

CSS Lecture

Computational social science is the study of social phenomena using digitized information and computational and statistical methods.

Activities VLC media player Jan 10 23:15 6530/s 1320/s

An Introduction to Computational Social Science.mp4 - VLC media player

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Hanna Wallach (2015) reports overhearing: "I don't get it. Why is that research?"

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/

24:16 27:18 90%

Activities VLC media player Jan 10 23:15 3650/s 00/s

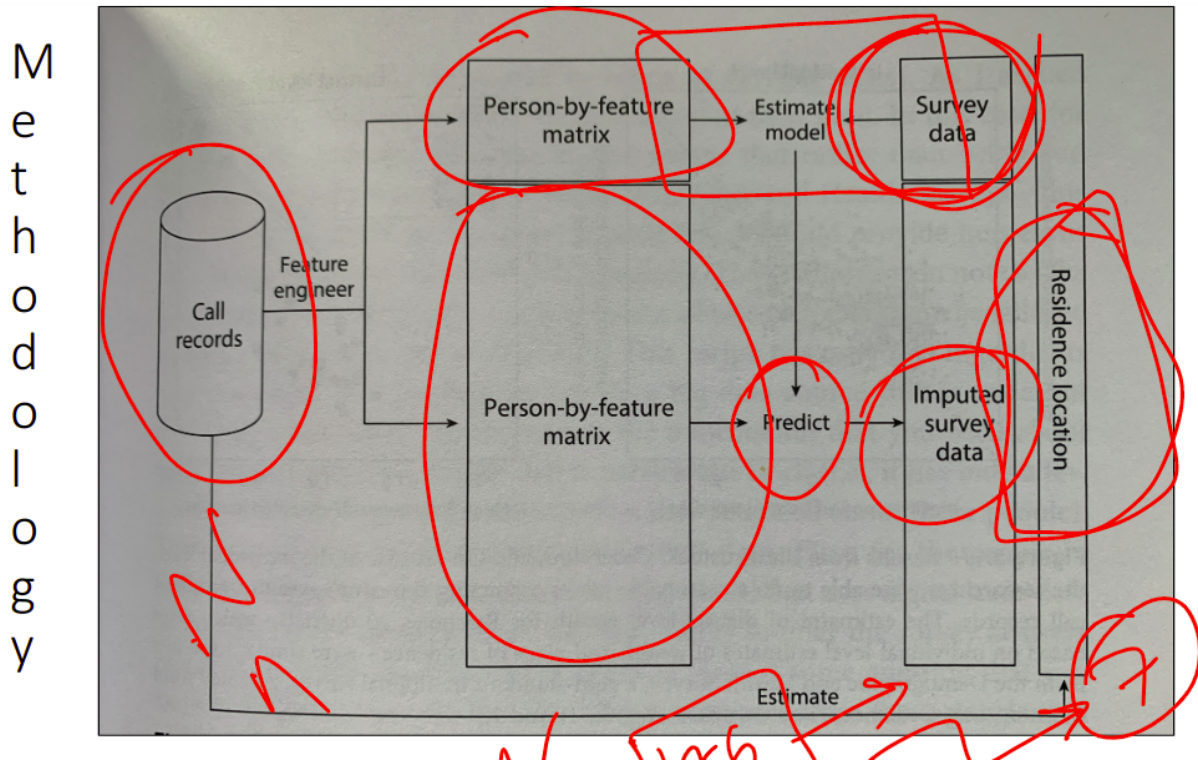
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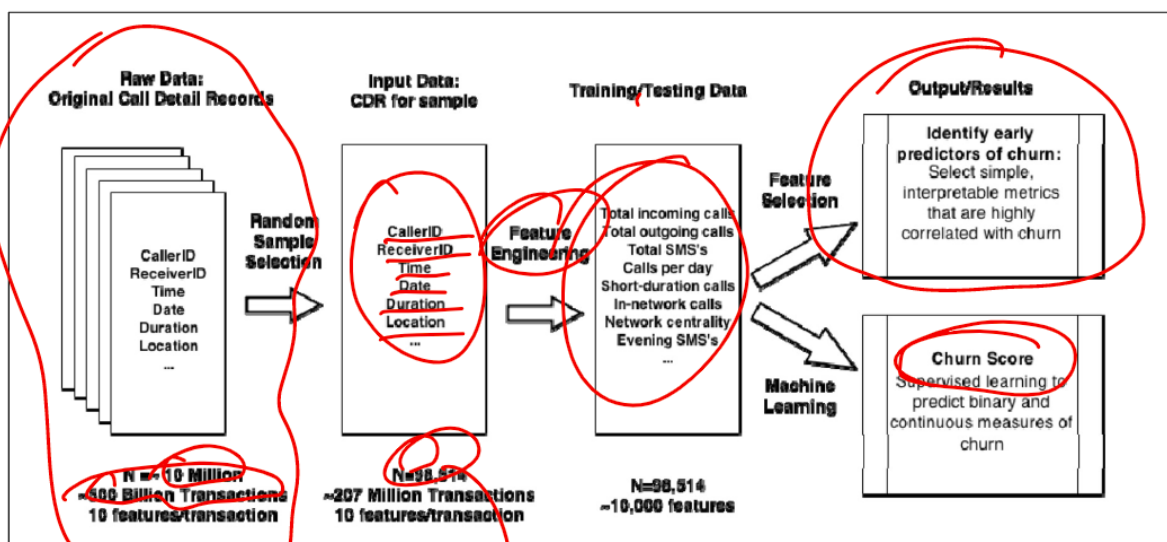
- ▶ *computational and social science*
- ▶ often involves ethical/privacy questions that are now considered complex
- ▶ combines readymades and custommades
- ▶ involves five key communities: social science, data science, business people, privacy advocates, policy makers

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Not totally rely on data from social sites since many people are not using it including underprivileged people.



Churn Prediction: Estimate of how many user are likely to discontinue the company services.



How to conduct Studies

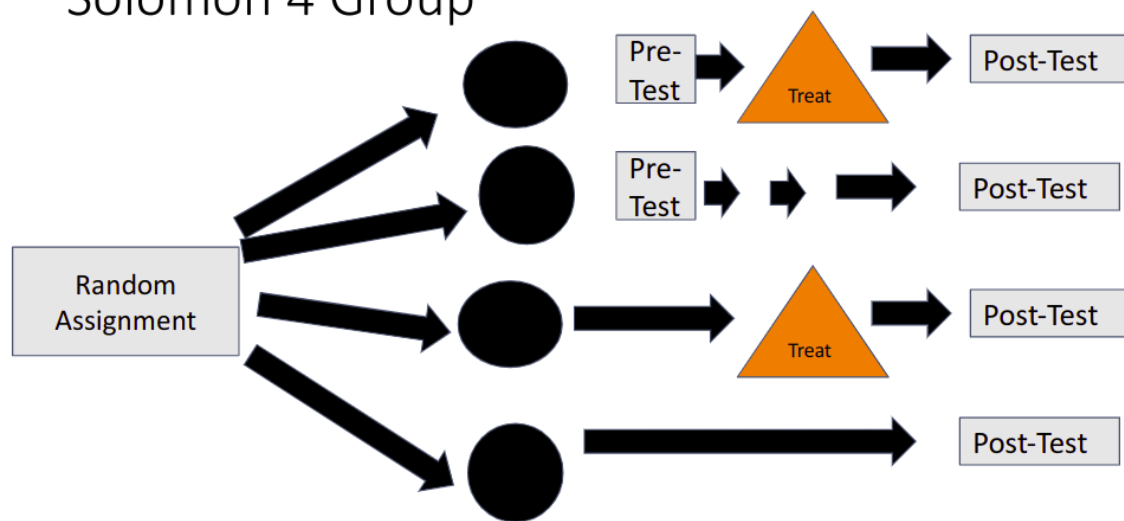
Cognitive walk-through (Assume that you are the user how you will do things), lab study, interview, survey, focused groups, field study.

Questionnaire Design Closed, open-ended, simple vocab, short questions.

What not to do Avoid hypothetical questions, Don't tax respondent memory, avoid leading questions, be clear as possible, keep demographic at last, ask some critical questions in a multiple ways to check the consistency.

Experimental Testing

Solomon 4 Group



Factorial Design experiment whose design consists of two and more factors each with discrete possible values.