

Forschungskolloquium Medienkultur

ZeMKI, Linzer Str. 4, Raum 60070, 28359 Bremen

21. April 2016, 18.00 – 20.00 Uhr

zu Gast:

Dr. Bernie Hogan
(Oxford Internet Institute)

Thema:

**„The evolution of personal network capture:
From recall to trace data and back again”**

Abstract:

Personal networks are a cornerstone of social network analysis. In isolation they can illustrate, for example, patterns of homophily, media use, social support. Collectively, they can facilitate the modeling of contagion, whether it is ideas, drugs or infections. Their use is currently being supplanted by the use of trace data. Trace data implies access, typically through APIs [application programming interfaces]. For political and economic reasons, however, these APIs are becoming increasingly restrictive or useless. Facebook has closed its friend graph API, Twitter is receding in use, other companies such as Snapchat have not even opened up an API to begin with. This should prompt researchers to rethink the promise of big data for social network research. Where other researchers have been excited by technology's promise of delivering larger networks with less intervention, my work alongside various colleagues has focused instead in delivering richer networks with more satisfying intervention. This talk will give an overview of two recent collaborative efforts to rethink the capture of personal networks through the use of new technology: CollegeConnect and NetCanvas. I report on the successful use of these tools and provide methodological guidance on how to integrate new technologies while preserving both ethical compliance and interviewee consent. I assert that the emerging standardization of web and touch technologies has the potential to bring a renaissance to personal network capture, as well as prompt new research questions in communication, sociology and public health.

Zur Person:

Bernie Hogan (PhD Toronto, 2009) is a Research Fellow at the Internet Institute at the University of Oxford. His methodological work focuses on various forms of online data capture, particularly in terms of social networks. His theoretical work focuses on theories of online identity and their consequence for social cohesion and privacy. He has published widely in peer-reviewed journals, book chapters and peer-reviewed conference proceedings. His latest work, in collaboration with the IMPACT group at Northwestern University focuses on the reliable capture of social, sexual and drug use data from a large cohort of men who have sex with men in Chicago. He has received numerous awards including Best Dissertation from the Communication and Technology section of the International Communication Association.