

# Introduction: Social Data Analytics

INF1005/6, Prof. Alex Hanna

March 2, 2017

# Class Description

- “Big (Social) Data”
- Python programming

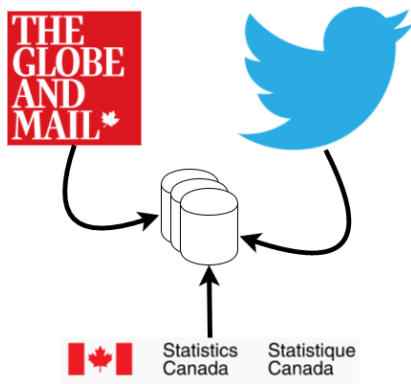
# Class Goals

- Identify
- Collect
- Transform
- Analyze
- Visualise



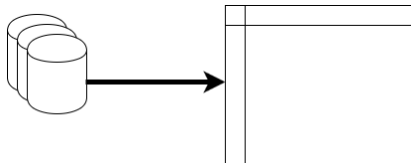
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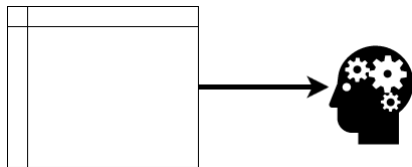
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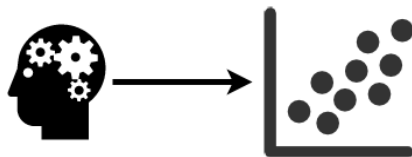
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# Class Requirements

- Attendance (20%)
- Assignment 1 (40%)
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# Procedures and Rules

- E-Culture
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# About Me

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(Prof. Hanna, or Dr.  
Hanna)
- PhD and MS in Sociology
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- Transgender and queer
- Pronouns: she/her/hers

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- Roller derby skater



# About You!

`http://bit.ly/inf1006-survey`

**What are Social Data Analytics?**



**500M+**

Monthly Actives

**300M+**

Daily Actives

**80%+**

Outside The U.S.

**4.2B**

Likes Daily

**95M+**

Photos/Videos Per Day



313M

Monthly active  
users

1B

Unique visits  
monthly to sites  
with embedded  
Tweets

82%

Active users on  
mobile

3,860

Employees  
around the world



SHOPIFY PLATFORM RELEASED

2006

# EMPLOYEES

1500+

# MERCHANTS

300,000+

TOTAL SALES ON SHOPIFY

\$20 Billion



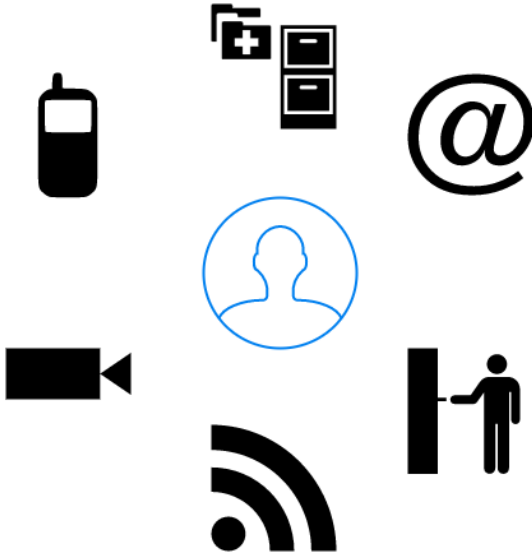
Statistics  
Canada

Statistique  
Canada

Five-year Census of every Canadian (>35 million)  
350+ active surveys on Canadian life



# Big Data is “Trace” Data



# Big Data Fields

“Data Science”  
“Business intelligence and analytics”  
“Computational social science”

# Computational Social Science (Shah et al. 2015)

- the use of large, complex datasets, often... measured in terabytes or petabytes
- the frequent involvement of 'naturally occurring' social and digital media sources and other electronic databases
- the use of computational or algorithmic solutions to generate patterns and inferences from these data
- the applicability to social theory in a variety of domains from the study of mass opinion to public health, from examinations of political events to social movements

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# Computational Social Science

- Network analysis
- Automated content (e.g. text and image) analysis
- Massive Online Experiments

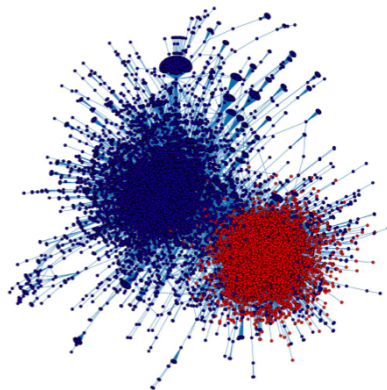
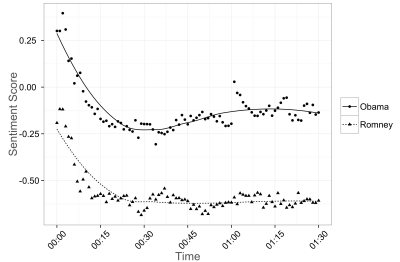


Fig. 2. The political retweet network, laid out using a force-directed algorithm. Node colors reflect cluster assignments (see text).

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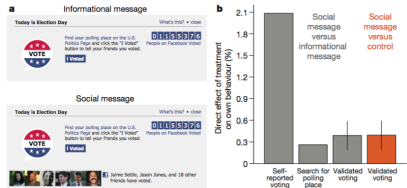
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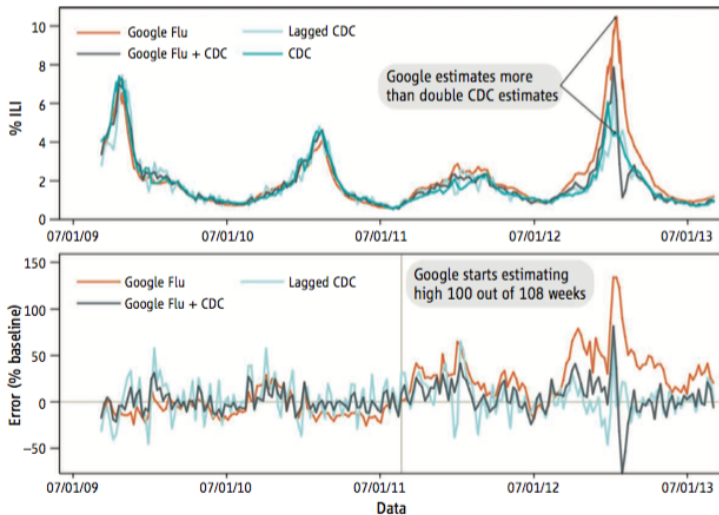


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# Big Data Gone Wrong: Google Flu Trends



# Big Data Gone Wrong: Facebook and Emotions



# Coding as Thinking

- Programming languages get old, thinking does not
- When you program, you open doors
  - DIY
  - Troubleshooting
  - Career

