



4th-5th December 2015

Social Media Analytics Workshop



PROGRAMME SCHEDULE



<http://www.comm.hkbu.edu.hk/acr/>

KEYNOTE SPEAKERS

Dr. Anatoliy Gruzd



Dr. Anatoliy Gruzd is a Canada Research Chair in *Social Media Data Stewardship*, Director of the Social Media Lab (<http://socialmedialab.ca/>), and Associate Professor in the Ted Rogers School of Management at Ryerson University, Canada (<http://www.ryerson.ca/>). He is also a co-editor of a multidisciplinary journal on Big Data & Society published by Sage (<http://bds.sagepub.com/>). Dr. Gruzd's research initiatives explore how social media and the growing availability of social big data are changing the ways in which people communicate, collaborate and disseminate information and how these changes impact the social, economic and political norms and structures of modern society. Dr. Gruzd and his lab are also actively developing and evaluating new approaches and tools to support social media data analytics and stewardship. His research and commentaries have been reported across Canada and internationally in various mass media outlets such as Foreign Affairs, Los Angeles Times, Nature.com, The Atlantic, The Globe and Mail, The National Post, The Canadian Press, CBC TV, CBC Radio, CTV and Global TV.



Dr. Axel Bruns

Dr Axel Bruns is an Australian Research Council Future Fellow and Professor in the Digital Media Research Centre at Queensland University of Technology in Brisbane, Australia. He is the author of *Blogs, Wikipedia, Second Life and Beyond: From Production to Prodsusage* (2008) and *Gatewatching: Collaborative Online News Production* (2005), and a co-editor of *Twitter and Society* (2014), *A Companion to New Media Dynamics* (2012) and *Uses of Blogs* (2006). His current work focuses on the study of user participation in social media spaces such as Twitter, and its implications for our understanding of the contemporary public sphere, drawing especially on innovative new methods for analysing 'big social data'. His research blog is at <http://snurb.info/>, and he tweets at @snurb_dot_info. See <http://mappingonlinepublics.net/> for more details on his research into social media.

LECTURE ABSTRACT

S1 Workshop

Topic: Social Media Data Collection & Network Analysis with Netlytic and R (Part I)
Speaker: Dr. Anatoliy Gruzd
Schedule: Dec. 4th (Fri) 09:30 – 12:30
Location: CVA 506

As social creatures, our online lives just like our offline lives are intertwined with others within a wide variety of social networks. Each retweet on Twitter, comment on a blog or link to a Youtube video explicitly or implicitly connects one online participant to another and contributes to the formation of various information and social networks. Once discovered, these networks can provide researchers with an effective mechanism for identifying and studying collaborative processes within any online community. However, collecting information about online networks using traditional methods such as surveys can be very time consuming and expensive. This workshop will explore automated ways to discover and analyze communication networks from social media data.

Participants will learn how to use Netlytic (<http://netlytic.org>), a cloud-based text and social networks analyzer to collect, analyze and visualize publicly available online conversations from social media websites such as Facebook, Twitter and Instagram. Day 1 will also cover how to export communication networks discovered by Netlytic in order to conduct Social Network Analysis (SNA) and create videos showing changes in networks over time using igraph, a popular SNA package in R.

S2 Public Talk

Topic: New Approaches to Large-Scale Social Media Analytics: Investigating Twitter in Australia
Speaker: Dr. Axel Bruns
Schedule: Dec. 4th (Fri) 15:00 – 17:00
Location: CVA 506

Twitter research to date has focused mainly on the study of isolated events, as described for example by specific hashtags or keywords relating to elections, natural disasters, public events, and other moments of heightened activity in the network. This limited focus is determined in part by the limitations placed on large-scale access to Twitter data by Twitter, Inc. itself. This research presents the first ever comprehensive study of a national Twittersphere as an entity in its own right. It examines the structure of the follower network amongst some 2.8 million Australian Twitter accounts and the dynamics of their day-to-day activities, and explores the Australian Twittersphere's engagement with specific recent events.

LECTURE ABSTRACT

S3 Workshop

Topic: Social Media Data Collection & Network Analysis with Netlytic and R (Part II)
Speaker: Dr. Anatoliy Gruzd
Schedule: Dec. 5th (Sat) 09:30 – 12:30
Location: CVA 506

Participants will continue learning how to use SNA to analyze online communication networks. This part will also focus on how to use R package called statnet to perform hypothesis testing using Exponential Random Graph Modelling (ERGM). In particular, participants will learn how to use ERGM to test whether there is a tendency of online participants to connect to other users based on a common characteristic such as gender or their location.

S4 Workshop

Topic: Advanced Twitter Analytics Using TCAT and Tableau
Speaker: Dr. Axel Bruns
Schedule: Dec. 5th (Sat) 14:30 – 17:30
Location: CVA 506

Particularly when working with large social media datasets, quantitative and mixed-methods approaches that draw especially on visual representations of 'big data' are now an indispensable part of the scholarly research and publication process. This data analytics and visualisation workshop will focus on a number of emerging standard tools and methods for large-scale data analytics, using Twitter data to illustrate these approaches. The workshop will introduce you to the open-source platform TCAT as a capable and reliable tool for data gathering from the Twitter API, and to the high-end data analytics software Tableau as a powerful means of processing and visualising large datasets.

Campus Map (Kowloon Tong) — HSHC SC & BURC

校園地圖(九龍塘) — 善衡校園 · 逸夫校園及浸會大學道校園

Legend:

- Vehicular Entrance 車輛入口
- Bus Stop 巴士站
- Meals & Refreshments 餐廳
- Light Bus Stop 專線小巴站
- Admission Consultation Desk 入學諮詢站
- Pedestrian Entrance 行人入口

Shaw Campus (SC) 逸夫校園
Location of School/Talk 學校/講座位置
School of Business 工商管理學院
Shaw Tower (SWT) 逸夫行政樓
Au Shee Hung Memorial Library (AML) 區樹屏紀念圖書館
The Wing Lung Bank Building for Business Studies (WLB) 永隆銀行商業大樓
Lam Woo International Conference Centre 林護國際會議中心
David C. Lam Building (DCLB) 慈恩樓
Madam Kwok Chung Bo Fun Sports and Cultural Centre (SCC) 郭佩珊女士體育文化館
Nint Sports Centre (NSC) 毅校運動中心

Baptist University Road Campus (BURC) 浸會大學道校園
Location of School/Faculty/WA/Talk 學校/學院/講座/講座位置
School of Chinese Medicine 中醫藥學院
School of Communication 傳播學院
Faculty of Social Sciences 社會科學院
Academy of Visual Arts 視覺藝術學院
Dr. Ng Tai International House (NTI) 吳多儀博士國際中心
Academic and Administration Building (AAB) 教學及行政大樓
Jockey Club Academic Community Centre (ACC) Madam Chan Wu Wan Kwai School of Continuing Education Tower (SC) 賽馬會終身教育中心 / 陳維德夫人終身教育大樓
Jockey Club School of Chinese Medicine Building (SCM) 賽馬會中醫藥學院大樓
Undergraduate Halls 本科生宿舍
Communication and Visual Arts Building (CVA) 傳播與藝術大樓

Contact details

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