
  
**(Friday Seminar)**  
**Automated Conversion of Social Media into Data: Demonstration and Tutorial**  
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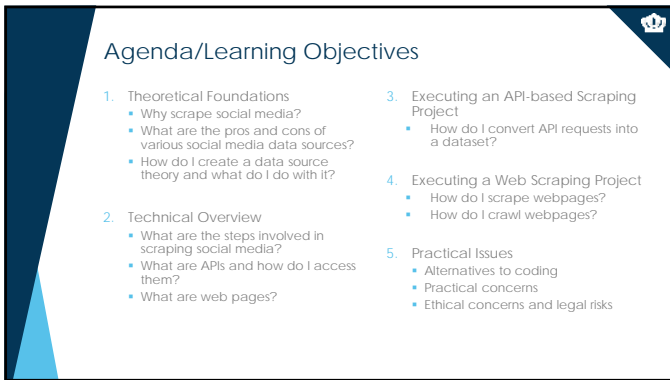
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### Agenda/Learning Objectives

- Theoretical Foundations**
  - Why scrape social media?
  - What are the pros and cons of various social media data sources?
  - How do I create a data source theory and what do I do with it?
- Technical Overview**
  - What are the steps involved in scraping social media?
  - What are APIs and how do I access them?
  - What are web pages?
- Executing an API-based Scraping Project**
  - How do I convert API requests into a dataset?
- Executing a Web Scraping Project**
  - How do I scrape webpages?
  - How do I crawl webpages?
- Practical Issues**
  - Alternatives to coding
  - Practical concerns
  - Ethical concerns and legal risks

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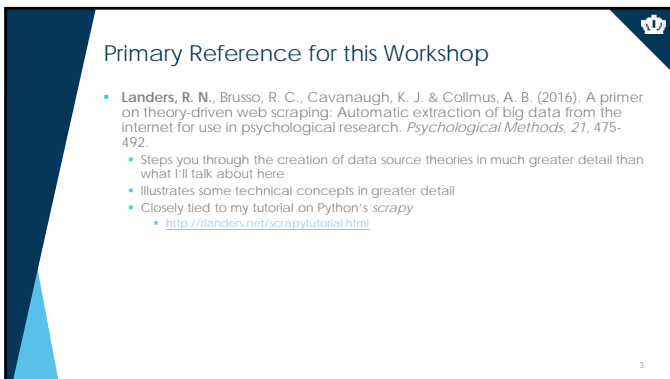
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### Primary Reference for this Workshop

- Landers, R. N., Brusso, R. C., Cavanaugh, K. J. & Collmus, A. B. (2016). A primer on theory-driven web scraping: Automatic extraction of big data from the internet for use in psychological research. *Psychological Methods*, 21, 475-492.
  - Steps you through the creation of data source theories in much greater detail than what I'll talk about here
  - Illustrates some technical concepts in greater detail
  - Closely tied to my tutorial on Python's *scrapy*
    - <http://rlanders.net/scrapytutorial.html>

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