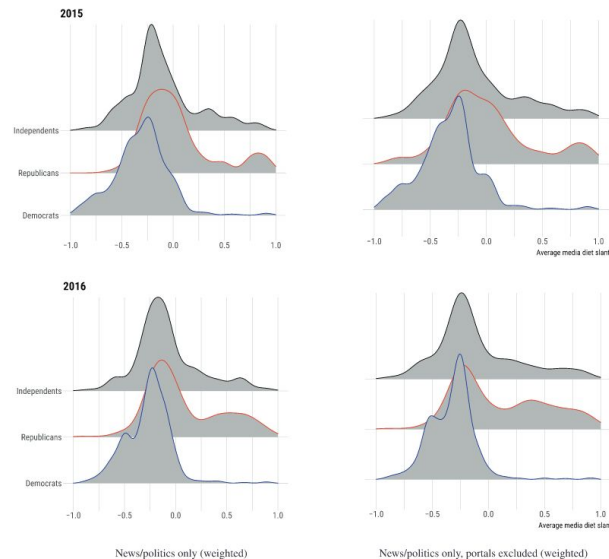
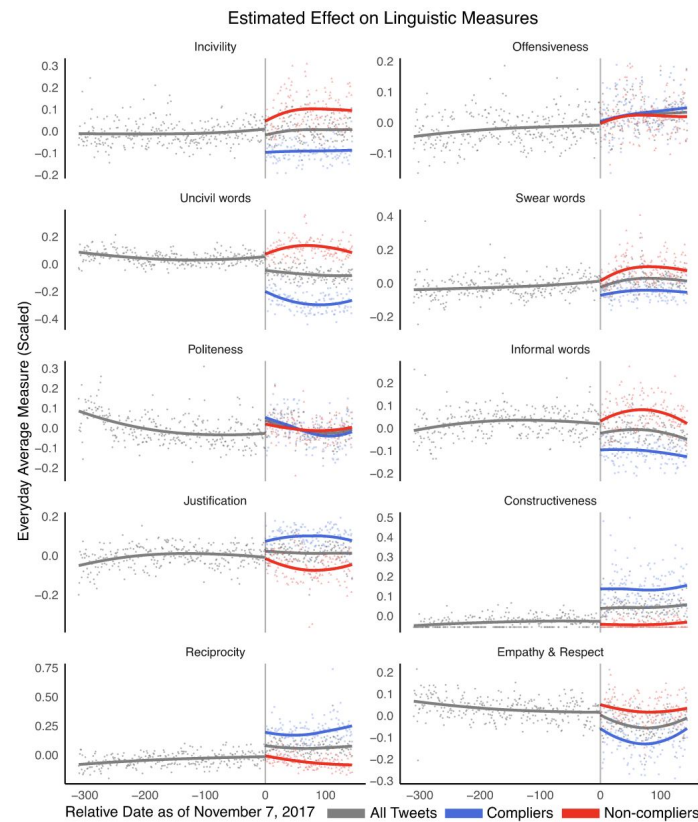
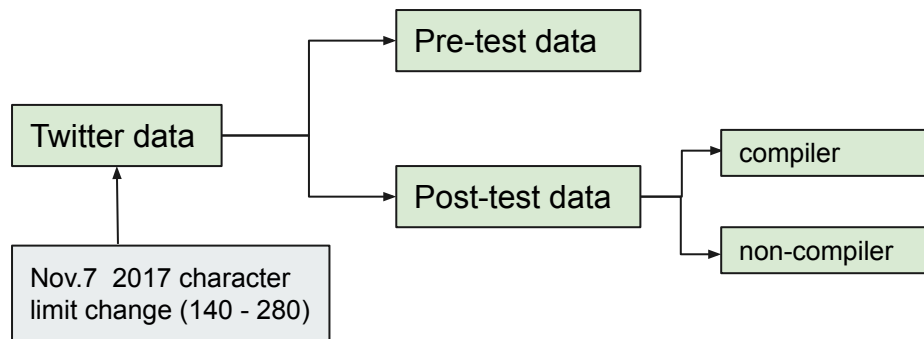


FIGURE 1 Americans' Online Media Diets by Partisanship



Guess, A. M. (2021). (Almost) Everything in Moderation: New Evidence on Americans' Online Media Diets. *American Journal of Political Science*, 65(4), 1007-1022.

Case #2: Brevity is the new soul



Jaidka, K., Zhou, A., & Lelkes, Y. (2019). Brevity is the soul of Twitter: The constraint affordance and political discussion. *Journal of Communication*, 69(4), 345-372.



What is computational social science?

Computer science	Social science
Study anything	Study social things
Methods driven	Question driven
Large found data	Small designed data
Prediction	Explanation



What is computational social science?

Combines readymades and custommades (Salganik 2017)

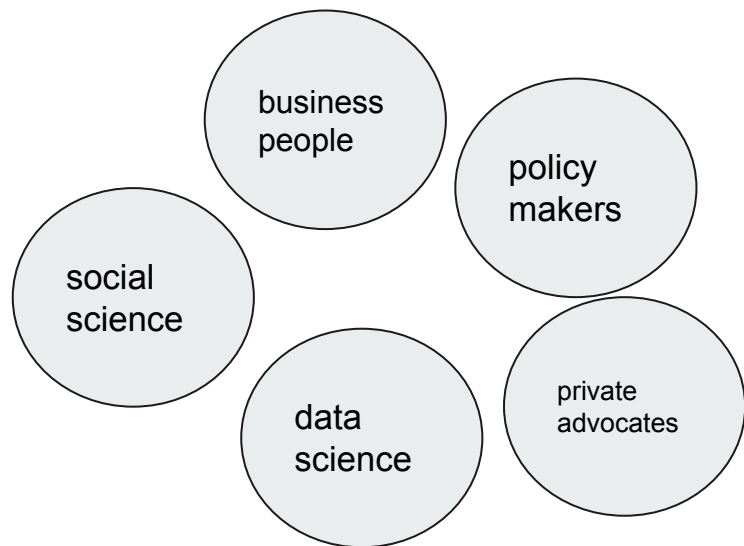
Case #1: online echo chamber, web-browsing history + survey

Case #2: brevity is the new soul, Twitter data



What is computational social science?

Involves multiple communities

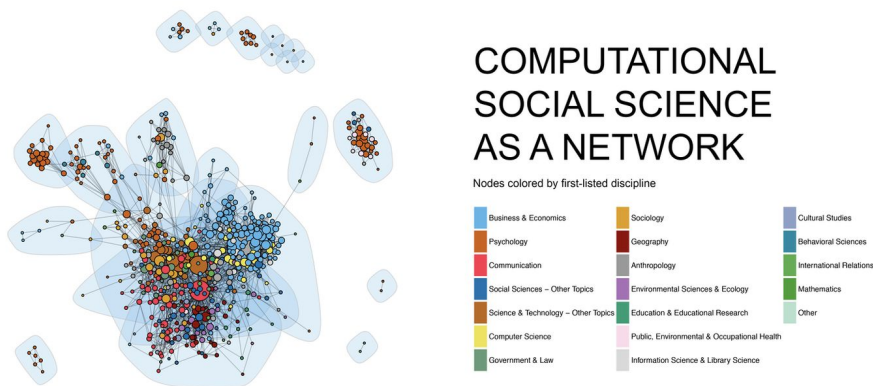




What is computational social science?

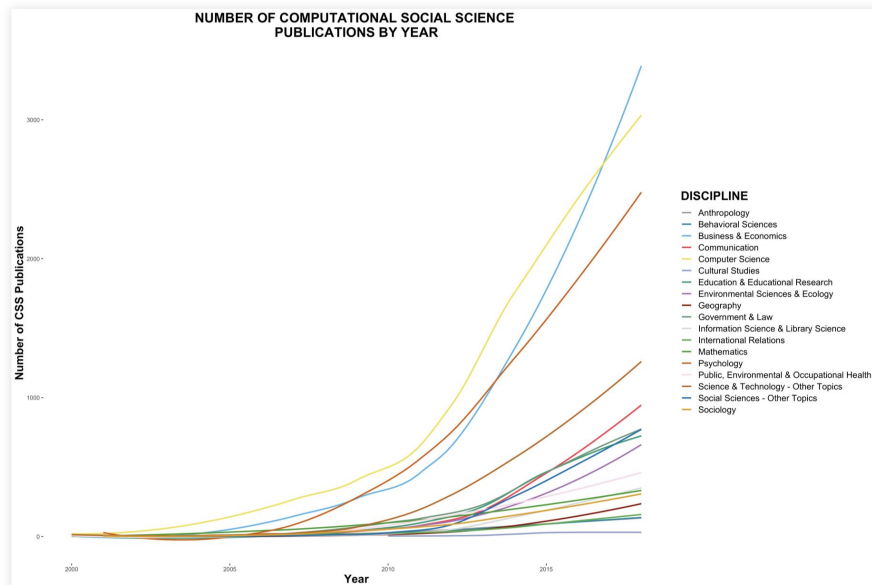
Often involves ethical/privacy questions that are now considered complex (we will cover this shortly)

Current status of computational social science



<https://www.chrisbail.net/post/mapping-computational-social-science>

Current status of computational social science



<https://www.chrisbail.net/post/mapping-computational-social-science>

What is SICSS?

History of the Summer Institute in Computational Social Science (SICSS)

- 2017: single program at Princeton University
- 2018-2019: grow to 12 sites around the world
- 2020-2021: online mode due to COVID-19
- 2022: back to in-person with 32 sites (historically high)!!

SICSS-NDSU is the first site located in upper midwest US.



Goal of SICSS #1



Provide state of the art training

We provide state-of-the art training in a range of different areas in computational social science from ethics to text analysis and mass collaboration.

Bootcamp

Main Curriculum



Partner Location Materials



Chris Birl
SUMMER INSTITUTE
COMPUTATIONAL SOCIAL SCIENCE

Welcome to Boot Camp


2:44



Chris Birl
SUMMER INSTITUTE
COMPUTATIONAL SOCIAL SCIENCE

Installing R and RStudio

14:01



Chris Birl
SUMMER INSTITUTE
COMPUTATIONAL SOCIAL SCIENCE

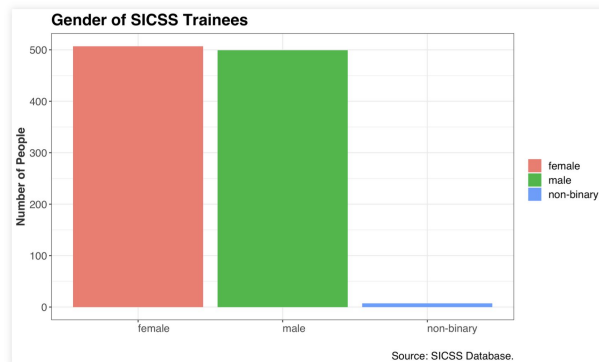
R Basics

17:36

[illegible]

Goal of SICSS #3

Reach a broad & diverse audience



<https://sicss.io/locations>



Goal of SICSS #4

Open source

Repositories	199
Code	?
Commits	392
Issues	124
Discussions	0
Packages	0
Marketplace	0
Topics	1
Wikis	4
Users	13

199 repository results



[allisonmorgan/sicss_boulder](#)

Adaptation of **SICSS** lectures for CU Boulder site (August 13th - 17th)

☆ 11 ● Jupyter Notebook Updated on Sep 22, 2018



[computational-social-science-zurich/sicss-zurich](#)

☆ 6 ● Jupyter Notebook Updated on Jun 20, 2021



[visseho/Cours_SICSS_Montreal](#)

☆ 5 ● HTML Updated on Mar 29

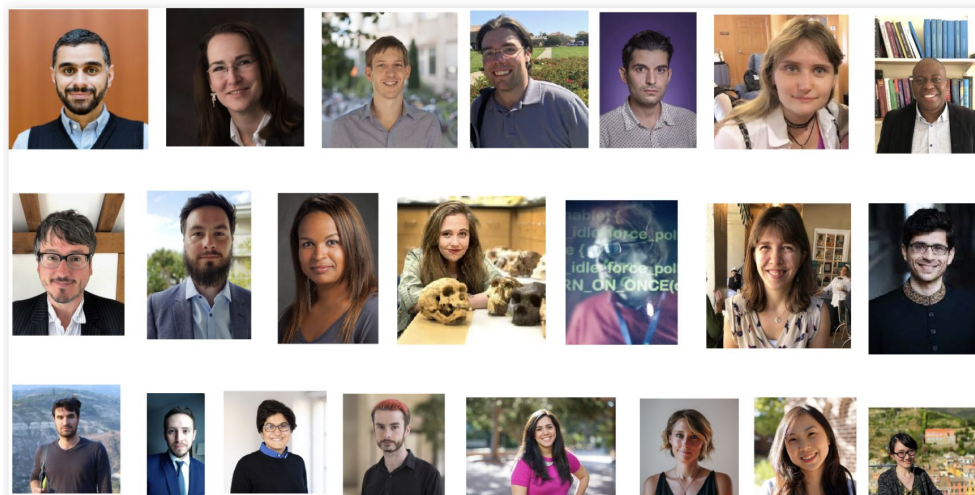


[ruettenauer/SICSS-Spatial](#)

☆ 11 ● R Updated on Jun 21, 2021

Goal of SICSS #5

Teach the teachers



How SICSS-NDSU works





Schedule

Topics:

- Introduction and ethics
- Collecting digital trace data
- Natural language processing
- Network analysis
- Data visualization
- Supervised machine learning
- Unsupervised machine learning:



Schedule

Week #1

Week #2

Morning	Lecture & Tutorial		Group presentation
	Research speed dating	Group check-ins	
Lunch	Lunch and guest speaker series		Farewell
Afternoon	Small group activity	Project-based group activity	
	Participant presentations		



Lecture and tutorial

NDSU-SICSS code & slides: <https://github.com/shuninglu/sicss-ndsu>

Additional learning materials from other sites: <https://sicss.io/overview>

Invited speakers

6 speakers from Communication, Political Science, English, Culture Studies across U.S., China, and Netherlands

Topics cover image/video-as-data, network analysis, CCS + qualitative methods, V-Dem datasets, etc.

1 hour during lunch time (45 min talk + 15 min Q&A)

*optional readings





Research speed dating

One-on-one interaction opportunity for first three days

Prompts will be provided at the time of activity.



Small group activities for week #1

Work in group on a problem tailored to the learning material

Prompts will be provided at the time of activity

Report group processes and results in the end of the activity



Participant research presentation

15-min talk by our participants at SICSS-NDSU



Group projects & presentation

3-4 participants in a group (assigned using clustering method)

Two rounds of group speed dating this Friday

Group finalization before lunch this Friday



Group projects & presentation

Type of group projects:

- Traditional academic research project (proposal, pilot study)
- Public good/resource (building a database)
- Teaching and learning (building a R tutorial)

All projects should be open-access. .



Group projects & presentation

Timeline

	Morning	Afternoon
6.24 (F)	Announcing group assignment	Group working on data viz activity
6.27 (M)	Brainstorming ideas	Finalizing idea and getting it started
6.28 (T)	Briefing group idea & progress	Working on the project
6.29 (W)	Briefing group progress	Working on the project, send slides/files by EOD
6.30 (T)	Presenting results/deliverables	

- You are allowed but certainly not required to work outside of SICSS “regular” hours.



Suggestions for group projects (SICSS principles)

Openness: actively hear from every person when generating the plan

Patience: consider taking on a project component that help you learn, even if you are less experienced

Togetherness: carve out a meaningful role for each person in the group. Be mindful of the labor division

Generosity: teach each other within and cross groups on theories, coding, methods, among others



Suggestions for group projects (practical)

Use a file-share platform (GitHub, Google Doc, One Drive, Dropbox, etc.)

Create a Slack group for immediate contact and feedback

Use the faq channel to post questions



Suggestions for group projects (presentations)

Each group will have a 15-min slot (10 min for presentation + 5 min for Q&A)

The presentation should be tangible, such as using slides; each person should have a role in the presentation

Presentation content:

- What is your project topic/research question?
- A description of the motivation/importance of the topic/project
- Any specific hypotheses you have (if applicable)
- Overview of your project plan and/or research design
- Initial findings and/or visualizations
- Conclusions: discussion of obstacles/limitations/areas for feedback, and next steps



Social media

Follow each other on Twitter 🖐️

Tweet using #SICSS2022 #SICSSNDSU 👍



Feedback

Daily surveys

Overall surveys at the completion of the workshop

Reach out to Shuning (shuning.lu@ndsu.edu) and Zoltan (zoltan.majdik@ndsu.edu) for more immediate feedback



Any questions?

Let's take a break and start! 🎉