



# **Digital Methods Summer School Welcome package**

Digital Methods Summer School, 27 June - 8 July 2011

New Media & Digital Culture  
University of Amsterdam  
Turfdraagsterpad 9  
1012 XT Amsterdam  
Rooms 0.13 & 0.04

Dear Summer School participant,

Below please find the welcome package for the Digital Methods Summer School 2011. The package includes practical information, FAQ and schedule. The information is also made available on the Digital Methods Initiative wiki. Smaller edits to the program will be updated on this page: <http://summer2011.digitalmethods.net>.

We have compiled a reader with background literature on this year's topic of Big Data, which can be downloaded here: <http://files.digitalmethods.net/readings/dmisummer11reader.pdf>

Looking forward to see you in Amsterdam.

Best regards,  
Anne and Carolin

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### **"Big Data"**

<http://www.digitalmethods.net>

The Digital Methods Initiative, a collaboration of the New Media & Digital Culture program at the University of Amsterdam and the Govcom.org Foundation, welcomes you to its 5th annual Summer School for advanced B.A. and M.A. students, PhD candidates, lecturers as well as designers, artists and programmers working in the area of online media research, broadly conceived. This year's edition of the annual Summer School is dedicated to Big Data.

## FAQ

*Is there connectivity? Is it abundant and strong?*

There are two networks (SSINs) you can use: Digital Methods and UvAGuests. Both require passwords. You'll be provided with them upon arrival.

*What do I bring?*

Bring your computer and your good spirits. Don't forget the VGA adaptor for connecting to a projector, your power and if needed the converter plug for European power outlets.

*Location*

Please look at the wiki for location maps, changes and updates!

Monday 27 June

09.30 – University of Amsterdam, Mediastudies, Turfdraagsterpad 9, Room 0.13

11.15 – Amsterdam University Library, Singel 425, Room: Doelenzaal

Tuesday 28 June

09.30 – Amsterdam University Library, Singel 425, Room: Doelenzaal

14.00 – University of Amsterdam, building BG5, Oudezijds Achterburgwal 233-237,  
Rooms 2.03, 2.04, 2.22, 2.29

DMI Morning Lectures: University Theatre, Nieuwe Doelenstraat 16, Room 3.01

DMI Workshops: University of Amsterdam, Mediastudies, Turfdraagsterpad 9, Rooms 0.13  
& 0.04

*What happens when I arrive?*

You may wish to grab a coffee at the nearest Coffee Company or elsewhere before arriving. There is a coffee machine, a snack machine and a machine with soft drinks that accept only bank cards with an embedded chip (so make friends with a local person with such a card - see the names of the Amsterdam-based people below). You may proceed into room 0.13, find a chair and power. There will be lots of people to meet.

*Who's coming?*

The Digital Methods Summer School's organizers are Anne Helmond (University of Amsterdam) and Carolin Gerlitz (Goldsmiths, University of London). The Digital Methods Initiative, which holds the annual Summer Schools (and Winter Schools) at the University of Amsterdam is directed by Professor Richard Rogers, and coordinated by Sabine Niederer and Esther Weltevrede. The DMI team is comprised of Anat Ben-David, Erik Borra, Marieke van Dijk, Koen Martens, Michael Stevenson, Marc Tuters and Lonneke van der Velden. The resource people are Liliana Bounegru, Catalina Iorga, Simeona Petkova, Lasse Timmermann, Emina Sendijarevic and Natalia Sanchez. Noortje Marres joins us from Goldsmiths. Michael Dieter, Thomas Poell and Bernhard Rieder participate from New Media, University of Amsterdam.

Among the participants is a large number of national and international students and scholars, so we will have a full house and wide mix of disciplines.

Maria Aguado, PhD in Women Studies, STS Department of the Spanish National Research Council Centre for Social and Human Sciences in Madrid

Cameran Ashraf, PhD candidate, Geography, University of California, Los Angeles

Alessandro Caliandro, PhD Candidate, University of Milan, Italy

Paul Chappell, PhD Candidate in Sociology, University of York

Elanor Colleoni, Post-doc at Centro Studi di Etnografia Digitale, Milan, Italy

Oscar Coromina, PhD Candidate Audiovisual Communication, University of Barcelona

Teresa Cronin, Lecturer at Middlesex University in London

Demet Dagdelen, MA in Communication and Media Science, Eötvös Loránd University, Budapest, Hungary

Nadia Dresscher-Lambertus, PhD Candidate & Lecturer in Aruba at the Faculty of Arts and Science (FAS), University of Aruba

Orsolya Gulyas, Research MA, University of Amsterdam

Alexandra Haché, Post-doc at Institute for Prospective Technological Studies (IPTS), Bruxelles, Belgium

Zeyi He, PhD Candidate in Sociology at University of York

Monika Jones, PhD Candidate in Gender Studies at Central European University in Budapest, Hungary

Astrid Mager, Post-doc Fellow at HUMlab, Umea, Sweden

Diana Mesa, Master Art & Language, Ecole des hautes études en sciences sociales EHESS, Paris

Jean-Christophe Plantin, PhD Candidate at Université de Technologie de Compiègne

Bronwen Robertson, Iran Media Program, Annenberg School for Communication, University of Pennsylvania

Christian Sandvig, Associate Professor at the University of Illinois at Urbana-Champaign and a Faculty Associate of the Berkman Center for Internet & Society at Harvard University.

Elisheva Weiss, Doctoral Student, USC Annenberg

Leva Zand, PhD candidate, Feminist Studies, University of California, Santa Barbara

Samuel Zwaan, Student Theatre, Film and Television Studies, University of Utrecht

*What are we going to do for 2 weeks?*

The days are interspersed with talks, discussions, scheduled coffee breaks and working sessions, please see the Summer School schedule.

*Are there preferred channels of communication?*

Yes, we'll have an open Skype channel for all participants, so it's a good idea to have a Skype account, perhaps a dedicated Summer School one, or just your own normal one.

*Will I receive a Summer School completion certificate?*

The Digital Methods Summer School awards a certificate upon conclusion, in a festive closing moment. To be eligible for the certificate, you must attend all sessions, and make a

steady contribution in the form of research, a wiki entry and/or blog posting by Friday, 8 July.

*What if I would like to continue doing this kind of work?*

Please go ahead. Please continue to contribute to the wiki with your project(s), or otherwise make known, or cite in some way, the Digital Methods Initiative, Media Studies, University of Amsterdam, <http://www.digitalmethods.net/>.

## Schedule

### Week 1

#### **Monday: June 27, 2011**

##### **Pre-opening of the Summer School at the inauguration of National Media Studies centre.**

Welcome: Turfdraagsterpad 9, Rooms 0.13

Lecture: Amsterdam University Library, Singel 425, Room: Doelenzaal

9.30 – 10.30 Welcome session

Introduction to Digital Methods Summer School 2011 by Anne Helmond and Carolin Gerlitz

10.30 – 11.30 Coffee and tour of the facilities

11.30 – 12.30 Lecture by Prof. Dr. William Uricchio (Universiteit Utrecht/MIT): "Media Futures, Media Pasts. Future-casting is a fraught enterprise, but one thing is certain: the pace of change in media technology and cultural practices is sure to keep pace with such markers as Moore's law and ever-faster network speeds. The new possibilities for aggregating participation and their attendant algorithms have helped to recontextualize established media forms, enabled the transformation of hierarchies of power and taste, and challenged existing analytic paradigms. How might the study of media, rooted in humanities, arts and social science traditions, respond to these pressures? And in those responses, might we find the seeds of change for the humanities, contributing back to the traditions that gave our study form?"

12.30 – 13.30 Lunch break

13.30 – 14.15 Lecture by Prof. Dr. Marcel Broersma (Rijks Universiteit Groningen)

#### **Tuesday, June 28, 2011**

##### **Doing Digital Methods, RMeS workshop**

Lecture & Shorts: Amsterdam University Library, Singel 425, Room: Doelenzaal

Workshops: University of Amsterdam, building BG5, Oudezijds Achterburgwal 233-237, Rooms 2.03, 2.04, 2.22, 2.29

9:30 – 10:30 Lecture by Prof. Dr. Richard Rogers on Digital Methods

How do we learn and develop research techniques for studying societal conditions and cultural change with the Internet? New tools include scripts to scrape web, blog, news, image and social bookmarking search engines, as well as simple analytical machines that output data sets as well as graphical visualizations.

11.00 – 11:30 Coffee break  
11:30 – 13.00 DMI Shorts (7 minute talks)  
Introduction of afternoon workshops by facilitators  
13.00 – 14.00 Lunch  
14.00 – 15:15 Workshops & Talkshops I  
Query Design: Basic (Anat Ben David & Erik Borra)  
Data Visualization: The Cloud (Anne Helmond & Sabine Niederer)  
Wikileaks and Data-driven Journalism (Liliana Bounegru & Richard Rogers)  
Crawling and Scraping: Issue Crawler & Lippmannian Device (Esther Weltevrede, Noortje Marres & Michael Stevenson)  
15:15 – 15:45 Tea break  
15:45 – 17:00 Workshops & Talkshops II  
Query Design: Advanced (Erik Borra & Anat Ben David)  
Data Visualization: The World Map (Sabine Niederer & Anne Helmond)  
Facebook Data (Carolin Gerlitz & Lonneke van der Velden)  
Wikipedia and National Points of View (Emina Sendijarevic & Richard Rogers)

### **Wednesday, 29 June**

Lectures: Universiteitstheater, Nieuwe Doelenstraat 16, Room 3.01  
Project development: Turfdraagsterpad 9, Rooms 0.13 & 0.04

09.30 – 11.00 Lecture by Nortje Marres (Lecturer in Sociology at Goldsmiths, University of London): Post-social methods? Remediating co-word analysis  
11.00 – 11.30 Coffee break  
11.30 – 12.30 Big Data - opening lecture by Richard Rogers.  
12.30 – 13.30 Lunch  
13.30 – 15.00 Collective project idea development  
15.00 – 15.30 Tea break  
15.30 – 17.30 Project group formations

### **Thursday, 30 June**

Participants work on projects: Supervised by Anne Helmond & Carolin Gerlitz  
Location: Turfdraagsterpad 9, Rooms 0.13 & 0.04

09.30 – 11.00 Work on projects  
11.00 – 11.15 Coffee break  
11.15 – 13.00 Work on projects  
13.00 – 14.00 Lunch  
14.00 – 15.45 Work on projects  
15.45 – 16.00 Tea break  
16.00 – 17.30 Work on projects

## **Friday, 1 July**

Morning Lecture: Universiteitstheater, Nieuwe Doelenstraat 16, Room 3.01

Project work & presentation: Turfdraagsterpad 9, Rooms 0.13 & 0.04

09.30 – 11.00 Lecture by Erik Borra (Digital Methods Initiative, University of Amsterdam):

Analyzing Big Data: Engine Log Analysis

11.00 – 11.15 Coffee break

11.15 – 13.00 Work on projects

13.00 – 14.00 Lunch

14.00 – 15.30 Work on projects

15.30 – 15.45 Tea break

15.45 – 17.30 Final presentations of week 1.

17.30 Closing

## **Week 2:**

### **Monday, 4 July**

Lectures: Universiteitstheater, Nieuwe Doelenstraat 16, Room 3.01

Project group formation: Turfdraagsterpad 9, Rooms 0.13 & 0.04

09.30 – 10.30 Lecture by Eleanor Conneli (Post-doc at Centro Studi di Etnografia Digitale, Milan): Introduction to the Facebook Crawler and Monitoring Real-time Sentiment in Social Media

10.30 – 11.00 Coffee break

11.00 – 12.00 Lecture by Stuart Shulman (Political Science, University of Massachusetts at Amherst): Measuring Validity in Human and Machine Annotation

12.00 – 13.00 Lunch

13.00 – 15.00 Project Shorts: 7-minute project pitches by DMI.

15.00 – 15.30 Tea break

15.30 – 17.30 Project group formations

### **Tuesday, 5 July**

Participants work on projects: Supervised by Anne Helmond & Carolin Gerlitz

Location: Turfdraagsterpad 9, Rooms 0.13 & 0.04

09.30 – 11.00 Work on projects

11.00 – 11.15 Coffee break

11.15 – 13.00 Work on projects

13.00 – 14.00 Lunch

14.00 – 15.45 Work on projects

15.45 – 16.00 Tea break

16.00 – 17.30 Work on projects

### **Wednesday, 6 July**

Lecture: Universiteitstheater, Nieuwe Doelenstraat 16, Room 3.01

Project work: Turfdragsterpad 9, Rooms 0.13 & 0.04

09.30 – 11.00 Lecture by Christian Sandvig (Library & Information Science, University of Illinois at Urbana-Champaign): Title tba.

11.00 – 11.15 Coffee break

11.15 – 13.00 Work on projects

13.00 – 14.00 Lunch

14.00 – 15.45 Work on projects

15.45 – 16.00 Tea break

16.00 – 17.30 Work on projects

### **Thursday, 7 July**

**Participants work on projects: Supervised by Anne Helmond & Carolin Gerlitz**

Location: Turfdragsterpad 9, Rooms 0.13 & 0.04

09.30 – 11.00 Work on projects

11.00 – 11.15 Coffee break

11.15 – 13.00 Work on projects

13.00 – 14.00 Lunch

14.00 – 15.45 Work on projects

15.45 – 16.00 Tea break

16.00 – 17.30 Work on projects

### **Friday, 8 July**

Presentations: Universiteitstheater, Nieuwe Doelenstraat 16, Room 3.01

Project work: Turfdragsterpad 9, Rooms 0.13 & 0.04

09.30 – 11.00 Rapporteur presentations on Studying Big Data: Implications for Digital Methods?

Panelists summarize key issues and questions - followed by Q&A

Moderation: Michael Stevenson

Rapporteurs: Michael Dieter, Marc Tuters, Sabine Niederer, Esther Weltevrede

11.00 – 11.15 Coffee break

11.15 – 13.00 Work on projects

13.00 – 14.00 Lunch

14.00 – 15:00 Work on projects

15.00 – 16.00 Final presentations of week II

16.00 – 16.30 Tea break

16.30 – 17.30 Final presentations of week II.

17.30 Festive Closing