Dnr: MKGB91/20202

Faculty of Arts and Social Sciences
Media and Communication Studies

Course Reading

Digital Analysis Methods

Valid from 11/09/2020

Course Code: MKGB91
Course Title: Digital Analysis Methods
Credits: 15 ETCS cr
Degree Level: Undergraduate level

Methods Introduction

Books

Berger, Arthur A (2019). *Media and communication research methods: An introduction to qualitative and quantitative approaches, 5th ed*. Los Angeles etc.: SAGE . The 4th edition is a viable option.

Chandler, D (2017). *Semiotics: The basics. 3rd ed*. New York: Routledge

Davis, M. M., & Mosdell, N (2006). *Practical research methods for media and cultural studies. Making people count*. Edinburgh : Edinburgh University Press Tillgänglig som e-bok: http://biblos.kau.se/record=b1499885~S2*swe

Neuendorf, K. A (2016). *The content analysis guidebook. 2nd ed*. Thousand Oaks, CA., etc.: SAGE

Riffe, D., Lacy, S., & Fico, F (2019). *Analyzing media messages: Using quantitative content analysis in research4th ed*. New York: Routledge . The 3rd edition is a viable option.

Seale, C. (Ed.) (2017). *Researching society and culture. 4th ed*. Thousand Oaks, CA: SAGE

Därtill tillkommer ytterligare kurslitteratur om 50-100 sidor som tillhandahålls av kursansvarig

Digital Research Methods

Books

Creswell, J.W. & Creswell, J.D (2018). *Research design: Qualitative, quantitative, and mixed methods approaches. 5th ed*. London: SAGE

Freeman, L (2004). *The development of social network analysis. A study in the sociology of science*. Vancouver, BC Canada: Empirical Press

Golbeck, J (2013). *Analyzing the social web*. Amsterdam: Elsevier Tillgänglig som e-bok via bibliotekets inloggning.

Hansen, D. L., Smith, M. A., & Schneiderman, B. (2011). *Analyzing Social Media Networks with NodeXL: Insights From a Connected World*. Morgan Kaufmann. Tillgänglig som e-bok via bibliotekets inloggning.

Ignatow, G., & Mihalcea, R (2013). *Text mining: A guidebook for the social sciences*. Thousand Oaks, CA: SAGE . Newer editions are viable options.

Quinton, S., & Reynolds, N (2018). *Understanding Research in the Digital Age*. Thousand Oaks, CA: SAGE

Ramsay, S (2011). *Reading machines: Toward an algorithmic criticism*. Chicago: University of Illinois Press

Articles

Granovetter, M (1983). The strength of weak ties: A network theory revisited. *Sociological theory*, *1, 201-233*. http://www.soc.ucsb.edu/faculty/friedkin/Syllabi/Soc148/Granovetter%201983.pdf

Mejias, U. A (2010). The limits of networks as models for organizing the social. *New Media & Society*, *12(4), 603-617*

Silge, J., & Robinson, D. (2016). Tidytext: Text mining and analysis using tidy data principles in R. *Journal of Open Source Software*, *1(3), 37*. https://www.tidytextmining.com/index.html Available online.

Welbers, K., Van Atteveldt, W., & Benoit, K. (2017). (2017). Text analysis in R. *Communication Methods and Measures*, *11(4), 245-265*. https://www.tandfonline.com/doi/full/10.1080/19312458.2017.1387238?scroll=top&needAccess=true Available online

Web resources

Grolemund, G. (2014). Introduction in Hands-on programming with r: write your own functions and simulations. https://rstudio-education.github.io/hopr/. O'Reilly Media, Inc. Available online

Därtill tillkommer ytterligare kurslitteratur om 100-150 sidor som tillhandahålls av kursansvarig

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Approved by the Faculty Board of Arts and Social Sciences 09/21/2020