

## Teaching Team

### Programme Director

Professor Tarani Chandola | *Department of Sociology*

Professor Guy Abel

*Department of Sociology*

Professor King-wa Fu

*Journalism and Media Studies Centre*

Dr Haohan Chen

*Department of Politics and Public Administration*

Dr Peter Koh

*Department of Geography*

And more..

## Duration and Tuition Fee

1-year full-time (HK\$250,000 per annum) or

2-year part-time (HK\$125,000 per annum)

## Admissions Requirement

Bachelor's degree in Social Sciences disciplines or a closely related field; or Bachelor's degree in Mathematics, Computer Science, or a related field with an additional major/minor or substantial advanced coursework in one or more social sciences domains.

## Application Deadline

- Round 1: 12:00nn | February 28, 2024
- Round 2: 12:00nn | April 30, 2024

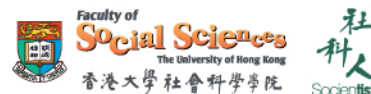
## Enquiries

☎ (852) 3917 1220

✉ msda@hku.hk



[www.socsc.hku.hk/sda](http://www.socsc.hku.hk/sda)



# MASTER OF SOCIAL SCIENCES IN SOCIAL DATA ANALYTICS

ONE-YEAR FULL TIME / TWO-YEAR PART TIME

SEPTEMBER 2024 INTAKE FOR 2024-25



APPLY QUANTITATIVE, COMPUTATIONAL, AND DATA  
ANALYTICAL SKILLS TO SOCIAL SCIENCE QUESTIONS

## Overview

Social Data Analytics (SDA) combines the analysis of large or complex data that arise from human and social interactions with social sciences theories and concepts. In the private, public and academic sectors, there is a strong demand for social scientists who are also trained in data science and computationally intensive methods.

MSocSc(SDA) pools computational and quantitative research expertise across the Faculty of Social Sciences to offer students the data analytical skills and prepare them for further doctoral training and to work as data sciences professionals in NGO and governmental agency, business, advertising, marketing, and other jobs across the knowledge economy that require integrating social sciences domain expertise with large datasets in computational systems.

## Feature

- Offered by top-ranked social sciences school (THE Ranking 2024: 1st in HK, 4th in Asia, 35th in the World)
- Taught by world-leading scholars skilled in social data analytics and computational social science
- Focus on cutting-edge innovative quantitative research design, data processing and modern analytical techniques for the computational use of formal social sciences theories
- Provide practical experience applying advanced techniques in a social sciences context
- 8 Courses + Capstone Project + Summer Bootcamp in mathematical techniques, programming, databases and statistics

## Curriculum Requirements

### Step 1

Attend an 18-hour compulsory summer boot camp

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### Step 2

# 5

#### COMPULSORY COURSES

- **MSDA6001** Introduction to social data analytics
- **MSDA6002** Statistical foundations
- **MSDA6003** Machine learning
- **MSDA6004** Research design and inference in the social sciences
- **MSDA6005** Programme for social scientists

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# 2

#### ELECTIVE COURSES from the following list

- **MSDA7001** Big data solutions to social problems
- **MSDA7002** Simulating human behaviors with agent-based models
- **MSDA7003** Text as data: Natural language processing and social research
- **MSDA7004** Social network analysis
- **MSDA7005** Media data analysis

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# 1

#### ELECTIVE COURSES from the following list

- **GEOG7308** Machine learning for geospatial data
- **GEOG7310** Cloud computing for geospatial data analytics
- **GEOG7311** Web GIS
- **MSBH7005** Scientific inquiry and research methods in behavioral health
- **SOCI7006** Research methods in media, culture and creative cities
- **SOWK6185** Qualitative research methods

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# 1

#### CAPSTONE PROJECT

- **MSDA8001** Capstone project