

Soc 596: Computational Social Science

Matthew J. Salganik
Department of Sociology
Princeton University

01-04-Preview for next class (Big Data)



Big data:

- ▶ three Vs: Volume, Velocity, Variety
- ▶ research not collected for the purposes of academic research
- ▶ government administrative data and business administrative data

Bit by Bit: Social Research in the Digital Age, Chapter 2:

Observing behavior.

— Farber. 2015. Why you Can't Find a Taxi in the Rain and Other Labor Supply Lessons from Cab Drivers. Quarterly Journal of Economics.

— Helft. 2008. Google Uses Searches to Track Flu's Spread. New York Times.

Ginsberg et al. 2008. Detecting influenza epidemics using search engine query data. Nature.

Goel et al. 2010. Predicting consumer behavior with Web search. PNAS.

Lazer et al. 2014. The Parable of Google Flu: Traps in Big Data Analysis. Science.

Yang et al. 2015. Accurate estimation of influenza epidemics using Google search data via ARGO. PNAS.

Google Correlate: The Comic Book.

Spend 2 minutes playing with Google Trends.

Spend 2 minutes playing with Google Correlate.

— Mas and Moretti. 2009. Peers at Work. American Economic Review.