

## TikTok: Theories, Tools, and Techniques for Content Analysis

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<b>Dates and time</b>	28 September 2024 (10am – 4:30pm) 5 October 2024 (10am – 4:30pm) 7 December (10am – 4:30pm)
<b>Content</b>	<p>In the digital age, short-form visual content like TikTok videos has become a powerful medium for conveying complex socio-cultural narratives, shaping public perceptions, and influencing decisions on a global scale. With TikTok's rapid rise as a dominant social media platform, the ability to critically analyze and interpret this unique content has become essential for researchers, marketers, and social scientists alike. This workshop offers a comprehensive exploration of TikTok content analysis, bridging theoretical foundations with hands-on practice.</p> <p><b>Course Overview</b></p> <p>This course is designed to immerse participants in the world of TikTok content analysis, grounding them in both the theoretical frameworks and practical tools needed to dissect and understand the platform's influence. Through a blend of lectures, case studies, and interactive sessions, participants will gain insights into how TikTok shapes societal phenomena and how its content can be systematically analyzed to reveal underlying patterns and narratives.</p> <p><b>Key Learning Areas:</b></p> <ul style="list-style-type: none"><li>- <u>The TikTok Platform</u>: Explore how TikTok has transformed social media, influencing trends, and public discourse. This segment will cover the platform's unique characteristics, algorithmic structure,</li></ul>

and its impact on global culture.

- Theoretical Approaches to Analyzing TikTok Content: Delve into the social and cultural theories that underpin TikTok content analysis. Understand the narratives and themes that drive virality, engagement, and community building on the platform.

- Collecting and Sampling TikTok Data: Learn the best practices for collecting and sampling TikTok data for analysis. This includes understanding the challenges of accessing data, using API tools, and ensuring representative sampling while considering the platform's rapidly evolving content landscape.

- Practical TikTok Content Analysis Techniques: Learn how to apply video analysis tools and methods to TikTok content. This includes:

- Video Data Curation and Preparation: Techniques for collecting, cleaning, and preparing TikTok videos for analysis, focusing on the challenges and nuances of working with short-form, user-generated content.
- Supervised and Unsupervised Video Classification: Methods for categorizing TikTok videos, including both predefined labels and uncovering hidden patterns within large datasets.
- Sentiment and Trend Analysis: Tools and techniques to gauge public sentiment and identify emerging trends on TikTok, essential for understanding the platform's influence on various demographics.

- Ethical Considerations in TikTok Analysis: Address the ethical implications of analyzing TikTok content, including privacy concerns, the impact of algorithmic bias, and the responsibilities of researchers in the digital age.

#### **Hands-On Experience:**

The workshop emphasizes a practical, hands-on approach, allowing participants to apply the techniques learned in real-time. Through guided exercises and collaborative projects, students will:

- Analyze TikTok videos using state-of-the-art tools and software.
- Develop their own research projects, focusing on specific trends, communities, or narratives within TikTok.
- Receive personalized feedback during dedicated research sessions to refine their methodologies and approach.

#### **Outcomes:**

By the end of this course, participants will have developed a deep understanding of how to analyze TikTok content from both a theoretical and practical standpoint. They will be equipped to conduct their own TikTok-based studies, critically assess the work of

	<p>others in this emerging field and navigate the complex ethical landscape of social media research. This course is ideal for students, researchers, and professionals interested in the convergence of technology and social science, seeking to apply cutting-edge analysis techniques to one of today's most influential platforms.</p> <p><b>Prerequisites:</b></p> <p>No prior experience with video analysis is required, although a basic familiarity with social media platforms and Python programming will be beneficial. The course is designed to be accessible to beginners while providing advanced insights for those with some experience in digital content analysis.</p>
<p><b>Preliminary Program</b></p>	<p><b>Day 1: Theoretical Foundations</b></p> <ol style="list-style-type: none"> <li>1. Introduction and course overview</li> <li>2. Why does TikTok content matter?</li> <li>3. Collecting and sampling TikTok data</li> <li>4. Good practices and ethical considerations</li> <li>5. Development of research questions</li> </ol> <hr/> <p><b>Day 2: Practical Coding and Analysis Techniques</b></p> <ol style="list-style-type: none"> <li>6. Introduction to Convolutional Neural Networks (CNNs)</li> <li>7. Supervised and unsupervised image classification</li> <li>8. Advanced techniques: Automated face analysis in TikTok videos</li> <li>9. Tools for hypothesis testing</li> <li>10. Beyond the visual: Dissecting TikTok videos (audio, text, and image combined)</li> </ol> <hr/> <p><b>Day 3: Research projects</b></p> <ol style="list-style-type: none"> <li>11. Project Presentations <ul style="list-style-type: none"> <li>○ Students present their individual projects to the group</li> <li>○ Peer and instructor feedback on the methodologies, findings, and interpretations</li> <li>○ Group discussion on key learnings and takeaways from the workshop</li> </ul> </li> </ol>