

# **SOCIAL DATA ANALYTICS, B.S.**

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**Begin Campus:** Any Penn State Campus

**End Campus:** University Park

## **Career Paths**

Businesses and governments increasingly need employees who know how to handle, analyze and communicate with and about large and complex bodies of information. Glass Door described being a data scientist as the “best job in America” in 2016 because these positions are abundant and they command high salaries. Employers need people who can turn data into insights about the kind of problems they are trying to solve. The Social Data Analytics major provides students with a unique interdisciplinary training that develops their ability to think about data in relation to the complex social realities from which it is generated.

## **Careers**

Some Social Data Analytics majors will use their training with companies seeking new markets, improved work flows, more effective marketing, or better investment climates. Others may work for government agencies such as the Department of Defense, the National Institute of Health, the Department of Energy or the Department of State, forecasting political change and coordinating resources to improve human health and security. The degree also prepares students to be strategists for political campaigns or to work in law enforcement. Additionally, this degree is excellent preparation for a variety of graduate programs, including social science, public policy, urban planning, and law.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE SOCIAL DATA ANALYTICS PROGRAM (<https://soda.la.psu.edu/programs/undergraduate/prospective-students/>)

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://soda.la.psu.edu/programs/graduate-program/requirements/>)