

Internet Research: How not to do a 'Cambridge Analytica'

Callum Staff



Food
Standards
Agency



Department
for Education

M&S

EST. 1884



social
media
research
group



**Using social media for social research:
An introduction**

Social Media Research Group

May 2016

- Types of internet research
- Types of social media
- Online behaviour
- Research design
- Data access, storage, and presentation
- Ethics and quality assurance of internet research

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Quantitative:

- Volume analysis
- Relationship analysis
- Network analysis
- Clustering
- Geospatial analysis

Qualitative:

- Active/passive ethnographic approaches
- Segmentation/group identification
- Thematic analysis
- Graphical analysis
- Sentiment analysis

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- Blogs and microblog sites (e.g. Twitter, Tumblr)  
- Social networking sites (e.g. Facebook, MySpace)  
- Content communities (e.g. YouTube, Pinterest, Instagram)   
- Collaborative projects (e.g. Wikipedia) 
- Virtual game-worlds (e.g. World of Warcraft) 
- Virtual social worlds (e.g. Second Life) 

Internet data is an online
embodiment of you –
of course you're going to
be protective

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- Unintentional capture of irrelevant posts
- Performative behaviour online – ‘peacocking’
- Observer effect – knowing data is used for research

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- The representativeness of internet data
- Accessing the internet
- Maintaining anonymity during segmentation
- Collecting data through 'active' research, not just passive observation

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- Users' expectations on data use versus what is allowable in Ts&Cs
- Linking online datasets with other datasets
- Changes in data: Ts & Cs, structures, and standards
- Sharing data for effective QA/peer review
- Displaying/quoting material/data



Nicki Minaj waxwork

(We have edited this tweet to remove offensive language)

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Ethics and QA

4GIFS.com

Quality assurance and ethics of analysis/research are fundamentally the same thing – making sure it's fit for purpose

Guidance

Data Ethics Framework

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Ministerial Foreword

Introduction

How to use the Data Ethics Framework

The Data Ethics Framework principles

1. Start with clear user need and public benefit
2. Be aware of relevant legislation and codes of practice
3. Use data that is proportionate to the user need
4. Understand the limitations of the data
5. Ensure robust practices and work within your skillset

Ministerial Foreword



PLAN.