DOING A DATA SPRINT: TIPS, GOOD PRACTICES, & SAMPLE PROJECTS
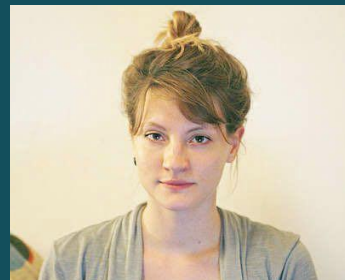
22 AUGUST 2016

Prof. Richard Rogers
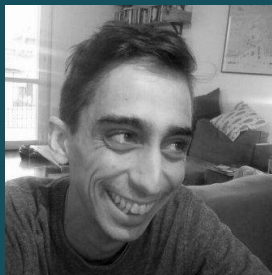
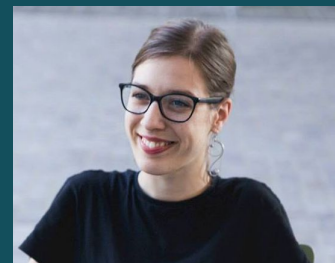**Michele Mauri**

Maria Silvia Poltronieri

Natalia Sanchez-Querubin

Gabriele Colombo

Agata Brilli

DIGITAL METHODS & ISSUE MAPPING

A BRIEF OVERVIEW

Digital methods repurpose the data, metrics, and formating currently produced by online devices and platforms for researching into political and social issues.

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Instead of searching for 'clean data', technicity is seen as offering also opportunity (but also critiqued)

Digital methods 'follow the medium', managing to both quickly theorize and operationalize research about current issues as they are 'made' in and with current media.

Research is done with mixed-methods and software tools

DIGITAL METHODS

SEARCH AS RESEARCH
repurposing search engine rankings
commitment – scrapping

THE POLITICS OF LINKS
hyperlink analysis – issue crawler
link diplomacies – domain names

SPHERE & NATIONAL WEB ANALYSIS
(cross) blog, news, web spherical analysis
geolocating issues with the web

HISTORICAL (WEB) ANALYSIS
wayback machine – the study of edits
(wikipedia) – shifting assemblages

POST–DEMOGRAPHICS
critical approaches to personal data
online, targeting and profiling

VANITY METRICS
beyond self representation
repurposing engagement

PLATFORM CONNECTIONS
(social) issue networks – feeds and
hashtags assemblages

CROSS PLATFORM ANALYSIS

(online) issue mapping a theoretical and methodological framework for using the web for the study of social issues and those that "make" them.

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Questions about the substance of issues, the actors concerned with them, and the current and emerging assemblages to which they belong are operationalized through digital methods.

The outputs (mappings) are data visualizations with stories, that answer research questions, and help stakeholders and publics understand their issue better.

Digital methods affords ways for thinking through the medium, and thus for describing intersections between media logics and issue logics.
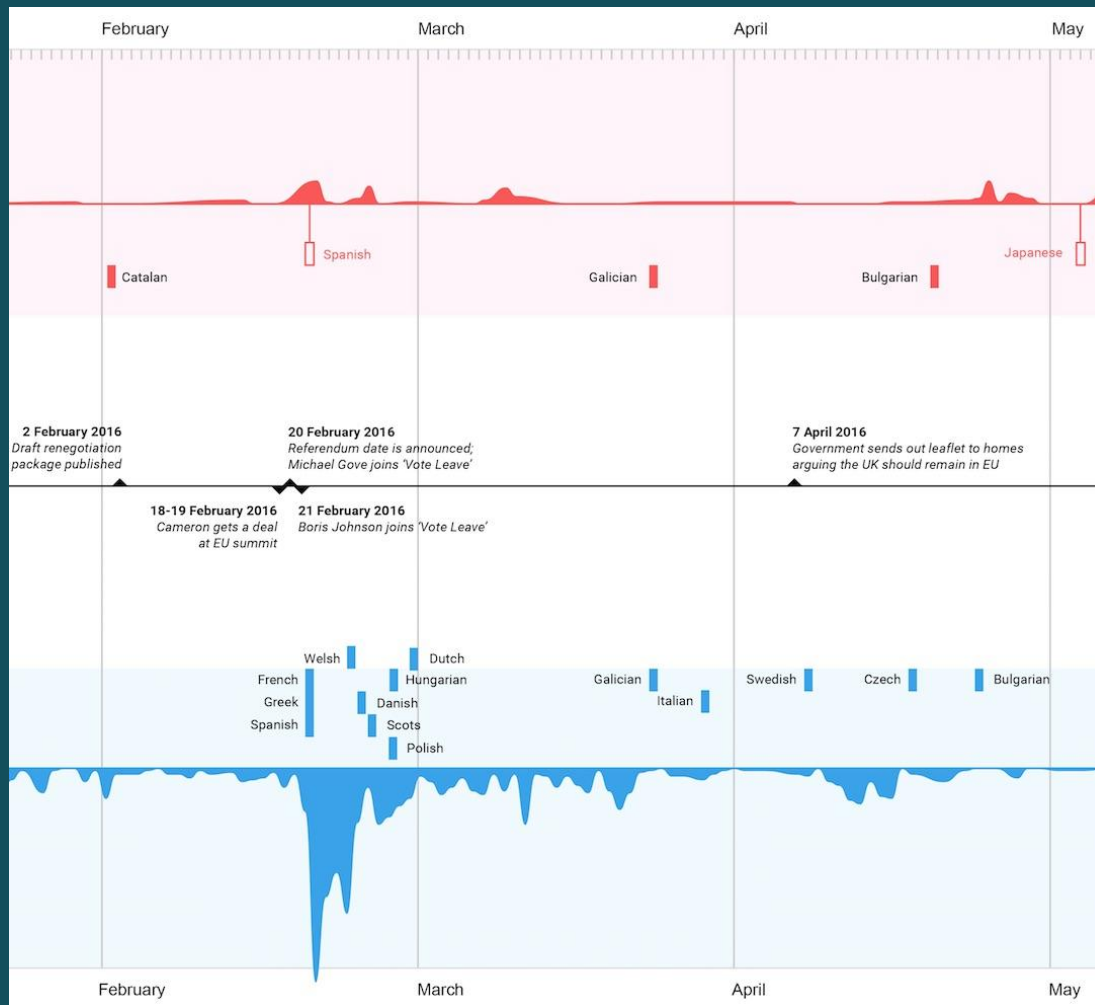
Brexit

Lonely Connect?
Brexit and the UK's changing place in the world

Question:

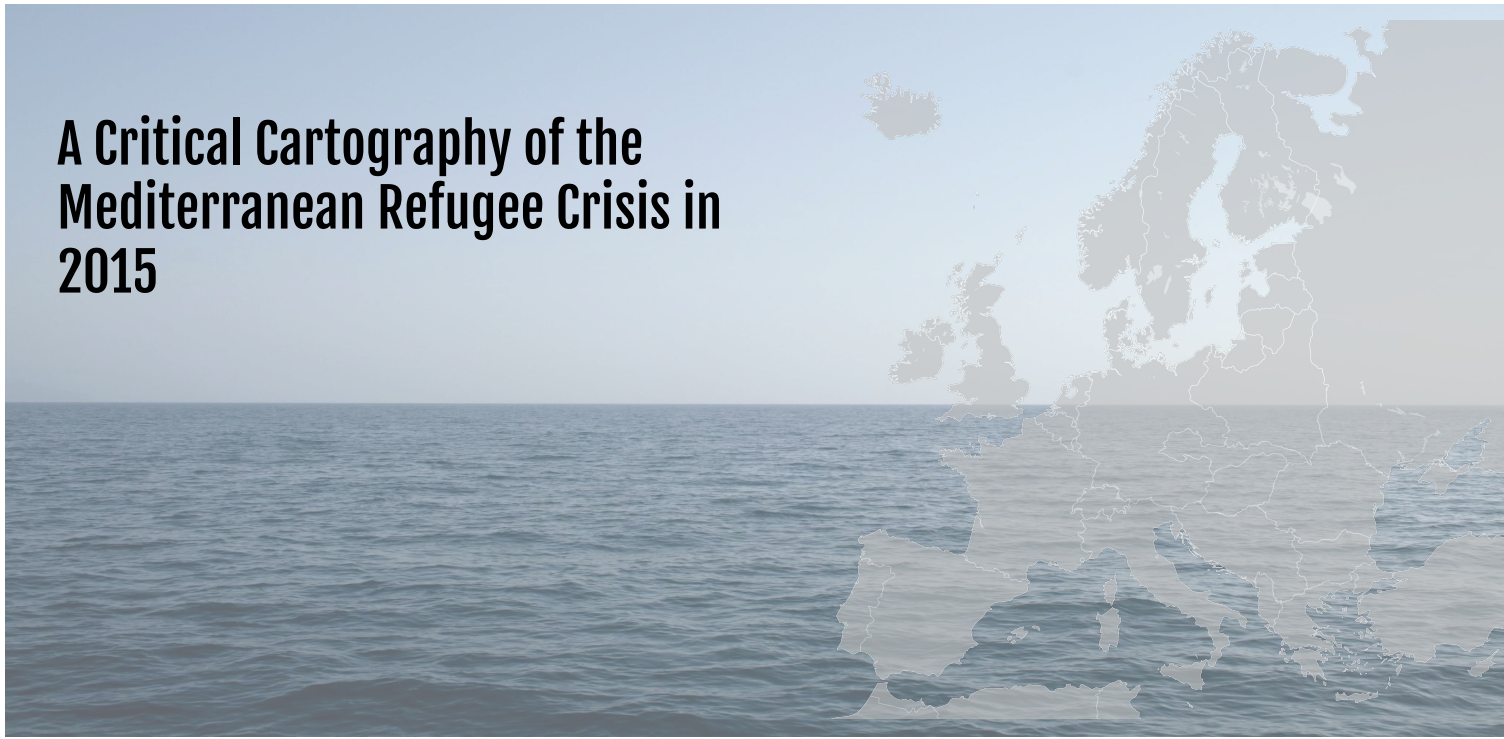**What can Wikipedia tell us about the UK's changing place in the world after Brexit?**

Simon Gottschalk, Viola Bernacchi, Carlo De Gaetano, Warren Pearce, Maria Silvia Poltronieri, Sabine Niederer

February | March | April | May

Spanish

Catalan | Galician | Bulgarian | Japanese

2 February 2016
Draft renegotiation package published

20 February 2016
*Referendum date is announced;
Michael Gove joins 'Vote Leave'*

7 April 2016
Government sends out leaflet to homes arguing the UK should remain in EU

18-19 February 2016
Cameron gets a deal at EU summit

21 February 2016
Boris Johnson joins 'Vote Leave'

Welsh | Dutch
French | Hungarian
Greek | Danish | Galician | Swedish | Czech | Bulgarian
Spanish | Scots | Italian
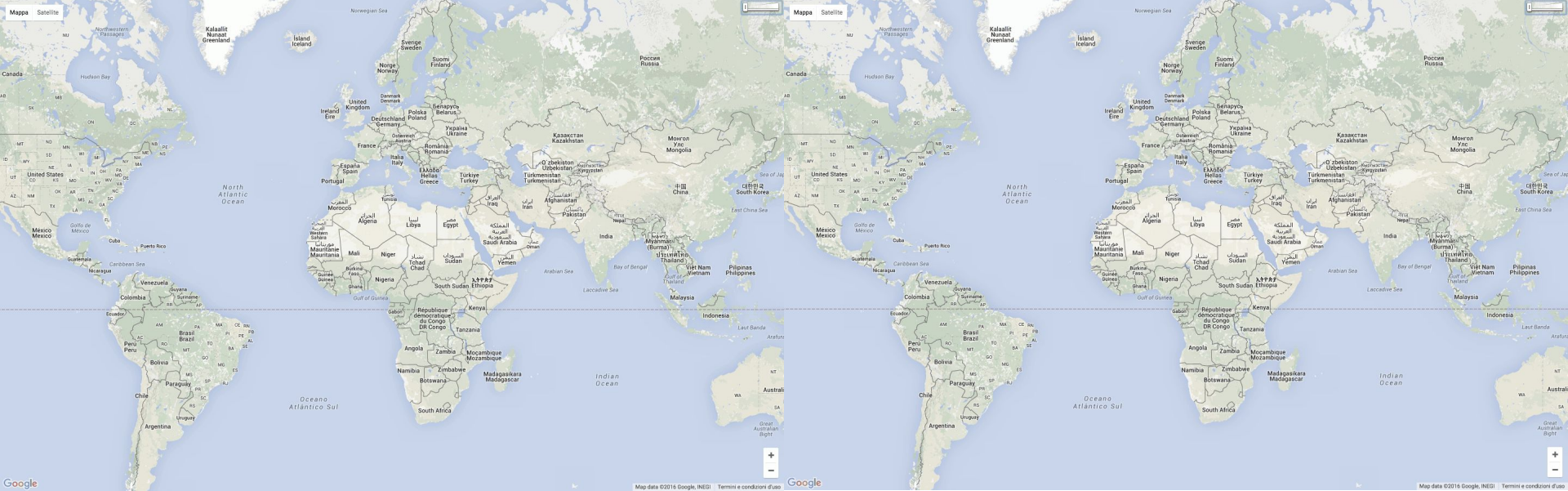Polish

February | March | April | May

Migration

A Critical Cartography of the Mediterranean Refugee Crisis in 2015

Gabriele Colombo, Natalia Sanchez Querubin, Suzanne van Geuns, Jasper Bol, L. Dellemaan, Hadewieg Beekman, Quentin Lobbe, Rik Smit, Belal Islim, Sam Merrill

"Refugee routes" - *English*

"Refugee routes" - *Italian*

Research Questions

1. **CIRCULATION**: How do these images exist and move across different online platforms and media outlets?

2. **REPRESENTATION**: How does the Lean In Collection communicate women as empowered and authentic both visually and through the language found in titles and keywords?

3. **RECONTEXTUALIZATION**: How do the online media texts that use images from the Lean In Collection frame a range of issues related to women both visually and linguistically?

Methodology

7833 images within Lean In collection

→ 6000 sorted images → result: 4646 unique images
Top 171 hosts - based on the number of pictures from the collection they
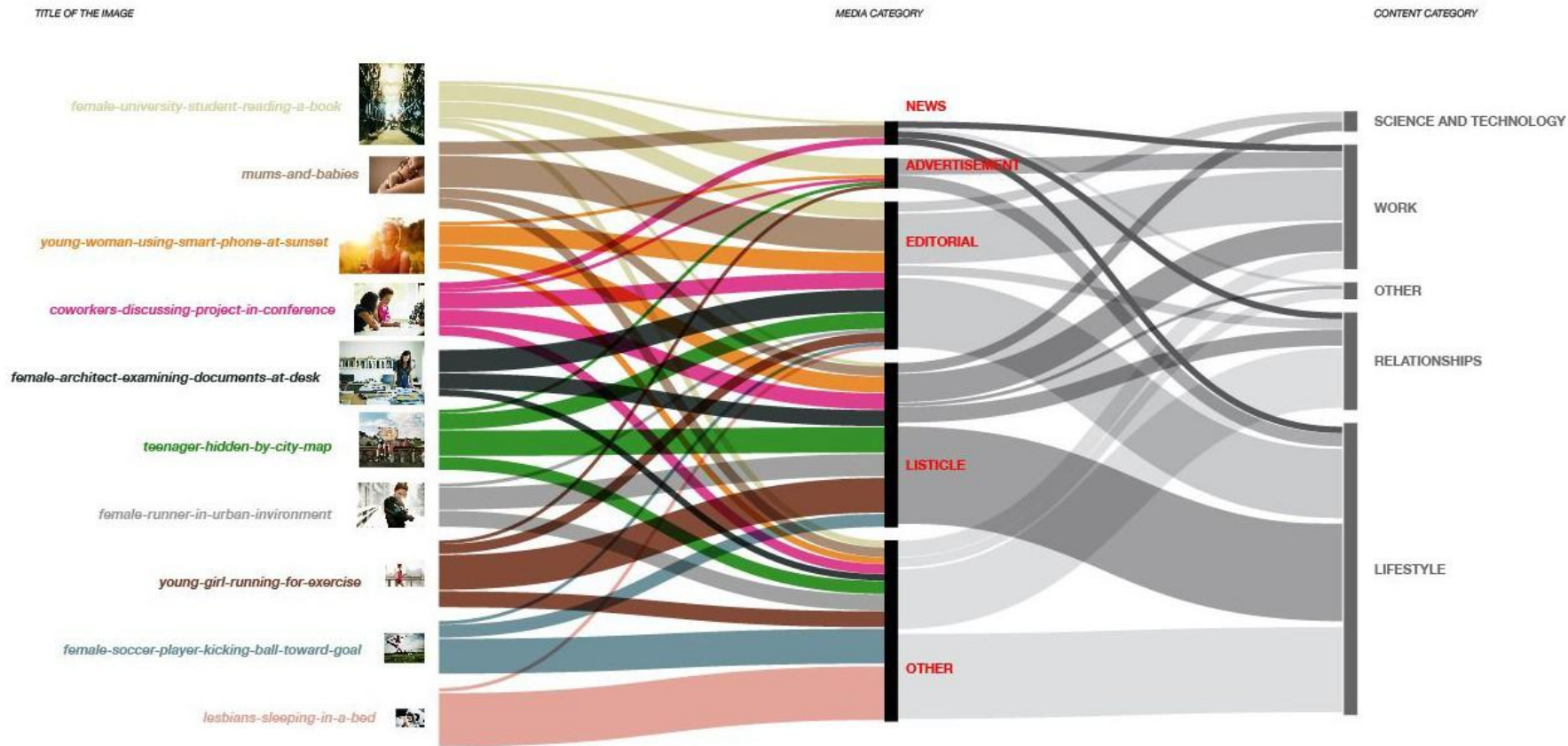
use Top 10 images- based on usage by other hosts

The metadata connected to the picture - titles, authors, keywords/tags,

rights Data collection

→Tools: Google Reverse Image Scraper

#femgetty   'A critical genealogy of the Getty Images Lean In Collection: Researching the feminist politics of stock photography across representation, circulation, and recontextualization'

FORMAT OF IMAGES AND TOPIC

TITLE OF THE IMAGE

female-university-student-reading-a-book

mums-and-babies

young-woman-using-smart-phone-at-sunset

coworkers-discussing-project-in-conference

female-architect-examining-documents-at-desk

teenager-hidden-by-city-map

female-runner-in-urban-invironment

young-girl-running-for-exercise

female-soccer-player-kicking-ball-toward-goal

lesbians-sleeping-in-a-bed

MEDIA CATEGORY

NEWS

ADVERTISEMENT

EDITORIAL

LISTICLE

OTHER

CONTENT CATEGORY

SCIENCE AND TECHNOLOGY

WORK

OTHER

RELATIONSHIPS

LIFESTYLE

THE 'DATA SPRINT' FORMAT

Data sprints are work-intensive and time-constrained events designed to enable short-form data analysis.

They resemble book sprints and hackathons.

Teams are multidisciplinary & members participate during all stages of a project's development.

Data sprints are learning-by-doing, all-hands-on-deck, share-your-skills events.

SUBJECT MATTER

concrete analytical needs
research avenues
datasets

ANALYSE

research questions
operationalization
data exploration and analysis
findings

DESIGN

visualize complex data
enable analysis through graphics
outputs ready to be shared

PROGRAM

tools development
on-site problem solvers

DATA SPRINT

STAGES OF A DATA SPRINT

→

- ✓ Theoretical talks
- ✓ Subject matter experts
- ✓ Project formation
- ✓ Kick–off meeting
- ☐ workshop + feedback sessions
- ☐ Final presentations

GOOD PRACTICES

- Take breaks seriously.
- Be flexible and adapt quickly.
- Manage expectations.
- Projects driven by research questions, rather than by exploration, work best.
- Document all your steps.

- Describing data is different than presenting findings.
- The 'this is not working' moment is part of the process.
- Have fun!

https://wiki.digitalmethods.net/Dmi/SummerSchool2016BrexitWikipedia