SOCIAL DATA ANALYTICS

SFU.CA/SOCIALDATA

Minor

BIG DATA
SOCIAL MEDIA
TECHNOLOGY
ETHICS
PRIVACY
COMMUNICATION
VISUALIZATION
ANALYSIS

SFU FACULTY OF ARTS
AND SOCIAL SCIENCES

WHERE PASSION MEETS KNOWLEDGE

SOCIAL DATA ANALYTICS

CONTACT

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Is Social Data Analytics for you?

What is the big data revolution? How will data transform the way businesses target consumers? How will it change the way governments make policy decisions?

Jointly offered by SFU's departments of Economics, Linguistics, Philosophy, and Political Science, the Social Data Analytics (SDA) minor is the only degree program of its kind in Canada to provide the skills to effectively and ethically navigate, analyze, and communicate big data in the social science context. This program provides students with a foundation in statistical and computational methods with an emphasis on the privacy, ethical, and societal issues surrounding technology and big data.

You will learn how to:

- Collect and critically analyze real-world data derived from and related to human behaviour
- Communicate data-driven insights effectively
- Evaluate the privacy and ethical concerns that are emerging in the big data era
- Apply your skills to a real-world social or policy problem

Where will you go from here?

Social data analytics skills and general data literacy are gaining importance across a wide range of fields. Students in this program will gain strong analytical thinking, communication skills, and project management experience.

Students will be in a strong position to embark on careers in the public and private sectors or to complete advanced degrees in the arts and social sciences.

Want to know more?

SDA students are provided free access to Tableau, and will complete coursework from a diverse range of disciplines including economics, linguistics, philosophy, political science, geography, statistics, english, communication, and gender, sexuality, and women's studies.

Coursework will also extend to other disciplines across SFU, providing students the flexibility to pursue their areas of interest within the scope of social data analytics.

Everything comes together in a capstone project seminar, where students work in teams to apply their skills to a social issue or policy problem.

If you're inspired by communication, ethics, statistics or any other discipline offered at SFU, the social data analytics minor helps you discover how technology fits into global society.

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