

TABLE OF CONTENT

List of Tables	9
List of Figures	11
INTRODUCTION	17
I. BIG DATA IN SOCIAL SCIENCES AND HUMANITIES	21
• I.1. Big Data in social science research	21
• I.2. Big Data in Digital Humanities	26
• I.3. Methodological frame	29
• I.3.1. Review of the relevant literature	29
• I.3.2. Google Analytics in social sciences	34
• I.3.3. Social media as a source of research data in social sciences	36
• I.3.4. Analysing cultural trends with Google NGram in Digital Humanities	38
II. BIG (CRISIS) DATA IN REFUGEE STUDIES: CRISIS RESPONSE	43
• II.1. Predicting refugee flows with an approach to Big (Crisis) Data	43
• II.1.1. Real-world examples: Predicting refugee flows from Ukraine	47
• II.1.2. Limitations of the methodological concept (Google Trends)	58
• II.2. Migrant and refugee integration and flow analysis with an approach to Big Data: Social media insights	61
• II.2.1. Methodological approach for extracting insights from social media	64

• II.2.2. Real-world examples: Social media as a source of migration data from Ukraine	68
• II.2.3. Facebook and Instagram as a source of integration dynamics	76
• II.2.4. YouTube as a source of migration and integration insights	82
III. DIGITAL DEMOGRAPHY: EU MIGRATION AND IMMIGRATION	89
• III.1. Crisis in the healthcare system across Europe: Forecasting migration of healthcare professionals	91
• III.1.1. Unravelling brain drain: Analysing mobility factors of health workers within the EU	94
• III.1.2. Google Trends as a method for predicting the migration of healthcare workers	101
• III.2. Forecasting migration and integration trends by big data: Real-world example Croatia	108
• III.2.1. Measuring and forecasting the “EU migration wave” of Croatian citizens: Big data approach	109
• III.2.2. Google Trends and Facebook as tools for migration forecasting: Case study Croatia	116
• III.2.3. Using Facebook to gauge integration, cultural assimilation and migration	130
• III.3. Mapping immigration and illegal migration to the EU with a Big (Migration) Data approach: Croatian perspective	134
• III.3.1. Immigration to the EU: Case study Croatia	135
• III.3.2. Google Analytics as a source of immigration insights	140
• III.3.3. Illegal migration	149
• III.3.4. Social media as a source of immigration data	152
• III.4. Demographic challenges and the future of the EU	161

IV. BIG (CRISIS) DATA AND PUBLIC HEALTH 165

- **IV.1. How Google search analysis can support COVID-19 research 165**
- IV.1.1. Google Trends as a method to predict new COVID-19 cases: Case study Croatia 169
- IV.1.2. Socio-Psychological Consequences of the Pandemic – Screening with big data approach 178
- IV.1.3. Effect of the COVID-19 pandemic on future birth rates 183
- **IV.2. Big data in tourism crisis management 187**
- IV.2.1. Integrating big data into tourism crisis management 189
- IV.2.2. Forecasting tourist season in Croatia (in time of crisis) 191
- IV.2.3. Limitations of Google Trends analysis 201

V. BIG DATA IN (DIGITAL) HUMANITIES 203

- V.1. Using Digital Humanities for Understanding COVID-19 203
- V.2. Real-world examples: Coronavirus Pandemics (Insights from Google NGram) 205
- V.3. Limitations of the Google NGram method 218
- V.4. Future lessons from the intersection of big data and Humanities 222

CONCLUSION 225

BIBLIOGRAPHY 231