

1. Record Nr.	UNINA9910156180303321
Autore	Sloan Luke
Titolo	The SAGE handbook of social media research methods // edited by Luke Sloan and Anabel Quan-Haase
Pubbl/distr/stampa	Los Angeles : , : SAGE Reference, , [2017] 2017
ISBN	1-4739-8384-3 1-78684-254-8 1-4739-8721-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (xxvii, 679 pages) : illustrations, maps
Collana	Gale eBooks
Classificazione	32.20.04 32.20.24
Disciplina	302.231
Soggetti	Social media - Research - Methodology Mass media - Research - Methodology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index
Nota di contenuto	Introduction to the handbook of social media research methods: goals, challenges and innovations -- Part I: conceptualising & designing social media research -- What is social media and what questions can social media research help us answer? -- Big data -- hype or revolution? -- Building interdisciplinary social media research teams: motivations, challenges, and policy frameworks -- Social media users' views on the ethics of social media research -- Social media users' views on the ethics of social media research -- Social science 'lite'? Deriving demographic proxies from Twitter -- Part II: Collection & storage -- Think before you collect: setting up a data collection approach for social media studies -- Overview -- the social media data processing pipeline -- The role of APIs in Data Sampling from Social Media -- Data Storage, Curation and Preservation -- Using Social Media in Data Collection: Designing Studies with the Qualitative E-Research Framework -- Part III: Qualitative approaches to social media data -- Small data, thick data: thickening strategies for trace-based social media research -- Visuality in social media: researching images, circulations and practices -- Coding of non-text data -- Twitter as

method: using Twitter as a tool to conduct research -- Small stories research: a narrative paradigm for the analysis of social media -- Part IV: Quantitative approaches to social media data -- Geospatial analysis -- Pragmatics of network centrality -- Predictive analytics with social media data -- Deception detection and rumor debunking for social media -- Part V: Diverse approaches to social media data -- From site-specificity to hyper-locality: performances of place in social media -- Analyzing social media data and other data sources: a methodological overview -- Listening to social rhythms: exploring logged interactional data through sonification -- Innovative social location-aware services for mobile phones -- Part VI: Research and analytical tools -- COSMOS: The Collaborative On-line Social Media Observatory -- Social Lab: an 'open source Facebook' -- R for social media analysis -- GATE: an open-source NLP toolkit for mining social media -- A how-to for using Netlytic to collect and analyze social media data: a case study of the use of Twitter during the 2014 Euromaidan Revolution in Ukraine -- Theme detection in social media -- Sentiment analysis -- Part VII: Social media platforms -- The ontology of tweets: mixed-method approaches to the study of Twitter -- Instagram -- Weibo -- Foursquare -- Facebook as a research tool in the social and computer sciences -- Big data and political science: the case of VKontakte and the 2014 Euromaidan Revolution in Ukraine -- A retrospective on state of the art social media research methods: ethical decisions, big-small data rivalries and the spectre of the 6Vs.

Sommario/riassunto

The SAGE Handbook of Social Media Research Methods offers a step-by-step guide to overcoming the challenges inherent in research projects that deal with 'big and broad data', from the formulation of research questions through to the interpretation of findings. The handbook includes chapters on specific social media platforms such as Twitter, Sina Weibo and Instagram, as well as a series of critical chapters. The holistic approach is organised into the following sections: Conceptualising & Designing Social Media Research Collection & Storage Qualitative Approaches to Social Media Data Quantitative Approaches to Social Media Data Diverse Approaches to Social Media Data Analytical Tools Social Media Platforms This handbook is the single most comprehensive resource for any scholar or graduate student embarking on a social media project.
