COLLECTING SOCIAL MEDIA DATA

TOPIC ONE: ETHICAL SOCIAL MEDIA METHODS
- Understand how social media data differs from more common data sources in social science and the challenges that provides.
- Gain knowledge of the types of harms and risks that might be posed to research participants and to researchers.
- Understand how the Framework for Ethical Research with Social Media Data works, and how it can be applied to the user’s project.

TOPIC TWO: PLANNING YOUR DATA COLLECTION
- Understand that social media data is a convenience sample and how social science treats it.
- Understand the importance of matching data sources to research questions.
- Have a clear sense of the importance of planning prior to data collection, as well as more flexible grounded theory based approaches.

TOPIC THREE: GETTING THE DATA - MANUAL AND AUTOMATED APPROACHES
- Understand the variety of options for collecting social media data.
- Recognize how social media APIs can influence data collection processes.
- Understand the issues related to the effective storage and management of social media data.

TOPIC FOUR: GETTING PRACTICAL - TOOLS FOR SOCIAL MEDIA RESEARCH
- Consider the advantages and disadvantages of different kinds of tools.
- Have an opportunity to collect and analyze Twitter data using Workbench.
- Consider the range of tools available to social media researchers today.

TOPIC FIVE: INDEPENDENT TWITTER PROJECT
- Understand how to plan and implement your own social media data collection.
- Understand how to apply the new knowledge and practical skills developed through the course to your own research.