







intelligent citizen

clearer



data



decide strategize designs

WHY DO WE MODEL?

- To be an **intelligent citizen**: A multi-disciplinary liberal arts thinker.
- To think **clearer**: Models are a crutch to weed out logical inconsistencies (e.g., popular friends paradox in social networks).
- To use and understand **data**: There is now a firehose of data online that we should attempt to turn into useful knowledge. Models allow us to structure data to tease out new knowledge and perhaps arrive at some wisdom in the long run.
- To **decide, strategize** and **designs**: Models allow us to structure data, which then allows us to make better decisions.

SOCIAL SCIENCE MODELLING

The **gender pay gap** is the gap between what men and women are paid.

It refers to the median annual pay of all women who work full-time and year-round, compared to the pay of a similar cohort of men.

If you wanted to understand why this gap exists, what variables would you look at? How you go about **modeling** this?