

# GESIS Summer School in Survey Methodology 2022

## Syllabus for course: “Introduction to R for Data Analysis”

Lecturers:	Dr. Johannes Breuer	Dr. Stefan Jünger	Veronika Batzdorfer
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Date: 15-19 August 2022

Time: Mo-Th: 09:30-15:30 | Fr: 09:30-14:30

Venue: Online via Zoom

### About the Lecturers:

*Dr. Johannes Breuer* is as a senior researcher in the team Survey Data Augmentation at the GESIS department Survey Data Curation where his work focuses on data linking and the use of digital trace data. He also (co-)leads the team Research Data & Methods at the Center for Advanced Internet Studies (CAIS). He received his Ph.D. in psychology from the University of Cologne. Before joining GESIS, he worked in several research projects investigating the use and effects of digital media. His other research interests include computational methods, data management, and open science.

*Dr. Stefan Jünger* is a postdoctoral researcher in the team Data Augmentation at the GESIS department Survey Data Curation working on the use of georeferenced data in social science research. He received his Ph.D. in sociology from the University of Cologne. In addition to his substantive research and his work on the use of georeferenced data in the social sciences, he is also interested in topics of data management and reproducible research.

*Veronika Batzdorfer* is a postdoctoral researcher in the team Digital Society Observatory at the GESIS department Computational Social Science (with a secondary affiliation also in the team Data Augmentation in the department Survey Data Curation). Her work focuses on joining digital trace data with other data types as well as natural language processing techniques. She has been working at ZPID in the Big Data team before joining GESIS, where she was concerned with modelling temporal dynamics on social media platforms and causal identification. She is interested in topics such as making digital trace data reproducible, Ecological Momentary Assessment and causal graphs (DAGs).

### Selected Publications:

- Batzdorfer, V., Steinmetz, H., Biella, M., & Alizadeh, M. (2021). Analysing the temporal dynamics of conspiracy theories: A Twitter multi-level time series study. *International Journal of Data Science and Analytics*. doi: 10.1007/s41060-021-00298-6
- Beuthner, C., Breuer, J., & Jünger, S. (2021). Data Linking—Linking survey data with geospatial, social media, and sensor data. *GESIS Survey Guidelines*. [https://doi.org/10.15465/GESIS-SG\\_EN\\_039](https://doi.org/10.15465/GESIS-SG_EN_039)
- Breuer, J. (2017). R(Software). In J. Matthes, C. S. Davis, & R. F. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley. doi: 10.1002/9781118901731.iecrm0201
- Breuer, J., Bishop, L., & Kinder-Kurlanda, K. (2020). The practical and ethical challenges in acquiring and sharing digital trace data: Negotiating public-private partnerships. *New Media & Society*, 22(11), 2058–2080. doi: 10.1177/1461444820924622
- Jünger, S. (2021). Land Use Disadvantages in Germany: A Matter of Ethnic Income Inequalities? *Urban Studies*, Online First. doi: 10.1177/00420980211023206

- Stier, S., Breuer, J., Siegers, P., & Thorson, K. (2019). Integrating survey data and digital trace data: Key issues in developing an emerging field. *Social Science Computer Review*, Advance online publication. doi: 10.1177/0894439319843669
- Jünger, Stefan. 2019. Using Georeferenced Data in Social Science Survey Research. The Method of Spatial Linking and Its Application with the German General Social Survey and the GESIS Panel. Köln: GESIS - Leibniz-Institut für Sozialwissenschaften.

## Course Description:

The open-source software package R is free of charge and offers a variety of standard data analysis procedures as well as a comprehensive repertoire of highly specialized processes and procedures, even for complex applications. After providing an introduction to the basic concepts and functionalities of R, we will go through a prototypical data analysis workflow in the course: import, wrangling, exploration, (basic) analysis, reporting.

## Keywords:

R, data wrangling, exploratory data analysis, data visualization, data analysis

## Course Prerequisites:

- prior experience with quantitative data analysis, basic statistics, and regression
- experience with using other statistical packages (e.g., SPSS or Stata) is helpful, but not a requirement.

## Target Group:

Participants will find the course useful if they want to use R to wrangle, explore, visualize and analyse their data.

## Course and Learning Objectives:

By the end of the course participants should be:

- Comfortable with using R and RStudio
- Able to import, wrangle, and explore their data with R
- Able to conduct basic visualizations and analyses of their data with R
- Able to generate reproducible research reports using R Markdown

## Organizational Structure of the Course:

The best way to learn R is to try things out and apply the presented concepts. Therefore, we will have a mixture of lectures and hands-on exercises. More specifically, each topic will be introduced in a lecture by the instructors. Participants will then receive a set of exercises on each topic that they work on alone. The solution of the exercises will be discussed before the start of the next lecture part.

## Software and Hardware Requirements:

Course participants will need a computer or laptop with R (<https://cran.r-project.org/>) and RStudio installed (<https://www.rstudio.com/>). Both programs are free and open source.

## Long Course Description:

### *Getting started*

The first session will cover all preliminary topics. This includes installing and loading packages in R, using the RStudio GUI, and where/how to find help.

### *Data import & export*

We will cover basic data structures in R and discuss how to import different types of data into R (e.g., CVS, Excel, SPSS and Stata files), how to store data in R-specific formats, and how to export them to various other formats.

*Data wrangling: Basics*

Before researchers can start to analyze their data, they first have to wrangle them (i.e., clean and transform). In this session, we will focus on basic functions for “getting our data in shape” (renaming variables, creating new ones, changing variable types, etc.) from the so-called Tidyverse which is “an opinionated collection of R packages designed for data science” (see <https://www.tidyverse.org/>).

*Data wrangling: Advanced*

After making ourselves familiar with the handy tools for data wrangling in R (and the Tidyverse), we will learn about more advanced wrangling methods.

*Exploratory data analysis*

In this session, we will learn to explore our data to, e.g., check distributions, missing values or outliers. We will also learn about generating summary statistics for our data.

*Data visualization - Part 1*

In this first session on data visualization, participants will learn how to create basic visualizations of their data. We will briefly discuss the plotting functions that base R offers. However, the main focus will be on the powerful visualization package ggplot2 (which is also part of the Tidyverse). In this part, we will use some of the functionalities of ggplot2 to visually explore our data.

*Confirmatory data analysis*

In this part, we will give an introduction to basic confirmatory data analysis techniques in R. While we will also briefly address other basic analysis techniques (t-tests, ANOVA), the focus of this session will be on regression. We will also discuss how model statistics can be transferred to a standard data format which we can further work with.

*Data visualization - Part 2*

This second session on data visualization concentrates on the visualization of statistical models. We will learn about tools for gathering results from statistical models and how to visualize them. Again, the main focus of this session will be on the package ggplot2 and regression.

*Reporting with R Markdown*

R Markdown is a combination of a simple markup language (Markdown) and R code. In this part of the course, we will explore how to generate fully reproducible reports with R Markdown and discuss what else you can do with it (e.g., write manuscripts or create presentations or posters).

*Outlook, Advanced Use of R, Extended Q&A session*

In this last session, we will provide an outlook on some advanced topics that we did not cover in this course as well as current and future developments of (and around) R that might be of interest for participants. We will also provide the opportunity for an extended Q&A session to discuss any open questions.

**Day-to-day Schedule & Literature:**

Day	Topic(s)
1	<p><i>Morning</i> Getting started with R and RStudio</p> <p><i>Afternoon</i> Data import &amp; export</p> <p><u>Suggested reading:</u>  <a href="http://www.r-bloggers.com/why-use-r/">http://www.r-bloggers.com/why-use-r/</a></p> <ul style="list-style-type: none"> <li>▪ Fogarty, B. J. (2019). Quantitative social science data with R. Chapter 2.</li> </ul>

	<ul style="list-style-type: none"> <li>Wickham, H., &amp; Golemund, G. (2016). R for data science. Chapters 2, 4, and 8 (= 4, 6, &amp; 11 in the online version).</li> </ul>
2	<p><i>Morning</i> Data wrangling: Basics</p> <p><i>Afternoon</i> Data Wrangling: Advanced</p> <p><u>Suggested reading:</u></p> <ul style="list-style-type: none"> <li>Fogarty, B. J. (2019). Quantitative social science data with R. Chapters 4 and 5.</li> <li>Wickham, H., &amp; Golemund, G. (2016). R for data science. Chapters 3, 9, 10, and 17 (= 5, 12, 13, &amp; 21 in the online version).</li> </ul>
3	<p><i>Morning</i> Exploratory data analysis</p> <p><i>Afternoon</i> Data visualization - Part 1</p> <p><u>Suggested reading:</u></p> <ul style="list-style-type: none"> <li>Fogarty, B. J. (2019). Quantitative social science data with R. Chapters 7 and 8.</li> <li>Wickham, H., &amp; Golemund, G. (2016). R for data science. Chapter 1 (= 3 in the online version).</li> </ul>
4	<p><i>Morning</i> Confirmatory data analysis</p> <p><i>Afternoon</i> Data visualization - Part 2</p> <p><u>Suggested reading:</u></p> <ul style="list-style-type: none"> <li>Fogarty, B. J. (2019). Quantitative social science data with R. Chapters 9 to 11.</li> <li>Wickham, H., &amp; Golemund, G. (2016). R for data science. Chapters 18 to 20 (= 23 to 25 in the online version).</li> </ul>
5	<p><i>Morning</i> Reporting with R Markdown</p> <p><i>Afternoon</i> Outlook, Advanced Use of R, Extended Q&amp;A session</p> <p><u>Suggested reading:</u></p> <ul style="list-style-type: none"> <li>Wickham, H., &amp; Golemund, G. (2016). R for data science. Chapters 21 and 23 (= 27 &amp; 29 in the online version).</li> </ul>

### Preparatory Reading:

Not necessary

### Additional Recommended Literature:

- Imai, K., & Webb Williams, N. (2022). Quantitative Social Science: An Introduction in tidyverse. Princeton University Press.
- Fogarty, B. J. (2019). Quantitative social science data with R. Sage.

- Golemund, G. (2014). Hands-on programming with R. Write your own functions and simulations. O'Reilly. Also freely available online: <https://rstudio-education.github.io/hopr/>
- Healy, K. (2019). Data visualization. A practical introduction. Princeton University Press.
- Matloff, N. (2011). The art of R programming: A tour of statistical software design. No Starch Press.
- Muenchen, B. (2011). R for SPSS and SAS Users. Springer Science & Business Media.
- Long, J. D., & Teetor, P. (2019). R Cookbook: Proven recipes for data analysis, statistics, and graphics. 2<sup>nd</sup> edition. O'Reilly. Also freely available online: <https://rc2e.com/>
- Wickham, H., & Golemund, G. (2016). R for data science: import, tidy, transform, visualize, and model data (First edition). O'Reilly. Also freely available online: <http://r4ds.had.co.nz/>
- Wickham, H. (2019). Advanced R. Second Edition. <https://adv-r.hadley.nz/debugging.html>
- Xie, Y., Allaire, J. J., & Golemund, G. (2019). R Markdown. The definitive guide. CRC Press. Also freely available online: <https://bookdown.org/yihui/rmarkdown/>
- Xie, Y., Dervieux, C., & Riederer, E. (2020). R Markdown Cookbook. CRC Press. Also freely available online: <https://bookdown.org/yihui/rmarkdown-cookbook/>