

gesis

Leibniz Institute
for the Social Sciences



GDPR & Ethical Issues with Social Media Data

SSHOC / DARIAH Bootcamp

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Feb. 2021

A collage of 12 images showing various coffee drinks and cups. The top row features seven images: a white cup of black coffee, a glass of coffee with a spoon, a cup of coffee on a saucer with a spoon, a small cup of coffee on a wooden surface, a cup of coffee with a dusting of powder, a cup of coffee with a leaf-shaped latte art, and a cup of coffee with a glass of water. The bottom row features five images: a cup of coffee, a cup of coffee, a cup of coffee, a cup of coffee, and a cup of coffee.

Digital Traces: So much data! (...about people's behavior and attitudes)

2019 *This Is What Happens In An
Internet Minute*



ref:

<https://www.forbes.com/sites/bernardmar/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#44598c0460ba>

And so much research!

Communication Science

Computer Science

Linguistics

Educational sciences

Physics

Sociology

Medical sciences



And many more...

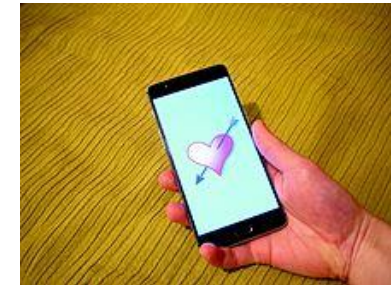
And so much sensitive data



Protest movements



Political orientation



Online dating



“Sharenting”



Health information

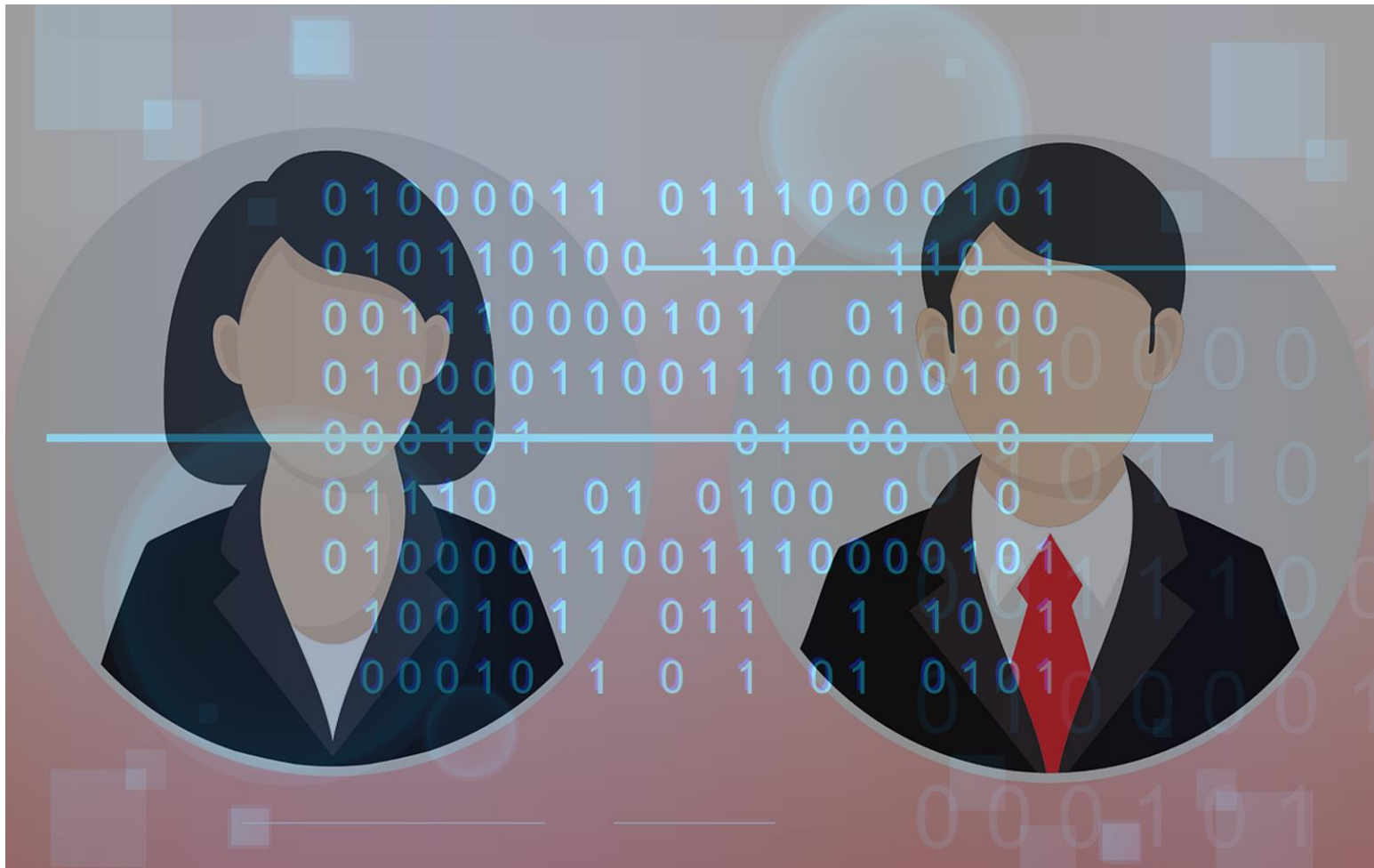


Racist/sexist attacks

And many more...

5 challenges for data protection and ethics in social media research

1. There are individuals behind the data!



2. Users are not involved in the research process

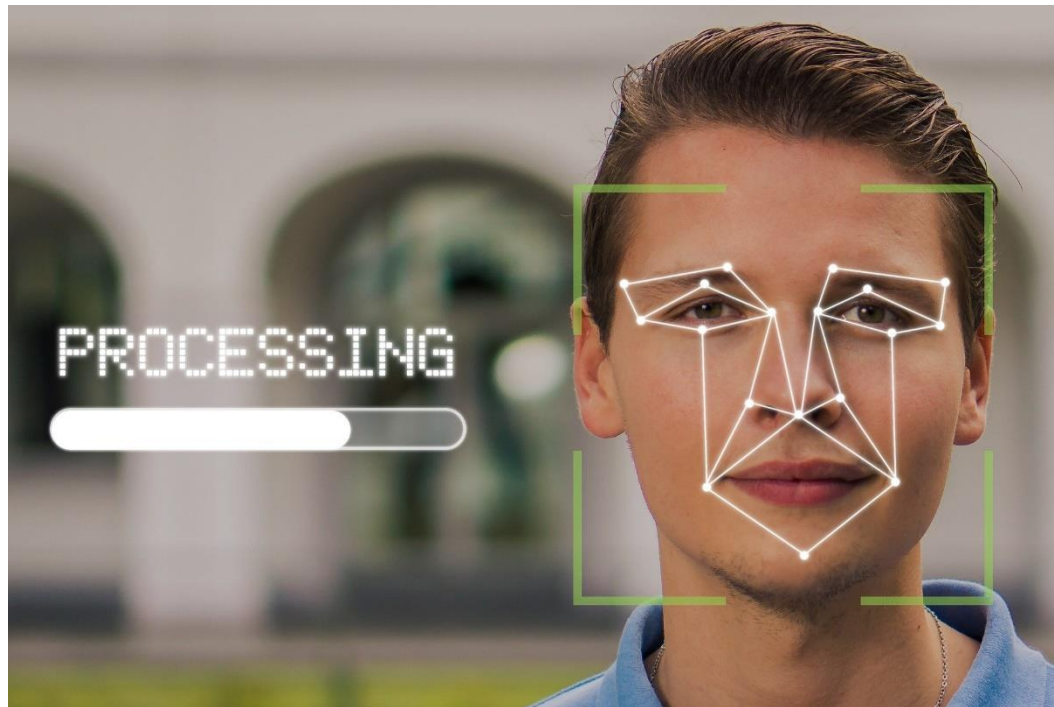


3. „But the data is already public...”



Which and what kind of 'public'?

4. Algorithms and computational research methods add novel challenges



5. Growing awareness in the research community



But little guidance, no best practice,
hardly any standards, yet.

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