IMAGES IN SOCIAL MEDIA RESEARCH
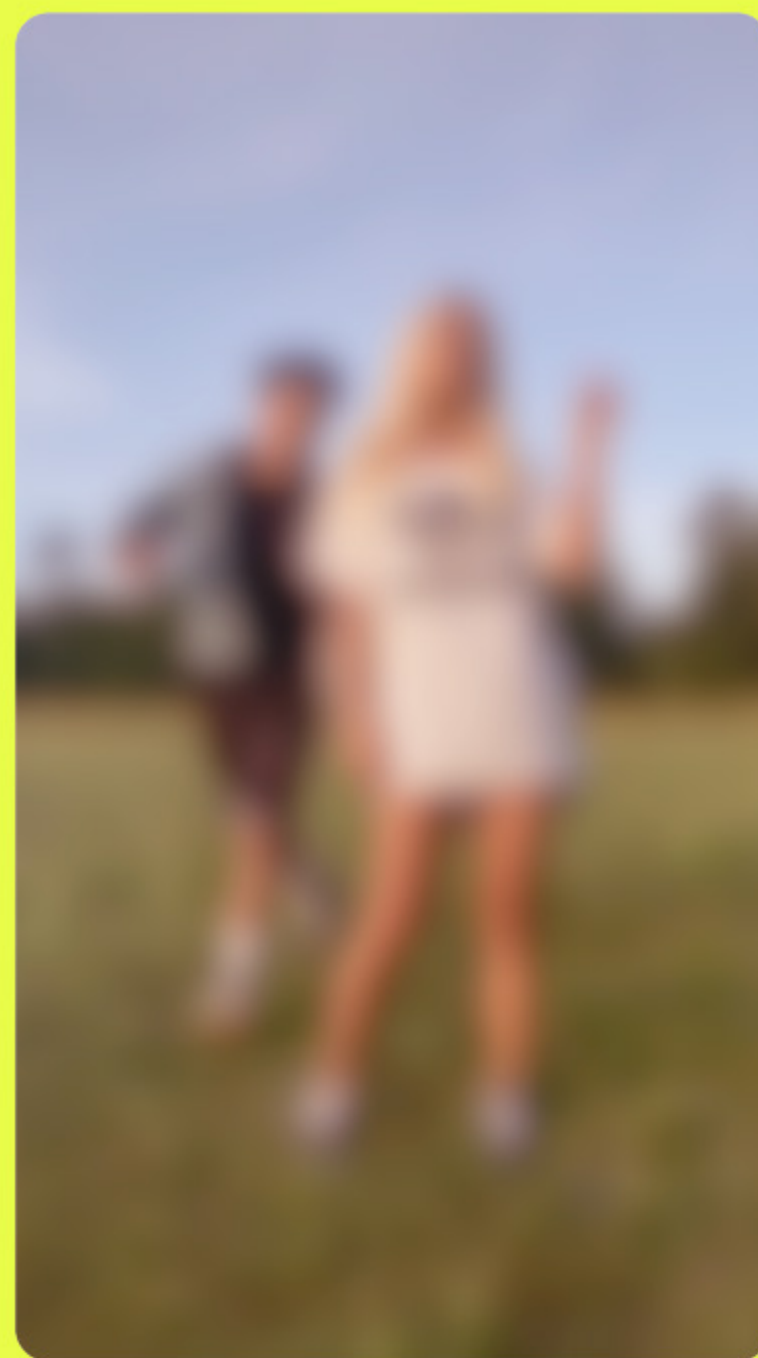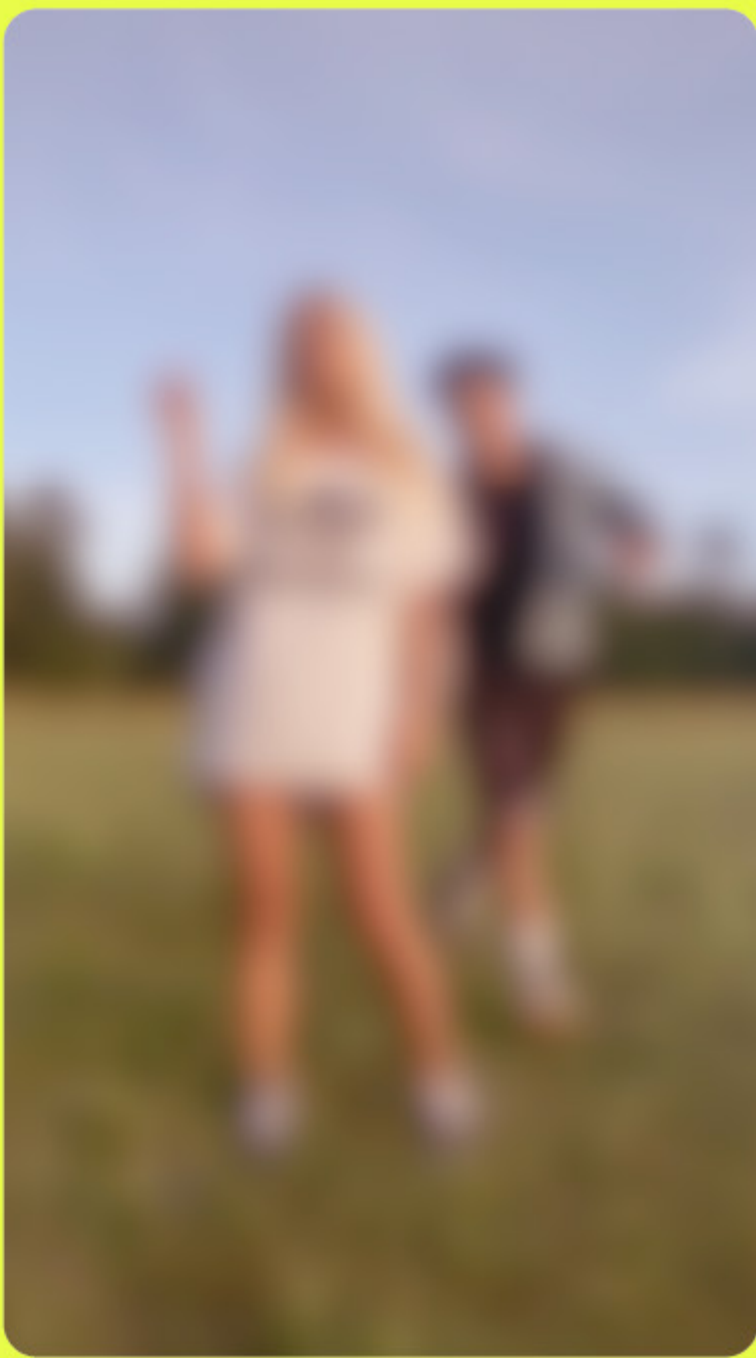
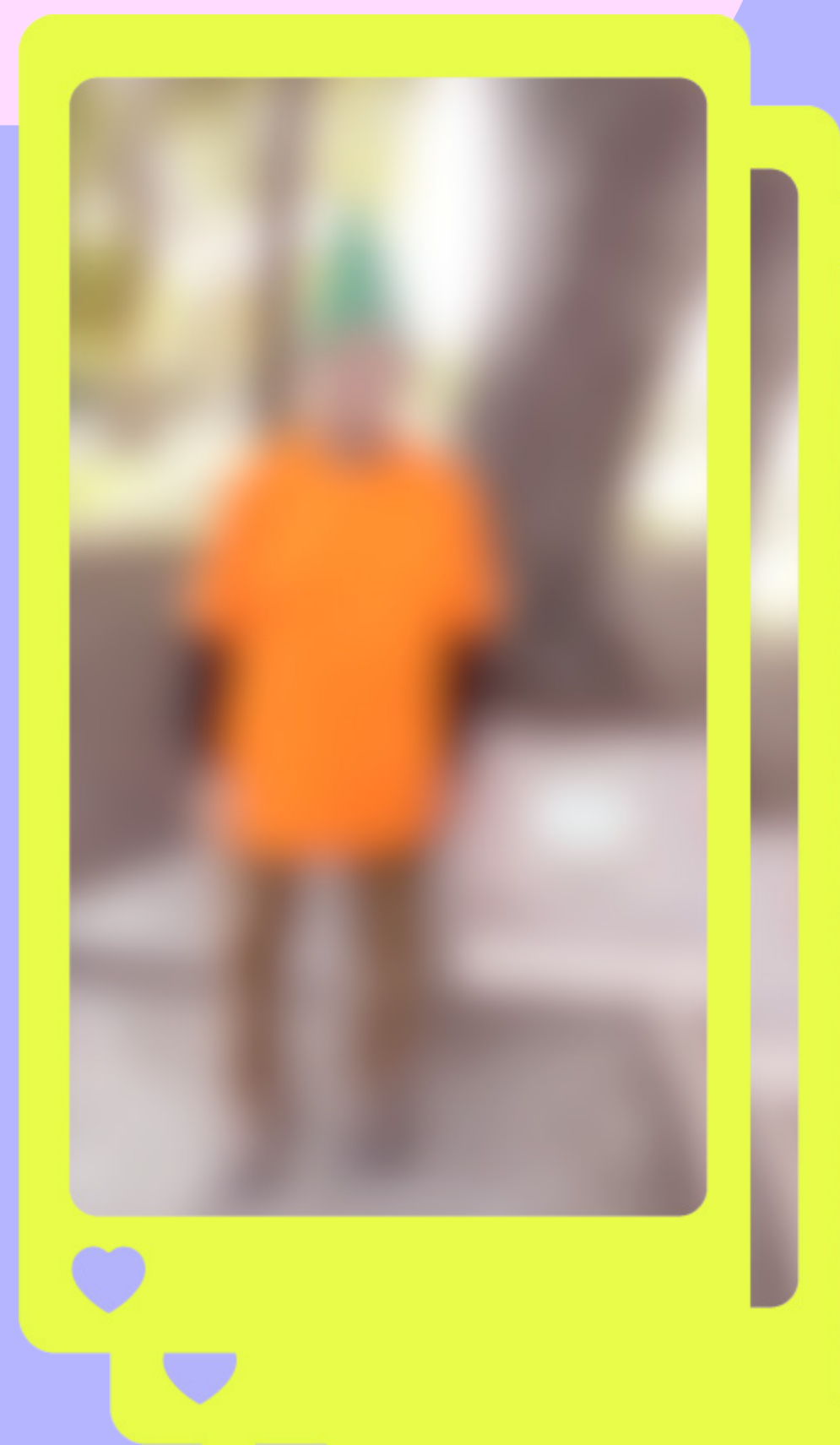## Digital Tools &

Methodological Challenges

**10/Feb/2023**

9.00 – 16.30 CET

Online-Workshop

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.
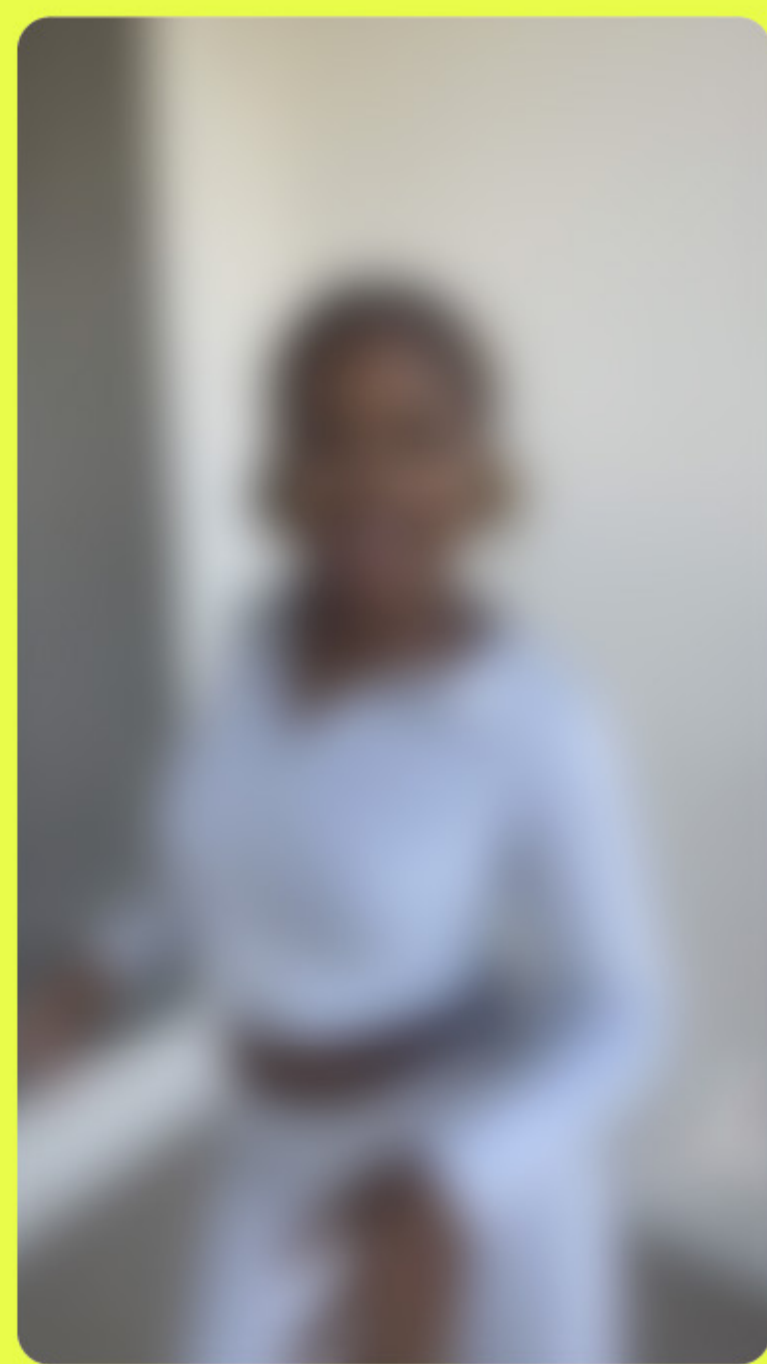
9.00 »WELCOME & INTRODUCTION«

Verena Straub &
Christoph Eggersglüß

9.15 – 11.15 »TOOLS«

Bernhard Rieder, Stijn Peeters,
Jason Chao, Jens-Martin Loebel

lunch break

12.30 – 14:30 »METHODS«

Sabine Niederer, Richard Rogers &
Janna Joceli Omena, Elena Pilipets,
Lev Manovich

coffee break

15.00 – 16.30 »ETHICAL & LEGAL ISSUES«

Grischka Petri, Tanja-Bianca
Schmidt, Evelyn Runge

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
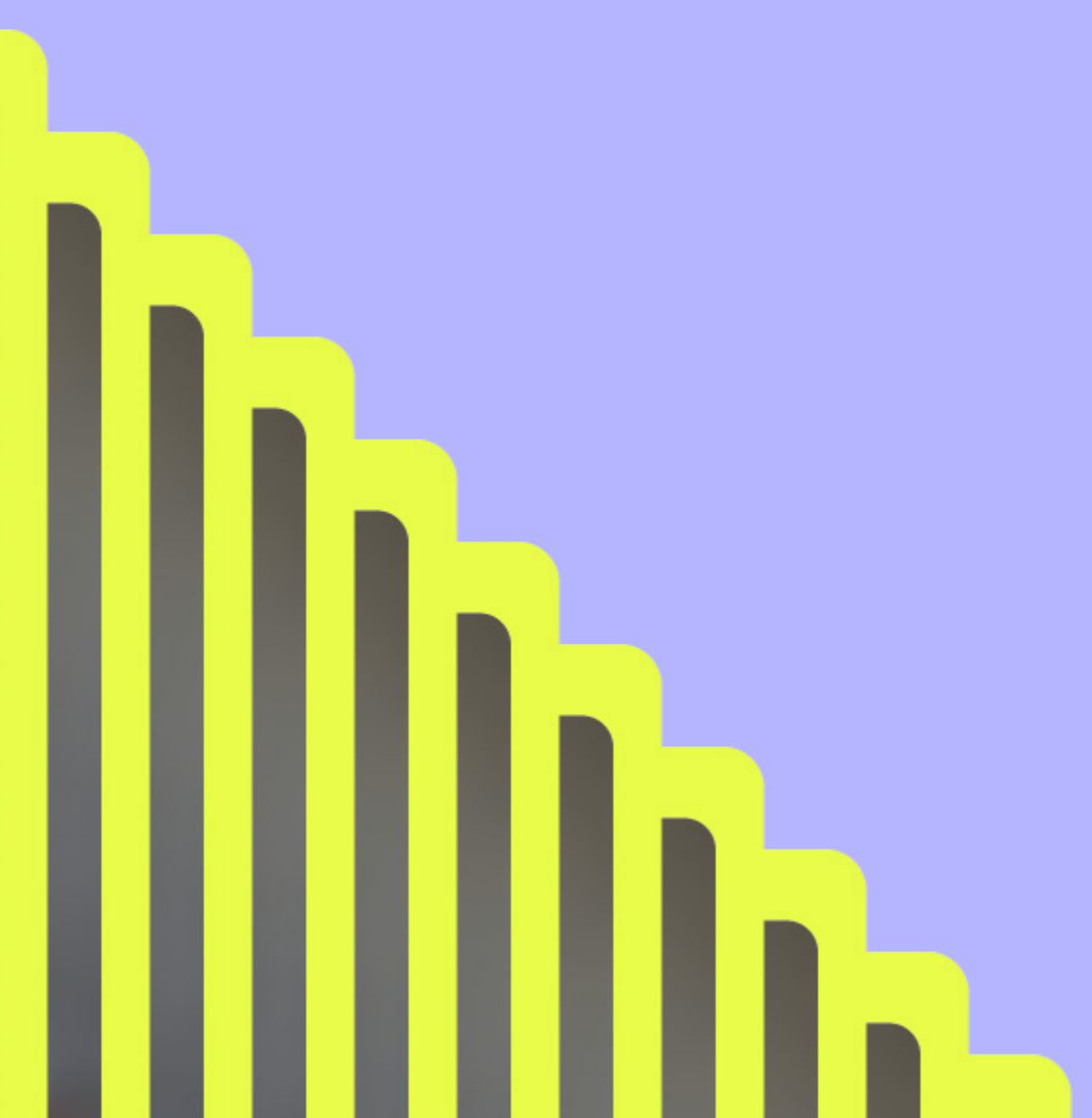
12.30 – 14:30 »METHODS«

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

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
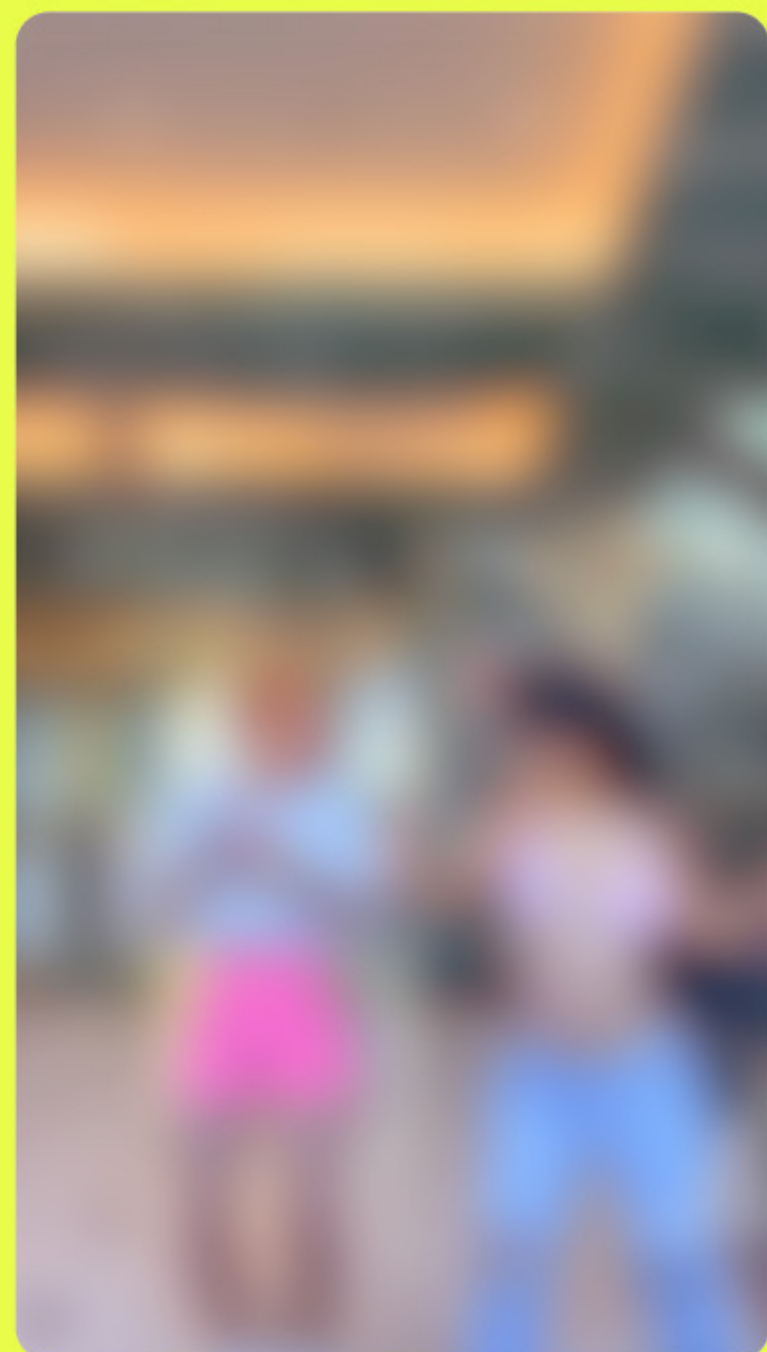
Please register for the ZOOM-Meeting

https://bit.ly/3W9eZrq ↗

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The workshop is organised by the research project Image Protests on Social Media ↗ at TU Dresden, funded by the German Research Foundation (DFG), in collaboration with NFDI4Culture ↗, Consortium for Research Data on Material and Immaterial Cultural Heritage within the Nationale Forschungsdateninfrastruktur (NFDI).