

The SAGE Handbook of Social Media Research Methods



Second Edition

Edited by
Anabel Quan-Haase
and Luke Sloan

Contents

<i>List of Figures</i>	xi
<i>List of Tables</i>	xvi
<i>Notes on the Editors and Contributors</i>	xviii
1 Introduction <i>Anabel Quan-Haase and Luke Sloan</i>	1
PART I CONCEPTUALIZING AND DESIGNING SOCIAL MEDIA RESEARCH	11
2 Defining Social Media and Asking Social Media Research Questions: How Well Does the Swiss Army Knife Metaphor Apply? <i>Charlotte Nau, Anabel Quan-Haase, and Lori McCay-Peet</i>	13
3 Before Methods: Social Media Research Considerations <i>Bree McEwan and Jesse Fox</i>	27
4 Building Social Media Interdisciplinary Research Teams across Academia, Industry, and Community: Motivations, Challenges, and Policy Frameworks <i>Anabel Quan-Haase, Riley McLaughlin, and Lori McCay-Peet</i>	40
5 Key Considerations in the Interpretation of Digital Trace Data <i>Andrew D. Nevin, Yimin Chen, Shuzhe Yang, and Anabel Quan-Haase</i>	54
6 Who Uses Social Media? <i>Grant Blank</i>	67
7 Representativeness and Bias in Social Media Research: Quantitative and Qualitative Approaches to Sampling <i>William Hollingshead, Anabel Quan-Haase, and Grant Blank</i>	79
PART II COLLECTING DATA	91
8 Sourcing Data from Social Media via APIs <i>Dietmar Janetzko</i>	93
9 Using Social Media in Data Collection: Designing Studies with the Qualitative E-Research Framework <i>Janet Salmons</i>	112
10 Understanding Individual Web Browsing: Social Media Use in Context <i>Ericka Menchen-Trevino and Chris J. Karr</i>	126
11 Gathering Behavioral Data from User-Provided Social Media Downloads <i>Jazmin A. Reyes-Portillo, Chris J. Karr, and Marya E. Corden</i>	139

PART III QUALITATIVE APPROACHES TO SOCIAL MEDIA DATA		155
12	Small Data, Thick Data: Data Thickening Strategies for Social Media Research <i>Guillaume Latzko-Toth, Claudine Bonneau, and Mélanie Millette</i>	157
13	Scaling Up Qualitative Research Methods with Natural Language Processing Tools: The Case-Study of Colombia's 2018 Presidential Election on Twitter <i>Erin Huner and Juan Luis Suárez</i>	173
14	The Visual in Social Media: Understanding Visual Objects, Mobilities, and Practices <i>Martin Hand</i>	185
15	Twitter as Method: Using Twitter as a Tool to Conduct Ethnographic Research <i>Bonnie Stewart</i>	200
16	Netnography: An Approach to Ethnography in the Digital Age <i>Alex Fenton and Keith D. Parry</i>	214
17	Corpus-Assisted Critical Discourse Analysis of Social Media Data: Tools and Techniques <i>Jaigris Hodson and Laura M. Lefevre</i>	228
18	Small Stories Research: A Narrative Paradigm for the Analysis of Social Media <i>Alexandra Georgakopoulou</i>	240
PART IV QUANTITATIVE APPROACHES TO SOCIAL MEDIA DATA		253
19	Geospatial Analysis <i>Olha Buchel and Diane Rasmussen Pennington</i>	255
20	Predictive Analytics with Social Media Data <i>Niels Buus Lassen, Lisbeth la Cour, and Ravi Vatrapu</i>	278
21	Machine Learning and Neural Network Language Models for Sentiment Analysis <i>John McLevey and Tyler Crick</i>	294
22	The Multi-Scalar Complexities of Analysing the City through Social Media Data <i>Pablo Martí and Leticia Serrano-Estrada</i>	307
23	Multiscale Functional Communities <i>Olha Buchel and Leila Hedayatifar</i>	330
PART V DIVERSE APPROACHES TO SOCIAL MEDIA DATA		345
24	Innovative Social Location-Aware Services for Mobile Phones <i>Ulf-Dietrich Reips and Bernhard Klein</i>	347
25	The Good, the Bad, and the How-to of Analysing Social Media Data <i>Frauke Zeller</i>	363

26	Situating Location Data in Social Media Research <i>Darryl A. Pieber</i>	382
27	Content Verification for Social Media: From Deception Detection to Automated Fact-Checking <i>Victoria L. Rubin</i>	393
PART VI RESEARCH & ANALYTICAL TOOLS		415
28	COSMOS 2.0: The Journey of Developing a Social Analytic Tool <i>Mohamed Mostafa and Arron Cullen</i>	417
29	Social Lab: An ‘Open Source Facebook’ <i>Ulf-Dietrich Reips and Pablo Garaizar</i>	435
30	A Python Tutorial for Social Scientists: Using the YouTube API and Advanced Supervised Text Classification Methods to Detect COVID-19 Toxic (Misinformation) Comments on YouTube <i>Morteza Shahrezayee, Fabienne Marco, Joana Bayraktar, and Simon Hegelich</i>	445
31	R for Social Media Analysis <i>Saurabh Dhawan and Simon Hegelich</i>	454
32	Using Netlytic to Analyze Twitter Conversations about the 2014 Euromaidan Revolution in Ukraine <i>Anatoliy Gruzd, Philip Mai, and Andrea Kampen</i>	467
33	Computational Temporal Thematic Analysis of Social Media Data <i>Daniel Angus</i>	476
34	NodeXL: Twitter Social Media Network Insights in Just a Few Clicks <i>Wasim Ahmed, Harald Meier, and Marc Smith</i>	487
35	Studying Anti-Social Behaviour on Reddit with Communalytic <i>Anatoliy Gruzd, Philip Mai, and Zahra Vahedi</i>	503
36	Sentiment Analysis <i>Mike Thelwall</i>	521
PART VII SOCIAL MEDIA PLATFORMS		531
37	Coding Twitter Data Using Qualitative and Computational Methods: A Mixed Methods Framework <i>Dhiraj Murthy</i>	533
38	The Reddit Data Analysis Pipeline for Researchers <i>Yadira Lizama-Mué and Juan Luis Suárez</i>	546
39	Turning to Alternative Social Media <i>Gordon A. Gow</i>	568

40	Instagram Revisited <i>Linnea Laestadius and Alice Witt</i>	581
41	WeChat <i>Jinman Zhang and Anabel Quan-Haase</i>	598
42	Collecting and Analyzing Weibo Data: A Roadmap for Social Research <i>Zhifan Luo and Muyang Li</i>	614
43	Social Media for Joint Experimental, Survey, and Observational Data Collection: The Case of VKontakte <i>Olessia Koltsova</i>	633
44	Researching YouTube: Methods, Tools, and Analytics <i>M. Laeeq Khan and Aqdas Malik</i>	651
45	Researching TikTok: Themes, Methods, and Future Directions <i>Alex Miltsov</i>	664
PART VIII PRIVACY, ETHICS, AND INEQUALITIES		677
46	Inequalities in Social Media Use and Their Implications for Digital Methods Research <i>Christoph Lutz</i>	679
47	Linking Twitter and Survey Data: Gaining Consent, Making the Link, and Maintaining Data Security <i>Luke Sloan, Tarek Al Baghal, and Curtis Jessop</i>	691
48	Ethics of Using Social Media Data in Research: Users' Views <i>Jenna Jacobson and Irina Gorea</i>	703
49	Privacy, Consent, and Confidentiality in Social Media Research <i>Jacquelyn Burkell, Priscilla M. Regan, and Valerie Steeves</i>	715
	<i>Index</i>	726