

Open call (05-04)

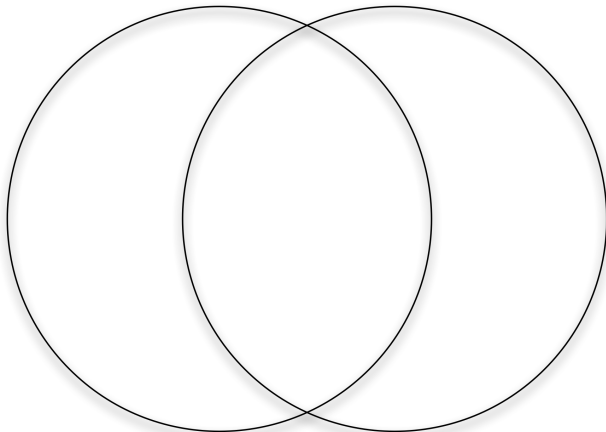
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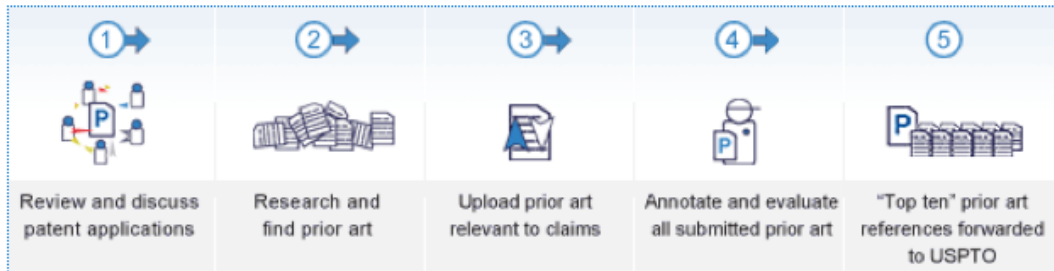
Soc 596: Computational Social Science
Fall 2016



Open Calls

Prediction Problems





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NEW YORK TIMES BESTSELLER

"AS MUCH A TALE OF INTRIGUE AS IT IS OF SCIENCE...A book full of gems for anyone interested in history, geography, astronomy, navigation, clock making, and—not the least—plain old human ambition and greed."

—*Philadelphia Inquirer*

Longitude



DAVA SOBEL

FOREWORD BY NEIL ARMSTRONG

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Solutions are easier to check than to generate

Imagine a charisma free social science

Imagine a social science with demonstrable progress

Imagenet and deep learning

Is there a role for prediction in the social sciences?

$$y_i = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \epsilon_i$$

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Produces $\hat{\beta}$ and \hat{y}

- ▶ Why does social science generally ignore \hat{y} ?
- ▶ What does data science generally ignore $\hat{\beta}$?

Statistical Modeling: The Two Cultures

Leo Breiman

<http://dx.doi.org/10.1214/ss/1009213726>

To Explain or to Predict?

Galit Shmueli

<http://dx.doi.org/10.1214/10-STS330>

Is creating an open call really research?

Churn prediction to amplified asking

An example

Questions? Comments? Ideas? Suggestions?