ECSM 2023

10th European Conference on Social Media
18-19 May 2023, Pedagogical University of Krakow, Poland

ONLINE Workshop on Wednesday 17th May 2023
10:00 – 11:30 UK time (GMT+1)

Social Media Data Analysis Using Leximancer & Synthesio: Exemplars from academic research

Workshop Leader: Dr Violetta Wilk, Edith Cowan University, Australia

This workshop will introduce participants to two social media data analysis programs – Leximancer and Synthesio. It will predominantly focus on Leximancer, which offers an automated, machine-learning algorithm based analysis of large qualitative datasets, such as social media user-generated content (UGC). The session will also introduce participants to Synthesio, which is an online, AI based social media listening platform that harvests and analyses social media content. The session will demonstrate both programs' interfaces and functionality. Examples will be given of Leximancer used in published academic papers which were based on big, unstructured social media data. Synthesio will be demonstrated through a current in-progress study. Discussion will centre around data visualisation and quantitative analysis available in both programs. The workshop will wrap up with tips for using these programs in participants' own research projects. The workshop will cover:

- Introduction to programs available for social media user-generated content (UGC) harvest and analysis: Leximancer and Synthesio
- Understanding of applicability of these programs to academic research
- Overview of the programs' interfaces and functionality

This workshop is aimed at researchers working with qualitative, text-based, social media content such as user-generated content (UGC) in the form of posts and comments. It is suitable for beginners.

Dr Violetta Wilk is a Lecturer and Researcher in Social Media and Digital Marketing at Edith Cowan University in Perth, Western Australia. She specialises in data visualisation of qualitative social media data (user-generated content (UGC)), big data analytics, interactive internet-based consumer behaviour, virtual communities, influential digital communications and online brand advocacy (OBA). She is an Accredited Leximancer Trainer and has used this program in over 20 research studies. Violetta has presented on this topic to audiences in Australia, Malaysia, Spain, Romania, and the USA.

The cost to attend the workshop online is £25

If you would like to join, please contact me direct: Annette@academic-conferences.org

If you have any questions about this workshop please email Dr Wilk: v.wilk@ecu.edu.au

See more about ECSM 2023 at https://www.academic-conferences.org/conferences/ecsm/