

Twitter Analytics

in the

Humanities Classroom

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Workshop Schedule

1. Introduction
2. The Project: *As it was presented to students*
3. The Project: *As it was conceived and prepared*
4. Results, Evaluation, Conclusions
5. Intro to Tableau for Twitter Analytics

Data Expeditions

Intro to exploratory analysis of large datasets in an otherwise conventionally humanistic course

Undergraduate level

No prereqs or prior experience

Stand-alone unit

Four 75-minute class sessions

Grad student guest-instructing

Why Twitter?

Attraction for non-humanities students

Targeted public conversations

Original datasets

Authenticity of data

Free data

Familiarity to students— with potential to defamiliarize

The Project: Objectives

Student-Facing Objective:

Explore the role of Twitter in shaping public discourse

Pedagogical Objectives:

- Articulate the benefits and drawbacks of different methods of analysis
- Augment digital literacy
- Debate social justice implications
- Explore collaboratively

The Project: Student-Facing

<https://bit.ly/2YCHGj0>

The Project: Conception and Preparation

Pedagogical Prep

- Objectives
- Topic and Themes
- Timeline of project
- Assessment plan

Data Collection

Data Cleaning / Preparation

Training (self / students)

Teaching (don't forget student releases)

The Project: Conception and Preparation

Data Collection

- As early as possible
- API choice
- Collection parameters
- Tools:
 - Social Feed Manager
 - TAGS (Twitter Archiving Google Sheet)

The Project: Conception and Preparation

Data Cleaning:

Exporting from Social Feed Manager

- Determine time span
- Export format (Excel, CSV, JSON, Numbers, Google Sheets, etc.)

The Project: Conception and Preparation

Data Cleaning:

In the spreadsheet

- Choice of variables
 - Directing student focus
 - Eliminating ethically questionable data

The Project: Conception and Preparation

Data Cleaning:

Importing into Tableau

- Dimensions (categorical)
- Measures (numerical)
- Dates
- T/F values

The Project: Conclusions and Considerations

API, Data, Software, and Skill Limitations

Substantive viability of findings

Time

Collaboration

The Project: Training

Tableau