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Nota di contenuto	Social Media, Sociality, and Survey Research; Contents; List of Figures; List of Tables; Contributors; Preface; Acknowledgments; 1. Social Media, Sociality, and Survey Research; What Is Social Media?; Social Media Origins; Social Networking Sites and Platforms; Blogs; Twitter; Facebook; LinkedIn; Second Life; Other Social Networking Platforms and Functionalities; Why Should Survey Researchers Be Interested in Social Media?; The Current State of Survey Research; Falling Response Rates; Frame Coverage Errors; The Coming Age of Ubiquity; Public vs. Private Data Social Media Interaction: Next Wave (or Subwave)? Adding Social Media to the Survey Research Toolbox; Toward Using the Concept of Sociality in Survey Research of the Future; How Can Survey Researchers Use Social Media Data?; References; 2. Sentiment Analysis: Providing Categorical Insight into Unstructured Textual Data; Describing

Emotional or Subjective Feeling in Textual Data; Definition of Machine-Augmented Sentiment Analysis; How Sentiment Analysis Is Used with Text Data; Different Ways of Representing Sentiment; Ordinal Scales; Nominal Emotion Classification; Neutral Sentiment Techniques for Determining Sentiment Precursors to Analysis; Harvesting; Structure and Understand; Approaches to Determining Sentiment; Machine-Coded Sentiment Analysis; Human-Coded Sentiment Analysis; Sentiment Analysis as a Subset of Text Analytics; Current Limitations of Sentiment Analysis; References; 3. Can Tweets Replace Polls? A U.S. Health-Care Reform Case Study; Methods; Twitter Data; Public Opinion About Health-Care Reform: Kaiser Health Tracking Poll; Analysis; Results; RQ1: To What Extent Was Health-Care Reform Discussed on Twitter? RQ2: What Is the Distribution of Sentiment of Health-Care Reform Tweets? RQ3. Do Trends in the Sentiment of Tweets About Health-Care Reform Correlate with Observed Trends in Public Opinion About Health-Care Reform from Nationally Representative Probability-Based Surveys?; KFF Trends; Comparison; RQ4. What Are the Key Topics Discussed in Health-Care Reform Tweets?; Discussion; Conclusions; References; 4. The Facebook Platform and the Future of Social Research; The Changing Web: From Searchable to Social; Digital and Digitized Data; The Case for Facebook Integration; Data and the Graph API Facebook Applications Social Plugins; The Future, Mobile Apps, and the Ever Increasing Complexity of the Social Graph; References; 5. Virtual Cognitive Interviewing Using Skype and Second Life; Brief Background on Cognitive Interviews; Cognitive Interviewing Current Practice; Practitioners' Techniques; Cognitive Interviews in Practice: Present and Future; Second Life for Survey Research; Methods; Recruitment; Screening; Incentive; Think-Aloud and Probes; Results; Overall Participant Characteristics; Feasibility of Pilot Study; Quality of Cognitive Interviews by Mode; Participant Disengagement Nonverbal Cues

Sommario/riassunto

Provides the knowledge and tools needed for the future of survey research. The survey research discipline faces unprecedented challenges, such as falling response rates, inadequate sampling frames, and antiquated approaches and tools. Addressing this changing landscape, Social Media, Sociality, and Survey Research introduces readers to a multitude of new techniques in data collection in one of the fastest developing areas of survey research. The book is organized around the central idea of a "sociality hierarchy" in social media interactions, comprised of three levels: broadcast, conversat
