

Computational Social Science in Communication Research

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Abstract We review and discuss how computational social science has been employed in communication research. Following the classic 5W model in communication research, we describe key studies of computational social science on the process of "who (communicators), says what (content), to whom (audiences), through what (channel), with what (effects)". We also discuss major contributions and existing problems of computational social science and online big data in these research areas.

Key words: 5W model communicator audience content channel effects

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