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# **Preliminary Book Information Form**

***This form will be used to consider your book project for publication. Thank you for taking the time to complete it as fully as possible, using 3 to 5 pages to do so.***

***Declaration against dual submission***

***By submitting your proposal to Springer, you agree that you have not submitted your proposal to another publisher. Should you decide to withdraw your proposal from consideration, you should notify your publishing editor immediately.***

**Contact Information (if co-authors/editors are from other affiliations, please attach their full address and other contact information to this form)**

**Name:Corey S. Sparks**

**Position: Associate Professor**

**Affiliation: The University of Texas at San Antonio**

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**Date form completed: 20 November 2019**

**Author(s)/Editor(s) of work:Corey S. Sparks**

**Author(s)/Editor(s) bios: Although we will need your CV attached to the proposal, a brief paragraph that provides an overview of your current interests and backgrounds is most useful. That way, the shorter version can be picked up readily for promotional pieces and so forth.**

Corey S. Sparks is an associate professor in the Department of Demography at The University of Texas at San Antonio. Dr. Sparks has used the R programming language for nearly twenty years and has developed a graduate level data analysis curriculum using R. He has a background in Anthropology and Demography and has published in many interdisciplinary outlets.

**Proposed title (please note: the title should be a clear reflection of the research/work done):** Applied Demographic Data Analysis with R

**Subtitle of work:** Modern applications for complex data

**Preference for a series in which to be included (if any):** UseR, The Springer Series on Demographic Methods and Population Analysis

**Please state how the proposed volume contributes to the above indicated Series (if any was indicated):** The UseR series is a natural fit, as the book will utilize the R language exclusively. There are no books in this series that focus on applications in the social sciences. The demographic methods series is also a natural fit, as the author is a demographer and the data examples will be from population data sources.

**Expected manuscript completion date:**

August 2020

**Audience for work:**

1. **Primary: advanced undergraduates and graduate students in the social sciences, as well as professionals/instructors who wish to learn how to use R**
2. **Secondary: R users**

**Type of Work:**

**(*please check one*)**

**a. Monograph**

**Estimated Number of:**

**a. Words in manuscript 90,000 words**

**b. Manuscript pages 350**

**c. Photographs**

**d. Line Drawings 40**

**e. Tables 30**

**f. Other items**

**Manuscript will Contain:**

**a. Preface (if so, by: Corey Sparks**

**b. Bibliography of selected titles: Yes**

**c. Name and/or subject index: Yes**

**d. Translator’s note**

**e. Introduction (if so, by: Yes, the author**

**f. Glossary of terms:No**

**g. Other items (if so:**

**What makes this book unique, worth publishing compared to existing literature on this topic?**

This book is unique among texts in social science data analysis, in that it presents a truly applied question driven approach to analyzing social science data. Commonly texts for data analysis/statistics in the social sciences will home in on a single topic, or present a purely textual driven treatment of a topic. This text, as part of the Use R! series would integrate the why of doing social science data analysis with the how aspect through detailed examples from the R programming language. The primary audience for this text would be advanced undergraduates and graduate students in the social sciences, as well as professionals/instructors who wish to learn how to use R within the context of the social sciences, instead of having to consult texts written from the perspective of other disciplines, which often does not translate in the social sciences

**Please provide a promotional text of approximately 200-250 words, which is to the point, succinct and relevant, and can be used on the back cover of the book, in promotional brochures, catalogues and on the Web. For search engine optimization please make sure that the first two sentences tell exactly what the book is about.**

Social science data analysis has grown greatly in its breadth and diversity in recent years. Modern statistical techniques and the use of advanced computer programming languages have become the norm for the social sciences. This text presents an approachable treatment of many popular data analysis techniques in the social sciences, with programming examples using the open source R statistical programming language.

**Please list the book’s Unique Selling Points (3-5 one-line bullet points):**

* This text will use the open source programming language
* This text will use real data from a population research setting
* This text will cover statistical topics that are often spread across numerous other texts
* Techniques of machine learning will be applied to population data

**Using the enclosed Springer Subject Codes, please indicate under 1 and 2 the major disciplines covered by this title (these two should cover 80% of the content). If relevant, please use 3,4,5 to indicate the most relevant minor disciplines, in order of importance.**

**Code Description**

**1. X17000 Methodology of the Social Sciences**

**2. X25000 Demography**

**3. S12008 Statistics and Computing/Statistics Programs**

**4. S16003 Statistics for Social Science, Behavorial Science, Education, Public Policy, and Law**

#### **Keywords search engine optimisation:**

**Please list 10-20 strings of keywords that, when typed into a search engine, will ensure that your book appears as the top search result. Please do not provide single words; if your research refers to a specific place, indicate the place as well. For example, “Sustainable development initiatives in Australia”.**

Data analysis

R programming

Regression modeling

Hierarchical modeling

Survey data analysis

Machine learning

Population data analysis

Demographic statistical analysis

**Is there additional use for your book as a course-book?**

**[ x ] Yes [ ] No**

**If your book could be used in coursework, please list**

**possible courses:** Quantitative analysis in the social sciences, Graduate; Statistics for Social Sciences, Graduate/Undergraduate; Statistical analysis in demography, Graduate

**possible enrollments, main text, supplemental reading,**

**possible contacts giving the course)**

**Through what society/association membership lists and electronic discussion lists would it be easier to reach the target audience for your book?**

Population Association of America, American Sociological Association, Southern Demographic Association

**What contacts/organisations might be interested in**

**ordering multiple copies of your work?**

**Is there anyone familiar with your work? Who?**

Dan Powers, Professor, UT Austin

Mark Fossett, Professor, Texas A&M

Nicholas Nagel, Professor, University of Tennessee

Sam Clark, Professor, The Ohio State University

**Can you suggest three or more experts (include research**

**departments, schools, location) whom you think would be**

**capable of evaluating the topics covered in your book?**

Daniel Powers, Department of Sociology, University of Texas at Austin

John Fox, Department of Sociology, McMaster University

Mathew Hauer, Department of Sociology, Florida State University

Nicholas Nagel, Department of Geography, University of Tennessee

Sam Clark, Department of Sociology, The Ohio State University

**Please indicate if your research was funded, and if applicable provide the name of the funder.**

**Not funded:**

**Please indicate if you are interested in making your publication available open access.**

**Open access publication is not required, but I wish to explore this route**

**Please Provide:**

**(Attached to this form)**

**. An analytical synopsis of the contents of each chapter (approx. 200 words per chapter)**

**. A Table of Contents**

**. A curriculum vitae and a list of your publications**

**. A listing of relevant competing titles: books and articles related to your proposed**

**book, including titles, authors, date of publication, and publisher.**