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## Answering social science questions with social media data

8 March 2018, Wellcome Collection, 183 Euston Road, London, NW1 2BE

9.15	Registration & coffee
9.40	Chair's welcome - Curtis Jessop, NatCen
9.45	<p>Keynote 1 - <b>Recognition of citizens' voice with social media</b> <a href="#">Steven McDermott</a> Qualitative Analysis and Social Media Lead, HMRC</p> <p><b>Shouting at MPs: sentiment analysis of tweets sent as @messages</b> <a href="#">Amy Binns</a> University of Central Lancashire</p>
11.15	Break
11.30	<p><b>Fact perception and public expectations in a digital world</b> <a href="#">Clare Llewellyn</a> University of Edinburgh</p> <p><b>Opinion Dailies versus Facebook Fan Pages. The case of Poland's surprising 2015 presidential elections</b> <a href="#">Helena Chmielewska-Szlajfer</a> LSE and Kozminski University</p>
12.30	Lunch
13.15	<p>Keynote 2 – <b>Sensing human behaviour with online data</b> <a href="#">Suzy Moat</a> Associate Professor of Behavioural Science at Warwick Business School</p> <p><b>An approach to investigate European migration to the UK using the Facebook advertising platform</b> <a href="#">Francesco Rampazzo</a> University of Southampton</p>
14.45	Break
15.00	<p><b>Socialisation or social isolation? Virtual ethnography and mental ill health</b> <a href="#">Kim Heyes</a> Manchester Metropolitan University</p> <p><b>Revealing the content of the Edu-Blogosphere. What do teachers talk about, and has this changed over time?</b> <a href="#">Sarah Hewitt</a> University of Southampton</p> <p><b>Sleep, stress and social media</b> <a href="#">Josh Smith</a> Demos</p>
16.30	Closing remarks

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## Speaker biographies

**Dr Steven McDermott** is Qualitative Analysis and Social Media Lead with HMRC. He also lectures on contemporary developments in media and communications with an emphasis on the social understanding and analysis of digital media; social media platforms and the public sphere; the politics and philosophy of digital media; and media and communications research methodologies. His research explores the socio-political dimensions of the Internet and other technologies, using social network analysis, semantic network analysis and critical discourse analysis.

**Amy Binns** trained as a photographer before spending ten years as a newspaper reporter. She is a journalist, writer and academic. She teaches journalism and digital skills at the University of Central Lancashire, and her research interests include difficult behaviour online, including in forums, comments and on social media platforms. Amy has worked for local newspapers including the Yorkshire Post and magazines including the Times Higher Education Supplement.

**Clare Llewellyn** is a Neuropolitics Researcher and Data Scientist specialising in the analysis of social media. She works on natural language processing, extraction of meaning and topics from conversations in social media and other user generated content on the web.

**Helena Chmielewska-Szlajfer** is a sociologist, an Assistant Professor at Kozminski University and a Visiting Fellow at London School of Economics and Political Science Department of Media and Communications. Her research is focused on politics in online media and everyday culture after 1989. Her current project focuses on the politicization of online tabloids in the US, UK, and Poland.

**Suzy Moat** is an Associate Professor of Behavioural Science at Warwick Business School, where she co-directs the Data Science Lab. She is also a Faculty Fellow of the Alan Turing Institute. Her research investigates whether data on our usage of the Internet can help us measure and even predict human behaviour in the real world. The results of her research have been featured by television, radio and press worldwide, by outlets such as CNN, BBC, The Guardian, Wall Street Journal and New Scientist.

**Francesco Rampazzo** is a PhD student funded by the South Coast DTP at the University of Southampton. He attended the European Doctoral School of Demography between 2016-17 funded by the Max Planck Institute for Demography, and since then he is using social media data for answering demographical questions related to fertility, transition into adulthood and migrations.

**Kim Heyes** is a Research Associate for the Policy, Evaluation and Research Unit (PERU) and a Lecturer for Abuse Studies. Her research focuses on mental health in the general public, and also within the criminal justice system.

**Sarah Hewitt** left school at 17, not returning to formal education until her 30s, when she did a degree with the Open University. She then took a teaching qualification, and taught English and Media Studies to students aged 11 to 18 for ten years. During her last year, she started looking for something else to do as she realised a sabbatical was in order if she was to maintain her sanity. She did the Web Science MOOC offered by the University of Southampton and is now in the final year of her PhD.

**Josh Smith** is a researcher at the Centre for the Analysis of Social Media, specialising in technology and machine learning, especially the application of natural language processing algorithms to social scientific research. He leads Demos' work on digital healthcare, and has published reports on subjects ranging from hate speech online to the public reaction to derailments on Twitter.