

**UNIVERSIDADE FEDERAL DE MINAS GERAIS  
FACULDADE DE FILOSOFIA E CIÊNCIAS HUMANAS  
DEPARTAMENTO DE COMUNICAÇÃO SOCIAL  
PROGRAMA DE PÓS-GRADUAÇÃO EM COMUNICAÇÃO**

**Disciplina: A virada computacional na Comunicação: big data, métodos digitais e a pesquisa qualitativa na era da informação**

Carga horária: 15h – 2º semestre/2016

Professora: Dra. Ana Carolina Vimieiro

#### **EMENTA**

Entender a recente virada computacional na pesquisa em Comunicação e a relação desta com a popularização e crescente importância cultural das plataformas de mídia social. Compreender os desenvolvimentos históricos das Humanidades Digitais e como outras disciplinas, incluindo das ciências humanas, como literatura e arqueologia, vivenciaram essas mudanças mais cedo. Discutir o papel da universidade na Era da Informação e as implicações metodológicas, epistemológicas e ontológicas da virada computacional para a produção de conhecimento. Conhecer e testar alguns métodos digitais sendo empregados por pesquisadores da Comunicação. Ir além das abordagens quantitativas e de um olhar muito positivista sobre essas mudanças (concentrado sobretudo na noção de 'big data') e pensar em como tais ferramentas podem ser adotadas em pesquisas qualitativas.

#### **OBJETIVOS**

- Permitir uma visão mais nuançada e complexa sobre a inclusão de dados e métodos digitais em estudos da Comunicação
- Refletir sobre as limitações, obstáculos e desigualdades que demarcam essa nova realidade de pesquisa
- Conhecer e testar algumas ferramentas computacionais que podem ser utilizadas nas pesquisas da área

## CONTEÚDO PROGRAMÁTICO

<b>Aula</b>	<b>Conteúdo e textos</b>
Semana 1	<b>Tema da aula</b> Humanidades Digitais: história, conceitos e valores
Aula 1 12/09	<b>Conteúdo</b> Revisão histórica sobre as humanidades digitais Humanidades digitais atualmente Exemplos de pesquisas de outras áreas da humanas Humanidades digitais no Brasil
	<b>Textos Fundamentais</b> Berry, D. M. (2012). Introduction: Understanding the digital humanities. In <i>Understanding Digital Humanities</i> (pp. 1-20). Palgrave Macmillan UK. Hockey, S. (2004) The History of Humanities Computing, in <i>A Companion to Digital Humanities</i> (eds S. Schreibman, R. Siemens and J. Unsworth), Blackwell Publishing Ltd, Malden, MA, USA.
	<b>Textos Auxiliares</b> Burrows, J. (2004) Textual analysis, in <i>A Companion to Digital Humanities</i> (eds S. Schreibman, R. Siemens and J. Unsworth), Blackwell Publishing Ltd, Malden, MA, USA. Eiteljorg, H. (2004) Computing for Archaeologists, in <i>A Companion to Digital Humanities</i> (eds S. Schreibman, R. Siemens and J. Unsworth), Blackwell Publishing Ltd, Malden, MA, USA. Schnapp, J., Presner, T., & Lunenfeld, P. (2009). Digital Humanities Manifesto 2.0. Retrieved from <a href="http://www.humanitiesblast.com/manifesto/Manifesto_V2.pdf">http://www.humanitiesblast.com/manifesto/Manifesto_V2.pdf</a> Presner, T.(2010). 'Digital Humanities 2.0: A Report on Knowledge'. Retrieved from <a href="http://cnx.org/content/m34246/1.6/?format=pdf">http://cnx.org/content/m34246/1.6/?format=pdf</a>
Semana 1	<b>Tema da aula</b> Humanidades Digitais, Big Data e Comunicação
Aula 2 13/09	<b>Conteúdo</b> Humanidades digitais e Comunicação Big Data e Comunicação Exemplos de pesquisas da área da Comunicação
	<b>Textos Fundamentais</b> Burgess, J., & Bruns, A. (2012). Twitter archives and the challenges of 'Big Social Data' for media and communication research. <i>M/C Journal</i> , 15(5). Parks, M. R. (2014). Big Data in Communication Research: Its Contents and Discontents. <i>Journal of Communication</i> , 64, 355-360. Manovich, L. (2011). Trending: The promises and the challenges of big social data. <i>Debates in the digital humanities</i> , 2, 460-475.
	<b>Textos Auxiliares</b> Neuman, W. R., Guggenheim, L., Mo Jang, S., & Bae, S. Y. (2014). The dynamics of public attention: Agenda-setting theory meets big data. <i>Journal of Communication</i> , 64(2), 193-214. Giglietto, F., & Selva, D. (2014). Second screen and participation: A content analysis on a full season dataset of tweets. <i>Journal of Communication</i> , 64(2), 260-277. Colleoni, E., Rozza, A., & Arvidsson, A. (2014). Echo chamber or public sphere? Predicting political orientation and measuring political homophily in Twitter using big data. <i>Journal of Communication</i> , 64(2), 317-332. Lewis, S. C., Zamith, R., & Hermida, A. (2013). Content analysis in an era of big data: A hybrid

approach to computational and manual methods. *Journal of Broadcasting & Electronic Media*, 57(1), 34-52.

Semana 1  
Aula 3  
14/09

**Tema da aula**  
Métodos Digitais: uma introdução

**Conteúdo**  
Métodos Digitais e a Pesquisa Quantitativa  
Exemplos iniciais

**Texto Fundamental**

Rogers, R. (2015). *Digital Methods for Web Research*. In *Emerging Trends in the Social and Behavioral Sciences* (eds R. Scott and S. Kosslyn), John Wiley & Sons, Inc.

**Textos Auxiliares**

Rogers, R. (2009). *The end of the virtual: Digital methods* (Vol. 339). Amsterdam University Press.

Ericson, M. & Cox, A. (2009). What's cooking on thanksgiving. *New York Times*, November 26. Retrieved from: [http://www.nytimes.com/interactive/2009/11/26/us/20091126-search-graphic.html?\\_r=0](http://www.nytimes.com/interactive/2009/11/26/us/20091126-search-graphic.html?_r=0)

Severson, K. (2009). Butterballs or cheese balls, an online barometer. *New York Times*, November 25. Retrieved from: <http://www.nytimes.com/2009/11/26/dining/26search.html>.

Semana 1  
Aula 4  
15/09

**Tema da aula**  
Métodos Digitais: exemplos (Wikipedia, Análise de buscas e Análise de links)

**Conteúdo**  
Exemplos de trabalhos que fazem uso de métodos digitais

**Textos Fundamentais**

Currie, M. (2012). *The Feminist Critique: Mapping Controversy in Wikipedia*. In *Understanding digital humanities* (pp. 224-248). Palgrave Macmillan UK.

Bruns, A. (2007). *Methodologies for mapping the political blogosphere: An exploration using the IssueCrawler research tool*. *First Monday*, 12(5).

Borra, E., & Weber, I. (2012). *Political Insights: Exploring partisanship in Web search queries*. *First Monday*, 17(7).

Semana 2  
Aula 5  
19/09

**Tema da aula**  
Métodos Digitais: pesquisas sobre Twitter

**Conteúdo**  
Continuação sobre Métodos Digitais  
Exemplos de pesquisa sobre o Twitter com uma abordagem mais quantitativa

**Textos Fundamentais**

Gaffney, D., & Puschmann, C. (2014). *Data collection on Twitter*. *Twitter and society*, 55-67.

Bruns, A., & Stieglitz, S. (2014). *Metrics for understanding communication on Twitter*. *Twitter and society*, 89, 69-82.

Bruns, A., & Burgess, J. (2016). *Methodological Innovation in Precarious Spaces: The Case of Twitter*. In *Digital Methods for Social Science* (pp. 17-33). Palgrave Macmillan UK.

**Textos Auxiliares**

Burgess, J., & Bruns, A. (2015). *Easy data, hard data: The politics and pragmatics of Twitter research after the computational turn*. *Compromised data: From social media to big data*, 93-111.

Bruns, A., & Burgess, J. (2014). *Crisis communication in natural disasters: The Queensland floods and Christchurch earthquakes*. *Twitter and society*, 89, 373-384.

Semana 2  
2

**Tema da aula**  
Humanidades digitais e perspectivas qualitativas

Aula 6 20/09	<p><b>Conteúdo</b> Métodos Digitais e a Pesquisa Qualitativa Exemplos de pesquisa e abordagens</p> <p><b>Textos Fundamentais</b> Dixon, D. (2012). Analysis Tool or Research Methodology: Is there an epistemology for patterns?. In Understanding digital humanities (pp. 191-209). Palgrave Macmillan UK. Vimieiro, A. C. (2015). Football supporter cultures in modern-day Brazil: Hypercommodification, networked collectivism and digital productivity. PhD diss. Queensland University of Technology. (Introdução, Capítulo 5 e Capítulo 6)</p>
Semana 2	<p><b>Tema da aula</b> Humanidades Digitais e Big Data: Desafios, limites e questões éticas</p>
Aula 7 21/09	<p><b>Conteúdo</b> Desafios, limites e questões éticas</p> <p><b>Textos Fundamentais</b> Boyd, D., &amp; Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. <i>Information, communication &amp; society</i>, 15(5), 662-679. Liu, A. (2012). Where Is Cultural Criticism in the Digital Humanities? In M. K. Gold (Ed.), <i>Debates in the digital humanities</i> (pp. 490-509). Minneapolis: University of Minnesota Press.</p> <p><b>Textos Auxiliares</b> Kitchin, R. (2014). Big Data, new epistemologies and paradigm shifts. <i>Big Data &amp; Society</i>, 1(1), 2053951714528481. Van Dijck, J. (2014). Datafication, dataism and dataveillance: Big Data between scientific paradigm and ideology. <i>Surveillance &amp; Society</i>, 12(2), 197. Crawford, K., &amp; Finn, M. (2015). The limits of crisis data: analytical and ethical challenges of using social and mobile data to understand disasters. <i>GeoJournal</i>, 80(4), 491-502.</p>

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- Berry, D. M. (2012). Introduction: Understanding the digital humanities. In *Understanding Digital Humanities* (pp. 1-20). Palgrave Macmillan UK.
- Borra, E., & Weber, I. (2012). Political Insights: Exploring partisanship in Web search queries. *First Monday*, 17(7).
- Boyd, D., & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. *Information, communication & society*, 15(5), 662-679.
- Bruns, A. (2007). Methodologies for mapping the political blogosphere: An exploration using the IssueCrawler research tool. *First Monday*, 12(5).
- Bruns, A., & Burgess, J. (2014). Crisis communication in natural disasters: The Queensland floods and Christchurch earthquakes. *Twitter and society*, 89, 373-384.
- Bruns, A., & Burgess, J. (2016). Methodological Innovation in Precarious Spaces: The Case of Twitter. In *Digital Methods for Social Science* (pp. 17-33). Palgrave Macmillan UK.
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- Burgess, J., & Bruns, A. (2012). Twitter archives and the challenges of 'Big Social Data' for media and communication research. *M/C Journal*, 15(5).

- Burgess, J., & Bruns, A. (2015). Easy data, hard data: The politics and pragmatics of Twitter research after the computational turn. *Compromised data: From social media to big data*, 93-111.
- Burrows, J. (2004) Textual analysis, in *A Companion to Digital Humanities* (eds S. Schreibman, R. Siemens and J. Unsworth), Blackwell Publishing Ltd, Malden, MA, USA.
- Colleoni, E., Rozza, A., & Arvidsson, A. (2014). Echo chamber or public sphere? Predicting political orientation and measuring political homophily in Twitter using big data. *Journal of Communication*, 64(2), 317-332.
- Crawford, K., & Finn, M. (2015). The limits of crisis data: analytical and ethical challenges of using social and mobile data to understand disasters. *GeoJournal*, 80(4), 491-502.
- Currie, M. (2012). The Feminist Critique: Mapping Controversy in Wikipedia. In *Understanding digital humanities* (pp. 224-248). Palgrave Macmillan UK.
- Dixon, D. (2012). Analysis Tool or Research Methodology: Is there an epistemology for patterns?. In *Understanding digital humanities* (pp. 191-209). Palgrave Macmillan UK.
- Eiteljorg, H. (2004) Computing for Archaeologists, in *A Companion to Digital Humanities* (eds S. Schreibman, R. Siemens and J. Unsworth), Blackwell Publishing Ltd, Malden, MA, USA.
- Ericson, M. & Cox, A. (2009). What's cooking on thanksgiving. *New York Times*, November 26. Retrieved from: [http://www.nytimes.com/interactive/2009/11/26/us/20091126-search-graphic.html?\\_r=0](http://www.nytimes.com/interactive/2009/11/26/us/20091126-search-graphic.html?_r=0)
- Gaffney, D., & Puschmann, C. (2014). Data collection on Twitter. *Twitter and society*, 55-67.
- Giglietto, F., & Selva, D. (2014). Second screen and participation: A content analysis on a full season dataset of tweets. *Journal of Communication*, 64(2), 260-277.
- Hockey, S. (2004) The History of Humanities Computing, in *A Companion to Digital Humanities* (eds S. Schreibman, R. Siemens and J. Unsworth), Blackwell Publishing Ltd, Malden, MA, USA.
- Kitchin, R. (2014). Big Data, new epistemologies and paradigm shifts. *Big Data & Society*, 1(1), 2053951714528481.
- Lewis, S. C., Zamith, R., & Hermida, A. (2013). Content analysis in an era of big data: A hybrid approach to computational and manual methods. *Journal of Broadcasting & Electronic Media*, 57(1), 34-52.
- Liu, A. (2012). Where Is Cultural Criticism in the Digital Humanities? In M. K. Gold (Ed.), *Debates in the digital humanities* (pp. 490-509). Minneapolis: University of Minnesota Press.
- Manovich, L. (2011). Trending: The promises and the challenges of big social data. *Debates in the digital humanities*, 2, 460-475.
- Neuman, W. R., Guggenheim, L., Mo Jang, S., & Bae, S. Y. (2014). The dynamics of public attention: Agenda-setting theory meets big data. *Journal of Communication*, 64(2), 193-214.
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- Presner, T. (2010). 'Digital Humanities 2.0: A Report on Knowledge'. Retrieved from <http://cnx.org/content/m34246/1.6/?format=pdf>
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- Rogers, R. (2015). Digital Methods for Web Research. In *Emerging Trends in the Social and Behavioral Sciences* (eds R. Scott and S. Kosslyn), John Wiley & Sons, Inc.
- Severson, K. (2009). Butterballs or cheese balls, an online barometer. *New York Times*, November 25. Retrieved from: <http://www.nytimes.com/2009/11/26/dining/26search.html>.
- Schnapp, J., Presner, T., & Lunenfeld, P. (2009). Digital Humanities Manifesto 2.0. Retrieved from [http://www.humanitiesblast.com/manifesto/Manifesto\\_V2.pdf](http://www.humanitiesblast.com/manifesto/Manifesto_V2.pdf)
- Van Dijck, J. (2014). Datafication, dataism and dataveillance: Big Data between scientific paradigm and ideology. *Surveillance & Society*, 12(2), 197.
- Vimieiro, A. C. (2015). Football supporter cultures in modern-day Brazil: Hypercommodification, networked collectivism and digital productivity. PhD diss. Queensland University of Technology. (Introdução, Capítulo 5 e Capítulo 6)