Social Media Scraping and Analysis

with Zeeschuimer and 4Cat

Oct. 23, 2026

1:00 - 2:00 p.m.

Online

Sherman Centre for Digital Scholarship



scds.ca
scds@mcmaster.ca

A joint initiative of McMaster's Faculty of Humanities and McMaster University Libraries

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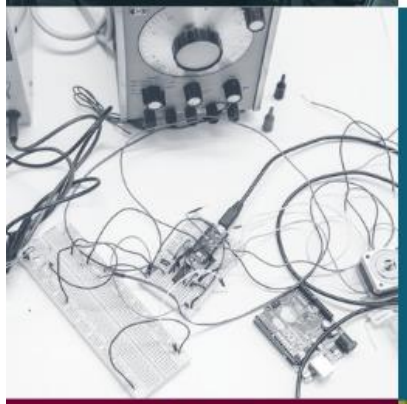





John Fink, Digital Scholarship Librarian

Lauren McLean, Sherman Centre Postdoctoral Fellow

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Land Acknowledgement

McMaster University is located on the traditional Territories of the Mississauga and Haudenosaunee Nations, and within the lands protected by the “Dish With One Spoon” wampum agreement.

The Dish with One Spoon wampum agreement shares three principles: to take only what you need, leave enough for others, and always keep the dish clean. We offer our respect to our neighbours as we strive to strengthen our relationships with them. Acknowledging these connections reminds us of our collective relationship to this land where we learn and work.

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Code of Conduct

The Sherman Centre and the McMaster University Libraries are committed to fostering a supportive and inclusive environment for its presenters and participants.

As a participant in this session, you agree to support and help cultivate an experience that is collaborative, respectful, and inclusive, as well as free of harassment, discrimination, and oppression. We reserve the right to remove participants who exhibit harassing, malicious, or persistently disruptive behaviour.

Please refer to our code of conduct webpage for more information: **scds.ca/code-of-conduct/**

Session Recording and Privacy

This session is being recorded with the intention of being shared publicly via the web for future audiences. In respect of your privacy, participant lists will not be shared outside of this session, nor will question or chat transcripts.

Questions asked via the chat box will be read by the facilitator without identifying you. Note that you may be identifiable when asking a question during the session in an audio or visual format.

Certificate Programs

The Sherman Centre for Digital Scholarship Certificate of Attendance

The Sherman Centre's certificate program recognizes attendance at our workshops. It complements degree training, supports the development of critical competencies in data analysis, research data management, and digital scholarship, and formalizes core skills fostered by our workshops.

Participants are invited to attend seven workshops and receive a certificate of attendance. To verify your participation in today's workshop, we will provide a code and additional instructions at the end of the session.

You can learn more about the certificate program at **scds.ca/certificate-program**

The Canadian Certificate for Digital Humanities

This workshop is also eligible for the Canadian Certificate for Digital Humanities. To learn more about the certificate, visit **ccdhhn.ca**. You can also contact local liaison Alexis-Carlota Cochrane at scds@mcmaster.ca

Learning Objectives

By the end of this workshop, you will:

1. Explain the purpose and capabilities of the Zeeschuimer and 4CAT tools.
2. Collect data from supported social media platforms using Zeeschuimer.
3. Import, manage, and explore collected datasets within 4CAT.
4. Conduct basic analyses of social media data using 4CAT's built-in tools and workflows.
5. Identify ethical, legal, and methodological considerations related to social media data collection and analysis

VPN

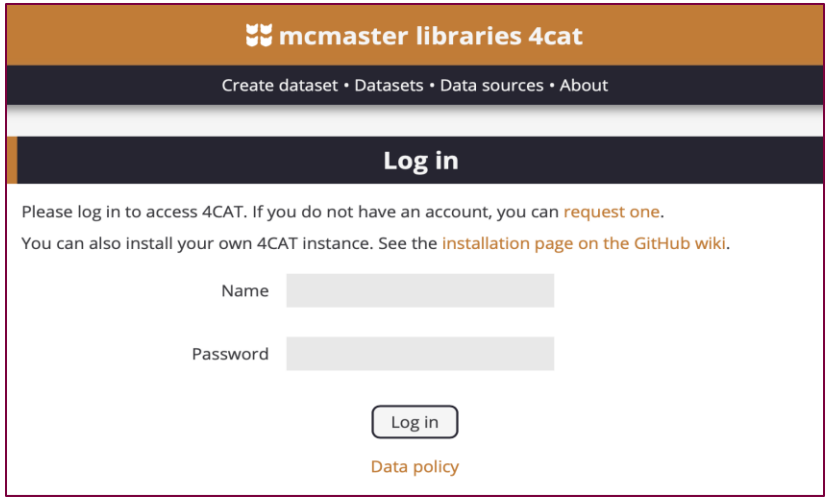
Before beginning, please ensure you are logged into the McMaster VPN.

4Cat cannot run without the VPN*

- The McMaster VPN is available to students, faculty, and staff
- For more information on accessing the VPN, please visit the Virtual Private Networking page by UTS at: https://uts.mcmaster.ca/services/computers-printers-and-software/virtual-private-networking/
  - Googling McMaster VPN should yield this result



Set-up: Zeeschuimer and 4Cat



Please ensure the following is completed:

1. **Install Zeeschuimer on your computer**
   - Please note: Zeeschuimer requires FireFox as the browser
2. **SCDS/Facilitators enrolled you in 4Cat (for McMaster accounts)**
   - Attention: 4Cat accounts will expire after today. If you need 4Cat to continue for your research purposes beyond today, please reach out to John Fink.
3. **Access 4Cat**
   - **To access 4Cat, please go to:** http://libraryp2.lib.mcmaster.ca:8081/login/
     - Your username is your full email
     - Please note: If you are not on McMaster's campus, you will need to download the McMaster VPN to access 4Cat. The VPN instructions can be found here: https://uts.mcmaster.ca/services/computers-printers-and-software/virtual-private-networking/
4. **Connect Zeeschuimer and 4Cat**
   - Navigate to the Zeeschuimer widget in Firefox
     - **Under Connect to 4Cat, enter the link into 4Cat Server URL**: http://libraryp2.lib.mcmaster.ca:8081



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Create a Dataset

Please select a social media platform you would like to collect data from.

- We recommend **TikTok** if you do not have a social media account. Alternatively, if you do have an **Instagram** account, please login.
- Navigate to the Zeeschuimer widget in Firefox and toggle ON your chosen social media site under “Active”
- In a different tab, please go to your social media site and start collecting data (ex. search for a word and scroll through the content results).
- After scrolling, if you go to Zeeschuimer, the number of Items for your active site should increase



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Share your Dataset to 4Cat

Please return to the Zeeschuimer to share your dataset to 4Cat

- **Reminder:** You need to have entered the link in the 4Cat Server URL to Connect to 4Cat
- For the social media platform you have collected data (Items) for, select the Action “to 4CAT”
- Note: If no the item number is 0 then zero data was collected. Please ensure the selected platform is On under active and retry creating a dataset

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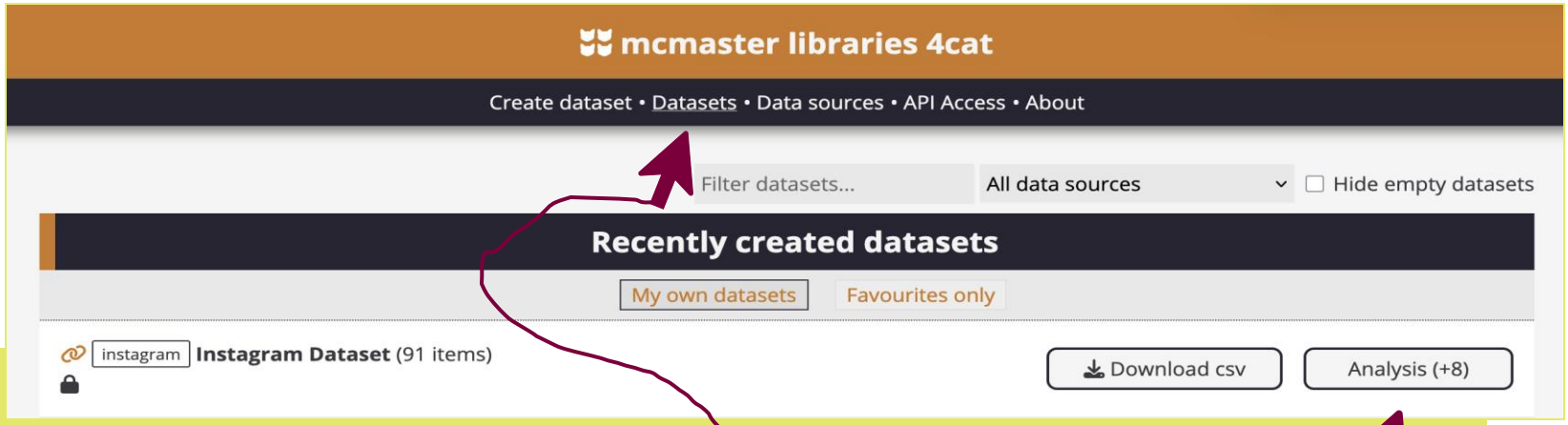
Analyze the Data



Using 4Cat, let's analyze the dataset created with Zeeschuimer

- Return to the McMaster Libraries 4Cat
  - Select **"Datasets"** to find the dataset you collected
  - Click on **"Analysis"** next to the dataset
  - You should now have access to the analysis tools of 4Cat for your dataset including:
    - **Histogram:** Creates a graph for the number of posts over a specific timeframe
    - **Pseudonymise or Anonymise:** Removes or replaces fields with personal information
    - **Find Top Hashtags:** Counts and sorts the occurrence of each hashtag in the dataset
    - **Word Tree:** Generates a word tree for a query – the word provided as the word tree root query

Fall 2026: Upcoming Workshops

Data Analysis Support Hub

October 22 - Exploring Statistics Canada Data Resources
November 4 - Introduction to R Programming
November 18 - Prediction Model Performance for Binary Outcomes in R

Digital Research

October 19 - DORA: Tracking the Impact of Non-Traditional Research Outputs
November 10 - DORA: Visualizing Research Impact

Research Data Management

October 21 - Best Practices for Managing Data in your Research (Fall)
October 29 - Data Horror Stories (Research Practice Exchange)
November 17 - Setting Up a Research Project with Data from Humans and Preparing for Ethics

Do More with Digital Scholarship

October 20 - Creating Small and Ugly Open Educational Resource (OER)
October 29 - Community-Engaged Teaching and Learning Day

Register for Upcoming Workshops: https://u.mcmaster.ca/scds-workshops

Tell us what you think | Verify your attendance

Provide feedback on this session and verify your participation at
https://u.mcmaster.ca/verification

This session's verification code:

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SCDS Links

Send SCDS an Email:

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Register for a Workshop:

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Subscribe to our Newsletter:

https://u.mcmaster.ca/sign-up

Schedule a Consultation:

https://libcal.mcmaster.ca/appointments



