

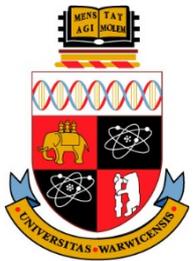
Doctoral Training Centre: Practice of Social Research

The Practice of Social Research in the Digital Age: *Technologies of Social Research and Sources of Secondary Data Analysis*

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University of Warwick



Top tip: ITS software download service

- <http://www2.warwick.ac.uk/services/its/servicessupport/software/list/>

IT Services

Services & support

News & initiatives

About ITS

Software Licence Management » List of software

List of software available at Warwick

(If you intend to purchase software not listed below, please complete and submit this [form](#))

[Adobe](#)

[ArcExplorer](#)

[ArcGIS](#)

[ChemDraw Pro](#)

[Cisco WebEx](#)

[Collins Bartholomew](#)

[Dragon Naturally Speaking Preferred](#)

[Ease](#)

[EndNote](#)

[EndNoteWeb](#)

[Exceed](#)

[ExpanDrive](#)

[ITSM2000](#)

[Kaspersky Anti-Virus](#)

[Maple](#)

[Mathematica](#)

[MathType](#)

[MATLAB](#)

[McAfee VirusScan for Mac](#)

[Microfit](#)

[Microsoft Dreamspark](#)

[Microsoft Office](#)

[Microsoft SharePoint](#)

[Microsoft Project](#)

[Microsoft Visio](#)

[MindManager](#)

[MINITAB](#)

[National Instruments software](#)

[NAG](#)

[Novell software](#)

[NVivo](#)

[Oracle database](#)

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[Qualtrics](#)

[SAS](#)

[SASPAC](#)

[Scientific Word](#)

[SciFinder](#)

[S-Plus](#)

[SPSS & AMOS](#)

[Statistics for the Terrified](#)

[SUSE Linux](#)

[Turnitin](#)

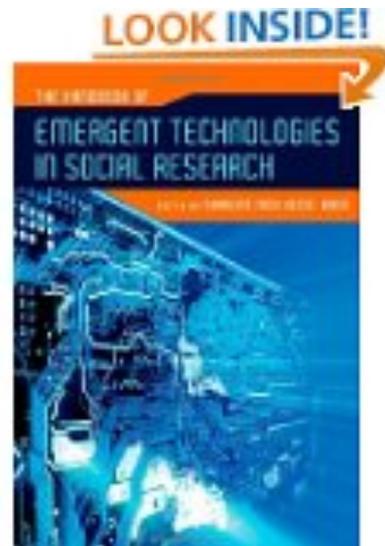
[WinRATS](#)

i Licence keys for relevant applications are published on the [download pages](#). Please click through the links if you need to update a key.

[Mac Software available at Warwick](#)

Emerging technologies of social research

- “New technologies can open up new areas of inquiry, provide researchers with the tools to answer new questions, and change the landscape of knowledge building within and across disciplines”.



(Hesse-Biber 2011)

Secondary Data Analysis

- **Positive:** Saves time and money.
- **Negative:** questions and response options may not be well-designed or compatible with your interests.

Secondary Data Analysis – UK Data Archive

www.data-archive.ac.uk

HELP CONTACT US SIGN UP

UK • DATA
ARCHIVE

THE UK'S LARGEST COLLECTION OF DIGITAL RESEARCH DATA IN THE SOCIAL SCIENCES AND HUMANITIES

HOME

ABOUT US

CREATE &
MANAGE DATA

DEPOSIT
DATA

HOW WE
CURATE DATA

FIND DATA

NEWS &
EVENTS

[Services at risk and unavailable 16 to 19 March 2012](#)

A BRIGHT IDEA FOR 2012

How can you do more with the same time and resource? Consider re-using data from our vast collection. We'll help you get started.

[READ MORE](#)



What's new

Data lifecycle

Find data

Who are we?



DEPOSITING YOUR DATA

Depositing your data with the Archive ensures that they will be professionally curated and accessible

[DEPOSIT DATA](#)

FINDING DATA TO USE

We can help you find data for research and teaching with our catalogue of over 5,000 data collections

[OUR CATALOGUE](#)

OUR DATA IN USE

Labour Force Survey: How does the health service distribute resources equitably



OUR SERVICES

[SDS](#)
enabling safe and secure remote access to data

SECURE
DATA
SERVICE

SEARCH OUR SITE [GO](#)

FIRST TIME HERE?

[HELPFUL INFORMATION](#)

A QUICK GUIDE TO THE ARCHIVE

5 of 8: We are a collaborative organisation supporting emerging and existing creators and users of data

WHO GIVES US DATA?

Find out what kind of data are available to you

LATEST NEWS & EVENTS

[MORE](#)



Understanding Society - new data

Longitudinal research making use of Understanding ...



Professor Tony Coxon

The UK Data Archive is very saddened to hear that ...



New national secure data centre

The UK Data Archive has been awarded £2.4 million

Secondary Data Analysis – UK Data Archive

http://www.youtube.com/watch?v=STYCM63oG88&feature=player_embedded

http://www.youtube.com/watch?v=F6rEAULLenY&feature=player_embedded

Sources of Secondary Data Analysis

- **Your Suggestions?**

Computer-based Data Collection

- **Web-based surveys**
- **E-interviews**
- **Online focus groups**
- **Content or Discourse
Analysis of online
discussions or other content**

Computer-based Data Analysis

- **SPSS**
- **CAQDAS**
- **Automated analysis of qualitative data** (e.g. from linguistics, or simple versions such as Concordance)

Other Technologies of Social Research

- **Your Suggestions?**

Digital recording of qualitative data

- Transcription:
 - Standardized will be most appropriate for most social scientists
 - Verbatim transcription only worth the added hassle when you will be using the extra detail in your analysis

The Practice of Social Research in the Digital Age: *Using Web 2.0*

Using Web 2.0 - Overview

- As knowledge management tool(s)
- As research object (e.g. content analysis of Twitter feed)
- As data collection tool (e.g. wiki)
- As research team co-ordination tool
- As dissemination or public engagement method
- Other research uses???

Defining Web 2.0

- Web 2.0 applications are those that make the most of the intrinsic advantages of that platform:
- Delivering software as a continually-updated service that gets better the more people use it,
- Consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others,
- Creating network effects through an "architecture of participation," and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.

Defining Web 2.0

- Involves a collaborative and social model of working.
- About:
 - Information coming to you,
 - Sharing information with others,
 - Deciding how you receive and view the information.
- Examples:
 - Blogs, RSS, Wikis, social bookmarking, Flickr, Facebook, MySpace, web based forums, email discussion lists, YouTube, Second Life.....

Social Bookmarking

e.g. Tagging on Del.icio.us

queequeg83's favorites on del.icio.us - Microsoft Internet Explorer

Address: <http://del.icio.us/queequeg83>

del.icio.us / queequeg83 /

popular | recent

your favorites | your network | subscriptions | links for you | post

logged in as **queequeg83** | settings | logout | help

All your items (367) del.icio.us

< earlier | later > page 1 of 37

- [Wize - reviews of electronics etc](#) edit / delete
to ratings ... [saved by 500 other people](#) ... 12 hours ago
- [Kevin Kelly's Cool Tools](#) edit / delete
to best ... [saved by 1845 other people](#) ... on nov 21
- [ecards from flickr delivr.net](#) edit / delete
to ecards ... [saved by 589 other people](#) ... on nov 21
- [Uncle Mark's Gift Guide 2007](#) edit / delete
to recommendations ... [saved by 33 other people](#) ... on nov 21
- [Good Experience Games](#) edit / delete
to games ... [saved by 111 other people](#) ... on nov 21
- [Gootodo - Email to dos](#) edit / delete
to GTD ... [saved by 12 other people](#) ... on nov 21
- [Wesabe - finances 2.0](#) edit / delete
to money finance debt ... [saved by 540 other people](#) ... on nov 20
- [Word Shoot - Typing Game \(flash required\)](#) edit / delete
to typing ... [saved by 359 other people](#) ... on nov 20
- [Quotiki - quote database 2.0](#) edit / delete
to quotations quotes ... [saved by 225 other people](#) ... on nov 20
- [Images: 10 best extensions for Firefox 2](#) CNET News.com

tags

- 1 80s
- 8 academic
- 1 accessibility
- 1 academic
- 5 activism
- 2 advertising
- 3 advice
- 1 ajax
- 1 ALA
- 1 alternative
- 1 alumni
- 2 america
- 2 animation
- 2 archive
- 1 arts
- 4 audio
- 1 awards
- 2 backup
- 1 band
- 1 bankruptcy
- 1 bargains
- 1 BBC
- 3 bctc
- 2 bctcsenate
- 19 benchmarkbctc
- 2 best
- 2 bestfish

Done

start 5 Internet Explorer Removable Disk (F:) Microsoft PowerPoint ... Desktop 8:46 AM

Some uses for Del.icio.us

- Storing bookmarks online so they can be accessed from the Internet.
- Consolidating bookmark collections to eliminate confusion of trying to find bookmarks on multiple computers.
- Keeping track of online source materials in one location.
- Sharing – Bookmarks via the public.
- Expertise Mining – all bookmarks on del.icio.us have been chosen by a human being.
 - Exploring the results of their previous searches is a great labour saver

***Wiki* for collaborative
knowledge development and
research problem definition**

Wikis - background

- wiki-wiki – Hawaiian meaning quick.
- First wiki was the WikiWikiWeb, 1995.
- A collaborative web application that allows users to easily add and edit content.
- Relatively standardised layout and format encourages contributors to concentrate on content.

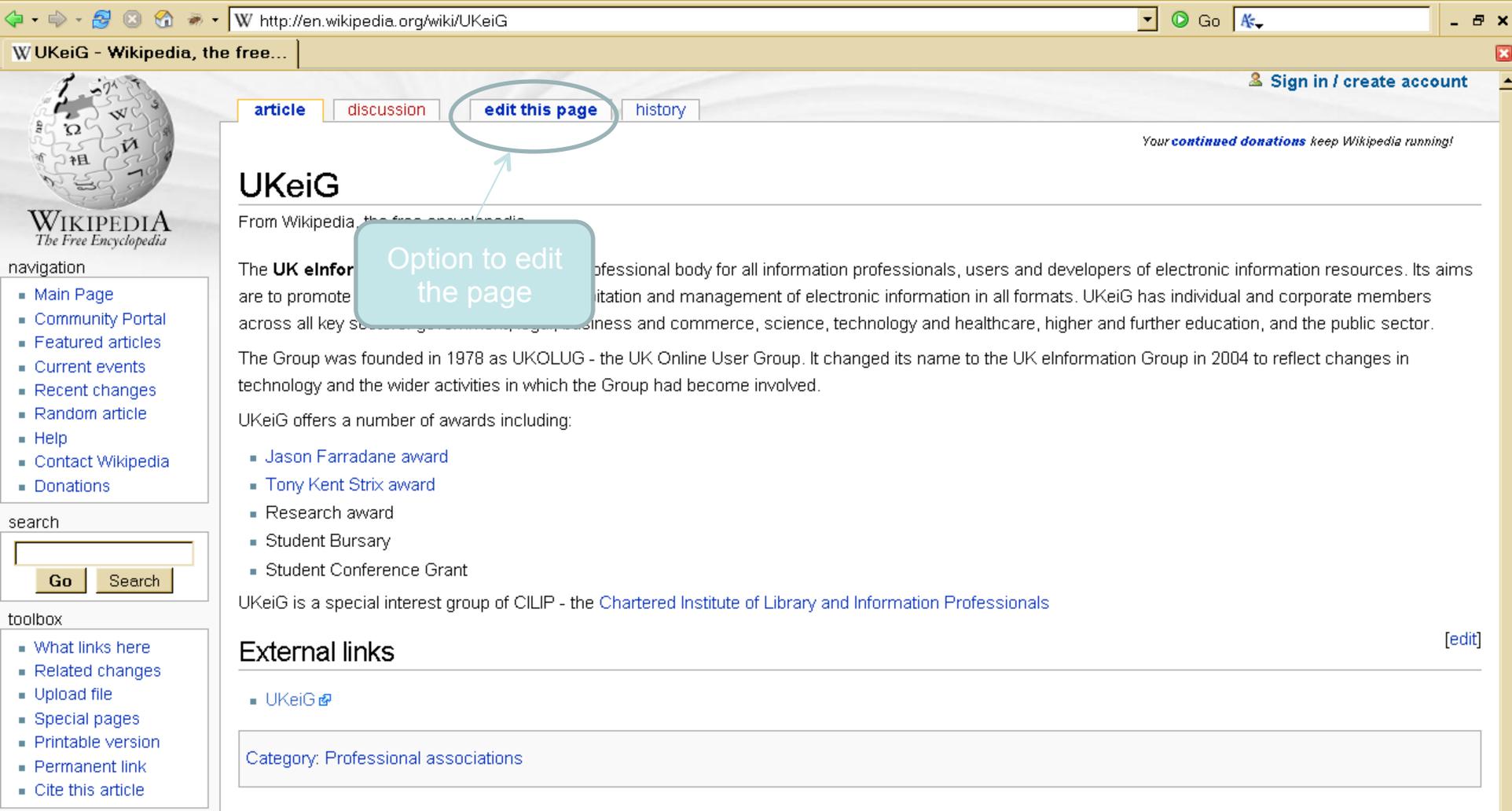
Wikis

- Default in most Wikis will let anyone create and edit a page:
 - Need to protect Admin functions and limit creation, edit and access rights,
 - Can “lock” individual pages or sections,
 - Can require registration to set up new pages or edit existing ones.

Wikis

- Can be used for:
 - Developing documentation collaboratively,
 - Project management:
 - History keeps a record of the changes and different versions of the documents.
 - Developing a conference programme.
- Encourages collaboration.

Best known wiki: Wikipedia



The screenshot shows a web browser window displaying the Wikipedia page for "UKeIG". The browser's address bar shows the URL "http://en.wikipedia.org/wiki/UKeIG". The page title is "UKeIG - Wikipedia, the free...". The navigation tabs at the top include "article", "discussion", "edit this page", and "history". The "edit this page" tab is circled in blue, and a light blue callout box with the text "Option to edit the page" and an arrow points to it. The main content area features the heading "UKeIG" and a sub-heading "From Wikipedia, the free encyclopedia". The text describes UKeIG as a professional body for information professionals and lists its aims, founding history (1978 as UKOLUG), and awards. A search box is visible on the left side of the page.

Wikipedia, the free encyclopedia

UKeIG - Wikipedia, the free...

Sign in / create account

Your **continued donations** keep Wikipedia running!

[article](#) [discussion](#) [edit this page](#) [history](#)

UKeIG

From Wikipedia, the free encyclopedia

The **UK eInfor**... professional body for all information professionals, users and developers of electronic information resources. Its aims are to promote... titation and management of electronic information in all formats. UKeIG has individual and corporate members across all key sectors... business and commerce, science, technology and healthcare, higher and further education, and the public sector.

The Group was founded in 1978 as UKOLUG - the UK Online User Group. It changed its name to the UK eInforation Group in 2004 to reflect changes in technology and the wider activities in which the Group had become involved.

UKeIG offers a number of awards including:

- Jason Farradane award
- Tony Kent Strix award
- Research award
- Student Bursary
- Student Conference Grant

UKeIG is a special interest group of CILIP - the [Chartered Institute of Library and Information Professionals](#)

External links

- UKeIG

Category: [Professional associations](#)

navigation

- Main Page
- Community Portal
- Featured articles
- Current events
- Recent changes
- Random article
- Help
- Contact Wikipedia
- Donations

search

Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Cite this article

This page was last modified 08:06, 28 September 2006.

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Wikipedia (2)

Wikipedia (2) screenshot showing the article for Tony Blair, which is currently protected from editing. The article title is "Tony Blair" and the URL is "http://en.wikipedia.org/wiki/Tony_Blair". The article content includes a biography of Anthony Charles Lynton Blair, Prime Minister of the United Kingdom, and a list of his roles and achievements. A notice states: "Because of recent vandalism or other disruption, editing of this article by unregistered or newly registered users is currently disabled. Such users may discuss changes, request unprotection, or create an account." The article also features a portrait of Tony Blair and a table of his political career.

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No edit option



Because of recent **vandalism** or other disruption, editing of this article by unregistered or newly registered users is currently **disabled**. Such users may **discuss changes**, **request unprotection**, or **create an account**.

Anthony Charles Lynton Blair (born 6 May 1953)^[1], known as **Tony Blair**, is the **Prime Minister** of the **United Kingdom**, **First Lord of the Treasury**, **Minister for the Civil Service**, **Leader of the UK Labour Party**, and **Member of the UK Parliament** for the constituency of **Sedgefield** in **North East England**. As a member of the **Cabinet of the United Kingdom** he is also a **Privy Counsellor**. As **First Lord of the Treasury**, his official residence is **10 Downing Street** in **London, UK**.

Blair became leader of the British **Labour Party** in **July 1994** following the sudden death of his predecessor, **John Smith**. Under Blair's leadership, the party won a **landslide victory** in the **May 1997 general election**, ending 18 years of government by the UK's centre-right **Conservative Party**. Blair is the Labour Party's longest-serving Prime Minister, the only person to have led the party to three consecutive general election victories and the only Labour prime minister to serve more than one full consecutive term. He was the youngest person to attain the office of Prime Minister since **Lord Liverpool** in 1812.^[2]

Together with **Gordon Brown** and **Peter Mandelson**, Blair is both credited with and blamed for moving the Labour Party towards the **centre** of British politics, using the term "**New Labour**" to distinguish his pro-market policies from the more **collectivist** policies which the party had espoused in the past. Blair has described his political philosophy as "modern **social democracy**" and "**the third way**".

Blair has strongly supported a number of aspects of US foreign policy, notably by participating in the invasions of **Afghanistan** in 2001 and **Iraq** in 2003. He has encountered fierce criticism as a result, and the circumstances in which he took Britain to war in Iraq have caused many opponents of the war to perceive him as dishonest.

In **October 2004**, Blair stated he would not serve a fourth term as Prime Minister. This led to speculation as to

The Rt Hon. Tony Blair



Prime Minister of the United Kingdom

Incumbent

In office since	2 May 1997
Deputy	John Prescott
Preceded by	John Major
Succeeded by	Incumbent

Wikipedia - history

Wikipedia - History - Wikip... Sign in / create account

[article](#) [discussion](#) [view source](#) [history](#)

Your **continued donations** keep Wikipedia running!

Tony Blair

From Wikipedia, the free encyclopedia

[Revision history](#)
[View logs for this page](#)

(Latest revision: 13 October 2006 at 00:40) (20 | 50 | 100) [View](#) [Compare](#)

For a full list of changes to this page, click on the date and time to view it. For more information, see the help page on [revisions](#). (last) = difference with preceding version, **m** = [Minor edit](#).

Legend: [\(cur\)](#) = current revision, [\(last\)](#) = last revision, [\(diff\)](#) = difference with preceding version, [\(m\)](#) = [Minor edit](#).

[Compare selected versions](#)

	Date of edits	Author/editor	Summary
<input type="radio"/>	02:40, 13 October 2006	BlueValour (Talk contribs) m	(→Domestic politics - typo in ref)
<input checked="" type="radio"/>	02:29, 13 October 2006	BlueValour (Talk contribs)	(→Domestic politics - Dome added)
<input type="radio"/>	00:54, 13 October 2006	BlueValour (Talk contribs) m	(→Blair and Brown - typo)
<input type="radio"/>	00:54, 13 October 2006	BlueValour (Talk contribs)	(→Blair and Brown - blair will not endorse brown)
<input type="radio"/>	00:41, 13 October 2006	BlueValour (Talk contribs)	(→Blair and Brown - +fact)
<input type="radio"/>	00:40, 13 October 2006	BlueValour (Talk contribs)	(→Blair and Brown - -line spaces)
<input type="radio"/>	15:10, 12 October 2006	Philip Stevens (Talk contribs) m	(→Resignation as Labour Party leader and Prime Minister)
<input type="radio"/>	15:09, 12 October 2006	Philip Stevens (Talk contribs) m	(→Resignation as Labour Party leader and Prime Minister)
<input type="radio"/>	10:57, 12 October 2006	Kittybrewster (Talk contribs) m	(→Political offices)
<input type="radio"/>	22:47, 11 October 2006	Joe Bouvary (Talk contribs)	(Deleted inaccurate statements comparing Blair's New Labour to changes to Democratic Party in US under Clinton)
<input type="radio"/>	20:41, 10 October 2006	Br2387 (Talk contribs) m	
<input type="radio"/>	18:23, 10 October 2006	Dhwani1989 (Talk contribs)	
<input type="radio"/>	16:50, 10 October 2006	Betacommand (Talk contribs)	(cleanup <!-- -->comments)
<input type="radio"/>	18:50, 9 October 2006	TransUtopian (Talk contribs)	(rvv)
<input type="radio"/>	18:26, 9 October 2006	Hatchy35631 (Talk contribs)	
<input type="radio"/>	13:20, 9 October 2006	Srikeit (Talk contribs)	{{{sprotected}}}

What can wikis be used for?

- Using a Wiki on an Intranet for internal purposes can allow for collaborative working.
- Collaborative development of research materials and conference organising.
- Collaboratively compiling questions e.g. for a survey, interview or focus group.
- Participatory model of social research (gaining input from publics / stakeholders)

The Blog

Blogs - background

- What is a Blog?
 - Short for web log,
 - Content management system that publishes information chronologically,
 - Easy to use and publish from anywhere, therefore there is a high proportion of questionable content on blogs,
 - Thus, credibility of person / institution publishing the blog is particularly important.
 - Blogs automatically generate RSS feeds.

Applications of Blogs

- Instead of, or in addition to, a printed, emailed or static web-based newsletter:
 - Current awareness for staff, users, researchers and clients - “What’s new”,
 - Publicising new research results, encourage feedback via comments.
- Marketing tool inside and outside of university / organisation.
- Recording reflections for project development and discussions.
- Comments or “suggestions” box.
- Alternative publishing medium.
- Chunking up the writing task: Some researchers like to blog parts of their research analysis as they go along

Blogs as sources of information

- Blogs by industry gurus and experts are a good way of keeping up to date with what is happening in a particular sector.
- Google Blogsearch <http://www.google.com/blogsearch>
 - Uses advanced search to search within an individual blog.
- Live Feeds search - <http://search.live.com/feeds>.
- Blog search engines and directories:
 - <http://www.technorati.com/>
 - <http://www.blogpulse.com/>
 - <http://www.quacktrack.com/>

Keeping on top of the latest
developments: **RSS**

RSS

(for keeping up on news and information around your topic)

- Stands for Really Simple Syndication, or Rich Site Summary or RDF site summary.
 - Also ATOM (Google).
 - Look for the orange logos.
- Delivers headlines, alerts, tables of contents.

RSS

XML

ATOM



Regarded as the de facto standard

RSS requires reader e.g. Google Reader <http://www.google.com/reader>

The screenshot shows the Google Reader interface. On the left is a sidebar with navigation options: Home, All items (100+), Starred items, Shared items, Add subscription, and a list of subscriptions including energy (100+), informationservices (100+), news (100+), and A The Government Says... The main area displays a list of news items under the heading 'A The Government Says RSS Feed'. The items include headlines such as 'Amended - lottery dishes up £24.9 million to tackle childhood obesity and improve healthy eating' and 'Lottery dishes up £24.9 million to tackle childhood obesity and improve healthy eating'. Each item shows a timestamp and a '2' icon. At the top right of the main area are links for Settings, My Account, Help, and Sign Out, and buttons for Feed actions, Expanded view, and List view.

RSS instead of email alerts

- Reduces the overload in your email inbox.
- By-passes spam filters.
- Quicker and easier to scan and spot individual headlines within an alert or newsletter and decide what is relevant.
- Can set up filters to pick up stories that mention specific topics, etc.
- You control when you receive and read the feeds.

Social Networking



Facebook

Welcome, Mark. You have 1 hammerfall invitation.

- News Feed
- Public Profiles
- Photos
- Links
- Video
- More



What's on your mind?

Share



Mike Jones Right, off to the docs.

Posted about an hour ago · Comment · Like



Pascal Ekin at 16:27 on 16 March
me too, to the docks of Brest, for a pint



Karen Van Godtsenhoven #repinf09 the tone is pretty defensive with regards to existential motivations.why are we here? :-)

Posted about an hour ago · Comment · Like



Mark Baker has finished reading PhD report #1... hurrray!!!!

Posted about an hour ago · Comment · Like



David William Walker

David took the Movie Compatibility Test
David's top match so far is 57% with Daniel S. Katz.What's your score?

Posted 2 hours ago · Comment · Like



Jon A Crowcroft lucky me – plane delayed – more crackers and sake

Posted 2 hours ago · Comment · Like

HIGHLIGHTS

DSG / ICG
by Rich Boakes



Rich Boakes and Hong Ong are tagged.

Connect with more friends



Share the Facebook experience with more of your friends. Use our simple invitation tools to start connecting.



Lip Dub 12/03/09
Raphael Couturier is tagged.



Digitale Bibliotheek
Karen Van Godtsenhoven joined.
Join this Group



World wide web tur
posted by Joyce Lewi



March Things
posted by Joyce Lewi

Online Friends

- Ivan R. Judson
Monday, black sky, hot cof...
- Dick Price
- Fred Douglis
- Guy Tel-Zur
- Richard Sinnott

Online Friends (5)



"On the Internet, nobody knows you're a dog."

Flickr

- <http://www.flickr.com/>
- Owned by Yahoo!
- Share photos with selected individuals or make public.
- Put photos of your library's or organisation's events on Flickr:
 - Promote your department, information centre, organisation,
 - Direct journalists to your “album” when they ask for photos to accompany articles about you,
 - Make sure you tag and describe them,
 - Organise into sets,
 - Decide on copyright and Creative Commons licenses.

Flickr

Welcome to Flickr - Photo Sharing

http://www.flickr.com/

Facebook | Java | iGoogle | Statistics for ... | Calendar | CS2K7 and CS... | Web2.0.ppt - ... | Dave Beckett'... | Welcome to Fl...



By jenschapter3

[Sign In](#)

[Create Your Account](#)

Only takes a moment with your Yahoo! ID

Share your photos. AND VIDEO

Watch the world.

[SEARCH](#)

4,871 uploads in [the last minute](#) · 6,292 things tagged with [fresco](#) · 3.0 million things [geotagged](#) this month · [Take the tour](#)

 [Add George as a contact?](#)

Share & stay in touch



Upload & organize



Make stuff!



Explore...

Find: [Next](#) [Previous](#) Highlight all Match case

Done

Slideshare

- Share presentations.
- Include an accompanying commentary.
- Keep private, share with selected people, or make public.
- Possible downside: Slideshare does not keep animations and embedded links.
- Slideshare - <http://www.slideshare.net/>
- Can embed Slideshare in your blog, web site, Facebook profile, start page, etc.

Slideshare



Home Browse My Slidespace **Upload** Community Widgets

Hello, **guest!** (Login / Signup) All Languages

Learn how to improve

flexibility and lower your costs Access your Oracle brief here
www.oracle.com/goto/cost-control/uk

Online Social Networking

Discuss The Role of Social Networks In Culture and Communications
SocialGraph.blogspot.com/Networking

Convergence Data Services

Engineering Data Management Data Storage and Distribution
www.ConvergenceData.net

Ads by Google

ADVERTISE ON SLIDESHARE

Dave de Roure - The myExperiment approach towards Open Science

Share Favorite Download + Group/Event



The myExperiment approach to Open Science

David De Roure
Carole Goble
Jiten Bhagat
Don Cruickshank



shwu, 2 months ago
Embed `<div style="width:425px;text-align:l`
[custom](#)

272 views, 0 favs, 0 embeds [more stats](#)

Dave de Roure's talk on myExperiment, incl [more](#)

Related Presentations

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Open science workshop recap - BMIR res...
218 views



Laying out the Principles of Open Science...
929 views



Open Science@PSB Introduction

Categories

[Education](#)
[Technology](#)

Tags

[psb09-openscience](#)

Groups / Events

[Open Science Workshop at PSB09](#)

Ads by Google

[Science Fair](#)
[Science Diet](#)
[Earth Science](#)
[Life Sciences](#)

YouTube

- <http://www.youtube.com/>
- Owned by Google (so is linked into other google products)
- Can use as a way to disseminate your research, presentations, etc.
- Can use to provide stimulus for subsequent online data collection
 - (e.g. ask participants to watch a particular clip on youtube as a precursor to an online focus group or interview)

Twitter

- <http://www.twitter.com/>
- Microblogging:
 - “tweets” are 140 characters,
 - “follow” friends or institutions,
 - Lots of plugins for your browser and desktop e.g. TwitKit,
 - Send first 140 characters of your blog postings to Twitter using <http://twitterfeed.com>,
 - Add Twitter to your Facebook profile.
- Search for friends and colleagues, and topics:
 - Twitterment, Tweet Scan etc.
- Analyse a person’s tweets with Tweet Clouds:
 - <http://www.tweetclouds.com/>

Twitter

The screenshot shows the Twitter homepage in a browser window. The browser's address bar displays "http://twitter.com/". The page features the Twitter logo at the top left and a "Select Language ..." dropdown menu at the top right. The main content area is titled "What is Twitter?" and includes three tabs: "What?", "Why?", and "How?". Below the title is a graphic of a yellow bird on a branch with a scroll of tweets. The text below the graphic reads: "Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**" A green button labeled "Get Started—Join!" is positioned below the text. To the right of the main content is a "Please sign in" section with input fields for "user name or email address:" and "password:", a "Remember me" checkbox, and a "Sign In »" button. Below the sign-in section are links for "Forgot password? Click here." and "Already using Twitter by SMS or IM? Click here." At the bottom of the page, there is a search bar with "CS2K" entered and a "Find:" label. Below the search bar are buttons for "Next", "Previous", "Highlight all", and "Match case". The browser's status bar at the bottom left shows "Done".

Conference Twitter Streams

- “Blogging conferences is so 20th century!”
 - Twitterers/tweeters abound at conferences,
 - Can set up a Twitter event stream,
 - Delegates, conference chairs, moderators can all comment on and monitor the proceedings,
 - Can embed tweets to your blog using LoudTwitter:
 - Generates a chronological list of your tweets by day and with the oldest listed first,
 - Easier to read as a record of the event.
- **Bottom line:** twitter can help you stay up to date on development in your field (if you follow the right people / institutions!) AND can help you raise your profile / engage a broader audience with your research

What should you do with Web 2.0?

- Just as with any other technology, you should use it only insofar as it supports your interests and goals.
- Focus on what you think will make your work easier, more productive, more effective.
- If it does not work or it takes longer to carry out a task without significant benefits, leave it!

Digital Research Identity

Why care about your digital identity?

- Networking
- Funding possibilities
- Speaking invitations
- Citations

*These are each affected by trust / credibility
and by digital identity*

Digital Research Identity

ACTIVITY: Who are you?

- What *impression* does your online identity give about you?
- Work in small group (ideally 2 or 3 people with one laptop between you)
- Try doing an identity search on each other

Digital Research Identity

ACTIVITY: Who are you?

- Google each person in turn.
- Start with just their name and maybe their subject, where they have worked in the past
- Who are they? Who says so? How visible are they online?

Digital Research Identity

ACTIVITY: Who are you?

NEXT,

Discuss in your group:

- What do you want people to think about you?
- How can you build / improve your Digital Identity / Profile to support this desired image?

Digital Research Identity – Going Forward

- Keep track of your digital identity (periodically):
- e.g. Search - 'Google yourself' automated - Google Alerts
- Register on academia.edu to start building an academic researcher identity (can link this to any personal profiles you might have already).

Doctoral Training Centre: Practice of Social Research

The Practice of Social Research in the Digital Age: *Technologies of Social Research and Sources of Secondary Data Analysis*

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