

Workshop

DATA SCIENCE AND SOFT COMPUTING ANALYTICS

José Manuel Robles, Universidad Complutense de Madrid

Belén Casas-Mas, Universidad Complutense de Madrid

MONDAY TO THURSDAY | 20-23 MAY 2024 | AULA OVALE

Dipartimento di Scienze Sociali Vico Monte della Pietà 1, Napoli

The objective of this workshop is twofold. On the one hand, it seeks to present a set of theoretical concepts that are very useful for interpreting current digitally mediated political communication processes: digital political Polarization, digital Populism, and post-truth. Thus, this presentation would be based on a review of the existing literature, as well as an epistemologically novel proposal.

On the other hand, and as a second objective, a set of data science techniques developed by our research group to measure the three phenomena would be presented.

Monday 20, May - 11.00-14.00: Polarization. From broad idea of polarization to digital political polarization. What is Digital political polarization? A new epistemological proposal.

Tuesday 21, May - 11.00-14.00: Populism. Three dimensions to define this elusive concept. Digital populism. A reorganization of the populist discourse.

Wednesday 22, May - 11.00-14.00: Populism and Polarization. In an international Context: Comparative proposals (America, Europe, Asia).

Thursday 23, May - 15.00-18.00: From the information and knowledge society to the post-truth society. Post-truth and Social Networks