

e-Social Science and implications for communication research and education

jonathan zhu

j.zhu@cityu.edu.hk

j.zhu@net.pku.edu.cn

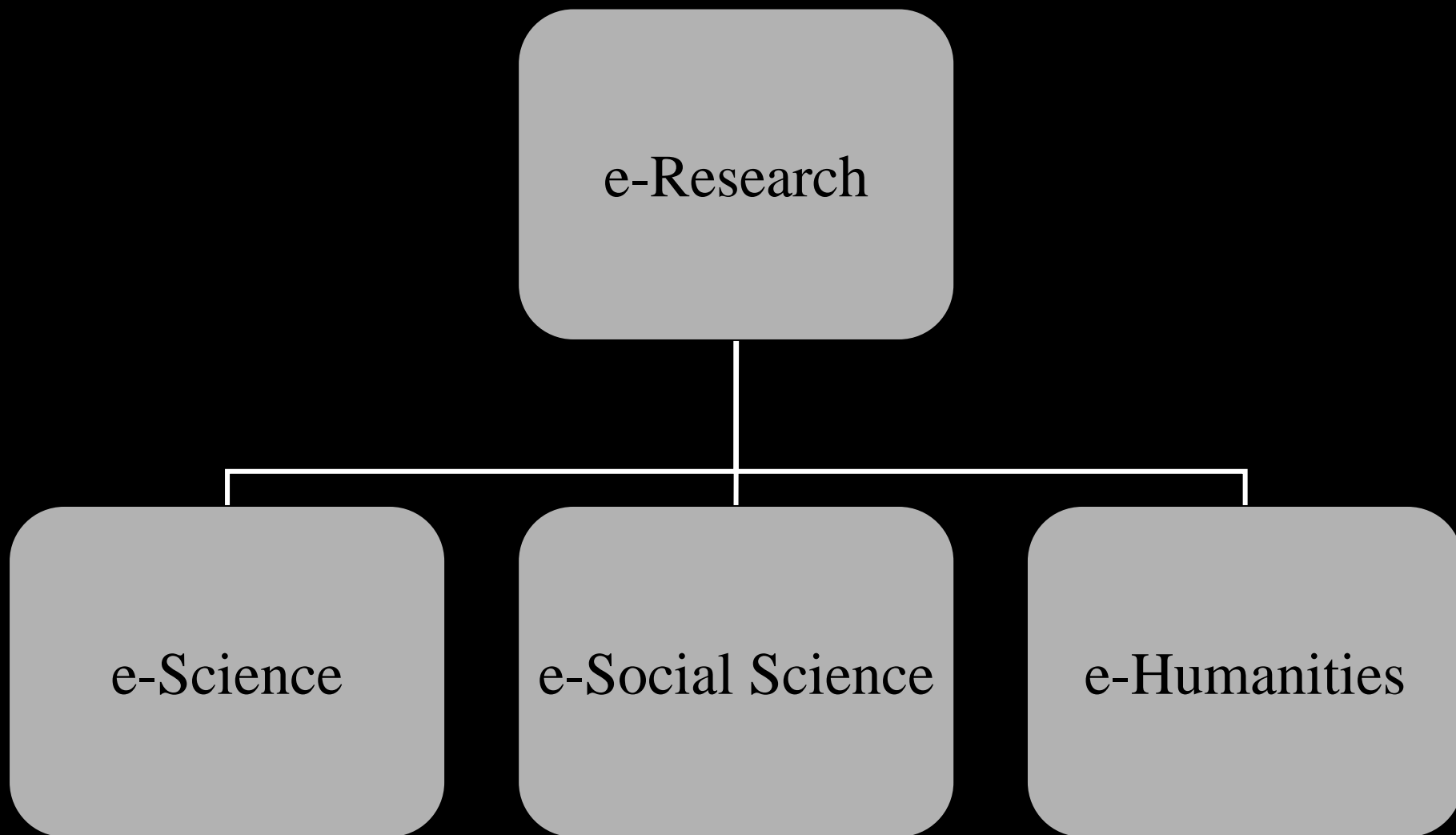
CeSS 中文易社科
Chinese e-Social Science

<http://cess.grids.cn>

Outline

- From e-Science to e-Social Science
- Chinese e-Social Science (CeSS) program
- e-Social Science and communication research and education

The landscape



How to spell the "e"?

e-Science

e-Social Science

e-Email

e-Commerce

E-Science

E-Social Science

E-Mail

E-Commerce

E-science

E-social science

E-mail

E-commerce

Escience

Esocial science

Email

Ecommerce

eScience

eSocial Science

eEmail

eCommerce

escience

esocial science

emmail

ecommerce

Who is behind the “e”?

UK OST:

- National Centre for Social Science (NCeSS, www.ncess.ac.uk)

U.S. NSF:

- Cyberinfrastructure Council (OCI, www.nsf.gov/dir/index.jsp?org=oci)

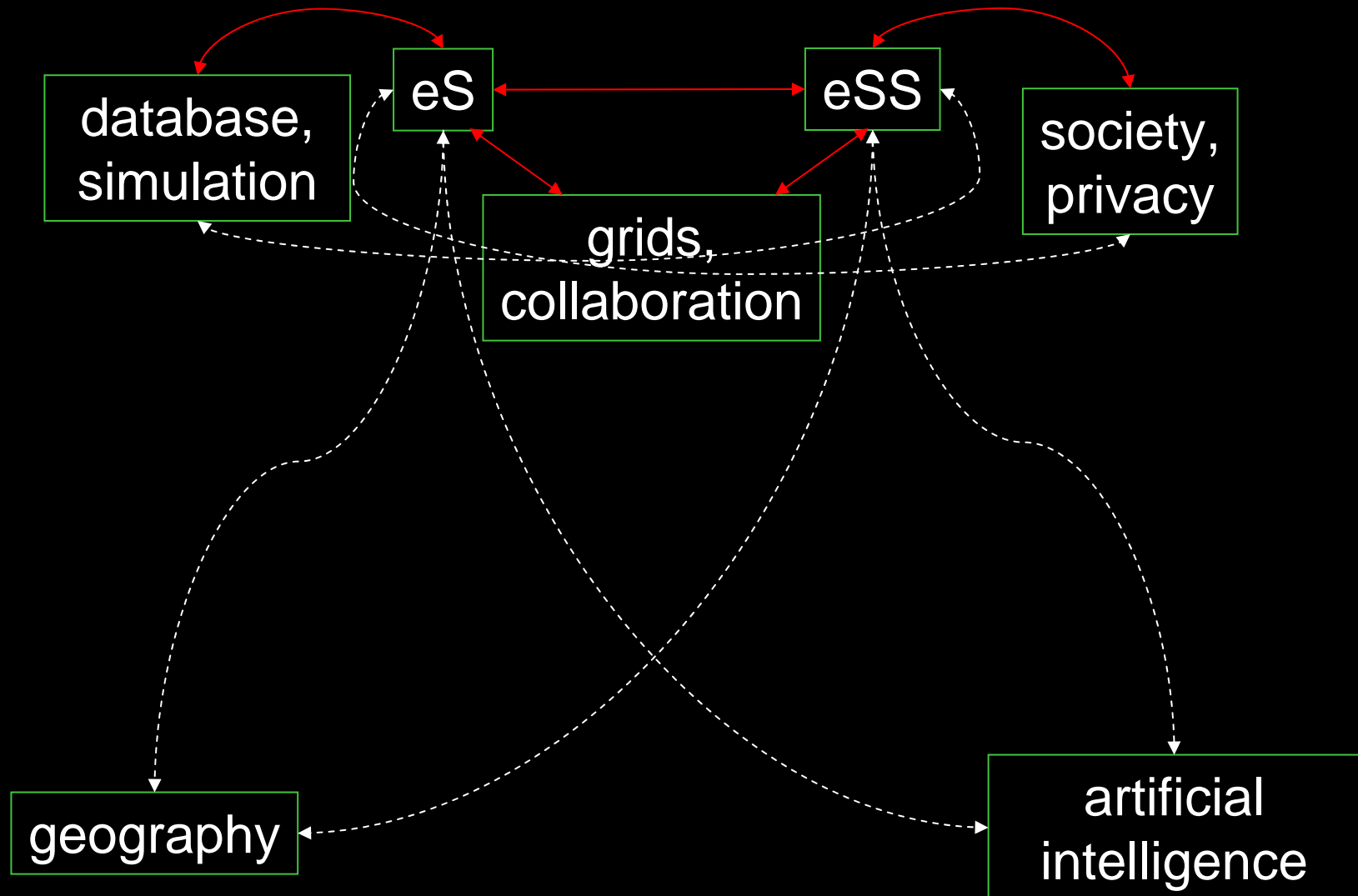
What is the “e”?

- New research methods:
 - Large-scale datasets
 - Collaborative tools
 - Multidisciplinary approaches
- New research infrastructure and tools:
 - The Grid technology

Wikipedia definitions

- e-Science: “computationally intensive science that is carried out in highly **distributed network** environments or uses **immense datasets** requiring **grid computing**.”
- e-Social Science: “using **grid computing**. A subset of e-Science.”

Associated words of eSS in google



Why is the “e”?

- Modeling and simulation involving intensive computing resources
- Grid-enabling datasets:
 - provide uniformity to existing database structure and data formats
 - provide tools for integrating, processing, and visualizing untapped data sources
- Collaborative tool for communication among researchers across disciplines and locations

Agenda of 2nd Int'l Conference on e-Social Science (2006)

<http://www.ncess.ac.uk/events/conference/>

1. Case studies of e-Social Science research methods & applications
2. Enabling new sources and forms of sociological data through e-Social Science
3. Infrastructure and tools for e-Social Science
4. Middleware for data collection, sharing and integration
5. Standards for metadata, ontologies, annotation, curation, etc.
6. Usability issues in the design of research tools and middleware
7. Case studies of e-Research & e-Social Science research practices
8. The benefits and challenges of large scale collaborative research
9. Interdisciplinary research and e-Social Science
10. International collaborations in e-Social Science
11. Socio-technical issues in development of e-Research & the Grid
12. Ethical issues and challenges in the collection, integration, sharing and analysis of sociological and other personal data

Chinese e-Social Science (CeSS, cess.grids.cn)

The screenshot shows a Maxthon browser window with the title "Chinese e-Social Science CeSS - Maxthon Browser". The address bar shows "http://cess.grids.cn/". The browser interface includes a menu bar (File, Edit, View, Favorites, Groups, Options, Tools, Window, Help) and a toolbar with various navigation icons. The page content features the CeSS logo and the text "Let social science ride on IT bullet-train" and "让社会科学插上信息技术的翅膀". Below this, there is a section titled "Our Version and Vision of e-Social Science" with a description: "e-Social Science is to use networked information technologies to collect, process, and present social science research data." A sidebar on the left lists "Our Views", "Events", "Showcases", "About CeSS", and "Contact Us". The status bar at the bottom shows "Done", a taskbar with icons, and system information: "220.207.176.201 0 bytes 286M 5".

Chinese e-Social Science CeSS - Maxthon Browser

File Edit View Favorites Groups Options Tools Window Help

Address <http://cess.grids.cn/>

Maxthon Start Page <http://wh05.woxi...> Chinese e-Social ... 竹家庄 竹家庄 - 歪酷博...

CeSS 中文易社科
Chinese e-Social Science

Let social science ride on IT bullet-train
让社会科学插上信息技术的翅膀

Our Version and Vision of e-Social Science

Our Views
Events
Showcases
About CeSS
Contact Us

e-Social Science is to use networked information technologies to collect, process, and present social science research data.

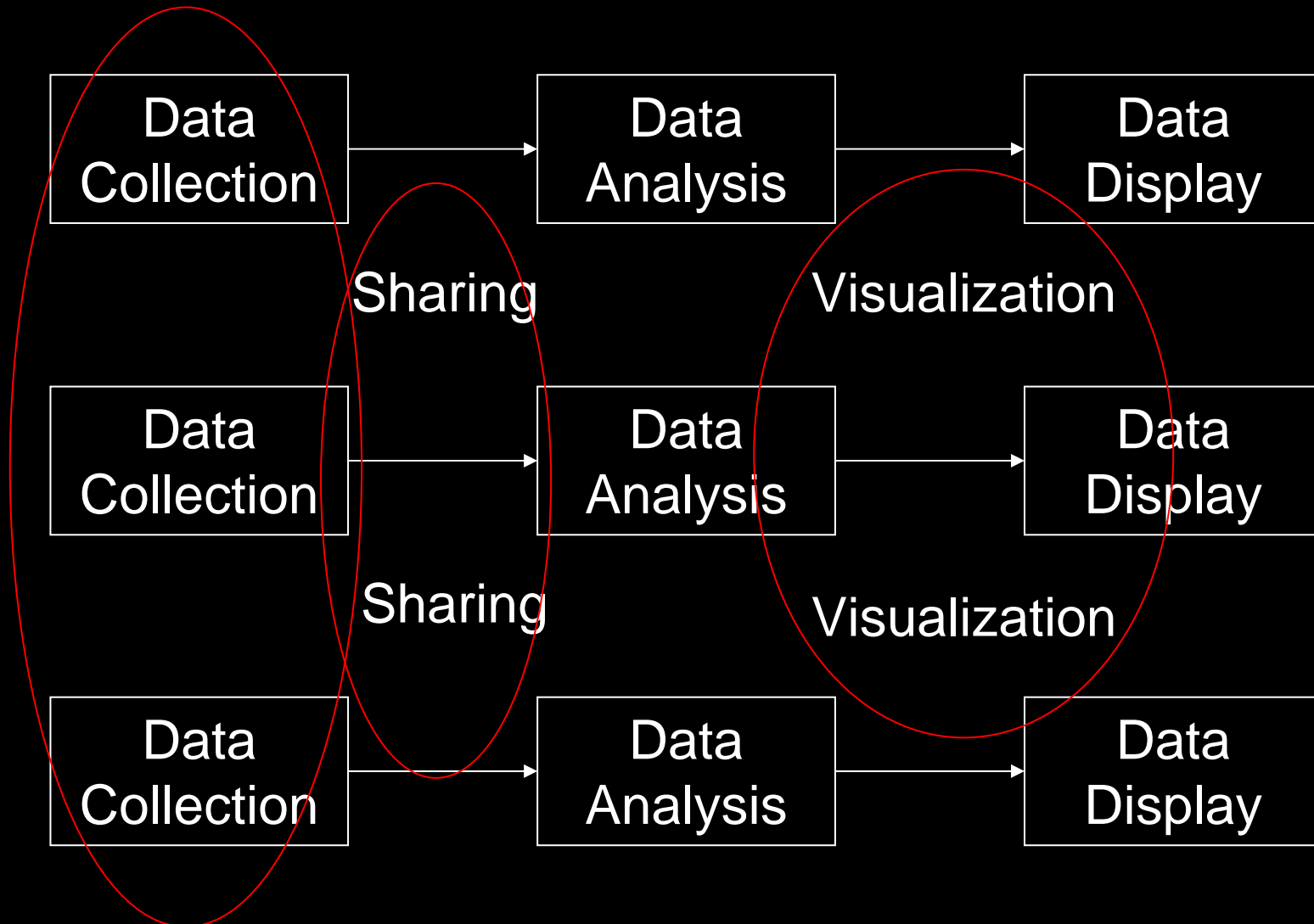
As of March 8, 2006

Done 11 220.207.176.201 0 bytes 286M 5

Our perspective

- e-Science started as solutions (tools) to existing problems (applications)
- e-Social Science appeared to have been a tool (Grid) looking for applications
- In social sciences, the primary bottleneck lies in data collection, followed by data sharing and visualization; data processing and analysis are generally not a serious problem

Where are the bottlenecks?

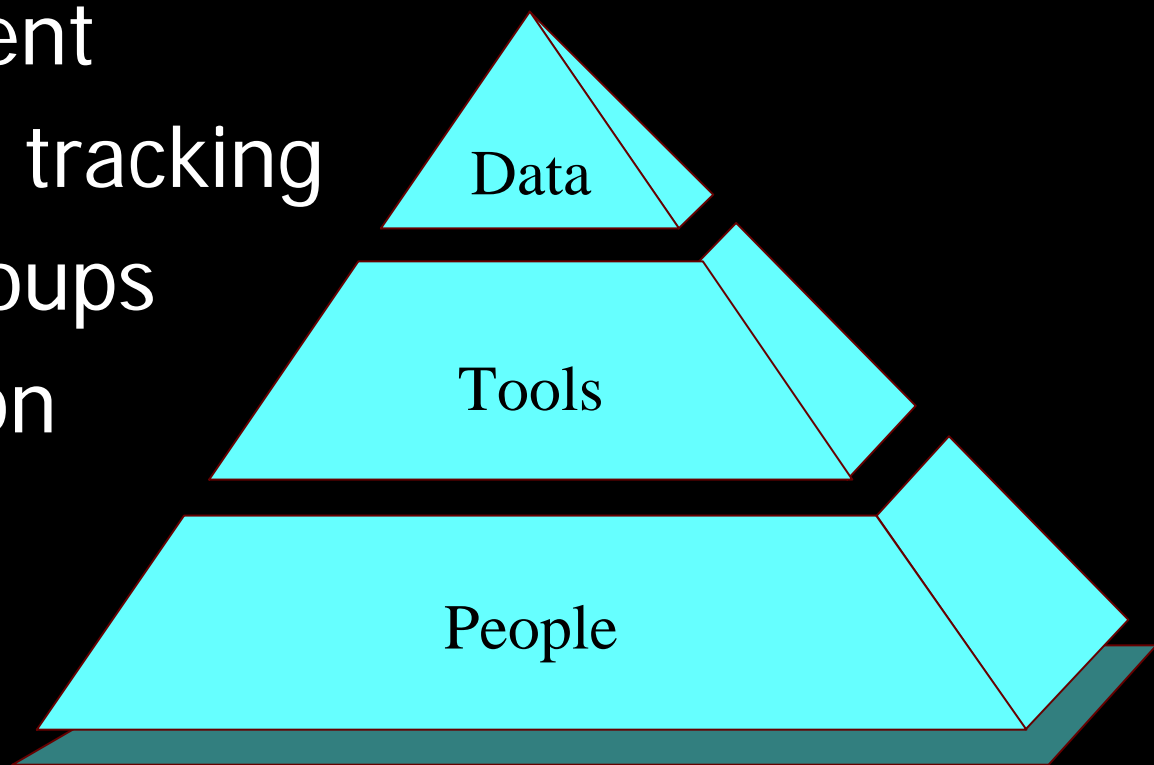


Content analysis as an example

Data Analysis	Data Collection	
	Offline	Online
Offline	Content analysis + SPSS	Web content analysis + SPSS
Online	Content analysis + Grid computing	Web content analysis + Grid computing

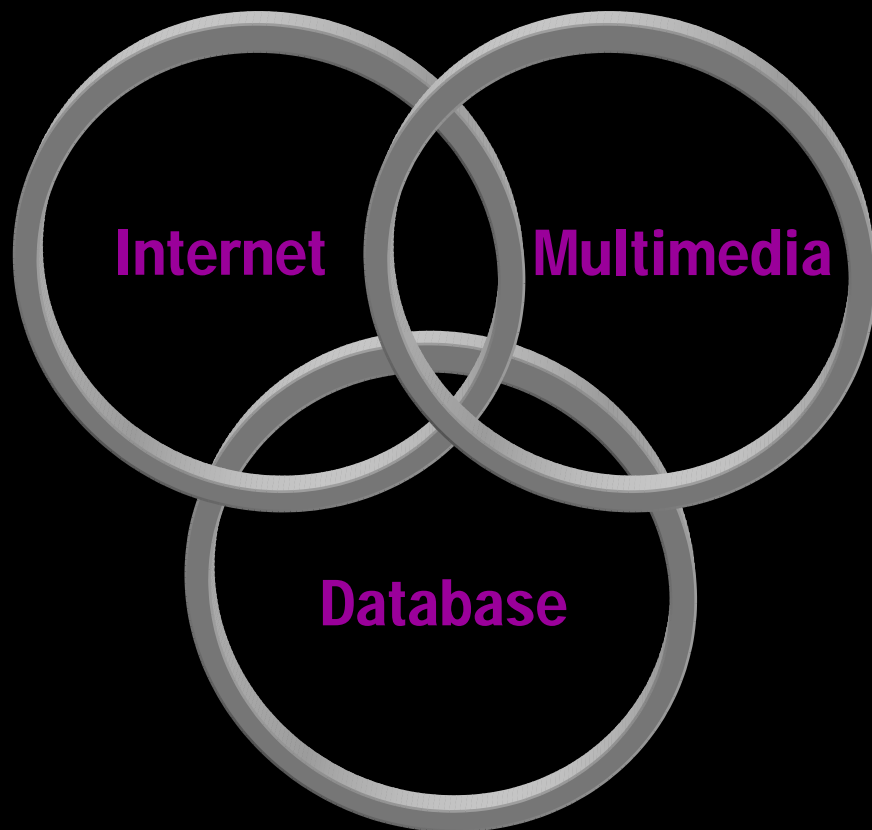
eSS & communication research

- Online content analysis
- Online survey
- Online experiment
- Online behavior tracking
- Online focus groups
- Online simulation
- ...



eSS & communication education

newmedia.cityu.edu.hk's
original architecture:



New elements to add:

- Internet: web 2.0 technology
- Multimedia: streaming and mobile data
- Database: information retrieval, data visualization

**visit us, advise us,
and join us at
cess.grids.cn**

