

Contents

<i>List of Figures</i>	ix
<i>List of Tables</i>	xv
<i>Notes on the Editors and Contributors</i>	xvii
<i>Acknowledgements</i>	xxviii
1 Introduction to the Handbook of Social Media Research Methods: Goals, Challenges and Innovations	1
<i>Anabel Quan-Haase and Luke Sloan</i>	
PART I CONCEPTUALISING & DESIGNING SOCIAL MEDIA RESEARCH	11
2 What is Social Media and What Questions Can Social Media Research Help Us Answer?	13
<i>Lori McCay-Peet and Anabel Quan-Haase</i>	
3 Big Data – Hype or Revolution?	27
<i>Rob Kitchin</i>	
4 Building Interdisciplinary Social Media Research Teams: Motivations, Challenges, and Policy Frameworks	40
<i>Anabel Quan-Haase and Lori McCay-Peet</i>	
5 Social Media Users' Views on the Ethics of Social Media Research	57
<i>Kelsey Beninger</i>	
6 The Role of Online Reputation Management, Trolling, and Personality Traits in the Crafting of the Virtual Self on Social Media	74
<i>Shuzhe Yang, Anabel Quan-Haase, Andrew D. Nevin and Yimin Chen</i>	
7 Social Science 'Lite'? Deriving Demographic Proxies from Twitter	90
<i>Luke Sloan</i>	
PART II COLLECTION & STORAGE	105
Think Before You Collect: Setting Up a Data Collection Approach for Social Media Studies	107
<i>Philipp Mayr and Katrin Weller</i>	
Overview – The Social Media Data Processing Pipeline	125
<i>David M. Brown, Adriana Soto-Corominas, Juan Luis Suárez and Javier de la Rosa</i>	

10	The Role of APIs in Data Sampling from Social Media <i>Dietmar Janetzko</i>	146
11	Data Storage, Curation and Preservation <i>Alex Voss, Ilia Lvov and Sara Day Thomson</i>	161
12	Using Social Media in Data Collection: Designing Studies with the Qualitative E-Research Framework <i>Janet Salmons</i>	177
PART III QUALITATIVE APPROACHES TO SOCIAL MEDIA DATA		197
13	Small Data, Thick Data: Thickening Strategies for Trace-based Social Media Research <i>Guillaume Latzko-Toth, Claudine Bonneau and Mélanie Millette</i>	199
14	Visuality in Social Media: Researching Images, Circulations and Practices <i>Martin Hand</i>	215
15	Coding of Non-Text Data <i>Diane Rasmussen Pennington</i>	232
16	Twitter as Method: Using Twitter as a Tool to Conduct Research <i>Bonnie Stewart</i>	251
17	Small Stories Research: A Narrative Paradigm for the Analysis of Social Media <i>Alexandra Georgakopoulou</i>	266
PART IV QUANTITATIVE APPROACHES TO SOCIAL MEDIA DATA		283
18	Geospatial Analysis <i>Olga Buchel and Diane Rasmussen Pennington</i>	285
19	Pragmatics of Network Centrality <i>Shadi Ghajar-Khosravi and Mark Chignell</i>	309
20	Predictive Analytics with Social Media Data <i>Niels Buus Lassen, Lisbeth la Cour and Ravi Vatrappu</i>	328
21	Deception Detection and Rumor Debunking for Social Media <i>Victoria L. Rubin</i>	342
PART V DIVERSE APPROACHES TO SOCIAL MEDIA DATA		365
22	From Site-specificity to Hyper-locality: Performances of Place in Social Media <i>Nadav Hochman</i>	367

23	Analyzing Social Media Data and Other Data Sources: A Methodological Overview <i>Frauke Zeller</i>	386
24	Listening to Social Rhythms: Exploring Logged Interactional Data Through Sonification <i>Jack Jamieson and Jeffrey Boase</i>	405
25	Innovative Social Location-aware Services for Mobile Phones <i>Bernhard Klein and Ulf-Dietrich Reips</i>	421
PART VI RESEARCH AND ANALYTICAL TOOLS		439
26	COSMOS: The Collaborative On-line Social Media Observatory <i>Jeffrey Morgan</i>	441
27	Social Lab: An 'Open Source Facebook' <i>Ulf-Dietrich Reips and Pablo Garaizar</i>	475
28	R for Social Media Analysis <i>Simon Hegelich</i>	486
29	GATE: An Open-source NLP Toolkit for Mining Social Media <i>Kalina Bontcheva</i>	499
30	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 <i>Anatoliy Gruzdt, Philip Mai and Andrea Kampen</i>	513
31	Theme Detection in Social Media <i>Daniel Angus</i>	530
32	Sentiment Analysis <i>Mike Thelwall</i>	545
PART VII SOCIAL MEDIA PLATFORMS		557
33	The Ontology of Tweets: Mixed-Method Approaches to the Study of Twitter <i>Dhiraj Murthy</i>	559
34	Instagram <i>Linnea Laestadius</i>	573
35	Weibo <i>Xiao Hu, Chen Qiao and King-wa Fu</i>	593

36	Foursquare <i>Matthew J. Williams and Martin Chorley</i>	610
37	Facebook as a Research Tool in the Social and Computer Sciences <i>Jessica Vitak</i>	627
38	Big Data and Political Science: The Case of VKontakte and the 2014 Euromaidan Revolution in Ukraine <i>Anatoliy Gruzd and Ben O'Bright</i>	645
39	A Retrospective on State of the Art Social Media Research Methods: Ethical Decisions, Big-small Data Rivalries and the Spectre of the 6Vs <i>Luke Sloan and Anabel Quan-Haase</i>	662
	<i>Index</i>	673
	Visuality in Social Media: Researching Facebook <i>Martin Hand</i>	
	Coding of Non-Text Data <i>Diane Rasmussen Pennington</i>	
	Twitter as Method: Mining Social Media <i>Bonnie Stewart</i>	
	A Case Study of the Use of Twitter During the 2014 Euromaidan Revolution in Ukraine <i>Anatoliy Gruzd, Philip Hui and Andrew Kinnear</i>	
	Theme Detection in Social Media <i>Daniel Angus</i>	
	Sentiment Analysis <i>Mike Thelwall</i>	
	Predictive Analysis with Social Media <i>Niels Bauw Laatz, Lieve de Groot and Rini Vatsop</i>	
	The Ontology of Tweets: Mixed-Method Approaches to the Study of Twitter <i>Chiranj Murthy</i>	
	Deception Detection and Rumor for Social Media <i>Victoria L. Rubin</i>	
	Instagram <i>Linnéa Laestadius</i>	
	From Site-Specificity to Hyper-locality: Performances of Place in Weibo <i>Xiao Hu, Chen Qiao and King-wa Fu</i>	
	Social Media <i>Nadav Harman</i>	