Pre-Conference Schedule Toronto 2023

Title: New Methods for Analyzing Digital Data across Cultures and Contexts

Call and information: https://www.icahdq.org/mpage/ICA23-NewMethods

Date & Time: Thursday 25 May, 9:00 am – 5:00 pm

Location: M – Chestnut East (Sheraton)

Sponsor: Language and Social Interaction Division
Co-Sponsor: Intercultural Communication Division

9:00 - 9:15

Welcome & Opening remarks, Todd Sandel, LSI, University of Macau & Amanda Alencar, ICC, Erasmus University Rotterdam

9:15 – 10:30

Workshop 1 (Joint session)

Saskia Witteborn, Chinese University of Hong Kong

Title: Post-digital Language and Social Interaction Research: How to Make Use of the Methodological Principles of the Ethnography of Communication and Social Media Studies

Abstract: In this session, the audience will be introduced to a case of multi-sited and multi-method analysis of communication practices. The aim is to familiarize participants with a combination of data collection and analysis methods in the tradition of the Ethnography of Communication and social media research with an emphasis on Twitter. The session format is based on presentation and discussion and composed of three parts: (1) finding a conceptual entry point into a multi-sited project, (2) data presentation in the form of ethnographic field notes (China, Germany, United States), digital documents, and Twitter data, and (3) a methodological reflection on situated research and data collection in the age of digitization, datafication, and big/small data. Participants are welcome to enrich the discussion with their own multi-method approaches pertaining to language and social interaction studies. The presented data and methodology are based on research carried out for the forthcoming book Unruly Speech: Displacement and the Politics of Transgression (Witteborn, 2023).

10:30 – 11:00 Break, Tea & Coffee
11:00 – 12:30 (Parallel sessions)

**Workshop 2:** Room 1, tba
Rahul Sambaraju, University of Edinburgh

**Title:** Intercultural interactions on Twitter: An interactional approach to examining ‘hate’ in digitally mediated communication

**Abstract:** This workshop will explicate approaches to analysing interactions on Twitter as actions in their own right. It will focus on features of digital interactions that establish intersubjectivity and address progressivity of interactions on a digital medium. Using data from interactions in the Indian context, featuring topics of religious group membership and ‘hate’, the session will examine language form and shift, role of non-lexical items, and, turn-taking and related practices of data collection and analysis.

**Names**

**Workshop 3:** Room 2, tba
Earvin Charles B. Cabalquinto, Deakin University, Australia

**Title:** Using visual methods in examining transnational lives in a digital era

**Abstract:** The contemporary digital landscape is characterised by the increased proliferation and uptake of visual-based technologies, platforms, and data. This provocation presents ways to capture and analyse the data produced by migrants and their distant networks by using visual-based channels in forging and sustaining ties beyond borders. Building on more than ten years of scholarship on researching the impacts of digitalisation on family life at a distance, it foregrounds the approaches, benefits, and limits of deploying visual methods to investigate the influence of visual and networked affordances on the operations of transnational lives. Furthermore, it underlines the ethical considerations in using visual methods to map and analyse the digital practices of migrants and their support networks in diverse contexts, ranging from enacting personal ties to civic participation in everyday, intimate, and even unsettling times. Nevertheless, the presentation aims to shed light on how visual and digital practices serve as an entry point to examine the complexity of transnational flows, interactions, and systems in an increasingly digital world.

12:30 – 1:30 **Lunch provided for all participants at the Sheraton**

1:30 – 3:00 (Parallel sessions)

**Workshop 5:** Room 1, tba
Andrea Medrado, University of Westminster, London

**Title:** Applying Latin American PAR (Participatory Action Research) to Critical Data Studies

**Abstract:** In this workshop, we apply Latin American Participatory Action Research (PAR) to critical data studies. By embracing this approach, we demonstrate how important insights
about issues of data justice (and injustice) stem from the realities of those who are precisely the most affected by extractive digital capitalism. Rather than treating Latin American contexts as test grounds for the application of Global North methodological models, we propose a turning around of such (colonial) dynamics by adopting a Global South-informed methodological framework. We revisit Fals Borda’s (2009) notion of the “sentipensante” – the “thinking-feeling” actor as a protagonist of history – and Freire’s (1972) ideas around empathy as a political praxis, taking the side of the oppressed. During the session, we will focus on the following principles to collect and analyse digital data: 1) vivência (lived experience); 2) conscientização (conscience raising); 3) praxis and 4) critical reflection. Participants will be asked to share their own experiences of/in/with data via storytelling, creative texts, photo collages and short videos. They will then be asked to engage with each other’s creative pieces and to identify points in which they empathise. Following the Freirean (1972) definition, empathy features as something deeper, representing a thoughtfulness of social political implications which leads to a conscious awareness (conscientização). In this way, we demonstrate the ways in which key PAR notions – manifested through creative interventions in the workshops – can be utilised in fruitful ways to bridge the gaps between activists, policy makers and technologists, generating constructive dialogues on data-driven technologies.

Workshop 6: Room 2, tba

Natasha Shrikant and Kristella Montiegel, University of Colorado, Boulder

Title: Discourse analysis, identity, and misinformation: Analyzing social media interactions of ‘misinformation influencers’ in Indian and Filipino contexts

Abstract:
This workshop explores the utility of discourse analytic methods for deconstructing ‘discourses of misinformation’ among Asian American and Pacific Islander (AAPI) communities. The data from this project stems from a broader, NSF-funded project entitled, "Co·Insights: Fostering community collaboration to combat misinformation". This project is a collaboration among computer scientists, community fact-checking organizations, and qualitative communication scholars who are interested in designing programs to help detect and prevent the spread of misinformation among AAPI communities. This can prove to be challenging because of (a) the linguistic and cultural diversity among AAPI communities, (b) the global ties across AAPI diaspora, and (c) the ambiguous nature of misinformation. Discourse analysis, an approach that foregrounds the ways that social actions and identities are constructed moment-by-moment through interaction in contextually specific ways, is ideally situated to tease out some of these complexities. In this workshop, we will present social media interaction data from Indian and Filipino social media accounts that community organizations have identified ‘misinformation influencers’ – or popular sources that spread misinformation. The workshop will begin with a brief overview of the broader research project followed a definition of discourse analytic methods and an introduction of the data. We will then analyze the presented social media data and close through discussing broader thoughts about the usefulness of discourse analysis in collaborative, multi-method research projects.
3:00-3:30 Break, Tea & Coffee

3:30 – 4:30 (Parallel sessions)

Workshop 7: Room 1, tba

Title: Methodological tools for exploring the social uses and implications of digital media in global contexts

Abstract: This session will include three presentations (titles and abstracts below), each of which uses unique methods to explore the social implications of digital media use in contexts of such as migration, organizing, politics, health, and public participation. Presentations will be followed by a question-and-answer session with panelists and audience members.

The Good, the Bad and the Ugly of Refugee TikTok: An Exploratory Study of the Latest Storytelling Platform for Refugees

Yvonne Su and Tegan Hadisi, York University

With over 1 billion users across 150 countries, TikTok presents a new platform to share stories. As youth of the Global South adopt TikTok as a central storytelling platform to share their individual experiences of asylum seeking and refuge, new risks and opportunities are presenting themselves. While TikTok can be a digital technology used by asylum seekers to document their persecution and journey in order to be recognized by states and accepted into host societies, the same stories can be weaponized by politicians and media to present asylum seekers as underserving due to the clothing they wear and the lifestyle they glamourize on TikTok. For example, Albanian Refugee TikTok content creators are often young men with stylish haircuts in designer clothing and they document their journey on dinghies to Europe. Without much context, someone observing just their style may not deem them to look like the poor and thus deserving refugees that is commonly portrayed in the media. Indeed, a headline in September 2022 in the Daily Mail, a tabloid newspaper in the UK, reporting on TikTok content, reads “Albanian organised crime gangs are smuggling male migrants ‘in designer gear with prison haircuts and tattoos’ to the UK and ‘use Rwanda policy as marketing tool’ – and slash prices from £10,000 to just £4,000”. Thus, while TikTok is giving opportunities for asylum seekers to present themselves more “authentically”, what will be the cost of this representations in terms of their acceptance into the host society.

Doing an in-depth case study of 3 Refugee TikTok content creators, this paper explores to what extent is the content produced by Global South youth seeking refuge in the Global North reflective of their actual individual experiences of displacement and migration? And what are the limits and opportunities that TikTok presents to these asylum seeking youth?

Applied methods in the context of low-resource languages and sensitive data: Insights into at scale digital data studies in Nordic countries
Digital data studies can be challenging especially if conducted in understudied language contexts or with sensitive social media data. In this presentation we will show two approaches implemented at DATALAB – Aarhus University. The first example is based on a Twitter study of the Nordic countries – Denmark, Sweden, Finland, and Norway – analyzing populations emotional responses to the COVID pandemic. The focus will be on how emotional landscapes in high-trust societies during crises can be analyzed demonstrating the handling of challenges associated with analyzing low-resource languages in the preprocessing and analytical steps. The second example is built on a national Facebook population study in Denmark with a focus on Facebook Groups as increasingly important social media communities. Here we will demonstrate how sensitive social media data can be analyzed applying topic modelling and predictions to get insights into topics discussed in such communities and how they are related to privacy settings and gender aspects. Both studies apply methods innovatively to analyze digital text data for providing insights into digital interactions and aspects of culture and can inspire studies focusing on minor language countries and social media text analysis.

Analysing (interactional) framing in online national protests: Case study – anti-corruption protest in Romania

Camelia Cmeciu & Anca Anton, University of Bucharest

The analysis will focus on what Bennett & Segerberg (2012) identify as an “organizationally brokered network”, namely an online national protest, “Depoliticize the hospitals” movement, run by a Romanian non-governmental organization (DECLIC) in January 2021. Starting from the idea that the hybrid media ecology (Ihlen et al., 2021) brings forth a co-production of meaning through stakeholder participation (Castelló et al., 2016), the aim of the presentation will be to identify how (interactional) framing is deployed in the posts and comments associated with this national anti-corruption protest. We used Crowd Tangle, a public insights tool from Meta, to extract the Facebook posts (n = 41) and Phantom Buster to extract all the comments (n = 1650). A mixed-research method was employed. The first stage of the analysis was to perform topic modeling on the data set using WordStat 9. The results of the topic modeling analysis showed that the Romanian NGO laid an emphasis on the cause of the corruption (using words with a cultural resonance), on solutions and mobilization whereas the online users focused on multi-layered corruption and interest in the protest. The following stages of the research will be: (1) to manually code the data imported in QDA miner 6 using a codebook embedding the theory on interactional framing (Dewulf & Bouwen, 2012; van Eck et al., 2020) and on collective action frames and frame alignment process (Benford & Snow, 2000; Snow, Vliegenthart, & Keteelaars, 2018); (2) to perform a cluster analysis on the frames deployed in the Facebook posts and in the comments. Through this co-occurrence analysis we will identify the thematic patterns in the data set.

Workshop 8: Room 2, TBA World Café Style Discussion
This is a ‘World café style’ session whereby participants discuss insights generated from the workshops. Participants will be put into small groups (hopefully around tables), that are arranged according to the digital methods they are interested in (and that were presented by the speakers) and discuss these approaches in relation to their own research data. The final 15-20 minutes will be used for a discussion of the whole, when groups are called upon to present and summarize the insights that they have gained.

4:30-5:00    (Joint session)

Final Discussion: Lessons Learned and Ways Forward

We will conclude with a discussion of the lessons learned and ways forward.

**Moderated by**: Todd Sandel and Amanda Alencar

For further information:
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