SOCIAL DATA ANALYTICS, B.S.

Begin Campus: Any Penn State Campus

End Campus: University Park

Program Learning Objectives

- Develop capacity for cross disciplinary communication and the ability to work in teams.
- Handle large, heterogenous data; analyze data; and create data visualizations.
- Integrate data analytics skills, social science methodology and substantive knowledge to draw inferences about social and political phenomena, assess the validity of those inferences and apply conclusions to real life problems and decisions.
- Understand data in relation to both broader social and political problems and the social context that generates that information.
- Develop substantive knowledge in a social science discipline.
- Develop proficiency in research design, experimentation, statistical processes, hypothesis testing and validation.