

## DATA SCIENCE IN POLITICAL COMMUNICATION



Program fees:

2,145 €

10% discount for first round applications (until 30.09.2022)  
10% discount for TUM Alumni

### Content

“Data Science in Political Communication” provides a solid understanding of how data is generated in social media and how it is put to use with the assistance of data science methods to understand political communication in digital spheres. In addition, you will get a basic understanding of how machine learning mechanisms work using the programming language R, and a lot of hands on training in social media data network visualization and data analysis tools.

### Target Group

Professionals that work in the field of political communication or consultation, social media management, public administration and also IT experts who would like to gain social science perspectives on the impact of data driven platforms.

### Academic Responsibility

Prof. Dr. Yannis Theocharis  
TUM School of Governance, Professor for Digital Governance  
Jan Zilinsky  
PhD, TUM School of Governance, Research Associate

### Why this program?

The course offers a unique combination of technical and theoretical foundations of using data science in political communication: The technical component introduces participants to data science methods. They will gain a hands-on understanding of how data science methods and tools are used to collect, analyze, and visualize social media data.

The theoretical component introduces participants to a number of social and political processes that are influenced and potentially changed by social media right at this very moment; from how people get their news, to misinformation and polarization, to political participation, collective action organizing, governance, and, of course, elections

### Requirements for entry

Basic understanding of social media platforms and how they function; knowledge of the basic principles of social science research would be beneficial, but not required. No previous programming experience required.

### Contact and further information



[data-democracy@ill.tum.de](mailto:data-democracy@ill.tum.de)  
+49 (89) 289 28474

<http://go.mytum.de/200019>



### About the TUM Institute for LifeLong Learning

The TUM Institute for LifeLong Learning supports international experts and leaders from science, business and society to meet the challenges of the 21st century.

Therefore, the Institute offers innovative continuing education courses and thus facilitates scientifically-based and technology-supported professional and leadership development.