

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2019/20

Description of seminars

Veranstalter*in:

Lecturer: Stefanie Walter

Titel (dt.):

Titel (engl.): Automated text analysis of political communication

Beschreibung:

Description:

Political communication is a central topic in communication and political science research, while automated text analysis is gaining popularity as a method in the social sciences. The course will combine both and familiarize students with central concepts of political communication and show how these concepts can be studied using different approaches of automated text analysis.

First, a session will be dedicated to a topic of political communication (e.g., media coverage of elections, populism, the public sphere, or negativity). Existing empirical research will be discussed on the basis of short student presentations. The subsequent session will focus on methods of automated text analysis that can be utilized to capture the concept. Underlying theoretical assumptions will be discussed before practical, hands-on exercises will be carried out using the open-source software R. The texts that will provide the basis for the analyses will mainly be news stories and the students will also learn how to navigate data bases such as LexisNexis. But also other data sources, such as parliamentary speeches, party manifestos, and social media data will be examined.

A basic understanding and experience with empirical research is an important prerequisite for the course attendance. Therefore, students should ideally have attended the M5 and M6 modules. Previous experience with the method of content analysis and R is desirable, but no requirement.

Literatur:

Literature:

Benoit, J. (forthcoming). Text as Data: An Overview. In: Cuirini, L. & Franzese, R. (eds.). *Handbook of Research Methods in Political Science and International Relations*. Thousand Oaks: Sage.

Blumler, J. G. (2015). Core theories of political communication: Foundational and freshly minted. *Communication Theory*, 25(4), 426-438.

De Vreese, C., Esser, F., & Hopmann, D. N. (Eds.). (2016). *Comparing political journalism*. Routledge.

Grimmer, J., & Stewart, B. M. (2013). Text as data: The promise and pitfalls of automatic content analysis methods for political texts. *Political analysis*, 21(3), 267-297.

Ignatow, G., & Mihalcea, R. (2016). *Text mining: A guidebook for the social sciences*. Sage Publications.

Jockers, M. L. (2014). *Text analysis with R for students of literature*. New York: Springer.

Kaal, B., Maks, I., & van Elfrinkhof, A. (Eds.). (2014). *From text to political positions: Text analysis across disciplines* (Vol. 55). John Benjamins Publishing Company.

Kenski, K., & Jamieson, K. H. (Eds.). (2017). *The Oxford handbook of political communication*. Oxford University Press.

Welbers, K., Van Atteveldt, W., & Benoit, K. (2017). Text analysis in R. *Communication Methods and Measures*, 11(4), 245-265.

