Pilot/Practice Digital Content Analysis

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Pilot/Practice Digital Content Analysis

DUE: October 3rd, 2017 by 9:55am

HOW: In your Google Drive folder for this class

Pick a sample of social media content (from Facebook, Twitter, Reddit, Tumblr, or any other social
media platform with which you are familiar and that is substantially/primarily text rather than
images) that consists of at least 10 posts, tweets, or comments totaling at least 250 words.

You may do this by simply copying and pasting posts from a web browser, or by using R (or another
tool) to grab a sample (screenshotting is OK too but will limit your options for analysis).

Choose an analytic strategy: you might hand-code, read holistically, use comments in Word, use
software such as Atlas.ti, or calculate sentiment or other attributes using R (or another tool?).

Whatever your approach, you’ll hand in three things:

1. A memo of around 750 words describing what you wanted to know or thought you might
find, how you chose your sample and why, what you found (be thoughtful about how or
whether your findings are generalizable), and how you might improve on it in further
research.

2. The text you analyzed.

3. Documentation/representation of your coding/analytic strategy. This may be combined
with 2, i.e. you might print out a Word document with all the text and the comments where
you’re making notes about it, or output from R that includes both the text of tweets you
analyzed and their sentiment score, etc.