
Term Information

Effective Term Autumn 2016

General Information

Course Bulletin Listing/Subject Area Linguistics
Fiscal Unit/Academic Org Linguistics - D0566
College/Academic Group Arts and Sciences
Level/Career Graduate, Undergraduate
Course Number/Catalog 5804
Course Title Analyzing Language in Social Media
Transcript Abbreviation Social Media
Course Description This is a team-taught course that gives students experience analyzing language in social media. The course covers theoretical issues arising in digital communication and provides hands-on practice at computational data analysis, applicable across fields. Students will gain an understanding of the sociolinguistic dynamics of online communication and the technical skills to conduct research on them.
Semester Credit Hours/Units Fixed: 3

Offering Information

Length Of Course 14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course Never
Does any section of this course have a distance education component? No
Grading Basis Letter Grade
Repeatable No
Course Components Lecture
Grade Roster Component Lecture
Credit Available by Exam No
Admission Condition Course No
Off Campus Never
Campus of Offering Columbus, Lima, Mansfield, Marion, Newark, Wooster

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions Not open to students with credit for English 5804

Cross-Listings

Cross-Listings Cross-listed in English

Subject/CIP Code

Subject/CIP Code 16.0102
Subsidy Level Doctoral Course
Intended Rank Junior, Senior, Masters, Doctoral

Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- To acquire a familiarity with the research specific to social media data and more general to social science.
- To develop a set of practical skills needed to conduct their own linguistic research on social media data.

Content Topic List

- Thinking about social media and sociolinguistics
- Using corpora and analyzing text
- Language variation and regional identity
- Keywords and cultural ideas
- Social networks

Attachments

- deMarneffeSquires-Syllabus-Final.pdf: syllabus (original)
(Syllabus. Owner: McGory,Julia Tevis)
- deMarneffeSquires-Application-Final.pdf: rationale
(Other Supporting Documentation. Owner: McGory,Julia Tevis)
- Modellmog letter of support for Squires and de Marneffe.pdf: letter of support - English
(Other Supporting Documentation. Owner: McGory,Julia Tevis)
- Speer letter of support for Squires and de Marneffe.pdf: letter of support - Linguistics
(Other Supporting Documentation. Owner: McGory,Julia Tevis)
- E-mail exchange about curriculum map.pdf: Info about no curriculum map
(Other Supporting Documentation. Owner: Vankeerbergen,Bernadette Chantal)

Comments

- 10-1-15: Dept indicates that the course will not fulfill any requirement in undergraduate major. Therefore, no map is necessary. *(by Vankeerbergen,Bernadette Chantal on 10/01/2015 03:45 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	McGory,Julia Tevis	08/24/2015 02:27 PM	Submitted for Approval
Approved	McGory,Julia Tevis	08/24/2015 02:28 PM	Unit Approval
Approved	Heysel,Garett Robert	09/21/2015 07:56 PM	College Approval
Pending Approval	Nolen,Dawn Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Jenkins,Mary Ellen Bigler Hogle,Danielle Nicole	09/21/2015 07:56 PM	ASCCAO Approval

English/Linguistics 5xxx
Analyzing Language in Social Media
Spring 2017

Instructors

Marie-Catherine de Marneffe: demarneffe.1@osu.edu, Ohio Stadium East 118E
Lauren Squires: squires.41@osu.edu, Denney Hall 517

Course Description

This course will approach the study of language and interaction in social media from both theoretical and practical angles. From the theoretical side, we will explore why social media are of interest for linguistic and other social science researchers, focusing on previous research findings about communicative behavior in social media. From the practical side, we will teach students to perform analysis of social media behavior, covering all steps in the research process from data collection/selection to quantitative and qualitative analysis and reporting. Students in the course will learn to think more critically about these daily media practices and their role in society, and they will also gain hands-on skills they can take to their future endeavors. No previous experience in linguistics or programming is required, though some background in the study of language will be helpful.

Course Format

Class sessions will be a mixture of lecture, discussion, and hands-on programming work at computers. Both instructors will be present in each class period, but specific sessions will be led by the instructor whose expertise best fits with it.

Graded Components

Reading responses – 5 at 6% each (30%)
Analysis assignments – 5 at 6% each (30%)
Final project – 30%
Attendance and participation – 10%

1. Reading responses. To help us monitor your understanding of the materials and your specific interests, you will write reading responses following the “theoretical” portion of each topic. We expect these to be about 1 single-spaced page each, and to move beyond a summary of the readings for that week to your own reactions, critiques, connections to other readings/issues we’ve talked about, and remaining questions.

2. Analysis assignments. To facilitate the development of your practical data analysis skills (and in preparation for the final project assignment), you will have five small data analysis homework assignments, which ask you to put into practice what we’ve been talking about. Each assignment will have its own format.

3. *Final project.* The final project will involve the class working collaboratively to create a data set, on which each individual will conduct and write-up their own analysis. We will discuss the parameters of the project more toward the middle of the semester.

4. *Attendance and course participation.* We expect you to come to class and be ready to engage with your instructors and classmates about the course material. Because much of the course will involve hands-on demonstrations and learning in the class session, attendance is imperative. More than two unexcused absences will result in an automatic letter-grade reduction of the attendance grade.

Required texts

Page, Ruth, Barton, David, Unger, Johann Wolfgang, and Zappavigna, Michele. (2014) *Researching Language and Social Media: A Student Guide*. London/New York: Routledge.

Other readings will appear on Carmen.

Academic Honesty

Plagiarism is the unauthorized use of the words or ideas of another person. It is a serious academic offense that can result in referral to the Committee on Academic Misconduct. Please remember that at no point during the writing process should the work of others be presented as your own. It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the [Code of Student Conduct](#).

Accommodations

The Office for Disability Services provides services to any student who feels s/he may need an accommodation based on the impact of a disability. Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; [OSU Office for Disability Services Web Site](#).

Tentative Course Schedule

RR = Reading Response; AA = Analysis Assignment

Week	Topic	Readings/Activities	Assignments due
1	Introductions	Page et al., Introduction Page et al., ch. 3, "What does it mean to research?"	
2	Thinking about social media and sociolinguistics	Page et al., ch. 1, "What is social media?" Page et al., ch. 2, "What might a linguist say about social media?" Androutsopoulos, J. (2006). Introduction: Sociolinguistics and computer-mediated communication. <i>Journal of Sociolinguistics</i> , 10(4), 419–438.	
3	Using corpora and analyzing text: the basics	Church K., "Unix for poets"	RR1
4	Language variation and regional identity: background	Page et al., ch. 8, "Collecting social media material for quantitative projects" Page et al., ch. 9, "Working with social media data: quantitative perspectives" Androutsopoulos, J., & Ziegler, E. (2004) Exploring language variation on the Internet: Regional speech in a chat community. In: Gunnarsson, B.-L. et al. (eds.) <i>Language Variation in Europe</i> . Papers from ICLaVE 2, 99-111. Uppsala: Uppsala University Press. Russ, Brice. "Examining large-scale regional variation through online geotagged corpora." <i>ADS Annual Meeting</i> . 2012.	AA1
5	Language variation and regional identity: practice	Manning & Schütze (2003), ch. 1 & ch. 2 [Tokenizing and parsing data Frequency distributions]	RR2
6	Language variation and social identity: background	Bamman, D., Eisenstein, J., & Schnoebelen, T. (2014). Gender identity and lexical variation in social media. <i>Journal of Sociolinguistics</i> , 18(2), 135-160. Eisenstein, Jacob. "Systematic patterning in phonologically motivated orthographic variation." <i>Journal of Sociolinguistics</i> 19.2 (2015): 161-188.	AA2
7	Language variation and social identity: practice	Baayen, R. H. "Analyzing linguistic data. An introduction to statistics." ch 1 & ch 6. [Using R: Logistic regression]	RR3
8	Introduction to final project		
9	Keywords and cultural ideas: background	Page et al., ch. 7, "Carrying out a study of language practices in social media" Page et al., ch. 5, "Analyzing discourse: qualitative approaches" Schwartz HA, Eichstaedt JC, Kern ML, Dziurzynski L, Ramones SM, Agrawal M, et al. (2013) Personality, Gender, and Age in the Language of Social Media: The Open-Vocabulary Approach. <i>PLoS ONE</i> 8(9): e73791.	AA3

		Jones, G. M., & Schieffelin, B. B. (2009). Talking Text and Talking Back: “My BFF Jill” from Boob Tube to YouTube. <i>Journal of Computer-Mediated Communication</i> , 14(4), 1050–1079.	
10	Keywords and cultural ideas: practice	[Topic models using Mallet implementation]	RR4
11	Social networks: background	Paolillo, J. C. (2001). Language variation on Internet Relay Chat: A social network approach. <i>Journal of Sociolinguistics</i> , 5(2), 180–213. Pavalanathan, Umashanthi, and Jacob Eisenstein. "Audience-modulated variation in online social media." <i>American Speech</i> 90.2 (2015): 187-213.	AA4
12	Social networks: practice	[Social networks using existing data]	RR5
13	Social networks: practice	[Social networks using new data]	
14	Final Project Parameters		AA5

Final Project Due: May 1

Application for Arts and Sciences Team-Teaching Support

Course: Analyzing Language in Social Media

Marie-Catherine de Marneffe (Linguistics) and Lauren Squires (English) propose to team teach a course on conducting data analysis based on social media (internet-based services such as Twitter, Facebook, and Instagram). This course will approach the study of language and interaction in social media from both theoretical and practical angles. From the theoretical side, we will explore why social media are of interest for linguistic and other social science researchers, focusing on previous research findings about communicative behavior in social media. From the practical side, we will teach students to perform analysis of social media behavior, covering all steps in the research process from data collection/selection to quantitative and qualitative analysis and reporting. The course will thus offer students valuable skills in both understanding and conducting social science research. The course will be particularly appealing as social media is an ever-present part of many students' daily lives, and an inescapable part of contemporary social life.

Interdisciplinary nature

This course depends on the collaboration between faculty with theoretical and practical backgrounds. While interpreting and understanding language in online settings has been of increasing interest to scholars in the field of sociolinguistics, doing large-scale analysis of text-based linguistic data has largely been the purview of scholars in corpus and computational linguistics. A cutting-edge trend in current research is the use of large-scale data analysis to explore sociolinguistic questions, which requires interdisciplinary approaches, bringing practical skills necessary to address the theoretical questions.

Our course will embody this trend, bringing together one scholar who specializes in sociolinguistic approaches to digital media (Squires) and one scholar who specializes in computational data analysis (de Marneffe). The idea for this course in fact emerged from conversations between the two instructors, whose research interests are on the surface far afield from one another. de Marneffe invited Squires to give a guest presentation about her research on social media to the Computational Linguistics discussion group at OSU (Clippers). It was well attended and spurred many interesting ideas about how computational linguistics could help with research questions like Squires'. It was also clear that there was ample student interest in the general topic, prompting the two instructors to consider co-teaching this course.

Squires has twice taught a graduate course about language in digital media in the English department at OSU. The last time she taught the course it was over-enrolled with students from five different departments (English, Teaching & Learning, Spanish & Portuguese, Art, Comparative Studies). Several students in the course offered as feedback that they would have liked more hands-on experience in doing the data analysis of social media data, which the presently proposed course would make available. Similarly, Squires' undergraduate course on language and media has also been very popular, and students in that course have been very excited about the social media segments of the course.

de Marneffe has taught a graduate seminar on computational methods for collecting and analyzing quantitative linguistic data, with a primary focus on the use of corpora in exploring theoretical questions in various areas of linguistics. The course attracted students from various departments at OSU (Linguistics, CSE, Spanish & Portuguese, East Asian Languages & Literatures). de Marneffe also developed a course which introduces technical tools and programming techniques to undergraduate and graduate students interested in language processing. The course has been regularly taught for two years now. Both courses received very positive feedback from the students who said to have benefitted tremendously from the hands-on aspect of the classes.

Our course hopes to reach both undergraduate and graduate students who are interested in analyzing social media, regardless of their technical background. Our prior teaching experiences indicate that there is a wide audience for such a course.

How the course will benefit students, how it will advance the participating departments' academic goals, and how it will fit into each department's curricular map:

It is clear that there is broad student interest in social media in general, since it is a large part of their daily lives. In Squires' classes about the topic, students have been excited to learn about social science research on this. Not only will students in the course learn to think more critically about these daily media practices and their role in society, but the hands-on skills they will acquire will be a practical asset, giving them experience they can take to whatever their future endeavors are, whether those are academic or professional.

Both departments are committed to building bridges across disciplines, and the course will be a concrete example of the benefits emerging from such a synergy. In the English department, the course will contribute to the department's goals of teaching students to consider critically texts of different sorts, language use and literacy in those texts, and popular culture. These goals exist at both the undergraduate and graduate levels. Current research in Linguistics is rapidly evolving towards using large amount of data of different kinds to answer theoretical questions. To be competitive in the field, Linguistics students will need to develop this research ability. The course will demonstrate on real data how computational methods can help answer language questions and will offer practical training on how to process and analyze large amounts of data.

The added value that team teaching brings to the course:

A course like this simply could not be taught by one instructor. The two instructors have complementary backgrounds and skills that suit them perfectly to working together to offer students a comprehensive learning experience around social media as social and linguistic behavior.

The form that team teaching in the course will take:

Both instructors will be present at all class meetings, but the content of the semester will be roughly divided into two halves: one focusing on prior research and sociolinguistic approaches to

digital media, led by Squires, and another focusing on the research process, led by de Marneffe. We envision having several topics across the course of the semester and within each topic, each instructor will be responsible for a portion of the instruction (for instance, we first spend two days discussing theoretical background on the topic, then spend two days working on its practical application). In structuring the course in this way, the instructors will also be able to learn from one another.

Course learning goals and a plan for assessing student success in reaching them:

Students will acquire a familiarity with the research specific to social media data and more general to social science. They will acquire the practical skills needed to conduct their own linguistic research on social media data. Students' understandings of theoretical issues will be assessed through short reading responses. Students' grasp of practical analysis skills will be assessed by small data analysis homework assignments. The semester's learning will culminate in a collaborative group dataset that each student will conduct their own analysis and final report about. Instructors will share responsibility for grading students' assignments, each focusing on the parts pertaining to their strengths.



5 August 2015

Associate Executive Dean Steve Fink
College of Arts and Sciences
114 University Hall
230 N. Oval Mall
CAMPUS

Dear Steve and ASC Curriculum Committee:

I write with enthusiastic support for the proposal of Lauren Squires, Assistant Professor in English, and Marie-Catherine de Marneffe, Assistant Professor of Linguistics, to team teach an interdisciplinary course in "Analyzing Language in Social Media."

Given the interests of many of our students in working in social media and their need for computational background, this course is sure to be extremely popular among our English majors and minors. Just this week alone, I have read two articles on the tech industry's need for employees who have both quantitative/analytic and social/communication skills, and this course is perfectly positioned to assist our students in gaining that dual experience and preparing to work in a tech-oriented environment. This course seems perfectly suited as well for the College's team teaching initiative. It's the kind of course that brings together strengths within two departments in order to provide students with information and skills that are suited to their needs and interests in the 21st century. In addition, this course will help to showcase and advance our significant departmental strengths in sociolinguistics, provided through the expertise and teaching of Professor Squires as well as Associate Professor Galey Modan. As noted in the proposal, Professor Squires's courses have become very popular in our department not only because of their exciting and relevant content and the methods being taught, but also because of the excellence of her teaching. This team taught course will expand her popularity, and the students who take it are certain to be treated to an incredibly exciting, useful, and productive educational experience.

Please let me know if I can provide additional information. We've had success before with team taught courses in the past (e.g., Brian McHale and Stephen Kern's modernism class this past year), and I have no doubt that the course that Professors Squires and de Marneffe are proposing will be equally successful.

Sincerely,

Debra A. Modellmog
Professor and Chair



18 August 2015

Associate Executive Dean Steve Fink
College of Arts and Sciences
114 University Hall
230 North Oval Mall
CAMPUS

Dear Dean Fink,

I am pleased to provide this letter of support for the interdisciplinary dual-career 5000-level course proposed by Professors Marie-Catherine deMarneffe of Linguistics and Lauren Squires of English entitled, "Analyzing Language in Social Media." The proposed course is an excellent example of an offering that will promote the spirit of collaboration and cooperation between our two departments, while supporting diversity of scholarship in two areas of noted strength within the college. As the proposed syllabus and course description demonstrate, the course will provide innovative teaching and learning opportunities at the intersection of research on textual/discourse analysis and computational linguistics. Using social media as a 'big data' source, the course includes in-class hands-on demonstration assignments, assigned reading responses to foreground theoretical constructs and data analysis homework assignments to provide students with novel technical skills for sociolinguistic discourse analysis.

The course will enhance both the undergraduate and graduate programs in Linguistics. For advanced undergraduates, the course will expand on the basic knowledge provided in the undergraduate coursework in Computational Linguistics (e.g. Ling 3802, Language and Computers) and Sociolinguistics (e.g. Ling 3602, Language and Social Identity), providing the opportunity for students to simultaneously develop their knowledge of existing research on the sociolinguistics of discourse in digital media and their technical skills in scripting and statistical analysis. For entry-level PhD students in Linguistics and for graduate students in the language departments, Computer Science and Communications, the course will provide a broader perspective on the content and development of theoretical approaches to sociolinguistic meaning in social media. The course will increase students' sophistication of understanding of basic important skills used for the collection and analysis of large quantitative data sets targeted to specific theoretical questions. In addition, it will maintain important existing connections and develop new bases for collaboration between the students and faculty of our two departments.

Sincerely,

Shari R. Speer
Professor and Chair

From: [McGory, Julia](#)
To: [Vankeerbergen, Bernadette](#)
Subject: Re: Team Taught Proposal
Date: Thursday, October 01, 2015 3:08:10 PM

Hi Bernadette, we consider the 5000 level classes as graduate courses that undergraduates can take - but don't consider them to be part of the undergraduate curriculum unless they are the second in a series of classes required for honors students. So, honors students can take 3701 and 5701 (or 3901 and 5901) as a required sequence/concentration for their major. Ling5804 is not part of a sequence and so we would prefer to leave it off of the curricular map. Perhaps we misunderstood the purpose that the curriculum map serves and so if you feel that it is better to include all/most of our 5000 courses, we could modify the map.

Out of curiosity, do other majors have all of their 5000 level classes included in their curricular maps?

-Julie

On Sep 30, 2015, at 4:54 PM, Vankeerbergen, Bernadette <vankeerbergen.1@osu.edu> wrote:

Hi Julie,

OK. Not sure I understand though. This is also an undergraduate course. So will it count in your undergraduate major?

Bernadette

From: McGory, Julia
Sent: Wednesday, September 30, 2015 4:53 PM
To: Vankeerbergen, Bernadette <vankeerbergen.1@osu.edu>
Subject: Re: Team Taught Proposal

Hi Bernadette, In general, we don't list graduate level courses in our curriculum map and so this addition isn't needed. -Julie

On Sep 30, 2015, at 4:00 PM, Vankeerbergen, Bernadette <vankeerbergen.1@osu.edu> wrote:

Hi Julie

I am taking stock of all the team-teaching proposals we've received via curriculum.osu.edu.

For Linguistics 5804, one document that I do not see in curriculum.osu.edu is a curriculum map (if the course will count in your major in any way). The English submission of the course includes a curriculum map (for the English BA). If the Linguistics course will not count

in the Linguistics undergraduate major, could you please let me know?
However, if it will count in the major, you could just send me the map via
e-mail and I will attach it to the proposal.

Many thanks,
Bernadette

Bernadette Vankeerbergen, Ph.D.
Program Director, Curriculum and Assessment
Arts and Sciences
The Ohio State University
154D Denney Hall
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Columbus, OH 43210
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