



**WORKSHOP  
DOUTORAMENTO  
2015**

**18 DEZ**

16:30H

SALA ATOS

**ENTRADA LIVRE**

- Alunos de Doutoramento em Psicologia de todos os anos e do Lisbon PhD in Social Psychology (LISP), mediante inscrição.  
- Alunos de doutoramento externos ao ISPA: 25€

Limitado 20 participantes

# SOCIAL MEDIA FOR SOCIAL SCIENTISTS: PSYCHOSOCIAL MEDIA ANALYSIS, PUBLIC ENGAGEMENT AND SCIENTIFIC DISSEMINATION

More and more people produce and exchange information over the internet and use it as an important information source, especially in times of crises and social emergency. Particularly, the new social media - Twitter, facebook, ... - has sparked interest in recent years because it allows access to messages produced by different people and groups, in the form of natural and spontaneous reactions (cognitive, affective, behavioral) to various types of social events (e.g. Ebola outbreak; Terrorist attacks; ...), often more constrained through traditional data collection methodologies. Social media channels thus provide a rich data source for social sciences, as they provide access to both an individual and a social level of analysis and to the psychosocial processes and reactions triggered by particular events

and/or themes of interest. In addition, these channels may also be used to promote two-way communication and engagement with the public on various socially relevant issues; and disseminate science, to other scientists and to the wider public. Hence, this seminar aims to present examples of three different uses that social media can have for social scientists, including: 1) psychosocial media analysis - the analysis and monitoring of psychological and social processes and associated manifestations, in crisis (event centered) and non-crisis (theme centered) situations, 2) public engagement and 3) scientific dissemination.



PhD

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**ISPA**  
INSTITUTO UNIVERSITÁRIO  
CIÊNCIAS PSICOLÓGICAS, SOCIAIS E DA VIDA

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