

## Images in Social Media Research (online, 10 Feb 23)

online (Zoom), Feb 10, 2023

Registration deadline: Feb 9, 2023

Verena Straub

Images in Social Media Research: Digital Tools & Methodological Challenges.

From memes on Twitter and Reddit to Instagram posts and TikTok videos: Images are taking on increasingly important roles in social media communication. While social media research can draw on established tools in the field of text analysis, researching visual content still presents particular methodological challenges. How can images be systematically searched and scraped from the web? What qualitative and quantitative possibilities are there for structuring, visualising, and evaluating big image corpora and their metadata? How can a sustainable and critical approach to sensitive images look like?

This one-day workshop aims to bring together image researchers from different disciplines. On a very hands-on level, we want to explore digital tools that might offer pragmatic solutions for researching images on the web. Furthermore, the academic (re)use of images from social media raises particular ethical and legal issues. Digital media researchers, legal scholars and art historians will provide insight into their method designs and open up critical perspectives on how to deal with visual content online.

### PROGRAMME

9.00: Verena Straub & Christoph Eggersglüß: Welcome and introduction

#### 9.15-11.15: TOOLS

- Bernhard Rieder: Analysing YouTube through data extraction – Introducing the YouTube data tools
- Stijn Peeters: Quali-quantitative internet research with 4CAT
- Jason Chao: Enriching image data with AI using Memespector-GUI
- Jens-Martin Loebel: Exploring Yenda and HyperImage – A scientific approach to networked digital image annotation and hypermedia publication

lunch break

#### 12.30-14.30: METHODS

- Sabine Niederer: Visual methodologies for networked images
- Janna Joceli Omena & Richard Rogers: Analysing image collections with the computer vision network approach
- Elena Pilipets: Deep TikTok – Three methods for tracing video memes

- Lev Manovich: Protests, cities, selfies – How we visualise millions of social media images

coffee break

#### 15.00-16.30: ETHICAL & LEGAL ISSUES

- Grischka Petri: Private, social, public? Images on social media and some of their legal conditions

- Tanja-Bianca Schmidt: How can violence be appropriately addressed? Some thoughts on images and their ethical dilemma

- Evelyn Runge: Wandering images across platforms. Tracking alterations - An exploration

The workshop is organised by the research project “Image Protests on Social Media” at Technical University Dresden, funded by the German Research Foundation (DFG) (<http://tu-dresden.de/gsw/bildproteste>), in collaboration with NFDI4Culture, Consortium for Research Data on Material and Immaterial Cultural Heritage (<http://nfdi4culture.de>) within the Nationale Forschungsdateninfrastruktur (NFDI).

Please register in advance for the Zoom-Meeting here: <https://bit.ly/3W9eZrq>

Contact:

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