

Digital Methods (K001194)

Wegens Covid19 kan mogelijk afgeweken worden van de onderwijs- en evaluatievormen. Dergelijke afwijkingen zullen via Ufora worden gecommuniceerd.

Cursusomvang *(nominale waarden; effectieve waarden kunnen verschillen per opleiding)*

Studiepunten 4.0 **Studietijd** 120 u **Contacturen** 30.0 u

Aanbodsessies en werkvormen in academiejaar 2020-2021

A (semester 2)	Engels	Gent	hoorcollege	15.0 u
			zelfstandig werk	7.5 u
			practicum	7.5 u

Lesgevers in academiejaar 2020-2021

Stragier, Jeroen PS01 Verantwoordelijk lesgever

Aangeboden in onderstaande opleidingen in 2020-2021

Bachelor of Science in de communicatiewetenschappen	stptn	aanbodssessie
	4	A

Onderwijsstalen

Engels

Trefwoorden

Methodology, digital methods, social network analysis, internet research, quantitative research methods, qualitative, research methods, big data.

Situering

The datafication that characterizes our contemporary information society has led to an exponential growth in digital data. This provides challenges and opportunities for studying media and communication. In this course, we consider digital methods as those methodologies and methods that allow us to gain an understanding of the social world -both online and offline- by making use of data created by our interactions with digital technologies. The central aim of this course is to teach:

- 1 a theoretical, conceptual and critical understanding of digital data and the knowledge they can generate,
- 2 how and when to apply methods and techniques related to digital data in a social scientific context,
- 3 a select number of tools and skills to collect, analyze and visualize digital data.

Inhoud

The course covers the following topics:

Part 1:

- Introduction to Digital Methods
- Social research in the digital age
- Big data & ethics
- Observing behavior
- Running experiments

Part 2:

- Introduction to R: basics + statistics
- Data collection (APIs, scraping)
- Data analysis:
 - Digital trace data: log data analysis
 - Social network analysis
 - Automated text analysis
 - Predictive modeling: regression and classification

Begincompetenties

This course builds on the knowledge derived from the following courses:

- Statistics (Ba1)
- Methodology of social sciences (Ba1)
- Quantitative techniques (Ba2)
- Qualitative techniques (Ba2)

Eindcompetenties

- 1 To have knowledge of the most important developments in the field of digital methods and internet research.
- 2 To gain insight into digital methods and techniques and to be able to apply them in communication scientific research.
- 3 To reflect critically about ethical and political aspects concerning the usage and the implications of digital methods.

Creditcontractvoorwaarde

Toelating tot dit opleidingsonderdeel via creditcontract is mogelijk mits gunstige beoordeling van de competenties

Examencontractvoorwaarde

Dit opleidingsonderdeel kan niet via examencontract gevolgd worden

Didactische werkvormen

Hoorcollege, practicum, zelfstandig werk, hoorcollege: plenaire oefeningen, online demonstratie, online hoorcollege, online hoorcollege: plenaire oefeningen

Toelichtingen bij de didactische werkvormen

This course combines several work forms:

- Lectures: provide a framework for integration of and insights into different aspects concerning digital methods.
- Practicals: Students get to know several methods and techniques of data collecting, analyzing and visualizing and they experiment with these techniques during practicals.
- Working at home: students continue the exercises they practiced on during the practicals.
- Online discussion group: Students learn from each other by posting messages and comments on Ufora, with active participation of the instructor.

Leermateriaal

Handbook for **part 1** of the course: **Salganik, M. (2017). *Bit by Bit: Social Research in the Digital Age*. Princeton, NJ: Princeton University Press**

PowerPoint-slides, notes, practical exercises and when relevant scientific articles. All material will be offered online through the digital learning platform Ufora.

Recommended self-study: R: introductory free courses: <https://learn.datacamp.com/courses/free-introduction-to-r>

Referenties

- 1 Book: Salganik, Matthew J. 2017. *Bit by Bit: Social Research in the Digital Age*. Princeton, NJ: Princeton University Press.
- 2 Ackland, R. (2013). *Web social science: Concepts, data and tools for social scientists in the digital age*. London: Sage.
- 3 Kitchin, R. (2014). *The data revolution: Big data, open data, data infrastructures and their consequences*. London: Sage.
- 4 Rogers, R. (2013). *Digital methods*. Cambridge, MA: MIT press.

Vakinhoudelijke studiebegeleiding

Interactive coaching via Ufora (forum, information on the curriculum and the examination, additional documents, ...)

Evaluatiemomenten

periodegebonden evaluatie

Evaluatievormen bij periodegebonden evaluatie in de eerste examenperiode

Schriftelijk examen

Evaluatievormen bij periodegebonden evaluatie in de tweede examenperiode

Schriftelijk examen

Evaluatievormen bij niet-periodegebonden evaluatie

Tweede examenkans in geval van niet-periodegebonden evaluatie

Niet van toepassing

Toelichtingen bij de evaluatievormen

The written exam will consist of closed and open-ended questions.

Eindscoreberekening

The written exam accounts for 100% of the obtainable grades.

Faciliteiten voor werkstudenten

Slides and other material available on Ufora