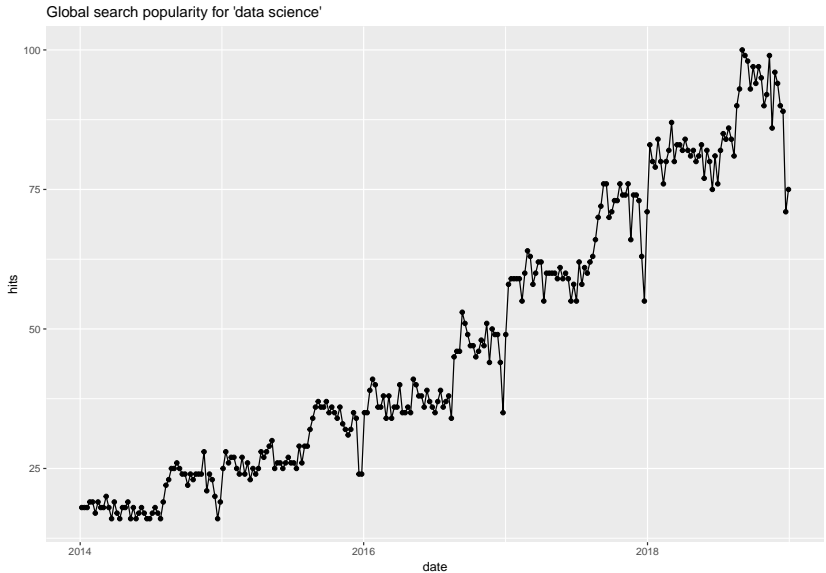


Introduction to Computational Tools and Techniques in Social Science

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Motivation



- ▶ Why should we care?
- ▶ Yes, big data (or data science, or machine learning) is a trend.
- ▶ But computational tools and techniques are much broader and fundamental to how we work:
 - ▶ Data collection (e.g., APIs, webscraping)
 - ▶ Analysis (e.g., text analysis, machine learning)
 - ▶ Visualization (e.g., maps, social networks)



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- ▶ Computational tools and techniques
 - ▶ can automate things you've done before.
 - ▶ can collect, analyze, and visualize data in a new way.

- ▶ Using Excel:
 - ▶ 3 mins for copying, pasting, and reorganizing one article
 - ▶ 80,000 newspaper articles
 - ▶ Taking **4,000** hours or **166 days**

- ▶ Using python:
 - ▶ A few hours for coding
 - ▶ Less than 5 mins for creating the dataset
 - ▶ Also, the code is reusable.

```
In [1]: def parsing_proquest(x):  
        # load libs  
  
        from bs4 import BeautifulSoup  
  
        import re  
  
        # load file  
        soup = BeautifulSoup(open(x,"r"), 'html.parser')  
  
        # filter by strong tag  
        doc = soup('strong')  
  
        # save filtered results to new objects  
  
        doc.text = soup.findAll(text=re.compile('Full text:'))  
        doc.date = soup.findAll(text=re.compile('Publication year:'))  
        doc.source = soup.findAll(text=re.compile('Publication date:'))  
        doc.author = soup.findAll(text=re.compile('Publication info:'))
```

- ▶ Yet it takes some **efforts** to take advantages of these new tools.
 - ▶ You need to learn how to code **a little bit**.
 - ▶ However, learning on your own is inefficient.
 - ▶ More important, you can get **bad** habits.

- ▶ The following examples are adapted from <https://style.tidyverse.org>

Good

```
fit_models.R
```

```
if (y < 0 && debug) {  
  message("y is negative")  
}
```

Bad

```
fit models.R
```

```
if (y < 0 && debug)  
message("Y is negative")
```

Good

```
do_something_very_complicated(  
    something = "that",  
    requires = many,  
    arguments = "some of which may be long"  
)
```

Bad

```
do_something_very_complicated("that", requires, many, arguments,  
                                "some of which may be long"  
                                )
```

- ▶ Three commandments
 - ▶ Thou shall comment.
 - ▶ Thou shall reuse functions (no copy and paste).
 - ▶ Thou shall practice version control (no final_final_final.Rmd).

- ▶ Programming is similar to **cooking**.
 - ▶ So many different cuisines (programming languages).
 - ▶ But there are fundamentals.
 - ▶ Ingredients (data)
 - ▶ Techniques (logic)
 - ▶ Recipes (workflow)
 - ▶ Though programming is also different from cooking, because it requires much more precision.

Objectives

- ▶ Tasting a wide range of computational tools
- ▶ Getting programming fundamentals right
 - ▶ Concepts
 - ▶ Techniques
- ▶ Learning by doing
 - ▶ Learning from your own MANY trials and errors
 - ▶ Learning from others

- ▶ Writing code like writing an essay
- ▶ Managing project like developing a package

▶ **Don't expect**

- ▶ Becoming a data scientist within one semester
- ▶ I can answer all of your questions.

▶ We focus on learning **how to learn**.

- ▶ Programming is one endless Google Search (aka “Rochelle’s Law”)

Syllabus

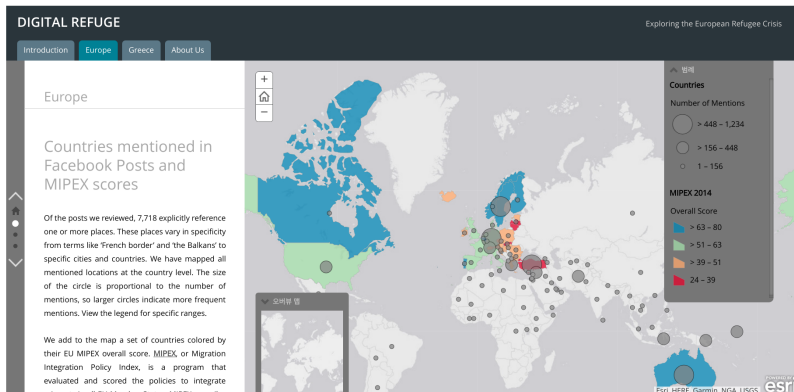
- ▶ Introduction
 - ▶ Jan. 16: Introduction and Setup (“Installfest”)
- ▶ Version control
 - ▶ Jan. 21/23: Unix, Bash, and Git
- ▶ R and Python fundamentals
 - ▶ Jan. 28/30: Data Structure in R
 - ▶ Feb. 4/6: Data Analysis in R
 - ▶ Feb. 11/13: Data Visualization in R
 - ▶ Feb. 18/20: Intro to Python

▶ Online data collection

- ▶ Feb. 25/27: HTML/CSS/Javascript (project proposal draft due)
- ▶ Mar. 4/6: APIs
- ▶ Mar. 11/13: Web scraping (guest lecture by Jaren Haber, Sociology & Computational Text Analysis Working Group)
- ▶ Mar. 18/20: Online Sampling, Survey, and Field Experiments
- ▶ Mar. 25/27: SPRING BREAK (final project proposal due)

- ▶ Text analysis and machine learning
 - ▶ Apr. 1/3: Text Analysis in R (guest lecture by Marla Stuart, Social Work & BIDS Data Science Fellow)
 - ▶ Apr. 8/10: Unsupervised Machine Learning in R
 - ▶ Apr. 15/17: Supervised Machine Learning in R (guest lecture by Chris Kennedy, Biostats & BIDS Data Science Fellow)
- ▶ Review
 - ▶ Apr. 22/24: Wrap-up and Package Development in R

Previous final projects by students



Class

- ▶ Participation (25%)
 - ▶ Be nice to each other. We're all learning (especially me).
- ▶ Homework (50%)
 - ▶ Every week.
 - ▶ Practice, practice, and practice.
- ▶ Final project (25%)
 - ▶ Feasibility is your friend. Late Feb proposal, April presentations.

Logistics

- ▶ Learning by doing
 - ▶ Pair-programming on in-class challenges
- ▶ Section is required
- ▶ Julia Christensen is a technical assistant to the course.

Special thanks

- ▶ Laura Stoker (UC Berkeley)
- ▶ Rochelle Terman (Chicago)
- ▶ Rachel Bernhard (Oxford, UC Davis)