Digital technologies are transforming the scale and speed of communication and how we engage in social interactions. The information environment in which we operate has been radically transformed by social media and online networks, constantly pulsating with news and messages about what other people think and do. These technologies are not only changing our daily patterns of communication but also the way in which we can conduct research: we now have more available data about our communication dynamics than ever before. Exploiting these new data sources, however, requires the application and development of new methods and techniques capable of managing large datasets and extracting the right signals out of what is usually noisy information. In addition, there is a greater need for cross-national research collaborations, so that Universities might gain reciprocal access to data with regard to populations in other parts of the world.

This 5-day workshop will introduce methodologies and applications that equip communication scholars with the tools to pursue research in the Big Data era. Applicants should be doctoral students or young scholars, who have some relevant research experience in the field of big data and social networking, and have a good command of English. The final pool of 20-30 participants will be chosen by Renmin University and the Center for Global Communication Studies at Annenberg. Successful submissions will be notified via phone calls or emails by the end of June.

Workshop Faculty:
Sandra Gonzalez-Bailon, Assistant Professor, Annenberg School for Communication, University of Pennsylvania
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Tao Zhou, Professor, Internet Science Center, University of Electronic Science and Technology of China
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