Cathie Marsh Institute

Short Courses

**Social Media Data Analysis**

**Date:** 26 May 2021

**Location**: Online – click the Teams link at the top of this page: <http://mozdeh.wlv.ac.uk/course.html>

**Instructor:** Mike Thelwall

**Before the 26th**: (**1**) You will need a Windows computer to download and run a program from. Download Mozdeh from http://mozdeh.wlv.ac.uk/ and save it to your computer or USB stick in a location, such as My Documents, where you can create folders. Mozdeh is free academic software with no malware. Double-click on Mozdeh after downloading to make sure that it starts without getting a computer error (click Quit at the Project Wizard). Please email Mike [m.thelwall@wlv.ac.uk](mailto:m.thelwall@wlv.ac.uk) a screenshot of any error message before the 16th to fix the problem in advance. (**2**) Sign up for a free Twitter account, if not already a tweeter (follow @Mozdeh4 for updates). (**3**) Please learn how to email screenshots in case of technical problems during the course. (**4**) If interested in YouTube, get a YouTube API key with the Workshop Appendix instructions (about 1 hour), saving the key somewhere safe.

**Optional**: Two talks about research projects made with the help of the methods in this course. ADHD tweets: <https://www.youtube.com/watch?v=CqWIRYcnWkI>

Bullying on YouTube: <https://www.youtube.com/watch?v=Uw622WwUMD8>

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| 10 | Welcome and introduction - Mike |
| 10.10 | Personal introductions – everyone 30 second self-introduction |
| 10.30 | **Talks 1-3**: Downloading, searching, filtering and analysing tweets with Mozdeh |
| 11.10 | Q&A & comments |
| 11.20 | Coffee break |
| 11.40 | **Workshop 1**: Downloading, searching, filtering and analysing tweets with Mozdeh |
| 12.30 | Lunch |
| 1.30 | **Talk 4**: Word association mining with Mozdeh. |
| 2.10 | Q&A & comments |
| 2.20 | **Workshop 2**: Word association mining with Mozdeh applied to timeline tweets |
| 3.10 | Coffee break |
| 3.30 | **Talk 5**: YouTube data gathering and analysis with Mozdeh |
| 4.10 | Q&A & comments |
| 4.20 | **Workshop 3**: YouTube analysis with Mozdeh (or carry on with Twitter if preferred) |
| 5 | Finish |

Contact us: [cmi-shortcourses@manchester.ac.uk](mailto:cmi-shortcourses@manchester.ac.uk) | <https://www.cmi.manchester.ac.uk/study/short/>