

Big Data needs Thick Data

ZUR BEDEUTUNG UND KONTEXTUALISIERUNG
VON NACHRICHTEN DURCH IHRE NUTZER

USER RESEARCH LAB
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Überblick

Welche Methoden helfen uns Nachrichtennutzung besser zu verstehen?

- ▶ **Big Data**
- ▶ **Thick Data**
- ▶ **Online-Tagebücher**
 - ▶ User Research Lab
- ▶ **Ausblick: Verbindung von Big Data und Thick Data**

Probleme von Big Data in der Nachrichtenforschung

Nachrichtennutzung durch Web-Metriken verzerrt und lückenhaft bei...

- ▶ Nicht-Nutzung und nicht-erfüllten Nachrichteninteressen
- ▶ Überblicksfunktion von Nachrichten (Checking, Scanning)
- ▶ “Wie” und “Warum” von Nachrichtennutzung (Kontext, Bedeutung, Bedürfnisse)

Thick Data in der Nachrichtenforschung

Nicht erfüllte Bedürfnisse erkennen und Inspirationen erhalten

- ▶ Erklären von “Wie und warum” – qualitative Daten
- ▶ Details, Beispiele und Geschichten
- ▶ Ethnographie, Beobachtung, Interview

Tagebuch-Methode

Selbstbeobachtungsmethode mit den Vorteilen...

- ▶ **Online: In situ (im natürlichen Erhebungs-Kontext)**
- ▶ **Online: Echtzeit möglich**
- ▶ **Gut mit weiteren ethnographischen Methoden kombinierbar**

Media Diary

The screenshot shows a web browser window with the URL www.spiegel.de/politik/deutschland/islamisten-in-deutschland-interaktive-netzwerk-grafik-a-995518.html. The main content is a network graph titled "Gewaltbereite Islamisten in Deutschland" dated 08.10.2014. The graph displays connections between approximately 380 individuals. A tooltip in the graph area indicates: "In dieser Grafik zeigen wir rund 380 Personen aus dem Netzwerk der gewaltbereiten Islamisten in Deutschland. Der Verfassungsschutzes umfasst diese Auswertung also nicht. Die Punkte im Netzwerk müssen anonym bleiben." Below the graph are dropdown menus for "Hervorheben:" (Vernetzungsgrad) and "Ausgewählte Namen zeigen:" (checkbox checked).

A modal window titled "UR L MEDIA DIARY" is open, showing a comment section:

My comments, thoughts and feelings on this... why and how
Very interesting interactive feature to play around. Good to read the explanations

Below the comment section are fields for "Link" (containing the URL of the network graph) and "Include Screenshot" (checkbox checked, showing a thumbnail of the network graph). There is also a field for "Referrer I've got to this via... (if applicable)" with the URL <http://www.spiegel.de/politik/deutschland/islamisten-daten-analyse-zum-netzwerk-in-deutschland-a-995153.html>.

At the bottom of the modal is a "Save & Close" button.

User Research Lab - Netzwerk



8 Länder

32 Teilnehmer

8 Ethnographen



Fatima, USA



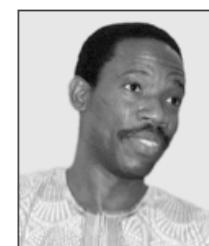
Fan, China



Polina, Russia



Judith, Germany



Ayo, Nigeria



Nadja, UK



Rania, Egypt



Schobha, India

Media Diary – Kurzfristige Erkenntnisse (Echtzeit)

2014-09-12 00:38 AM

Jasmin (Germany)

Oscar Pistorius verdict live: judge says athlete not guilty of murder | World news | theguardian.com

The screenshot shows the guardian.com homepage with a prominent banner for the REMIX summit. Below it, a news article about the Oscar Pistorius verdict is displayed. The headline reads "Oscar Pistorius verdict live: judge says athlete not guilty of murder". The article includes a summary of the ruling, a quote from Judge Thokozile Masipa, and a link to the full ruling. A photo of Oscar Pistorius is shown, and there are social sharing options. The URL is www.theguardian.com/world/2014/sep/11/reeva-steenkamp-shooting.

The screenshot shows a Facebook post from "The Guardian" page. The post shares a link to the same news article from theguardian.com. The caption reads "Oscar Pistorius has been found not guilty of murder." Below the post, there are comments and likes. The URL is www.theguardian.com/world/2014/sep/11/reeva-steenkamp-shooting.

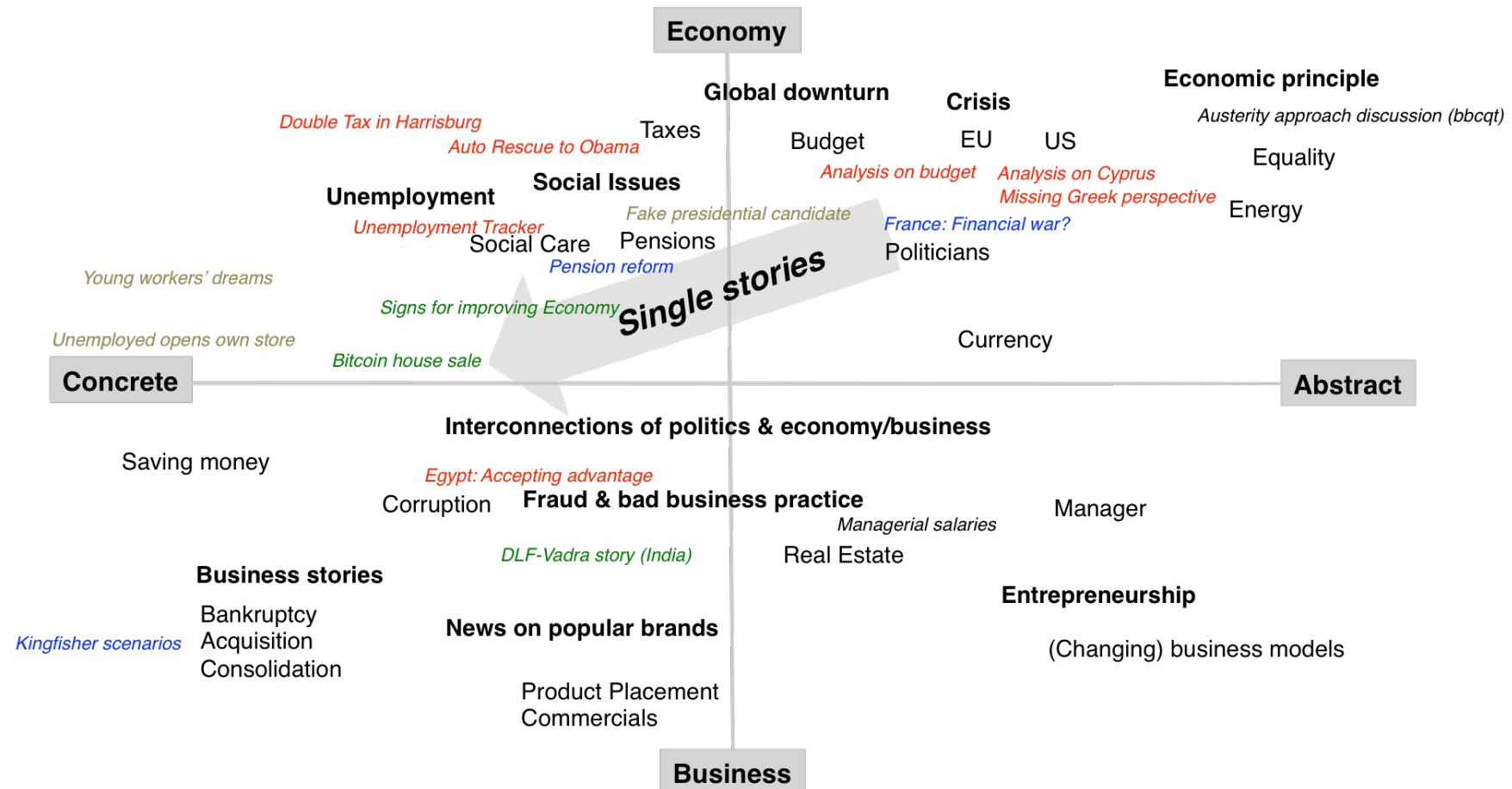
"I read the headline on facebook where the Guardian posted an article in its timeline while I was working."

"Couldn't read it but I was surprised! At first I thought: not guilty for murder – wait, why not?! And as I took a second look I saw it was not guilty for a deliberated murder and the verdict is still to come."

"Now I got back on this post after being home to read what happened. I like their live coverage, it's a lot of information and links to more information in a well arranged way. I wouldn't have followed this live coverage in real time because I'm not that interested in the topic but I'm looking forward for something really interesting to be covered by the Guardian."

Media Diary – Mittelfristige Erkenntnisse (Andauernde Themen)

z.B. Analyse von bestimmten mittel- oder langfristigen Themen



Media Diary – Langfristige Erkenntnisse (Trends, Langzeitveränderungen)

Maria aus Moskau, ursprünglich Sewastopol, 26 Jahre: 2013

Maria has about 1200 friends on Facebook. She doesn't know them offline, but can say something about almost everyone.

Maria wakes up and the first thing she does is checking her Facebook:

«I do everything with my phone. I eat with it, go to the toilet, open FB in subway. The only time I close it is when walking».

Maria reads news on her iPhone even if she uses the laptop because it is easier not to divide between two sessions, but parallel them.

Maria reads almost everything from within Facebook. She uses her browser only for searching. **When she reposts some news in FB, sometimes she even doesn't read the content, only looking at the heading:**

«If my friends comment it and start speaking about it, I can read it later».

*«Now it is 11:35, my work starts at 12, but sometimes I come earlier, intending to work, but actually I usually browse Facebook. I look through the heading very quickly and **my brain itself chooses what is adequate**, and what is not appropriate.*

My news consumption consists of Vedomosti, RIA news and [lenta.ru](#). I compare information from them and create my own understanding of what's going on. I only read news and op-eds, no analytics. I don't understand non-personalized opinions.

Reading at work is procrastination. I look for some news when I feel lonely or don't want to work».

Media Diary – Langfristige Erkenntnisse (Trends, Langzeitveränderungen)

Maria aus Moskau, ursprünglich Sewastopol, 26 Jahre: 2014

"I realized what a huge information stream is going through my mind every day. I used to build my picture of the day only through reading titles – I was lacking concentration to read the full text.

During several months, I deleted Instagram and Facebook applications from my smartphone and claimed a digital diet for myself to escape the unbearable overloading with information. The crisis between Russia and Ukraine had just started and people were infected with propaganda from both sides. I lost a lot of friends only because they were too aggressive in social networks.

I was so stressed being involved in informational war between Ukrainian people and Russian people among my friends from everywhere that the "digital diet" at least regarding this topic was the medicine for me. I began to keep with myself all the comments and thoughts I have about Crimean crisis (my homeland where I still have all my family), Ukrainian government, Putin etc.

I stopped reading ANY news regarding the situation in Ukraine. It might be seen as steal hearted attitude but I decided to keep my brain clean out of things which makes me feel horrible and stressed..."

Ausblick: Kombination von Big und Thick Data

- ▶ Online-Tagebücher und Data Scraping
- ▶ Online-Tagebücher und Experience Sampling-Methode

Zusammenfassung – Herausforderungen der Nachrichtenforschung

- ▶ Quantitative Methoden und neue Big Data-Methoden bieten verzerrten Blick auf Nachrichtennutzung und vergeben Chancen.
- ▶ Qualitative Methoden/Thick Data fragen nach dem „wie“ und „warum“ von Nachrichtenforschung und bieten tieferes Verständnis von Bedürfnissen, Bedeutungen und Kontexten von Nachrichtennutzung.
- ▶ Online-Tagebücher sind für Thick Data besonders geeignet durch natürlichen Erhebungskontext (*in situ*) und Echtzeit-Erhebung.

Eine Kombination von Big und Thick Data ist besonders sinnvoll und könnte komplexe Nachrichtennutzung am Umfassendsten wiederspiegeln und verständlich machen.

Vielen Dank!



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