SOCIAL DATA ANALYTICS

Learning Outcomes

The curriculum of the Dual-title degree program in Social Data Analytics is designed to develop PhDs with the skills, experience and instincts to lead science and broader society in engaging and addressing the challenges and opportunities arising from big social data. The learning objectives for each student who completes the program are:

1. Combining Social Science and Computational Science: With training in social science disciplines and statistical, computational, visual analytics, students cultivate an understanding of how social research is conducted with advanced analytical approaches.

2. Contributing to the field of Social Data Analytics: Students in the program learn how to, through their own research programs, expand the capabilities of the multidisciplinary field of social data analytics, and use those capabilities creatively to answer important social scientific questions and to address grand social challenges.

3. Understand basic and applied use of social data analytics: Students in the program will understand how to use and apply their research skills in both academic and private sector employment settings.

4. Diverse and ethical perspectives on Social Data Analytics: The training in the SoDA program leads students to instinctively consider diverse and multinational perspectives on social data issues, to instinctively and effectively prioritize ethics, scientific responsibility, and social consequences in the creation and use of social data, and to communicate effectively with both scientific and nonscientific audiences.