

YOU ARE  
NOT THE  
API  
I USED TO  
KNOW.

WELCOME PACKAGE



WELCOME NOTE  
CONTACT INFORMATION  
ABOUT DMI



SUMMER SCHOOL SCHEDULE  
MAPS & LOCATIONS: KEYNOTES, TUTORIALS AND  
WORKSHOPS.



PRACTICAL INFORMATION  
TRAMS, METRO AND AIRPORT.  
AMSTERDAM AFTER 5PM: BARS & RESTAURANTS



SUMMER SCHOOL READER.



FACE - BOOK

# 1 WELCOME NOTE

WELCOME TO THE DIGITAL METHODS SUMMER SCHOOL 2013!

The Digital Methods Initiative, a collaboration of the New Media & Digital Culture program at the University of Amsterdam and the Govcom.org Foundation, welcomes you to its 7th annual Summer School for advanced B.A. and M.A. students, PhD candidates, academics as well as designers, artists and programmers working in the area of online media research, broadly conceived. This year's edition of the annual Summer School is dedicated to Social media data. In order to explore this topic, we have brought together an eclectic group of thinkers and makers, whose contributions we have organized in a number of sub-themes which are, in turn, intended to inform participants' projects. We have compiled a reader and in order to get the most out of the experience it is recommended that participants take time to prepare for the summer school in advance.

Kind regards,

Natalia Sanchez Querubin [+31-6-27133659]  
Micheal Stevenson [+31-6-41510065]  
Simeona Petkova [+31-6-54370058]

## ABOUT DIGITAL METHODS AS A CONCEPT

Digital methods is a term coined as a counter-point to virtual methods, which typically digitize existing methods and port them onto the Web. Digital methods, contrariwise, seek to learn from the methods built into the dominant devices online, and repurpose them for social and cultural research. That is, the challenge is to study both the info-web as well as the social web with the tools that organize them. There is a general protocol to digital methods. At the outset stock is taken of the natively digital objects that are available (links, tags, threads, etc.) and how devices such as search engines make use of them. Can the device techniques be repurposed, for example by remixing the digital objects they take as inputs? Once findings are made with online data, where to ground them? Is the baseline still the offline, or are findings to be grounded in more online data?

## YOU ARE NOT API I USED TO KNOW: ON THE CHALLENGES OF STUDYING SOCIAL MEDIA DATA

A set of #hashtagged tweets and @follow networks visualised to study crisis response to a natural disaster. Facebook likes, shares, comments, and liked comments tabulated over time for an activist page to study relationships between content formats and engagement. LinkedIn profile completeness percentages measured for a group of civil servants to study online grooming. Social media data are employed increasingly for work in the arts and social sciences, and are even becoming an expected research strategy alongside the fieldwork, surveys and interviews when studying contemporary states of affairs.

The 2013 Digital Methods Summer School would like to examine critically the status of the findings, while at the same time reviewing and actively employing the techniques. Is there increasingly a unified approach to the study of social media data? Are there recipes and preferred tools (or utensils)? Are we still allowed to hack the graph? The question of how to study online data is increasingly a piece with how big data companies provide them. More specifically, has polling APIs supplanted scraping as the appropriate means of data collection? What are the effects of the research ethics debate on social media research practice? There are also the information graphics and data visualisations to consider. The preferred outputs mark the return of the graph visualisation, if it ever went away. What does the graph visualisation mean for the interpretation and presentation of research findings? There is also the question of what is actually being measured, apart from activity in social media. How to ground the findings? In even more online data?

## ABOUT THE SUMMER SCHOOL

The Digital Methods Summer School, founded in 2007 together with the Digital Methods Initiative, is directed by Professor Richard Rogers, Chair in New Media & Digital Culture at the University of Amsterdam. The Summer School is one training opportunity provided by the Digital Methods Initiative (DMI). DMI also has a Winter School, which includes a mini-conference, where papers are presented and responded to. Winter School papers are often the result of Summer School projects. The Summer School is coordinated by two PhD candidates in New Media at the University of Amsterdam, or affiliates. This year the coordinators are Natalia Sanchez, Michael Stevenson and Simeona Petkova from the University of Amsterdam. The Summer School has a technical staff as well as a design staff. The Summer School also relies on a technical infrastructure of some nine servers hosting tools and storing data. Participants bring their laptops, learn method, undertake research projects, make reports, tools and graphics and write them up on the Digital Methods wiki. The Summer School concludes with final presentations.

Often there are guests from non-governmental or other organizations who present their issues. For instance, Women on Waves came along during the 2010 and Fair Phone to the 2012 Summer School. Digital Methods people are currently interning at Greenpeace International and the Global Reporting Initiative.

The Digital Methods Initiative was founded with a grant from the Mondriaan Foundation, and the Summer School is supported by the Center for Creation, Content and Technology (CCCT), University of Amsterdam, organized by the Faculty of Science with sponsorship from Platform Beta.

## WHAT'S IT LIKE?

Digital Methods Summer School flickr stream:

<http://www.flickr.com/photos/silvertje/sets/72157627232021507/with/6008861867/>

Previous Digital Methods Summer Schools, 2007-2012

<https://wiki.digitalmethods.net/Dmi/DmiSummerSchool>.

## INVITED SPEAKERS

**BERNHARD RIEDER**  
University of Amsterdam

**CORNELIUS PUSCHMANN**  
Oxford Internet Institute  
Humboldt Internet Institute

**ANNE HELMOND**  
University of Amsterdam

**ALEXEI MIAGKOV**  
Ghostery

**HARRY HALPIN**  
W3C MIT

**TOMMASO VENTURINI**  
Sciences Po

**MARTA SEVERO**  
Université de Lille III

**NOORTJE MARRES**  
CSISP, Goldsmiths

**WARREN SACK**  
University of California  
at Santa Cruz

## DMI TEAM

The 2013 Digital Methods Summer School's organizers are Michael Stevenson, Simeona Petkova and Natalia Sanchez Querubin. The Digital Methods Initiative, which holds the annual Summer Schools (and Winter Schools) at the University of Amsterdam is directed by Professor Richard Rogers, and coordinated by Sabine Niederer and Esther Weltevrede. The DMI team is comprised of Anat Ben-David, Erik Borra, Marieke van Dijk, Nadia Dresscher-Lambertus, Carolin Gerlitz, Anne Helmond, Saskia Kok, Koen Martens, Simeona Petkova, Bernhard Rieder, Lonneke van der Velden, Marc Tuters, Natalia Sanchez Querubin, and Michael Stevenson.

DensityDesign team (IT)

Stefania Guerra, Federica Bardelli, Alex Piacentini, Carlo de Gaetano, Alessandro Brunetti, Gabriele Colombo, Tommaso Renzini, Giacomo Traldi, Giulia de Amicis

MediaLab team (FR)

Tommaso Venturini  
Marta Severo

# 2 SUMMER SCHOOL SCHEDULE

## MONDAY 24 JUNE

### Location:

Room D0. 09 OMHP  
Oudemanhuispoort 4-6, 1012 CN Amsterdam

**9:30 – 9:40** Welcome by Prof. Richard Rogers.

**9:40 – 10:20** Keynote speaker. Social media data analysis by Bernhard Rieder.

**10:20 – 11:00** Keynote speaker. The politics of Twitter data by Cornelius Puschmann.

**11:00 – 11:30** Coffee and tea break.

**11:30 – 12:30** Meet & greet: Keyword mapping. Facilitated by Sabine Niederer.

**12.30 – 13.30** Lunch break.

### Location:

Room F0. 01 OMHP  
Oudemanhuispoort 4-6, 1012 CN Amsterdam

**13:30 – 14:15** Digital Methods Theater, Act 1. Social media analysis of Counter-Jihadism by Maya Livio and Matthew Elworthy. Chair: Saskia Kok.

**14:15 – 14:30** Short break.

**14:30 – 15:30** Digital Methods Theater, Act 2. Issue mapping of climate change, 3 ways. Chair: Liliana Bounegru. Respondents: Walle Oppedijk van Veen (carbon trade expert), Sabine Niederer (climate change skepticism researcher), Joanna Cabello (Carbon Trade Watch) and Belen Balanya (Corporate Europe Observatory)

**15:30 – 16:00** Coffee and tea break.

### Location:

Literary Theater Perdu  
Kloveniersburgwal 86, 1012 CZ Amsterdam.

**16:00 – 19:00** Book Launch: *Digital Methods* by Richard Rogers. Chair: Michael Stevenson. (talk, drinks, snacks and book sales)

## TUESDAY 25 JUNE

### Location:

Room UT 3.01  
University Theater  
Nieuwe Doelenstraat 16-18,  
1012 CP Amsterdam

**9:30 – 11:00** Tool Medley by Anne Helmond.

**11:00 – 11:30** Coffee and tea break.

**11:30 – 12:30** Reading salon: Parallel sessions.

**Bigger, Faster, Lighter** facilitated by Carolin Gerlitz and Bernhard Rieder. Location: Room 0.04. University of Amsterdam, Media Studies, Turfdraagsterpad 9, 1012 XT Amsterdam.

**When all you have is a Twitter API, every problem looks like a hashtag** facilitated by Erik Borra and Michael Stevenson. Location: Room 0.13 University of Amsterdam, Media Studies, Turfdraagsterpad 9, 1012 XT Amsterdam.

**We take all (network) shapes and sizes** facilitated by Anne Helmond and Esther Weltevrede. Location: Room E.0.12 OHMP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**Known knowns, more or less facilitated** by Sabine Niederer and Lonneke van der Velden. Location: Room EK 0.2 OMHP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**12:30 – 13:30** Lunch break.

**13.30 – 14.30** Tutorials: Parallel sessions I.

**Netvizz and DMI-TCAT** by Bernhard Rieder and Erik Borra. Location: Room 0.04. University of Amsterdam, Media Studies, Turfdraagsterpad 9, 1012 XT Amsterdam

**Query design** by Richard Rogers. Location: Room 0.13 University of Amsterdam, Media Studies, Turfdraagsterpad 9, 1012 XT Amsterdam.

**Crawling and scraping** by Michael Stevenson. Location: Room E.0.12 OHMP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**Clouding and other visualization techniques** by Sabine Niederer and Esther Weltevrede. Location: Room EK 0.2 OMHP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**14:30 - 14:45** Coffee and tea break.

**14:45 – 15:45** Tutorials: Parallel session II.

**Netvizz and DMI-TCAT** by Bernhard Rieder and Erik Borra. Location: Room 0.04. University of Amsterdam, Media Studies, Turfdraagsterpad 9, 1012 XT Amsterdam.

**Query design** by Richard Rogers. Location: Room 0.13 University of Amsterdam, Media Studies, Turfdragsterpad 9, 1012 XT Amsterdam.

**Crawling and scraping** by Michael Stevenson. Location: Room E.0.12 OHMP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**Clouding and other visualization techniques** by Sabine Niederer and Esther Weltevrede. Location: Room EK 0.2 OMHP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**15:45 – 16:00** Coffee and tea break.

**16:00 – 17:00** Tutorials: Parallel session III.

**Tracking the trackers** by Anne Helmond & Alexei Miagkov (Ghostery). Location: Room 0.04. University of Amsterdam, Media Studies, Turfdragsterpad 9, 1012 XT Amsterdam. Preparations: Participants are asked to download and install Ghostery and Gephi in advance. Workshop wiki with background readings: <https://wiki.digitalmethods.net/Dmi/WorkshopTrackingtheTrackers>

**Cross-platform profiling** by Carolin Gerlitz. Location: Room 0.13 University of Amsterdam, Media Studies, Turfdragsterpad 9, 1012 XT Amsterdam.

**Wikipedia as a data set and analytical device** by Erik Borra and Esther Weltevrede. Location: Room E 012 OHMP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**Kindle, Amazon, iOS app store and other new media product platform data** by Bernhard Rieder. Location: Room EK 0.2 OMHP, University of Amsterdam, Oudemanhuispoort 4-6, 1012 CN Amsterdam.

**17:00 – 17:15** Closing remarks and practical information, at location by each tutor.

## WEDNESDAY 26 JUNE

**Location:**

Room UT 3.01  
University Theater  
Nieuwe Doelenstraat 16-18, 1012 CP Amsterdam

**9:30 – 11:00** Project & group formation facilitated by Richard Rogers.

**11:00 – 11:30** Coffee and tea break.

**Location:**

Rooms 0.04, 0.12 and 0.13, 1.14  
University of Amsterdam, Media Studies, Turfdragsterpad 9, 1012 XT Amsterdam.

**11:30 – 12:30** Group Work / Brainstorm.

**12:30 – 13:30** Lunch break.

**13:30 – 15:00** Group Work / Brainstorm.

**15:00 – 15:30** Coffee and tea break.

**Location:**

OHMP F2. 01C  
Oudemanhuispoort 4-6, 1012 CN Amsterdam

**15:30 – 16:30** Keynote speaker. Alexei Miagkov, Ghostery - Tracking ecologies.

**Location:**

MediaLAB Amsterdam  
Wibautstraat 2, Amsterdam

**17:00-** Media & ICT Expo: Quantified self, data visualization, connected TV and more.

Followed by reception.

## THURSDAY 27 JUNE

**Location:**

Room UT 301  
University Theater  
Nieuwe Doelenstraat 16-18, 1012 CP Amsterdam

**9:30 – 11:00** Project presentations and feedback.

**11:00 – 11:30** Coffee and tea break.

**Location:**

Rooms 0.04, 0.12 and 0.13, 1.14  
University of Amsterdam, Media Studies, Turfdragsterpad 9, 1012 XT Amsterdam.

**11:30 – 12:30** Project work.

**12:30 – 13:30** Lunch break.

**13:30 – 14:30** Project work.

**14:30 – 15:30** Project work.

**15:30 – 16:00** Coffee and tea break.

**16:00 – 17:00** Project work.

## FRIDAY 28 JUNE

**Location:**

Rooms 0.04, 0.12 and 0.13, 1.14  
University of Amsterdam, Media Studies, Turfdragsterpad 9, 1012 XT Amsterdam.

**9:30 – 11:00** Project work.

**11:00 – 11:30** Coffee and tea break.

**11:30 – 12:30** Project work.

**12:30 – 13:30** Lunch break.

**13:30 – 14:30** Project work.

**Location:**

Room F 201 C  
Oudemanhuispoort 4-6, 1012 CN Amsterdam



**14:30 – 15:30** Project presentations.  
**15:30 – 16:00** Coffee and tea break.  
**16:00 – 17:30** Project presentations.

## **WEEK 2**

### **MONDAY 1 JULY**

#### **Location:**

Room F 0.01  
Oudemanhuispoort 4-6, 1012 CN Amsterdam

**9:30 – 10:15** Keynote speaker. Harry Halpin - The birth of social media data.

Chair: Bernhard Rieder

**10:15 – 11:00** Keynote speaker. Tommaso Venturini - Mapping connections with heat maps.

**11:00 – 11:30** Coffee break.

**11:30 – 12:30** Keynote speaker. Noortje Marres - The birth of social media methods.

Chair: Esther Weltevrede

**12:30 – 13:30** Lunch break.

#### **Location:**

Room UT 3.01  
University Theater  
Nieuwe Doelenstraat 16-18, 1012 CP Amsterdam

**13:30 – 14:30** Project pitches #1

**14:30 – 15:30** Project pitches #2:

**15:30 – 16:00** Coffee and tea break.

**16:00 – 17:00** Project pitches #3

### **TUESDAY 2 JULY 2013**

#### **Location:**

Room UT 3.01  
University Theater  
Nieuwe Doelenstraat 16-18, 1012 CP Amsterdam

**9:30 – 11:00** Project formation facilitated by Richard Rogers.

**11:00 – 11:30** Coffee and tea break.

**11:30 – 12:30** Group formation.

**12:30 – 13:30** Lunch break.

#### **Location:**

Rooms 0.04, 0.12 and 0.13, 11.4 (11:30 on)  
University of Amsterdam, Media Studies,  
Turfdragsterpad 9, 1012 XT Amsterdam.

**13:30 – 15:00** Group work.

**15:00 – 15:30** Coffee and tea break.

**15:30 – 17:00** Group work.

### **WEDNESDAY JULY 3**

#### **Location:**

Room UT 3.01, University Theater, Nieuwe Doelenstraat 16-18, 1012 CP Amsterdam.

**9:30 – 11:00** Project presentations and feedback.

**11:00 – 11:30** Coffee and tea break.

#### **Location:**

Rooms 0.04, 0.12 and 0.13, 1.14  
University of Amsterdam,  
Media Studies, Turfdragsterpad 9  
1012 XT Amsterdam

**11:30 – 12:30** Project work.

**12:30 – 13:30** Lunch break.

**13:30 – 15:00** Project work.

**15:00 – 15:30** Coffee and tea break.

#### **Location:**

OHMP F 201 C  
Oudemanhuispoort 4-6  
1012 CN Amsterdam

**15:30 - 17:00** Keynote speaker. Warren Sack - Social media publics.

### **THURSDAY JULY 4**

#### **Location:**

Rooms 0.04, 0.12, 0.13 and 1.14  
University of Amsterdam,  
Media Studies, Turfdragsterpad 9  
1012 XT Amsterdam

**9:30 – 11:00** Project work.

**11:00 – 11:30** Coffee and tea break.

**11:30 – 12:30** Project work.

**12:30 – 13:30** Lunch break.

**13:30 – 15:00** Project work.

**15:00 – 15:30** Coffee and tea break.

**15:30 – 17:00** Project work.

### **FRIDAY JULY 5**

#### **Location:**

Rooms 0.04, 0.12, 0.13 and 1.14  
University of Amsterdam, Media Studies,  
Turfdragsterpad 9 1012 XT Amsterdam

**9:30 – 11:00** Project work.

**11:00 – 11:30** Coffee and tea break.

**11:30 – 12:30** Project work.

**12:30 – 13:30** Lunch break.

**13:30 – 15:00** Project work.

#### **Location:**

Room F 2 01C  
Oudemanhuispoort 4-6  
University of Amsterdam  
1012 CN Amsterdam

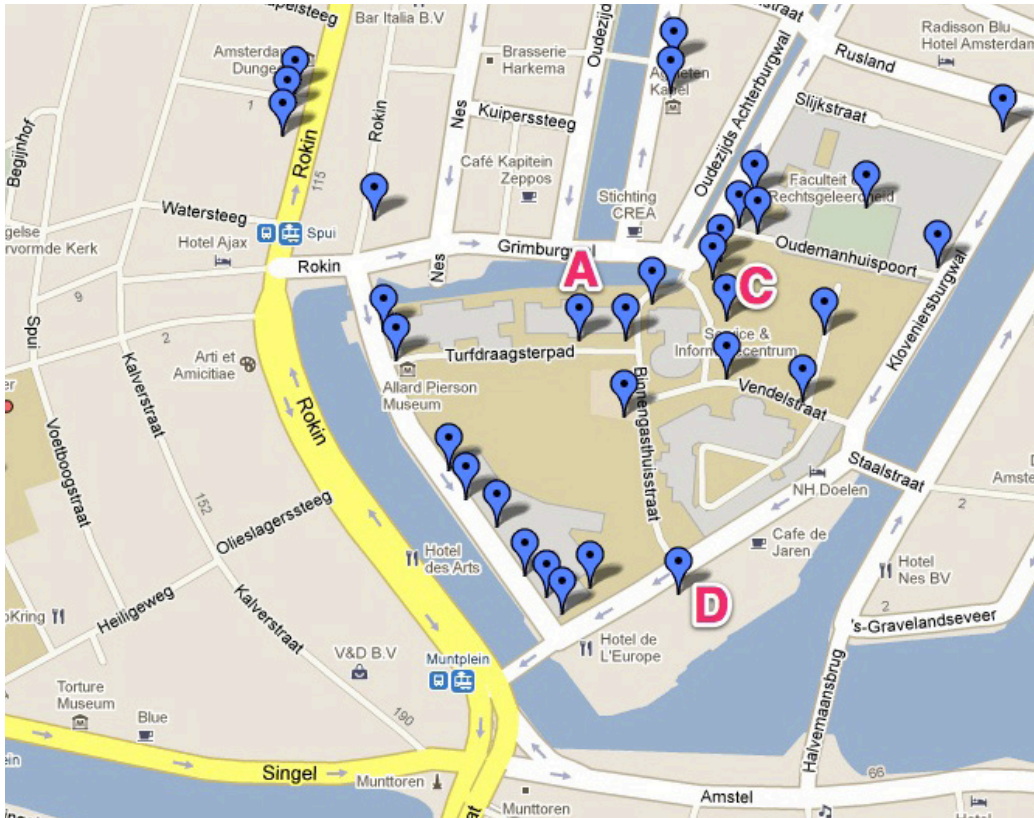
**15:15 – 17:15** Project presentations.

**17:30 –** Festive closure.

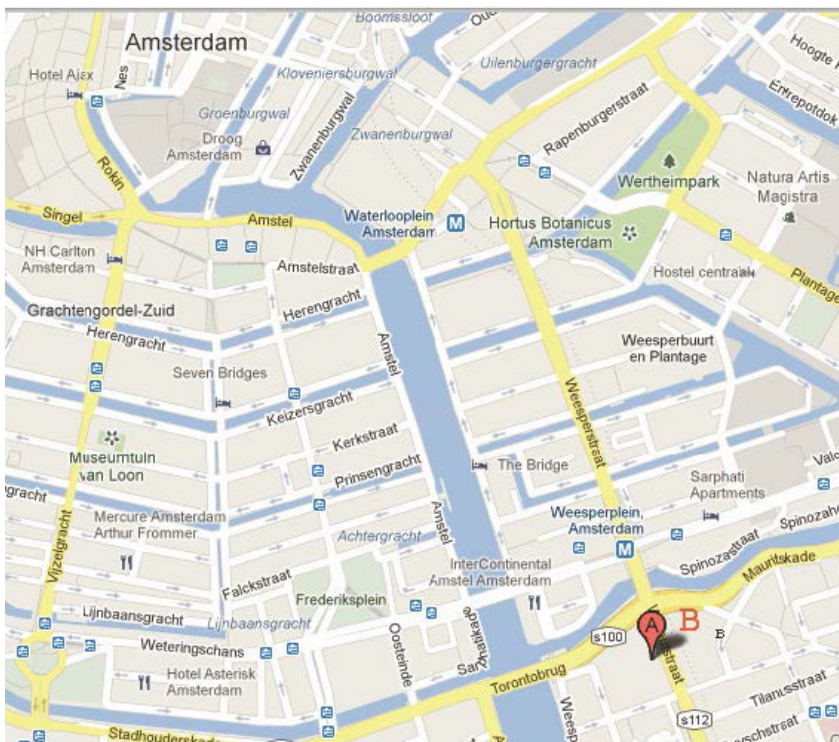




# MAPS & LOCATIONS



- A) Media Studies.Turfdraagsterpad 9, 1012 XT, Amsterdam.
- B) MediaLAB Amsterdam, Wibautstraat 2, Amsterdam
- C) Oudemanhuispoort 4-6, 1012 CN Amsterdam
- D) Universiteitstheater/University Theatre, Nieuwe Doelenstraat 16, 1012 CP, Amsterdam.  
Room 3.01





# PRACTICAL INFORMATION

## Equipment

Bring your laptop, VGA adaptor, power and European power converter, if needed.

## Internet connectivity

There are two networks (SSINs) you can use: Digital Methods and UvAGuests. Both require passwords which will be provided.

## Preferred channel of communication

Have a Skype account for backchannel discussion.

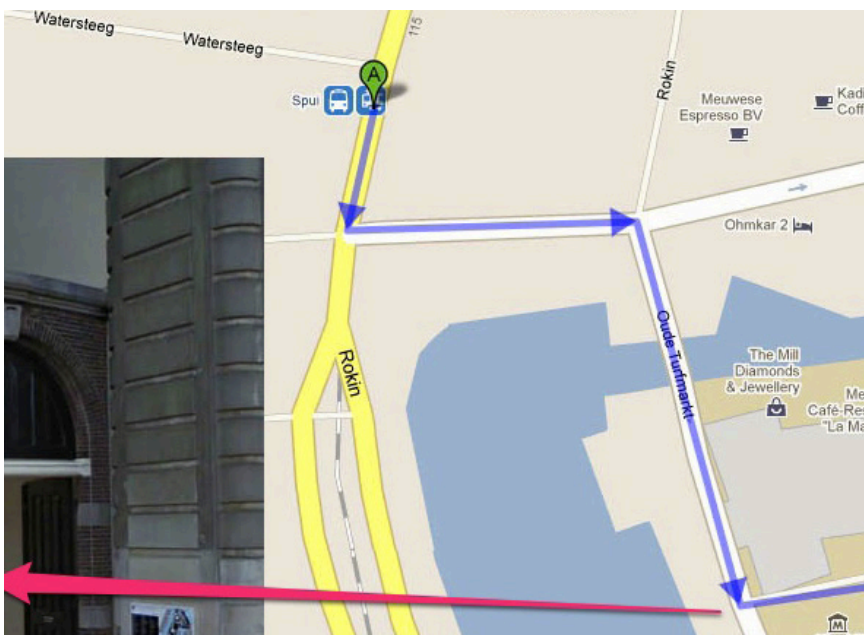
## Certificates

The Digital Methods Summer School issues completion certificates to participants who follow the Summer School program, and complete a significant contribution to a Summer School project.

## AIRPORT, TRAIN, BIKES AND TRAMS

How to get to/from Schiphol Airport, a guide: <http://www.schiphol.nl/Travellers/ToFromSchiphol.htm> We recommend taking the train.

How to get to the University of Amsterdam, Media Studies, Turfdraggsterpad 9, 1012 XT, Amsterdam. Take tram 4, 9, 14, 16, 24, 25 and get off at Spui/Rokin then walk to Oude Turfmarkt, enter the passage and it's the first building on your left.



### Renting a bike

Macbike  
<http://macbike.nl>

Bike city  
<http://www.bikecity.nl>

Yellow bikes  
<http://www.yellowbike.nl>

AMS

TER

DAM

AFTER

17:00

For our international guest we recommend the following places for an evening drink and/or dinner:

### **Wijnand Fockink**

Pijlsteeg 31 & 43, 1012 HH Amsterdam

<http://www.wynand-fockink.nl>

Formerly belonging to the distillery of Wijnand Fockink founded in 1679, the tasting room holds one of the widest selections of liqueurs and jenevers in Amsterdam. Open until 21:00.



This is the proper way to drink jenevers at the Wijnand Fockink.

### **Brouwerij 't IJ**

Funenkade 7, 1018 AL Amsterdam

<http://www.brouwerijhetij.nl>

The Brouwerij 't IJ brewing Amsterdam craft beers at since 1985. The most famous location is in East Amsterdam, next to the Gooyer windmill. They just released their Spring beer! Only opened until 20:00. How to get there? If you are coming from the Central Station, take bus number 22 in the direction of the 'Indische buurt' and get out at the Oostenburgergracht stop. If you are coming from the city centre, take tram number 10 (get off at the Hoogte Kadijk stop) or tram number 14 (get off at the Pontanusstraat stop).

### **De Zotte**

Raamstraat 29, 1016 XL Amsterdam

The Zotte has more than 130 Belgium beers and tasty dinner options. Prices range from 8.50 to 16.50. We recommend making a reservation! 020-6268694

### **Bar Moustache**

Utrechtsestraat 141, 1017 VM Amsterdam

020 4281074

<http://www.barmoustache.nl>

Wild Boar steak in a crust of Pistachios and Spring Chicken larded with bacon are some of dishes offered at the Moustache. It is at walking distance from the Rembrandt Square.

**For more information visit:**

<https://www.digitalmethods.net/MoM/NewMediaAmsterdam>