Spring 2019 Request a Savvy Researcher Workshop

Request a workshop for your group of five or more at [http://go.library.illinois.edu/workshoprequest](http://go.library.illinois.edu/workshoprequest). This document contains the descriptions for the workshops listed in the request form’s drop-down box.

Get in touch with workshop facilitators by emailing us at sc@library.illinois.edu

Table of Contents

**Spring 2019 Request a Savvy Researcher Workshop** ................................................................. 1

- Data Discovery and Management .......................................................................................... 4
  - Introduction to Data Management .................................................................................. 4
  - Data Documentation ........................................................................................................ 4
  - Data Sharing ..................................................................................................................... 4
- Finding and Using Census Data ............................................................................................. 4
- Finding Data about Residential Real Estate ........................................................................ 4
- Finding Social Science Data ............................................................................................... 4
- Messy Data? Clean it up with OpenRefine! ......................................................................... 4

- Digital Humanities .............................................................................................................. 5
  - Introduction to Text Mining Concepts and Sources ............................................................ 5
  - Making Scanned Text Machine Readable through Optical Character Recognition ....... 5
  - Mapping in the Humanities .............................................................................................. 5
  - Network Analysis in the Digital Humanities ..................................................................... 5

- General Research Skills ........................................................................................................ 6
  - Advanced Research Strategies .......................................................................................... 6
  - Introduction to Research at the Library .............................................................................. 6
  - Choosing a Citation Manager ............................................................................................ 6
  - Demystify the Literature Review and Start Your Research .............................................. 6
  - Drowning in Citations and PDFs? EndNote Can Help! ..................................................... 6
  - Fine-tuning Your Research with Scopus! .......................................................................... 7
  - Google for Research .......................................................................................................... 7
  - Introduction to Infographics .............................................................................................. 7
  - Managing Your Citations with Mendeley ......................................................................... 7
Managing Your Citations with Zotero ................................................................. 7
Protecting your Data on the Web ........................................................................ 7
Questions about using Zotero? We have drop-in hours! ...................................... 8
Understanding Impact: Impact Factor and Other Bibliometrics ..................... 8
Using Multimedia in your Research ................................................................. 8
Workflow Strategies ......................................................................................... 8
GIS .................................................................................................................. 8
GIS for Research I ............................................................................................ 8
GIS for Research II: GIS Research, Data Management, and Visualization ....... 8
Sharing Research Using Story Maps ............................................................... 9
Scholarly Communication ............................................................................... 9
Building Digital Exhibitions with Omeka ......................................................... 9
Citation counts and the limitations of Google Scholar ..................................... 9
Copyright for Educators .................................................................................. 9
Curating Your Online Scholarly Identity to Maximize the Reach and Impact of Your Work... 9
Digital Publishing with Scalar ......................................................................... 10
Dissertation to Book: Basics of the Revision and Publishing Process ............... 10
Do You Know Your Fair Use Rights? ............................................................... 10
Illinois Experts: Exploring Your Faculty Profile ............................................. 10
Managing Your Copyrights: Retain the Rights Important to You .................... 10
Navigating the University Press Ecosystem ..................................................... 10
Open Textbooks: Rights, Resources, & Reasons ............................................. 11
Sharing Your Research ................................................................................. 11
Add Captions to Kaltura Video with Automatic Speech Recognition ............. 11
Create scholarly and promotional digital materials with CANVA .................. 11
Data Visualization in Excel ............................................................................ 11
Exploratory Data Analysis Through Visualization ........................................... 11
How to make Wikipedia edits that stick ......................................................... 12
Poster Presentation and Design ..................................................................... 12
Reading Data Visualizations .......................................................................... 12
Share Your Video Online with Kaltura .......................................................... 12
The Power of Presentations: Enhancing your Slides for Teaching and Engagement ........ 12
Miscellaneous ............................................................................................... 13
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Library for Everyone: Getting the Most Out of Your Library</td>
<td>13</td>
</tr>
<tr>
<td>Building Alexa Skills</td>
<td>13</td>
</tr>
<tr>
<td>International Fieldwork 101: IRB and Beyond</td>
<td>13</td>
</tr>
<tr>
<td>Latin American and Caribbean Research Workshop</td>
<td>13</td>
</tr>
<tr>
<td>Patents: The Literature of Innovation</td>
<td>13</td>
</tr>
<tr>
<td>Research with School-Age Populations</td>
<td>14</td>
</tr>
<tr>
<td>Social Media Macroscope: a comprehensive web platform for social media data research and visualization</td>
<td>14</td>
</tr>
</tbody>
</table>
Data Discovery and Management

Introduction to Data Management
- Participants will learn the benefits of best practices for managing research data. Goals: Identify elements of data management, realize importance, develop organizational strategies, and create own data documentation.

Data Documentation
- Hands on workshop provides participants with experience writing and using various types of documentation. Goals: Understand elements of good documentation, evaluate an example, and apply knowledge.

Data Sharing
- This workshop will cover the basic steps of research data sharing & publication. Goals: Understand why researchers share their data, evaluate discipline relevant repositories, apply knowledge to depositing own data.

Finding and Using Census Data
- The Census Bureau provides socioeconomic and demographic data for large and small geographic areas in the U.S. Learn how to find everything from median income for your block to commuting time for every county in the U.S., as well as how to download data so that you can analyze it in Excel or statistical software.

Finding Data about Residential Real Estate
- If your research requires residential property data, the Library can help. There is some free government data available, but you can also get data about other property characteristics, like sales price, property characteristics (building material, garage size, etc…). You can also get a variety of different geographical levels, from the US as a whole to individual parcels. Join us to find out what your options are and how to obtain the data you need.

Finding Social Science Data
- You can find useful data for research all over the Internet, from government sites to data repositories to association websites. Join us to learn about some of the major online sources of social science data in order to identify data that can be used in your project.

Messy Data? Clean it up with OpenRefine!
- Join us for a workshop which introduces OpenRefine, a free, open source tool used to organize, clean up, and transform your data. We will provide an overview of the browser based application, as well as use cases that show the benefits of working with your data.
in OpenRefine, and demonstrate the basic functions to get you started on cleaning up your data. [http://researchdataservice.illinois.edu/](http://researchdataservice.illinois.edu/)  [http://openrefine.org/](http://openrefine.org/)  [https://guides.library.illinois.edu/openrefine](https://guides.library.illinois.edu/openrefine)

Tidy Your Data!

- Have you ever struggled to analyze a data set because of the way it was organized? Come learn to tidy your data for better analysis! In this workshop, we'll explore what “tidy data” means, some of the common ways data are “messy”, and how to tidy up a messy data set. We'll be talking about tidy data as R expert Hadley Wickham defines it, but we are not going to use R or any other tools in the class, so no experience is needed. (Please note that this is not a workshop about data cleaning; if that's what you're looking for, check out our workshop about using OpenRefine.)

Digital Humanities

Introduction to Text Mining Concepts and Sources

- This workshop will introduce basic concepts and approaches related to text mining, as well as resources the library has for text mining, including text data sets of academic literature as well as historical and archival resources. We will spend some time in the session introducing a couple of very basic and free text mining tools.

Making Scanned Text Machine Readable through Optical Character Recognition

- Optical Character Recognition (OCR) is a process that converts scanned images and documents into editable, searchable formats. This workshop will give attendees a basic understanding of how to make use of optical character recognition software, including Adobe Acrobat Pro, ABBYY FineReader, and Tesseract, in their research, as well as give them a chance for hands-on experience with some of these programs in the Scholarly Commons.

Mapping in the Humanities

- Working with maps in the humanities is vastly different than working with modern geospatial data. Places change names and boundaries all the time, and humanists can benefit from thinking of their research areas in a spatial sense. In this workshop, we will learn some geospatial concepts and skills, like web-based mapping tools and using historical maps in your research, teaching, and learning. We will introduce a few free tools, and sources for finding open historical geospatial data.

Network Analysis in the Digital Humanities

- Are you interested in visualizing the relationships between different aspects of your humanities research? Network analysis can be used to show relationships between ideas, people, places, and more. This workshop will cover the basics of using network analysis in digital humanities by looking at three freely available tools: NodeXL, Palladio, and Cytoscape.
General Research Skills

Advanced Research Strategies

- Frustrated with not getting the search results you're looking for in databases searches? This hands-on workshop will go over using database-specific subject terms and introduce citation chasing in order to get more targeted search results. Come with questions if you have them! http://guides.library.illinois.edu/researchplan

Introduction to Research at the Library

- New to the university? Or need a refresher on using library resources? This hands-on workshop will go through the basics of using the library catalog and electronic resources. Come with questions if you have them! http://guides.library.illinois.edu/researchstrategies

Choosing a Citation Manager

- Are you having trouble organizing all of your sources but don't know where to start? This hands-on workshop will introduce you to three popular citation managers—Mendeley, Zotero, and Endnote. We will go over pros and cons of each one and give you a preview of how they work to help you choose the best fit for your citation needs. https://guides.library.illinois.edu/citationmanagers

Demystify the Literature Review and Start Your Research

- This workshop is for graduate students starting work on their theses and dissertations, working on their proposals, or who would like more guidance on using the library for in-depth research on a particular topic. We will start with an overview of the literature review and its place in a research project, thesis, or dissertation in different disciplines. From there we will move into some of the best strategies and resources for finding the information you need using the U of I Library. We will help you to choose the best places to search for articles and conference proceedings in your field, as well as find dissertations from U of Illinois and at other schools. The session will include individualized time to find and discuss your area of research. Note: this workshop will have a social science focus. http://guides.library.illinois.edu/lit_review

Drowning in Citations and PDFs? EndNote Can Help!

- Learn how to use EndNote, a citation management software program, to keep track and organize citations and cite while you write your papers. Heavily used by researchers across campus, EndNote is available for Macs and PCs and can be purchased from the U of I Webstore [http://webstore.illinois.edu/home/ for $95]. We often hear graduate students say that they wish they had implemented a citation management strategy at the beginning of their academic careers - don't let this happen to you! Please note that this introductory session is geared towards those who are new to EndNote. If you already own EndNote, check out our EndNote support site for helpful tips and information:

Updated January 2019 es
You are welcome to bring your laptop, with EndNote installed, to the class session for hands-on practice.

**Fine-tuning Your Research with Scopus!**

- This session provides insight and strategies for getting the most out of Scopus; the largest abstract and citation database of peer-reviewed literature including scientific journals, books, and conference proceedings. This session will highlight how to find literature about a particular topic, tracking citations, author information, and evaluating sources. Other features and strategies will also be covered. Audience: Undergraduate or graduate students in any field but particularly STEM fields.

**Google for Research**

- Curious about how you can use Google for more than just restaurant reviews? Learn how to navigate Google’s search functions in this hands-on workshop. We’ll go over Google, Google Scholar, and Google Images to discover how they can be used in your research. [http://guides.library.illinois.edu/google](http://guides.library.illinois.edu/google)

**Introduction to Infographics**

- Infographics can be used to enhance your research, presentations, and classroom materials. This hands-on workshop will go over a couple of free resources and best practices for creating your own infographics. You’re welcome (and encouraged) to bring a project you are currently working on! [http://guides.library.illinois.edu/infographics](http://guides.library.illinois.edu/infographics)

**Managing Your Citations with Mendeley**

- Are you overwhelmed by organizing your sources? Mendeley is a free citation manager that helps you store and organize your files and insert formatted citations into papers. You will leave this hands-on workshop with a Mendeley library set up and ready to use! [http://guides.library.illinois.edu/mendeley](http://guides.library.illinois.edu/mendeley)

**Managing Your Citations with Zotero**

- Are you overwhelmed by organizing your sources? Zotero is a free, open source citation manager that helps you store and organize your files and insert formatted citations into papers. You will leave this hands-on workshop with a Zotero library set up and ready to use! [http://guides.library.illinois.edu/zotero](http://guides.library.illinois.edu/zotero)

**Protecting your Data on the Web**

- Ever wonder how advertisements appear on Facebook for something you were recently shopping for online? This hands-on workshop goes over how to protect your data from search engines and other websites. We will also go over some basics about how web pages are indexed and organized. [http://guides.library.illinois.edu/filterbubbles](http://guides.library.illinois.edu/filterbubbles)
Questions about using Zotero? We have drop-in hours!

- Have specific questions about using the citation manager Zotero? This drop-in hour is designed to get you one-on-one help with your specific questions about using Zotero. http://guides.library.illinois.edu/zotero

Understanding Impact: Impact Factor and Other Bibliometrics

- You’re writing your first article and you aren’t sure which journals to submit it to, or you are in a tenure-track position and you’ll need to include an author-level metric in your dossier. In this workshop, we will learn how to distinguish between numerous bibliometrics, including impact factor, h-index, and altmetrics and we'll get hands-on practice using some of the research metric tools. http://guides.library.illinois.edu/impact

Using Multimedia in your Research

- Are you curious about how to incorporate that interesting podcast you listened to into your research project? Using multimedia can enhance the scholarly research you’ve done when presenting through writing or slides. This hands-on workshop will go over finding, using, and citing multimedia such as images, podcasts, videos, and infographics. You’re welcome (and encouraged) to bring a project you are currently working on! https://guides.library.illinois.edu/multimedia

Workflow Strategies

- Are you struggling with how manage your projects and tasks? This hands-on workshop will go through tools and strategies to manage your workflow. We will go over a few examples of how you can organize. Come with questions if you have any! https://guides.library.illinois.edu/workflow

GIS

GIS for Research I

- Not sure what GIS is or how it is used? This first workshop of the GIS for Research series will start you down the path to use geospatial technologies in your research by guiding you through the foundational concepts of GIS and how to think spatially. We will introduce different types of GIS software to discover geospatial data and learn about key concepts like vector vs. raster data, scale, and projections. We will also discuss resources available across campus and the web to help you utilize GIS for your research. No prior GIS experience is necessary.

GIS for Research II: GIS Research, Data Management, and Visualization

- The second GIS for Research workshop will help you build a solid foundation for framing your research to utilize GIS to its full potential. We will dive deeper into GIS software to uncover tools to help organize, manage, and visualize your data. This workshop will be mostly hands-on with GIS software. GIS experience needed: Beginner.
Sharing Research Using Story Maps

- Could a map enhance how you communicate your research to diverse audiences? Maps are becoming more accessible to the general public through the use of online mapping applications such as ArcGIS Online and Google Maps. This workshop will explore different examples of story maps and get you started creating your own. Prior to attending this workshop, students will need to sign up for an ArcGIS Online Public account at https://www.arcgis.com/home/createaccount.html

Scholarly Communication

Building Digital Exhibitions with Omeka

- Do you have a research project that you want to showcase online, but don’t know how? Learn how to build an online exhibition in Omeka.net (http://www.omeka.net), a web-based online exhibition software tool. Participants will learn how to plan for, design, and upload digital materials to a basic Omeka.net website. Whether you have a research project, collections of materials, or another type of project that can be showcased in an exhibit, Omeka can work for you. All levels of experience are welcome!

Citation counts and the limitations of Google Scholar

- Citation aggregators report the citation counts of scholarly publications and their authors. They tell researchers how authoritative a given publication is, and the scholars who write those publications rely on systems such as Google Scholar to drive more interest to their work. This workshop will think about citation counts and the case of Google Scholar, a hugely popular platform that indexes citations for more than 100 million documents, how such systems can fail, and how people can manipulate them.

Copyright for Educators

- Are you planning your courses and curious about how copyright rules affect your teaching in class, on the course webpage, and beyond? Then this workshop is for you. Topics discussed in the workshop include, copyright basics, fair use, e-learning and copyright, and teaching and copyright.

Curating Your Online Scholarly Identity to Maximize the Reach and Impact of Your Work

- ResearchGate, Google Scholar, ORCID, Mendeley, and SSRN are just some of the online scholarly collaboration networks you might be trying to manage. Many scholars and graduate students are now leveraging some or all of these and other platforms to share their work, thereby increasing the impact and visibility of their scholarship. Learn more about how to effectively use researcher profile systems and scholarly communications networks to develop and manage your online scholarly presence.
Digital Publishing with Scalar

- Scalar (http://scalar.usc.edu) is a dynamic web-based platform that allows users to build interactive, multi-media exhibits and publications. This workshop will introduce you the basics of building a Scalar 'book': You will learn how to upload text, images, and videos into Scalar; build pages in Scalar; connect Scalar paths to create a Scalar book; and generate visualizations in Scalar. All levels of experience are welcome!

Dissertation to Book: Basics of the Revision and Publishing Process

- Join Dawn Durante, Senior Acquisitions Editor at University of Illinois Press, for a general introduction to publishing a scholarly book. The workshop will include tips for turning a dissertation into a book, how to submit a proposal to the right presses effectively, insights into the peer review process, plus time for general questions.

Do You Know Your Fair Use Rights?

- This interactive workshop will provide you with information about the basics of copyright law, your fair use rights, and how to exercise those rights. Join Copyright Librarian, Sara Benson, for a fun and interactive way to learn how to legally build on the work of others to explore the arts, sciences, and beyond.

Illinois Experts: Exploring Your Faculty Profile

- Illinois Experts is the online showcase for cutting-edge research and scholarship at Illinois. With over 2,100 faculty profiles and 140,000 publication records auto-populated from the Scopus citation and abstract database, Illinois Experts is a powerful tool for potential research sponsors, industry partners, and scholars from around the world to discover research expertise and collaborators at Illinois. Join us for a session on Illinois Experts to learn about your faculty profile and how to personalize it (with a photo, research interest statement, and more) and connect visitors to your other personally maintained web and social media profiles; fine-tune your unique research Fingerprint to optimize your discovery potential on the Experts portal; create and/or connect your ORCID researcher ID and quickly populate your ORCID page with data from Experts; and discover potential campus collaborators for your own research projects. We'll also take a look at how other researchers, news media, research support personnel, and others use Illinois Experts to connect with and highlight the work of Illinois faculty.

Managing Your Copyrights: Retain the Rights Important to You

- As scholars and researchers, we all create work in which we hold the copyright. When we publish that work, we often are asked to assign that copyright to the publisher. In some cases, this may mean you may lose the right to reuse your work or to make it available to colleagues or on the web. In this workshop, you will learn what rights you hold, how to read copyright transfer and license agreements, and how to approach retaining the rights most important to you.

Navigating the University Press Ecosystem

- In order to get published, you need to find a publisher. But which one is the right one? James Engelhardt, Acquisitions Editor at the University of Illinois Press, will give an
overview of the University Press ecosystem and provide helpful hints about finding the right publisher, submitting proposals, dealing with editors, and more.

Open Textbooks: Rights, Resources, & Reasons

- Are you interested in implementing Open Educational Resources (OERs) for your classes, but don’t know where to start (or if it’s even worth the trouble)? This workshop will introduce you to the importance of OERs, the rights and licenses that you need to know in order to use or create an OER, and how to find one that will suit your needs. It will also confirm that it is indeed worth the effort (and that they really aren’t that much trouble).

Sharing Your Research

Add Captions to Kaltura Video with Automatic Speech Recognition

- Automatic captioning is now available in our Kaltura campus media service (mediaspace.illinois.edu). Using automatic speech recognition, captions can be created in minutes and then edited online. This new tool will make your content legally compliant and more useable and findable by everyone. Come to this workshop for a soup-to-nuts demonstration of the captioning process.

Create scholarly and promotional digital materials with CANVA

- Looking for an easy-to-use online design tool for promotional and scholarly products that doesn’t require artistic talent or a background in design? Then CANVA is for you. CANVA provides millions of free templates, photos, and design elements to create professional looking designs, including slideshows that can be used in academic presentations.

Data Visualization in Excel

- Are you frustrated by the way your charts look when you create them in Excel? You’re not alone! In this workshop, participants will learn how to move beyond the default settings and create effective charts without having to learn a new software tool. (This workshop is part three in the Data Visualization workshop series. It is recommended to attend part one before this workshop.)

Exploratory Data Analysis Through Visualization

- Researchers often use data visualization as a way to explore data when they are not yet sure what the data show. In this workshop, participants will explore a data set as a group using Python, so basic Python knowledge is recommended. If you are not experienced with Python or want to brush up on the basics, you can take free courses with your Illinois account at lynda.com, codecademy, or the Python Data Carpentry module online. Topics covered: data cleaning, data management, process for exploratory data visualization. (This workshop is part two in the Data Visualization workshop series. It is recommended to attend part one before this workshop.)
How to make Wikipedia edits that stick

- Millions read articles in Wikipedia (WP) every day, and anyone who cares about a topic can contribute to improve quality. The experience most people have editing WP is, first, they make an edit (which might violate the encyclopedia's policies), their edit is erased by other editors within 24 hours, and the new editor becomes discouraged and gives up. Taking time to understand WP's culture and the history of an article and to follow up on one's work will make it more likely that edits persist. In addition to basic WP policies, this workshop will focus on how to read the version history and community talk pages of WP articles, in order to introduce participants, would-be editors, to the culture of Wikipedians.

Poster Presentation and Design

- Are you presenting at a conference this year? Need to design a poster for your class? This class will give you the basics of designing and presenting posters for academic conferences and professional meetings. [http://guides.library.illinois.edu/poster](http://guides.library.illinois.edu/poster)

Reading Data Visualizations

- Most people understand bar charts, but do you know how to read a network graph or a slope chart? How do you know if you can believe what you see? In this workshop, participants will learn to read and critique different kinds of data visualization. (This workshop is part one in the Data Visualization workshop series. It is recommended to attend this workshop before part two or three.)

Share Your Video Online with Kaltura

- Kaltura (mediaspace.illinois.edu) is a YouTube-like service that makes it easy to record micro-lectures, have your students submit video assignments, or publish your job talk to the Web. All U of I people can post and share videos, and you can use it to promote your research, for teaching, or outreach. You can upload videos you've already made, or record directly online, and edit your videos online, too. We will cover what you need to know to get started publishing with Kaltura, and follow up with consultation for your specific projects.

The Power of Presentations: Enhancing your Slides for Teaching and Engagement

- Throughout your life you will, almost certainly, give presentations. We've all sat through presentations that were boring, confusing, and drab. How do you communicate your message most succinctly? What visuals will captivate and inform your audience the best? Is it only about your slide design or are there other techniques that leave a lasting impression? In this session we distill the magic that just might take your next presentation from bland to grand. [http://go.illinois.edu/presentation](http://go.illinois.edu/presentation)
Miscellaneous

A Library for Everyone: Getting the Most Out of Your Library

- Get a deeper understanding of the types of resources available for the functionally diverse including brief discussions of assistive technology in the library, regulating library anxiety through mindfulness, and the variety of resources that are available for all students, staff, and faculty who learn differently. This an introduction to resources rather than an in-depth tutorial on any one technology. Technologies and services discussed will include Kurzweil, screenreaders, HathiTrust, and respite rooms.

Building Alexa Skills

- A hands-on exploration of the development process to create a simple Alexa skill and how to deploy to a device. We will build the skill together in the Alexa Development Console and use an Amazon Echo Dot to deploy it. We can then discuss a current pilot with the Residence Halls that involves custom-made Amazon Alexa Skills here on campus.

International Fieldwork 101: IRB and Beyond

- This 1-hour Savvy Researcher workshop provides practical tips to get you ready for your first international fieldwork experience. We'll start with an overview of the "pre-search" you should do before proposing a study. This will include looking for country and travel information about your destination, as well as which library services would be useful to you in the preparatory phase and then later when you're abroad. Next, we'll discuss the nuts and bolts of submitting an IRB application that involves international research and the related ethical issues. We'll end with an interactive portion where you can bring all your questions or begin working on your own form. This workshop is appropriate for people in the early and intermediate phases of applying to do international fieldwork.

Latin American and Caribbean Research Workshop

- This workshop will introduce the different resources to study and research Latin America and the Caribbean (LA&C) at the University Library and beyond. After a brief introduction to the collection and services, we will review all the major databases that support LA&C research, including utilizing the different library catalogs, general and area specific databases to find secondary literature, contemporary and historical primary sources, and more. We will discuss other major open access databases and discuss the state of academic publishing in the area. The remaining time will be devoted to hands on research.

Patents: The Literature of Innovation

- Patents contain a wealth of technical information, but they can be challenging to search. This workshop will give a brief overview of the lifecycle of a patent, highlight the patent databases available from the library, and provide tips and tricks for finding relevant patent information.
Research with School-Age Populations

- Would you like to work with k-12 students for your research? This workshop will give you the knowledge and tools to navigate completing research with a school age population. We will discuss the expectations and requirements of local school districts including information on background checks, submission timelines, and how to begin contacting school districts. We will also discuss the IRB requirements regarding working with minors including consent / assent forms, letters to families, and other aspects of school age research.

Social Media Macroscope: a comprehensive web platform for social media data research and visualization

- The Social Media Macroscope was developed right here at the University of Illinois, Urbana-Champaign by experts in data analytics and information science. This research platform allows those with an interest in social media research to conduct big data research, sentiment analysis, visualizations and more without requiring an expertise in computational science. Learn how you can use this tool for professional and educational research, garner an understanding of your marketing efforts, or learn more about the impact of social movements. Prior to the workshop, please go to https://socialmediamacrooscope.org/ and sign up for a free account using your university-affiliated email.