

# Introduction to computational social science

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# What is computational social science?

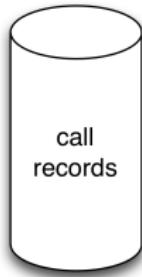
Anything that's cool

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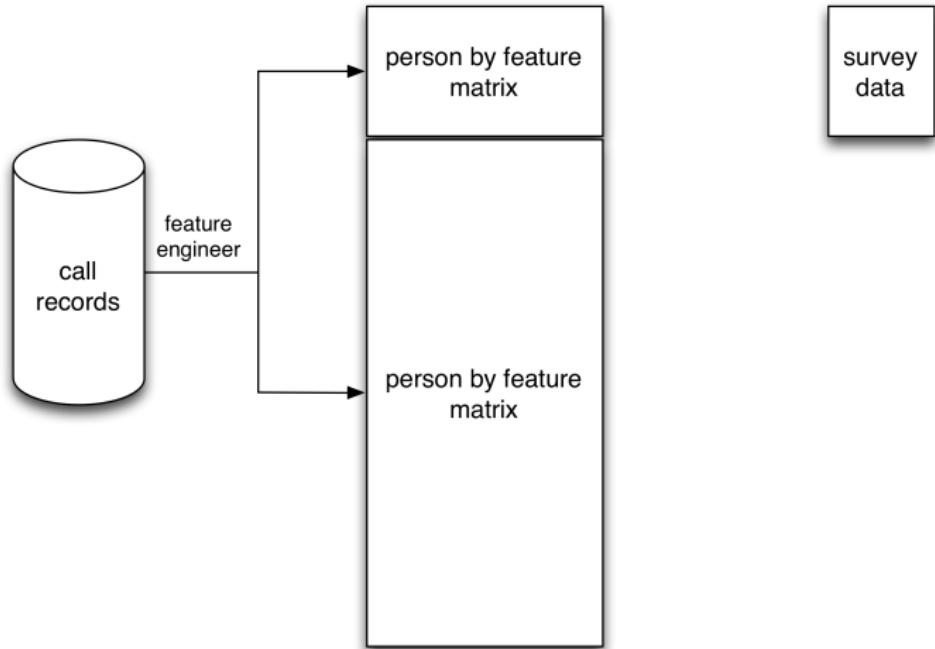
# Predicting poverty and wealth from mobile phone metadata

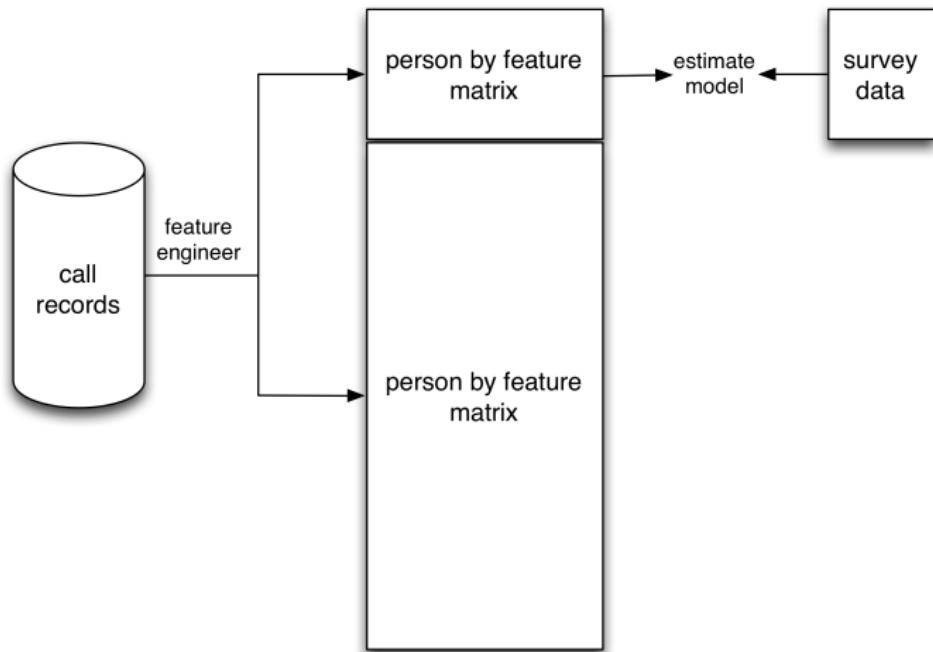
Joshua Blumenstock,<sup>1\*</sup> Gabriel Cadamuro,<sup>2</sup> Robert On<sup>3</sup>

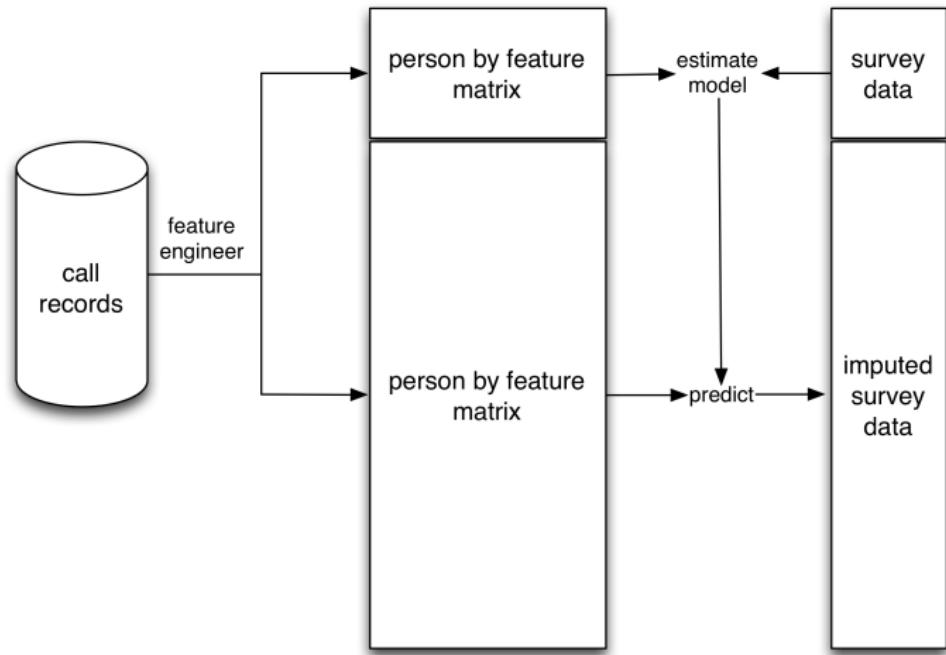
<http://dx.doi.org/10.1126/science.aac4420>

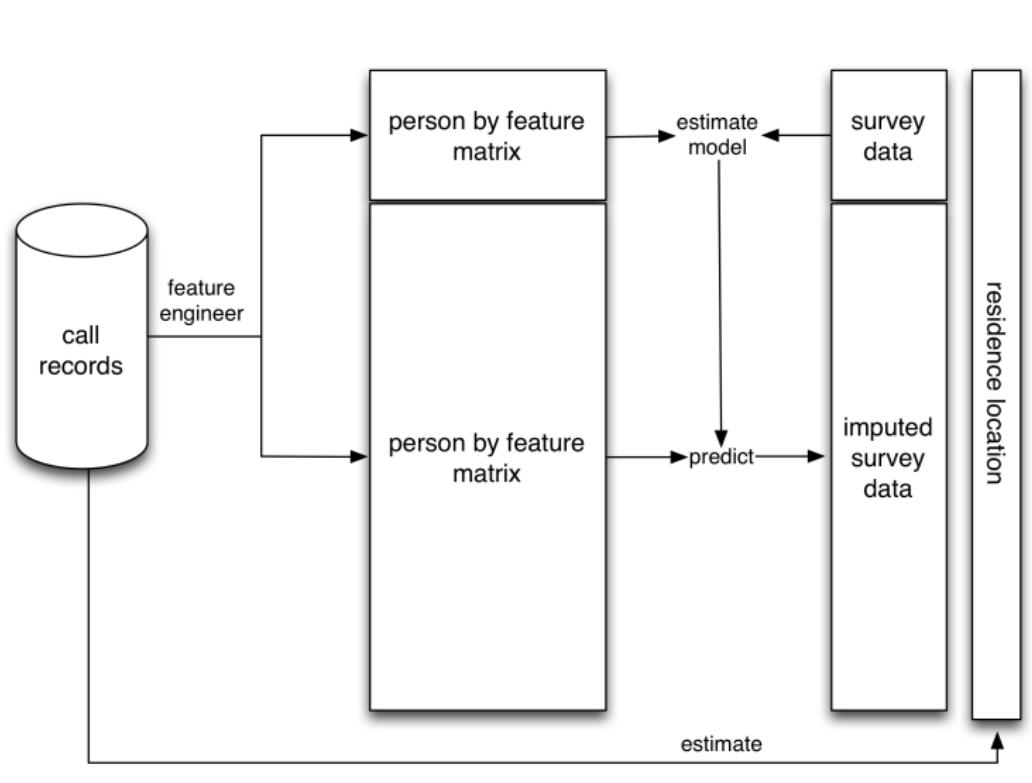


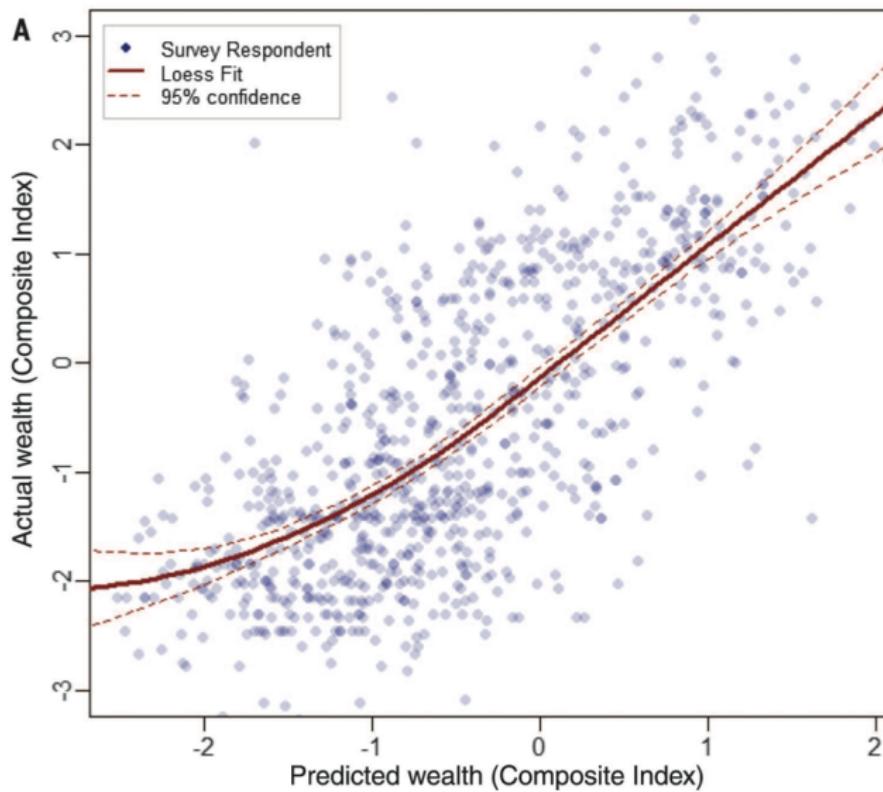


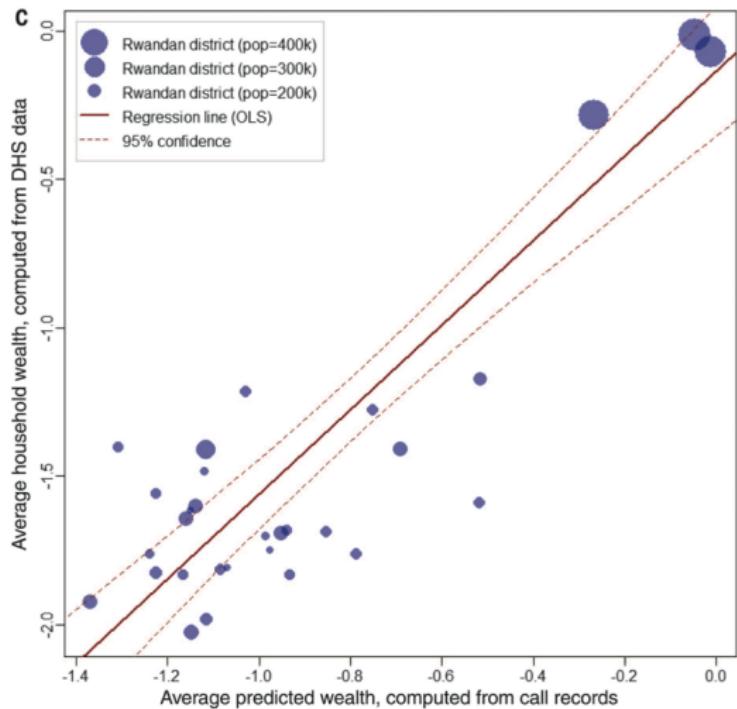


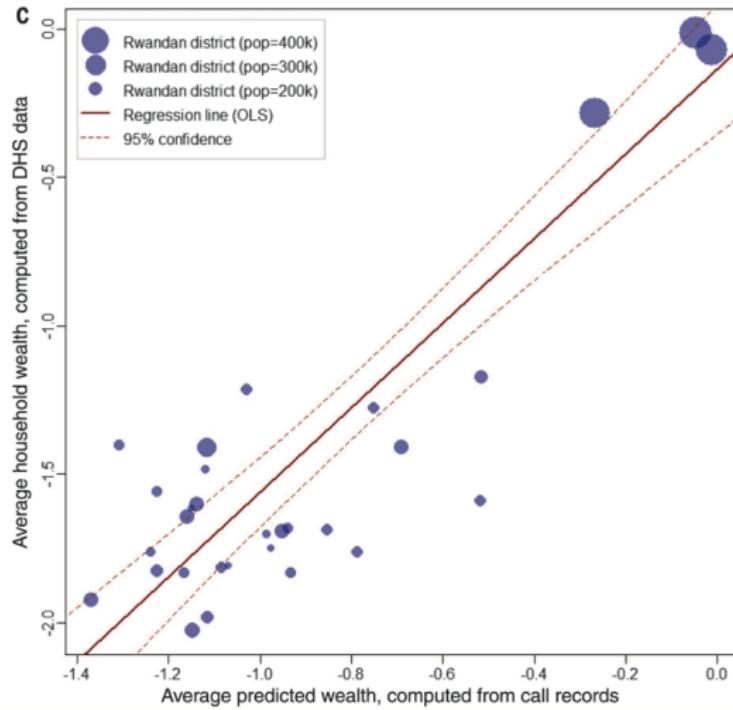












- ▶ 10 times faster
  - ▶ 50 times cheaper

- ▶ *computational and social science*

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readymades



custommades

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[https://commons.wikimedia.org/wiki/File:%27David%27\\_by\\_Michelangelo\\_JBU0001.JPG](https://commons.wikimedia.org/wiki/File:%27David%27_by_Michelangelo_JBU0001.JPG)

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- ▶ combines readymades and custommades
- ▶ involves five key communities: social science, data science, business people, privacy advocates, policy makers

Balance between social science, data science, business people,  
privacy advocates, and policy makers

Health Ecosystem vs Horrific Monoculture

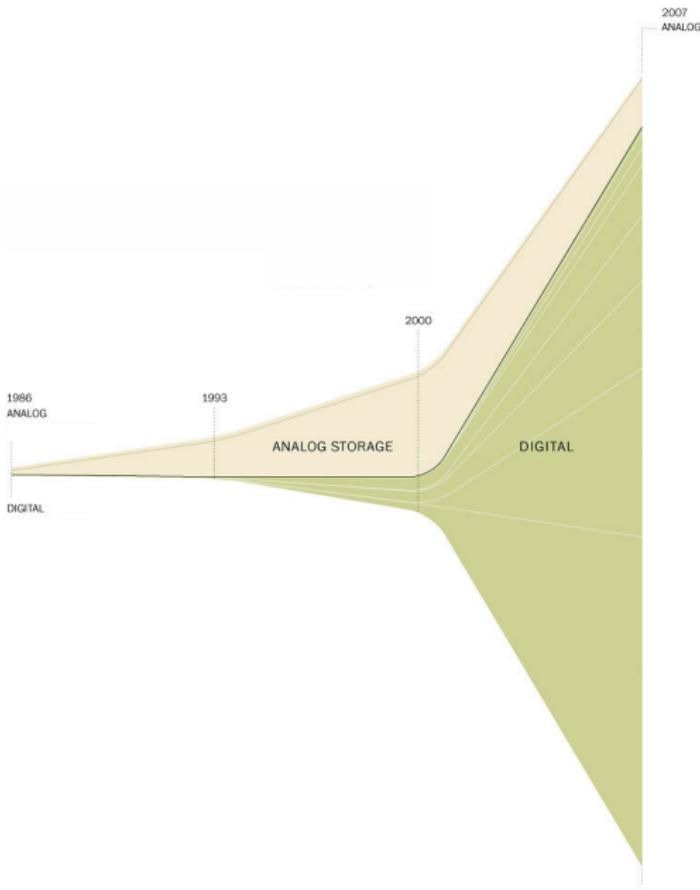
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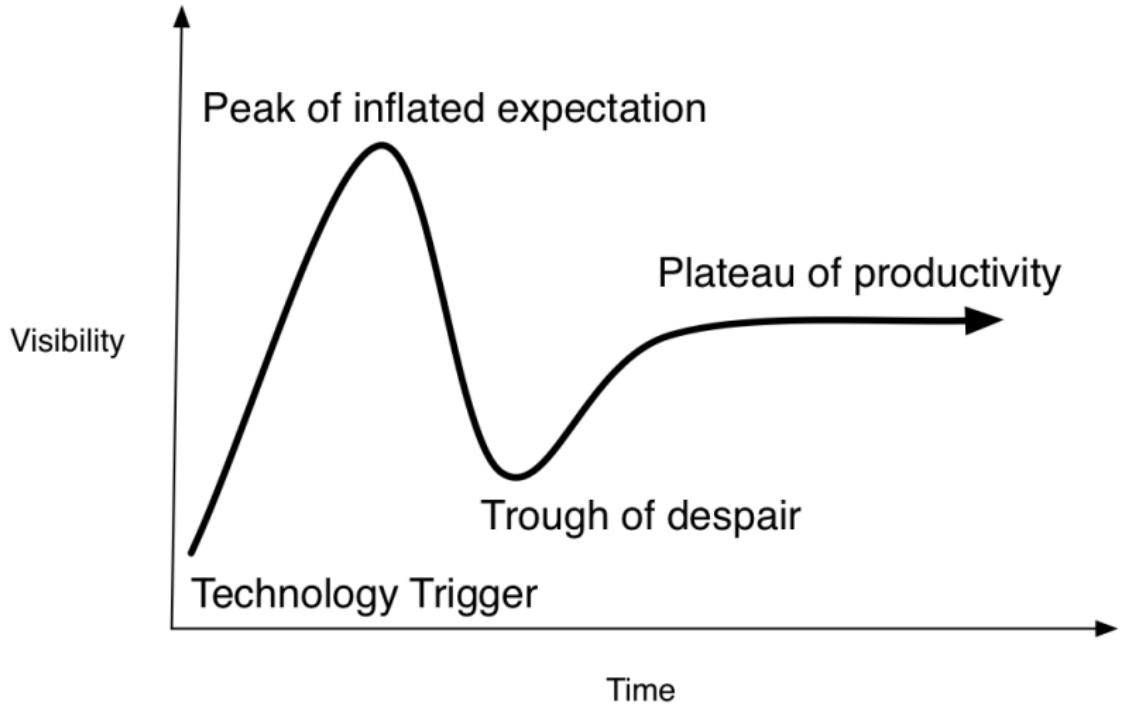
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Isn't computational social science a fad?

Isn't computational social science a fad?

No





[https://commons.wikimedia.org/wiki/File:Gartner\\_Hype\\_Cycle.svg](https://commons.wikimedia.org/wiki/File:Gartner_Hype_Cycle.svg)

How do we create computational social science, individually and as a community?

Social Scientists ←→ Data Scientists

# What is data science?

Anything that's cool

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# 50 Years of Data Science

David Donoho

Department of Statistics, Stanford University, Standford, CA

<https://doi.org/10.1080/10618600.2017.1384734>

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# 50 Years of Data Science

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- ▶ goes back to Tukey (1962)
- ▶ learning from data
- ▶ it includes statistics and much more

- ▶ Data science alone is not enough if we want to study social behavior (e.g., Anderson)

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- ▶ Social science alone is not enough if we want to use new data sources

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Computer science	Social science
Study anything	Study social things
Methods driven	Question driven
Large found data	Small designed data
Prediction	Explanation

[http://videolectures.net/icml2015\\_wallach\\_social\\_science/](http://videolectures.net/icml2015_wallach_social_science/)

Another important difference between social science and data science:



Social Scientists ←→ Data Scientists

Let's get started . . .