UCSB Library: Interdisciplinary Research Collaboratory

Services for Social Scientists

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What’s the Collaboratory?

- Library’s most recent expansion of data services
- New Library space for services supporting the data-centric needs of UCSB researchers
- Social Sciences Data Lab is being wholly incorporated into this new space
- Additional services will be rolling out, including data management and data curation support
Collaboratory Computing

- 10 workstation-class computers
  - Stata/SE, SAS, SPSS, NVivo, EViews, R, ArcGIS, Stat/Transfer, MATLAB

- 3 high-res 85” monitors
  - Workstations hardwired into the monitors, with software above
  - Wirelessly connect with your device
  - Use for visualizing your data, teleconferencing, etc.
Collaboratory Services

• Collaboratory staff help UCSB faculty, students, and employees:
  • Access purchased, licensed, and archival data sets
  • Find and evaluate open access data sources
  • Use software and other research tools
  • Engage in cross-disciplinary collaboration
Collaboratory Data Acquisition

• Not all data is freely available
• We can acquire and make available data for your research needs via:
  • Subscription to new data sources
  • Purchase of data sets
• Purchase criteria available on website under “Social Sciences Data Collection Development policy”
• Contact me at stulley@ucsb.edu for data acquisition
New Resources: Crimson Hexagon

• Computer coding software for analyzing social media data
• Software analyzes textual content by identifying statistical patterns in words
  • Uses an algorithm created by Harvard professor Gary King
Content: Crimson Hexagon

- CH’s social media data library consists of hundreds of billions of posts from content providers including:
  - Twitter
  - Facebook
  - Google+
  - Tumblr
  - Blogs, forums, YouTube, and more
Monitors: **Crimson Hexagon**

- Data is selected through the creation of queries, referred to as “monitors” in CH
- 3 types of monitors (least to most sophisticated):
  - Social
  - Buzz
  - Opinion
Parameters: Crimson Hexagon

- Buzz/Opinion Monitor query parameters:
  - Date range
  - Keywords (including hashtags & handles)
  - Gender
  - Language
  - Location
  - Content source
  - Author interest
Results: **Crimson Hexagon**

- View results on the monitor page, using CH visualization tools
- Download data for running own analysis/creating visualizations
  - Up to 50,000 tweets available for export, per user, per day
  - Can result in massive data set over time (previous UCSB researcher amassed 1TB of Twitter data using this method)
Anti-Americanism and Anti-Interventionism in Arabic Twitter Discourses

Amaney A. Jamali, Robert O. Keohane, David Ronney, and Duwin Tingley

Systematic investigation of anti-American rhetoric on Twitter towards the United States and Iran during 2012-13 shows how the analysis of social media can illuminate the politics of contemporary political discourses and generate an informative analysis of anti-Americanism in the Middle East. We not only analyze overall attitudes, but use a novel event-based analytical strategy, we examine reactions to specific events, including the return of Mohamed Morsi in Egypt, the instability of Muslim villages, and reaction to possible U.S. intervention in Syria. We also examine the Boston Marathon bombings of April 2013, in which the United States suffered damage from human beings, and Hurricane Sandy, in which it suffered damage from nature. Our findings evidence evidence from polling that anti-Americanism is pervasive and extreme, but they also suggest that this sentiment is directed less toward American society than toward the implications of the United States on other countries. Arabic Twitter discourses on anti-Americanism are at least as negative as discourses about the United States, and anti-Americanism anti-Americanism may be a specific reaction to the more general phenomenon of observation toward powerful nations perceived as threatening to national and regional affairs.

One aspect of globalization—a state of the world in which networks of interdependence at multi-continental distances—is what could be called "social globalism," enrolling long-distance international manifestations of ideas, information, and images. Social globalism implies discord, since it brings groups with different interests and values into contact with one another. Contemporary social media enable individuals who identify with different groups to express their views in public in relatively safe ways. The result is a dissonant set of discourses—contentious and not always deeply effective, but revealing about values, perspectives, and emotions of large numbers of people who have politically relevant views and are ready to express them. We use the plural, "discourses," because it is not clear that participants in social media are occupying a common public sphere, speaking to one another. There may be distinct discourses, with distinct populations, speaking to

Deep Fried Man
@DeepFriedMan
"I stamp my bars with a papal seal.
Jesus walks but I ride in my Popemobile" #PopeBars
6:33 AM - 30 Nov 2015
411 retweets 280 likes
Thank you!

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http://www.library.ucsb.edu/collaboratory