



Collecting Social Media Data

Online course learning objectives

This introductory course is perfect for those looking to start utilizing social media data in their research to uncover the wealth of new insights and opportunities it brings. It teaches the essentials of collecting social media data and how to navigate the inherent challenges in working with this kind of data. This course will set learners up to effectively plan, gather and analyze social media data, equipping you to undertake research projects using social media data.

This course will help learners to:

- Understand how social media data presents challenges that differ from other types of data, particularly in relation to research ethics.
- Be empowered to effectively plan a social media data based project, including the data collection strategy, data storage and curation, and analysis.
- Gather, clean and analyze social media data using Workbench.

Language: English

Time to complete: 5 hours

Instructor: Dr James Allen-Robertson

Online course full syllabus

MODULE ONE: ETHICAL SOCIAL MEDIA METHODS

Gain an understanding of the ethical issues related to social media research.

- 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.

MODULE TWO: PLANNING YOUR DATA COLLECTION

Gain an understanding of the benefits and limitations of social media data.

- 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.



Collecting Social Media Data

MODULE THREE: GETTING THE DATA - MANUAL AND AUTOMATED APPROACHES

Develop an awareness of how data collection methods and sources can impact your research.

- 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.

MODULE FOUR: GETTING PRACTICAL - TOOLS FOR SOCIAL MEDIA RESEARCH

Learn about the range of available tools and get hands-on experience with gathering and analysing Twitter Data with Workbench.

- 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.

MODULE FIVE: INDEPENDENT TWITTER PROJECT

Plan and implement your own social media data collection, applying your new knowledge and practical skills developed on the course to your own research topic.

- 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.