Q-STEP SUMMER INTERNSHIPS 2021

UoM UK Data Service - Changing perceptions on social media

Organisation and Team

University of Manchester: UK Data Service, Cathie March Institute (CMI)

Humanities Bridgeford Street, University of Manchester, Oxford Road, Manchester, M13 9PL.

Selection Method

Written CV & cover letter followed by an interview

Application Criteria

Essential:
- Use of presentation software
- Good knowledge of basic survey analysis skills such as producing graphs, cross-tabulation and correlation
- Willingness to learn data analysis tooling from Excel to SPSS, Stata, R or similar
- Interest in learning programming languages (python, R, or similar)

Desirable:
- Experience with any notebook software (Google Colab, Jupyter or similar)
- Experience with any data analysis tooling.
- Interest in creating learning resources
- Experience with web-scraping tools
- Experience with social media APIs

Key Words

Data Analysis, Web Development, Python, notebooks

Project Outline

With social media capturing changing opinions on searchable topics over time, there has never been a better time to explore social media data. Particularly we can scrape Instagram or other sources for keywords and hashtags related to the topic to investigate a shift or polarisation in how people feel. The topic will be decided between the UKDS team and the QStep student, using UKDS data as a guide.

In this project, you will be mentored through the process of learning a programming language, scraping web data with or without this language and presenting your findings.

- Take an analysis of UKDS data already conducted as background
- Compare/add-on social media data analysis (python)

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Practical Considerations
Remote working

8 week internship

Support and Training
Assistance in finding relevant data.
Assistance in learning a programming language.

Issues of Data Confidentiality / IPR
No. The dataset may require some EULA but unlikely.

A step-change in quantitative social science skills
Funded by the Nuffield Foundation, ESRC and HEFCE