

studiumdigitale **Neujahrsempfang**

zusammen mit dem DIPF

Wir freuen uns das Jahr 2019 mit einem Gastvortrag von David Williamson Shaffer einzuleiten, mit freundlicher Unterstützung des DELTA Projekts und gefördert durch die Freunde und Förderer der Goethe-Universität Frankfurt am Main.

Gastvortrag von
David Williamson Shaffer

Quantitative Ethnography: Turning Big Data into Real Understanding

Termin:
den **Dienstag,
07.01.2019;
13:00 – 15:00 Uhr**
(Public lecture)

Raum: **HZ11**
(Hörsaalzentrum, Campus Westend)

12:30 Empfang mit Mittagsimbiss
13:00 Begrüßung durch Prof. Dr. Detlef Krömker
(Vorstandssprecher studiumdigitale) und
Prof. Dr. Hendrik Drachsler (DIPF)
13:15 Vortrag Professor David Williamson Shaffer
„Quantitative Ethnography: Turning Big Data
into Real Understanding“
ab
14:15 Come Together: Empfang mit Snackbuffet

David Williamson Shaffer

is the Vilas Distinguished Professor of Learning Sciences at the University of Wisconsin-Madison in the Department of Educational Psychology, the Obel Professor of Learning Analytics at Aalborg University in Copenhagen, and a Data Philosopher at the Wisconsin Center for Education Research. Before coming to the University of Wisconsin, Professor Shaffer taught grades 4-12 in the United States and abroad, including two years working with the US Peace Corps in Nepal. His M.S. and Ph.D. are from the Media Laboratory at the Massachusetts Institute of Technology. Professor Shaffer taught in the Technology and Education Program at the Harvard Graduate School of Education, and was a 2008-2009 European Union Marie Curie Fellow. He studies how to develop and assess complex and collaborative thinking skills, and is the author of *How Computer Games Help Children Learn* and *Quantitative Ethnography*.



Zusammenfassung des Vortrags:

In the age of Big Data, we have more information than ever about what people are doing and how they are thinking. However, the sheer volume of data available can overwhelm traditional qualitative and quantitative research methods, leading to research that finds significance without meaning. The science of quantitative ethnography connects the study of culture with statistical tools to understand learning, taking a critical step in learning analytics and the social sciences and humanities more broadly: going beyond looking for patterns in mountains of data to tell textured stories at scale.

In this talk, David Williamson Shaffer looks at the transformation of the social sciences in the age of Big Data through the lens of Quantitative Ethnography, an approach to analyzing human behavior that integrates data-mining, discourse analysis, social interactionism, cognition, learning science, statistics, and ethnography to produce new and innovative ways of thinking that go beyond the old dichotomy of qualitative and quantitative methods and past simple mixtures of methods in thinking about data and data analysis.

Die Teilnahme ist kostenfrei, eine Anmeldung ist jedoch erwünscht.

Bitte nutzen Sie dazu das folgende **Online-Formular**: <http://tinygu.de/nje2019>