

Digital Methods as a tool for public re-engagement with Sociology

Paul Chappell

Digital Methods (see Rogers, 2009)

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- Use natively digital data

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- Different to virtual methods

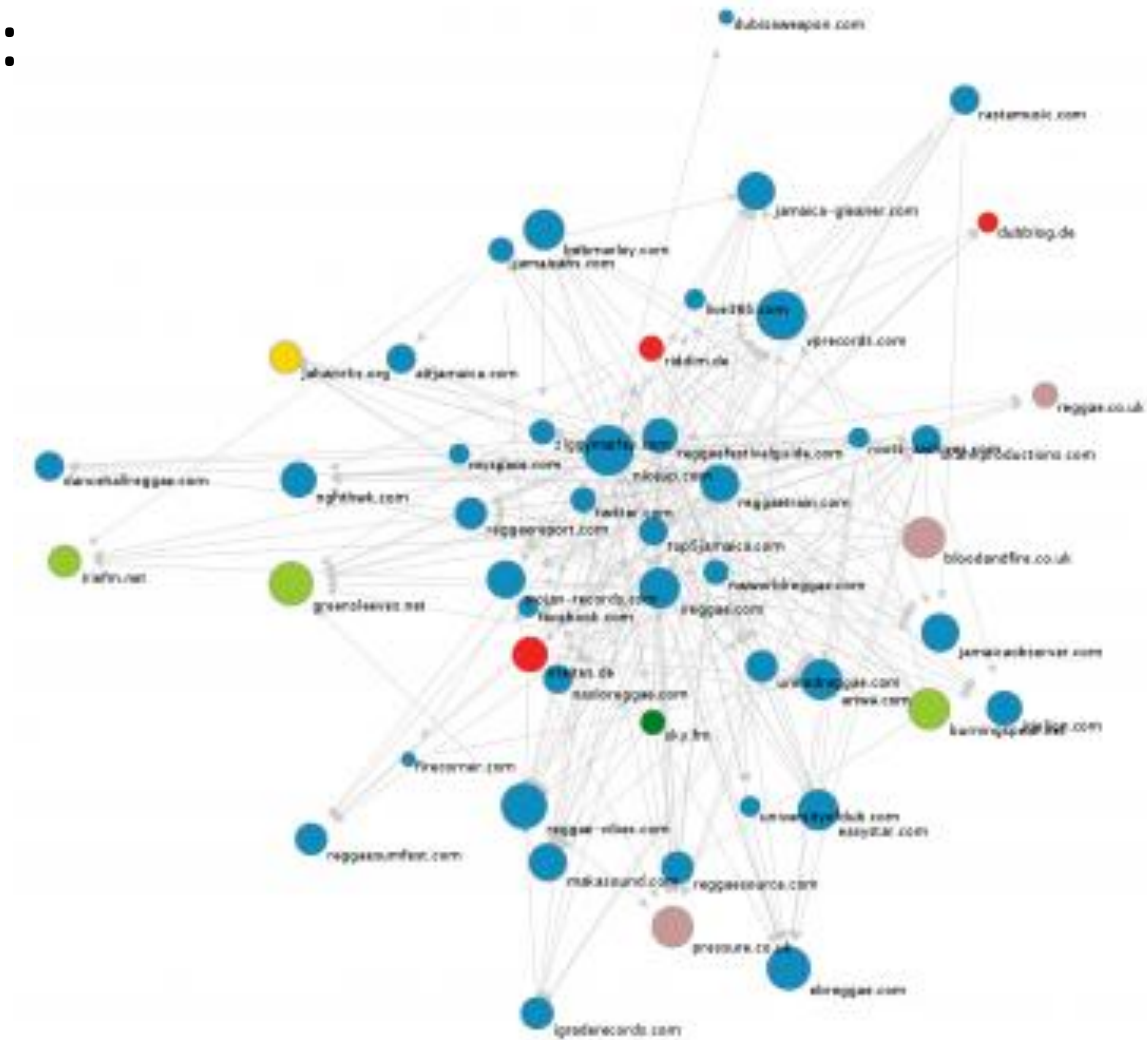
Digital Methods (see Rogers, 2009)

- Use natively digital data
- Different to virtual methods
- Under-exploited by the social sciences?

Digital Data Sources

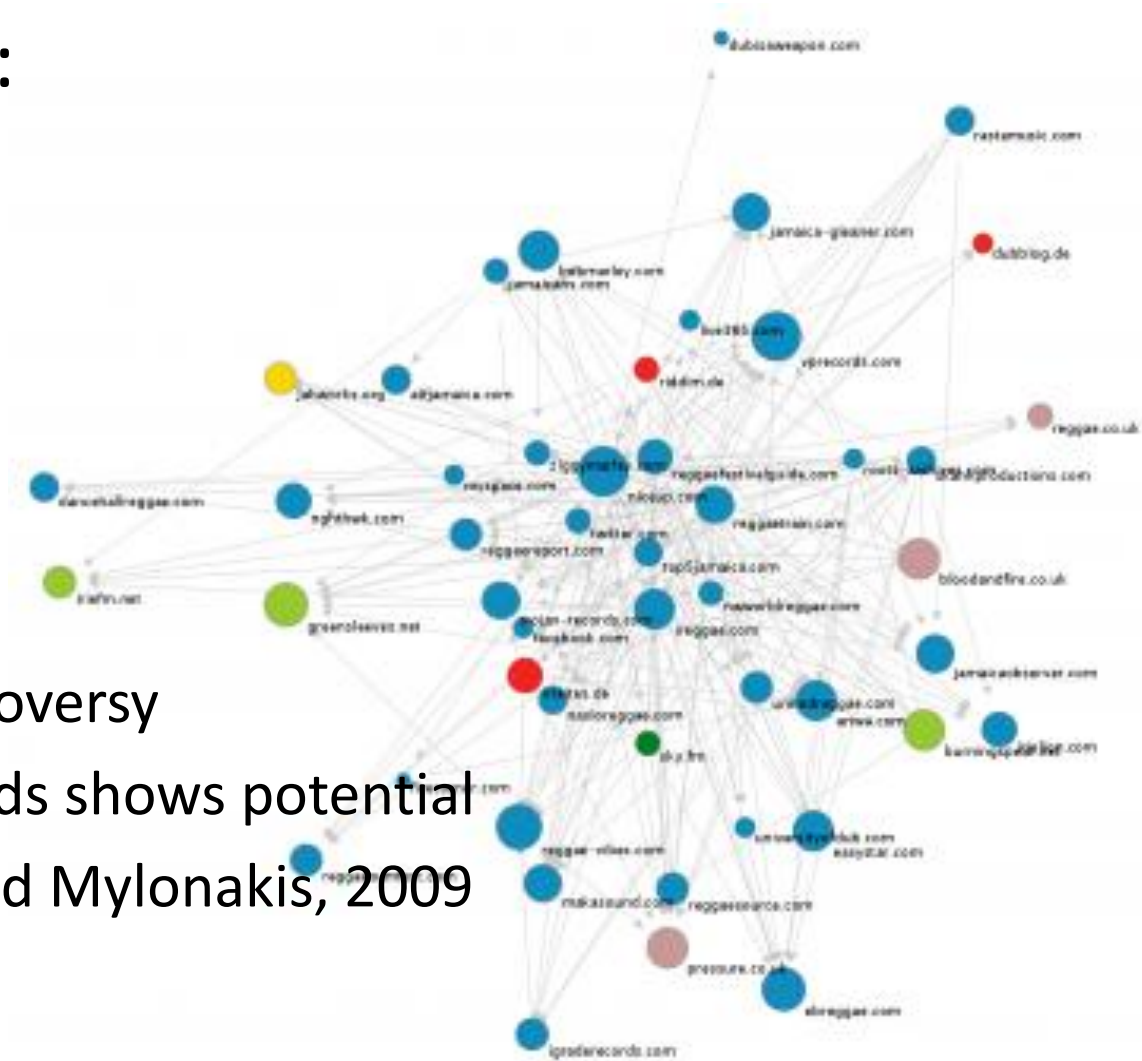
Digital Data Sources

- Objects of Study:
 - The Link



Digital Data Sources

- Objects of Study:
 - The Link
 - The Website
 - Search queries
 - AOL 2006 controversy
 - Google Flu trends shows potential
 - See Carneiro and Mylonakis, 2009



Digital Data Sources continued...

- Transactional Data  

Digital Data Sources continued...

- Transactional Data  
- Data from phones
 - Apple geolocation data controversy 

Digital Data Sources continued...

- Transactional Data



- Data from phones

- Apple geolocation data controversy



- Social Networking Sites

- The 'tweet stream'
- Facebook likes
- El Friendo (Myspace)



Problems with Digital Methods

- Often require significant technical expertise
- ‘Messy’ data
- Companies protecting their property /
Individuals protecting their privacy.

Analysing the tweet stream

- Collect tweets relevant to your interest and identify themes

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Public engagement

- Why would lay people care?

Public engagement

- Why would lay people care?
 - Accessible

Public engagement

- Why would lay people care?
 - Accessible
 - Some already doing it themselves

Public engagement

- Why would lay people care?
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Eg

<http://twistori.com/>

<http://Twitterfall.com>