



# **Social Media Communication Workshop**

**Mannheim Centre for European Social Research (MZES)**

**University of Mannheim, Germany**

**28-29 March 2014**

**Organizers: Sebastian Popa and Hermann Schmitt**

Venue: MZES, A5,6 (section A), Conference room A 231

## **Friday, 28 March 2014**

Venue: MZES, A5,6 (section A) Conference room A230/231 (2nd floor)

14.30-15.00	<b>Welcome &amp; opening of the workshop</b> (Hermann Schmitt) <b>Introduction of participants</b>
15:00-16:00	<b>The Analysis of the Social Media Campaign for the 2014 European Elections</b> ( <i>TNS Opinion</i> )
16:00-17:00	<b>Estimating Quantities of Interest in Political Science Using Social Media Data</b> ( <i>Pablo Barberá</i> ) <b>Crowdsourcing for Data Collection in the Social sciences</b> ( <i>Ken Benoit</i> )
17:00-17:30	<i>Coffee break</i>
17:30-18:00	<b>Tweeting Politics: Micro Processes and Macro Outcomes</b> ( <i>Harald Schoen and Andreas Jungherr</i> )
18:00-18:30	<b>Social Media Monitoring of the Campaigns for the 2013 German Bundestag Elections on Facebook and Twitter</b> ( <i>Lars Kaczmarek and Philipp Mayr</i> )
19.30-	<i>Workshop Dinner</i>

**Saturday, 29 March 2014**

Venue: MZES, A5,6 (section A) Conference room A230/231 (2nd floor)

9:00-9:30	<b>Using online surveys to study political twitter users</b> ( <i>Augusto Valeriani</i> )
9:30-10:00	<b>Twitter Buzz, Sentiment, and Public Opinion: A First Look at the Data from the Portuguese POPSTAR Project</b> ( <i>Pedro Magalhães</i> )
10:00-10:30	<b>Studying Congruence and Representation in Elections using Twitter</b> ( <i>Rachel Gibson</i> )
10.30-11.00	<b>Twitter Gathering and Research questions in the Context of the British Election Study</b> (Jane Green)
11.00-11.30	<b>Coffee break</b>
11.30-12.00	<b>Anything New Under the Sun – Candidates Facebook Activity During a General Election</b> ( <i>Robert Klemmensen</i> )
12.00-12.30	<b>Investigating Protest Events Using Social Media Data</b> ( <i>Yannis Theocharis</i> )
12.30-13.00	<b>Wrap up and final conclusions</b>