

Computational Social Science: An Introductory workshop

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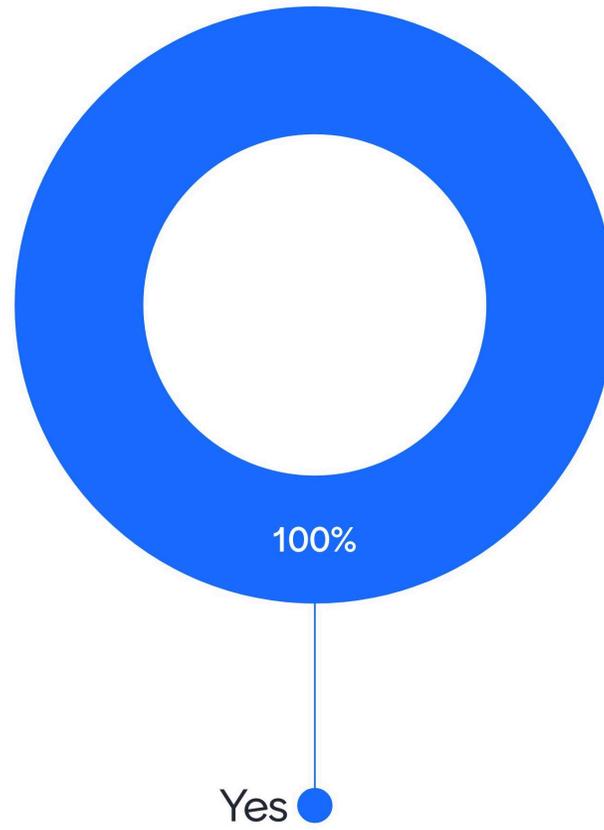


Interaction in this workshop

- At any point in the workshop you can use the Zoom chat for technical questions or comments (to chat with the workshop facilitator).
- At any point, and specifically when invited, you can ask or upvote questions for me, the workshop host, in the Zoom Q&A.
- Beyond this, there will be several polls, word clouds, short answers and other interactions where the answers will appear anonymously on screen. For this, you need to go to [menti.com](https://www.menti.com) and enter the 8 digit code at the top of the screen.

Let's try it now!

Can you hear us?



Troubleshooting audio problems

- Check your speaker/headset is plugged in / volume is on.
- Click on audio to change to listening via phone
- We are recording this webinar and will post it on YouTube (<https://www.youtube.com/user/UKDATASERVICE>)

You might be interested in other UKDS events

CSS Drop-ins – Every second Tuesday of the month at 13:00

Safe Researcher Training

Census and Population studies

And guest events like

Intro to Understanding Society using Stata/SPSS/R/SAS

<https://ukdataservice.ac.uk/news-and-events/events.aspx>

<https://www.ukdataservice.ac.uk/news-and-events/events/past-events.aspx>

Table of Contents for this workshop

What is up with 'computational social science'?

How do I become a computational social scientist?

8 steps of CSS - with discussion and project development!

Final thoughts, questions, etc.



Computational social science is...

The use of computational and empirical methods to address social science questions.

This requires:

- Human-thinking to identify important research questions,
- Computer-thinking to turn questions into computational/empirical methods,
- Human-thinking to effectively communicate the results.



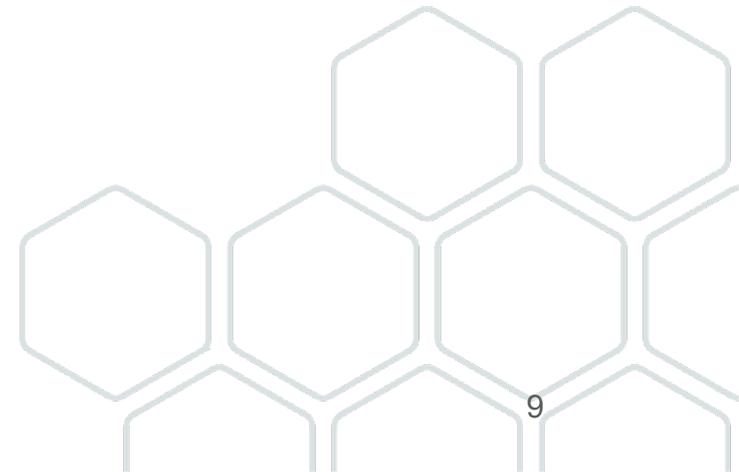
Computational Social Science is NOT just...

- using computers within a social science research project,
- using digital versions of purely traditional social science methods,
or
- using digital but purely non-empirical methods.



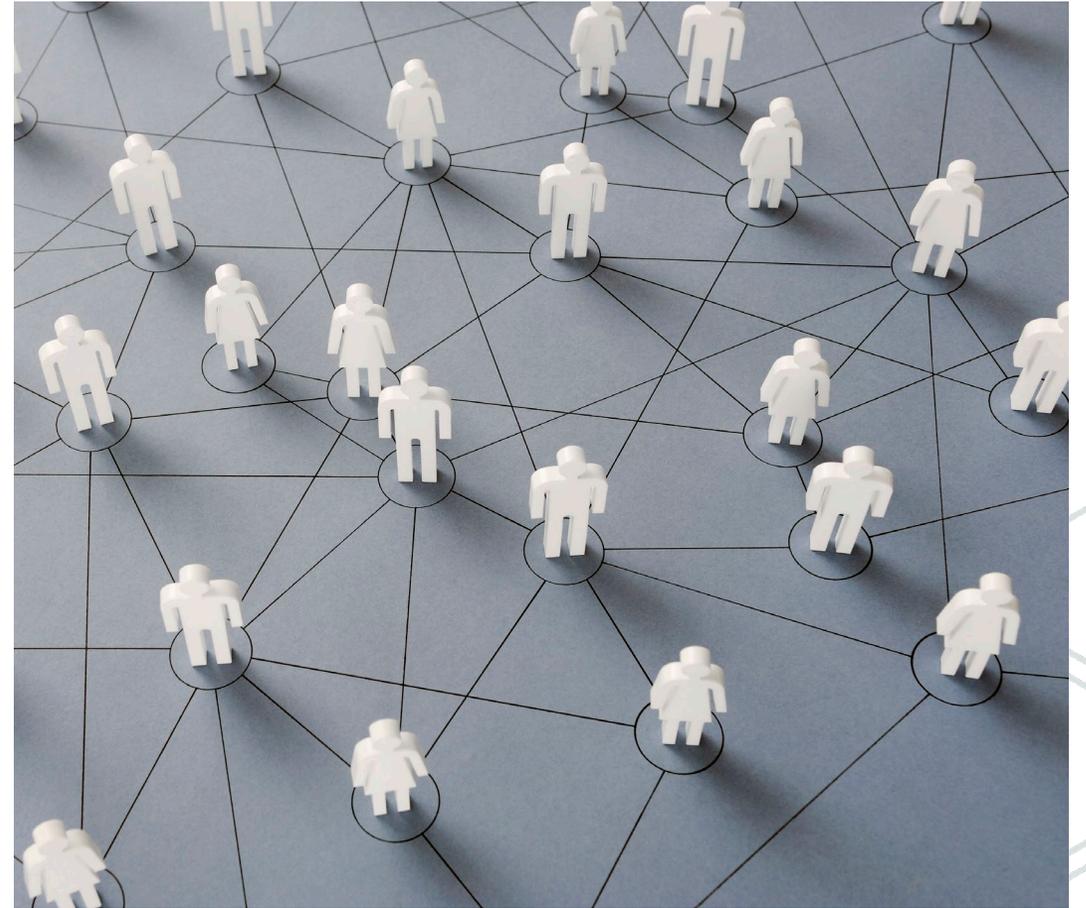
Let's have some examples of CSS projects:

- Collect, process, and analyse millions of online news articles to show changing political attitudes
- Use real-time weather and traffic data to show how travellers react
- Combine data from novel wearables/apps to establish correlation between social media activity and heart rate
- Import, process and format centuries of parish records to map family names over time



Key factors in CSS:

- Data volume, complexity, speed, difficulty or novelty is more important than exact data source/type.
- Data must pertain to people, actions, behaviours, choices, statements, etc.
- Exact research question is not important BUT must be a social science question.



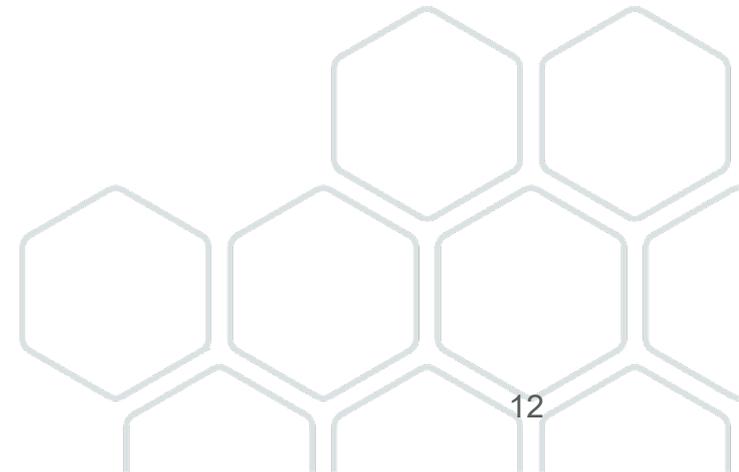
In essence, CSS is:

“an opportunity to do socially valuable research that would not be possible without computational methods and tools”
(Halford & Savage 2017)



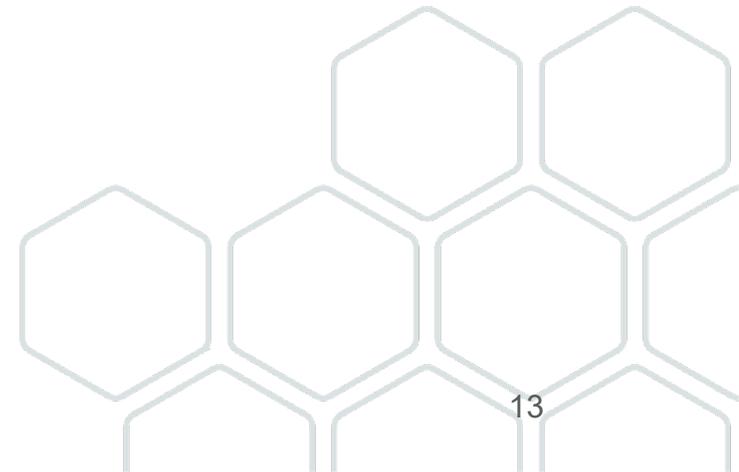
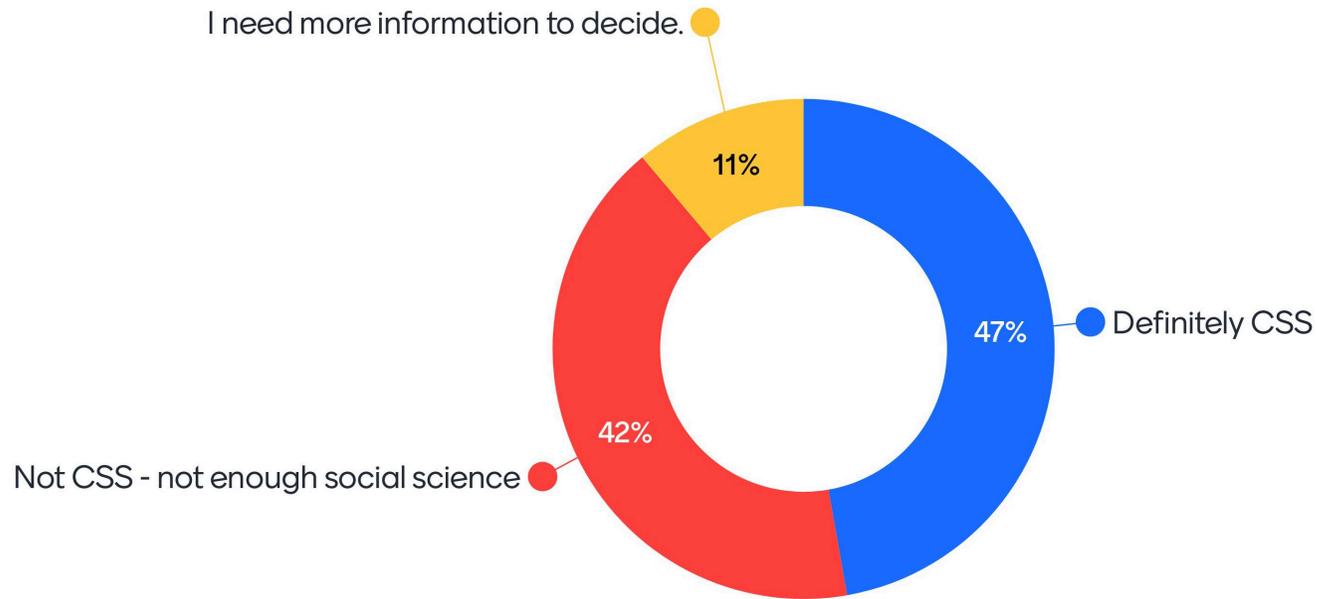
Interaction Time

The following slides give you a chance to vote on whether you think the described project is or is not an example of CSS!



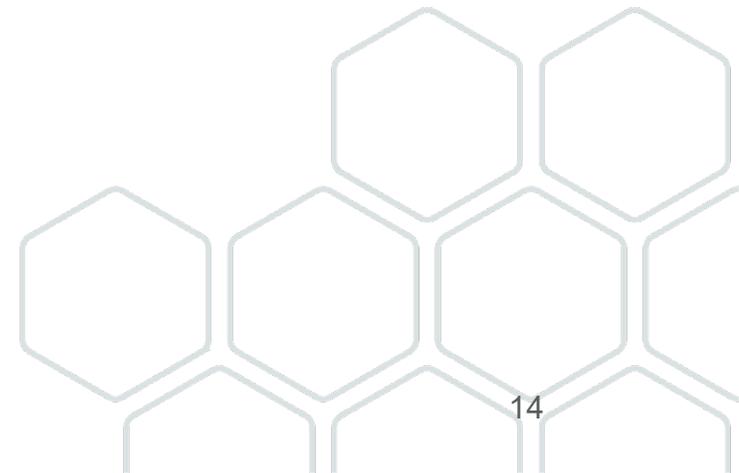
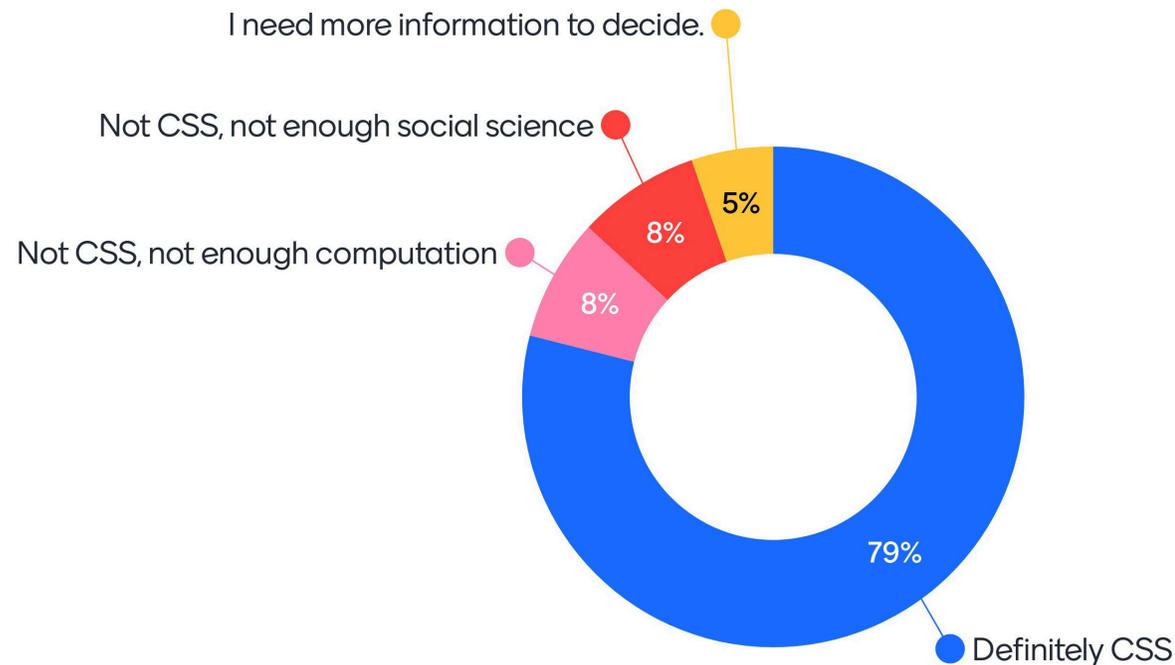
CSS or not?

Scan historic recipes and use AI algorithms to recognise text to identify ingredients and measures used over time.



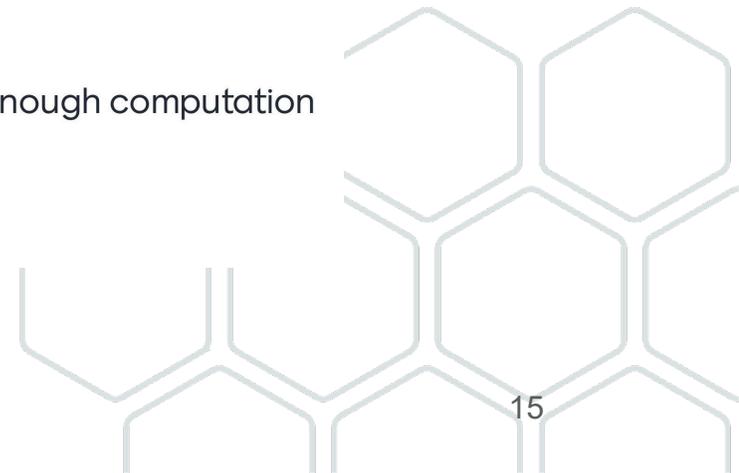
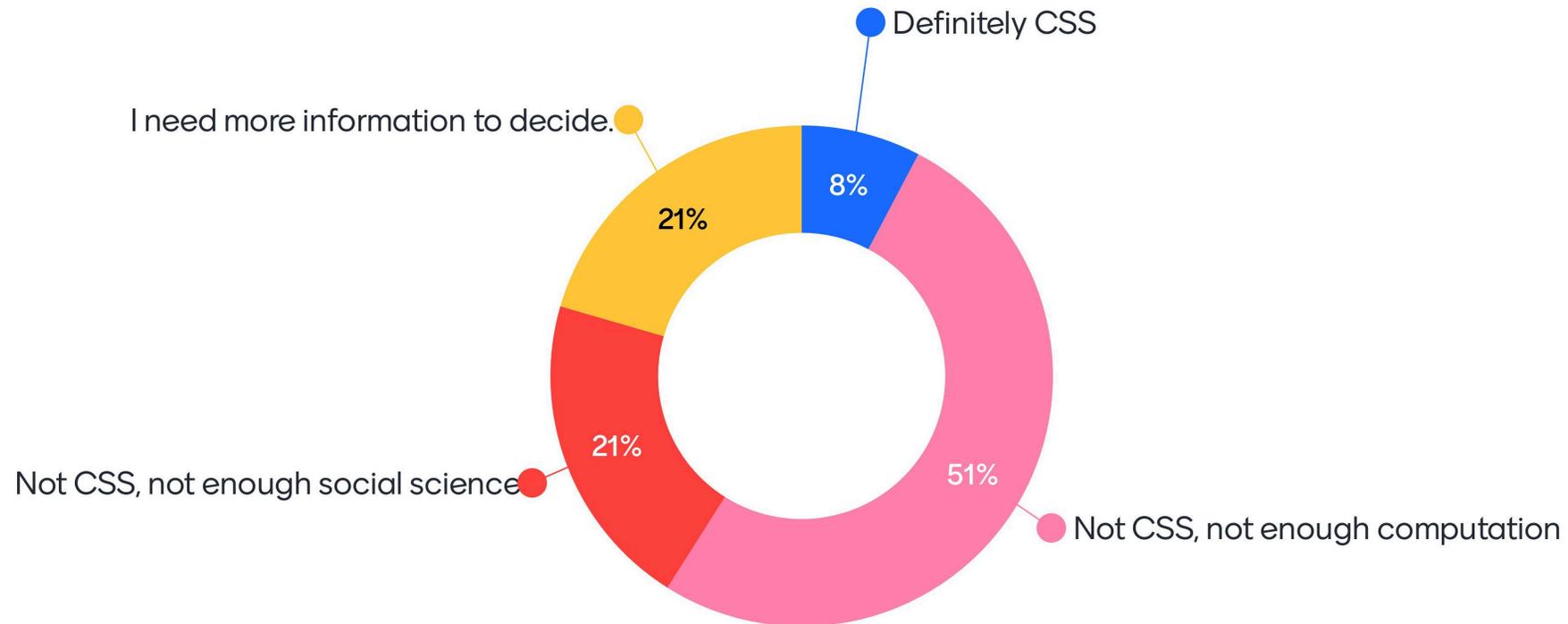
CSS or not?

Use gamified smart home displays to understand how people interact with energy saving technologies.



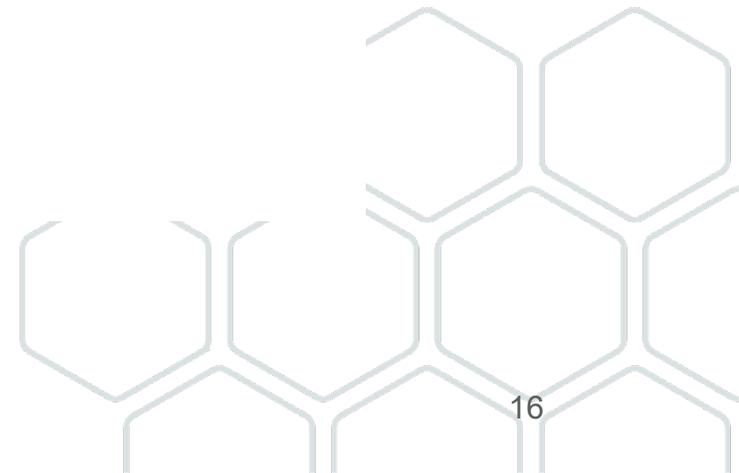
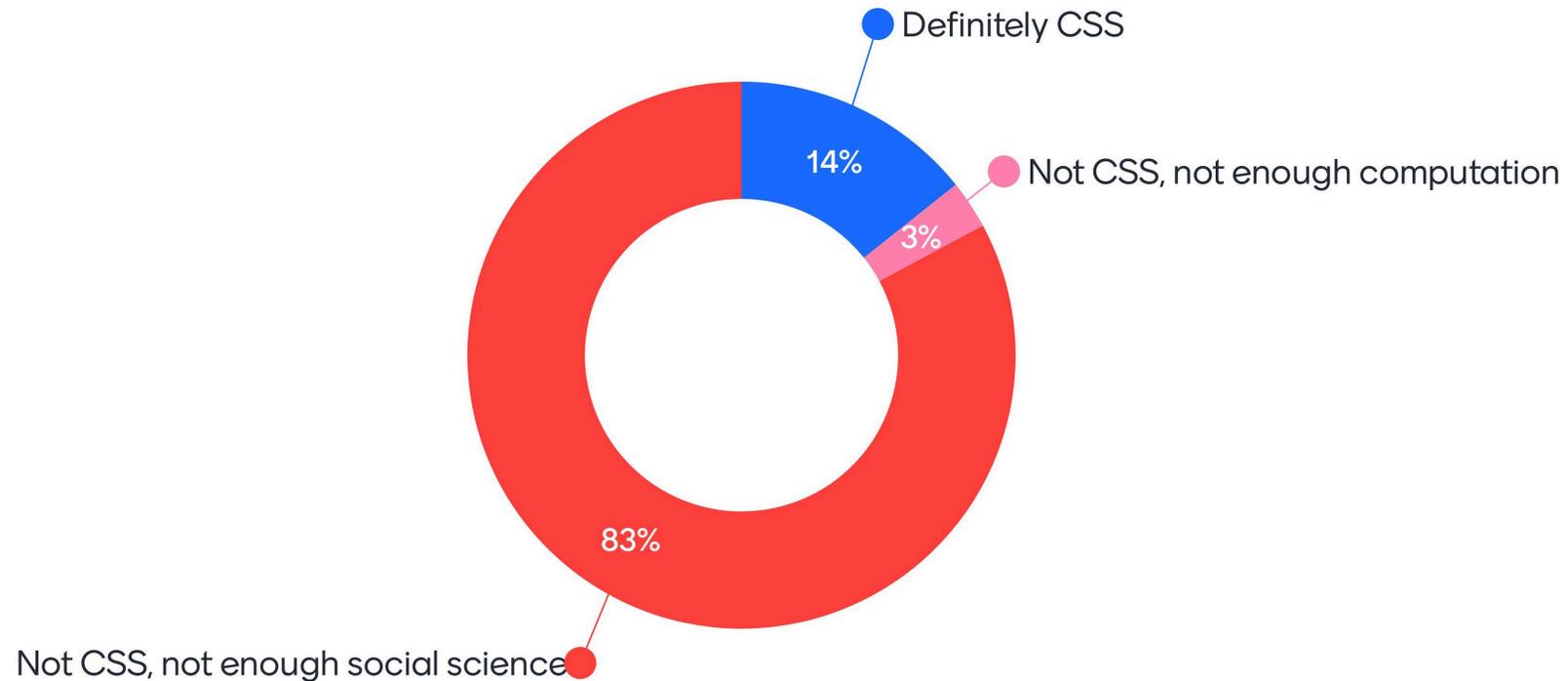
CSS or not?

Advertise for survey participation on social media and store the responses in a data base.



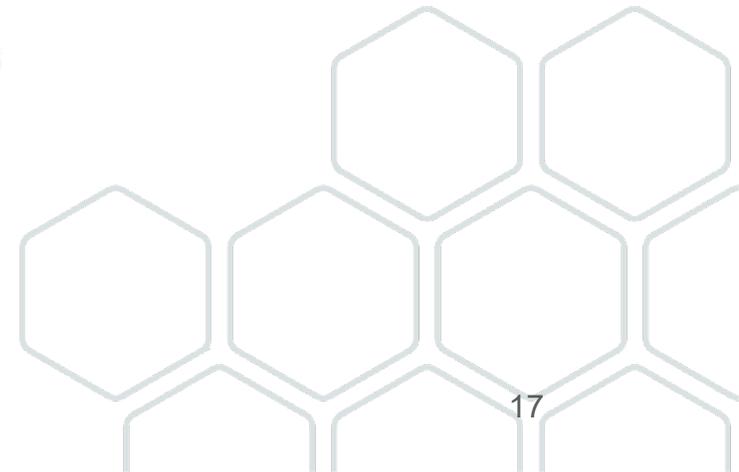
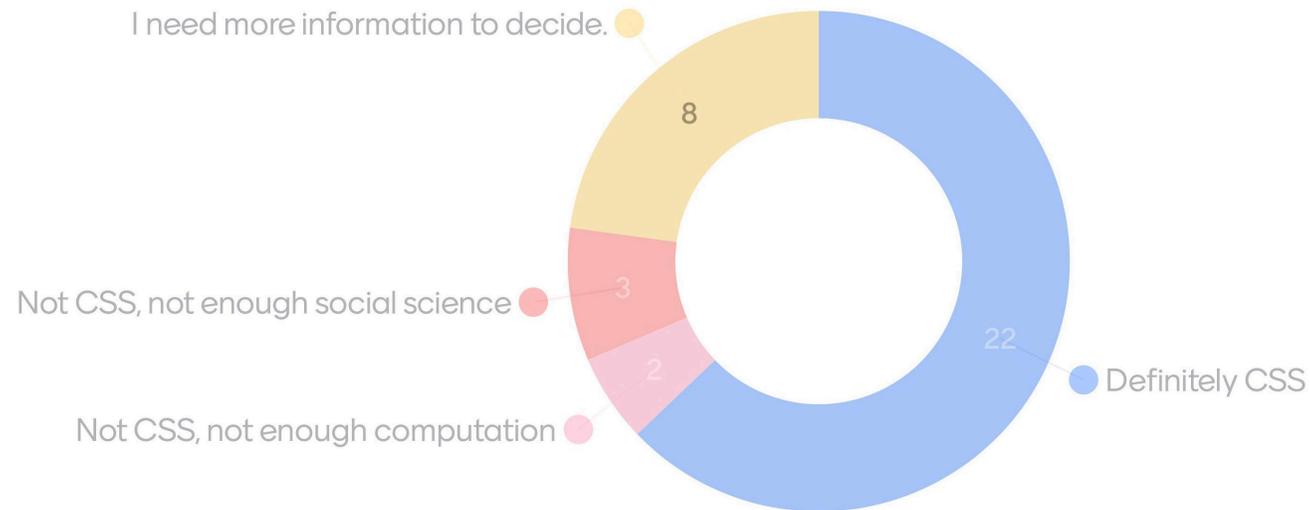
CSS or not?

Read in real time weather and air pollution data to create complex models of hyperlocal air quality.



CSS or not?

Train neural net on social media data to create a believable 'chat bot' that counteracts online radicalisation.



Let's take a short break!

We will start again in just a few minutes, but take the opportunity to:

- Stretch or move around
- Get a drink
- Make a comment or ask a question in the Zoom Q&A
- Etc.

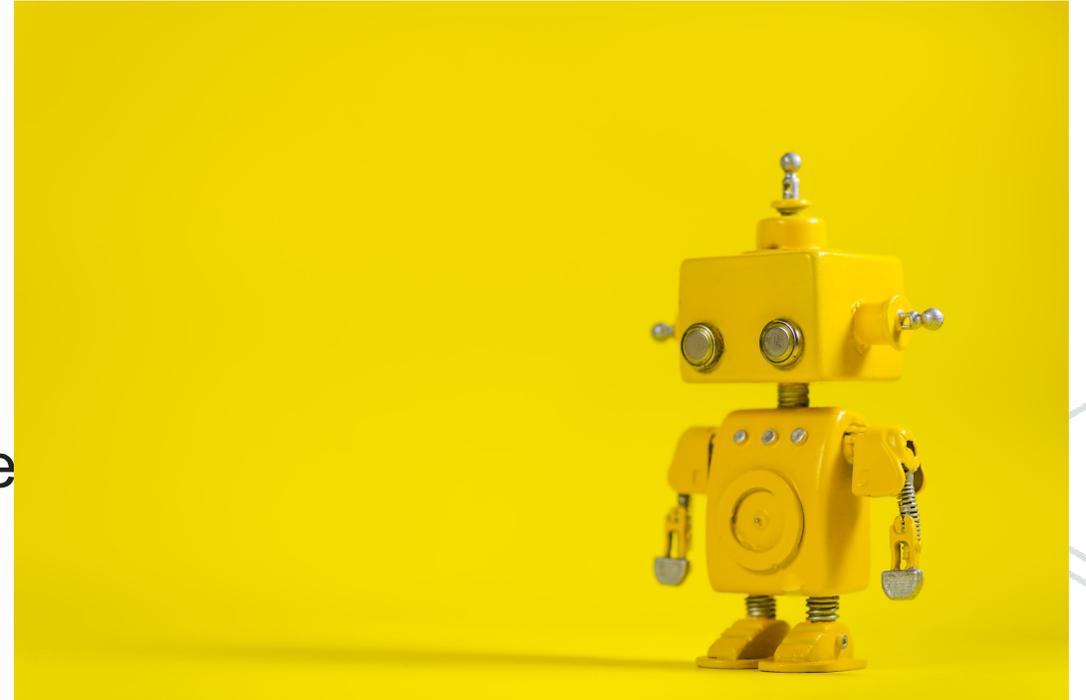
Social Scientists ...



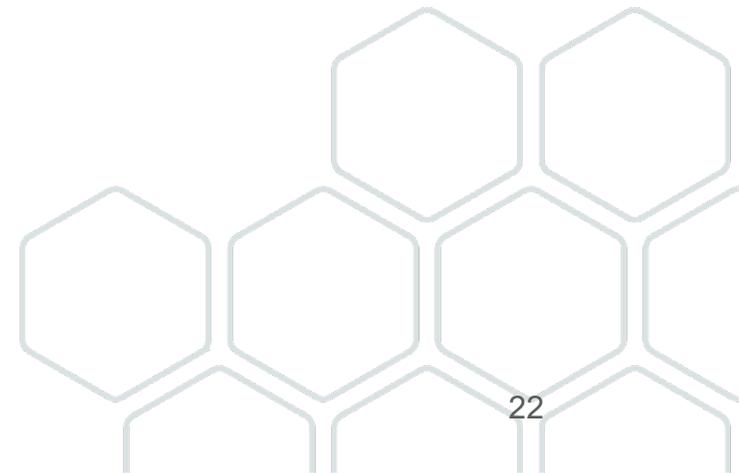
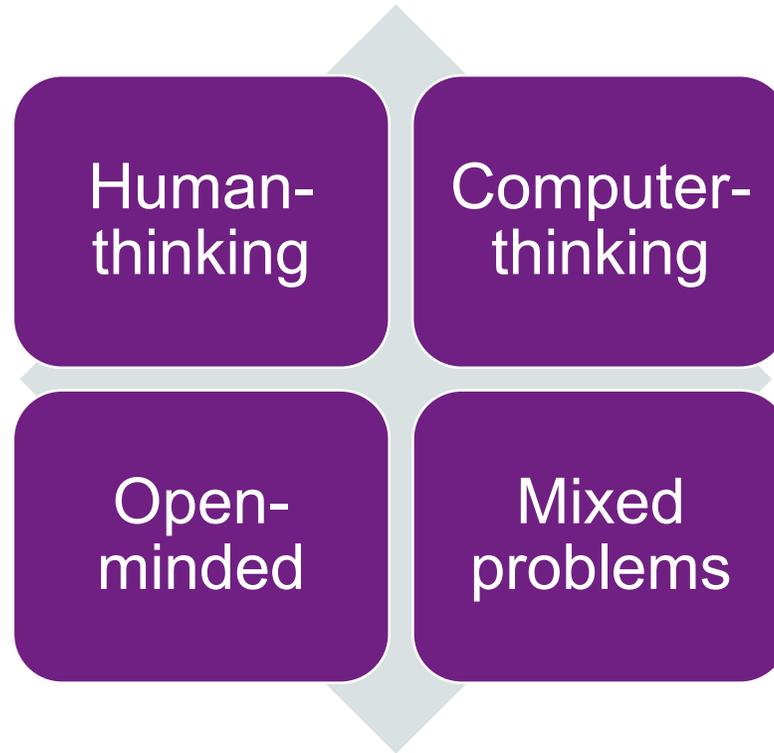
- Social scientists “think like people”
- Study people, interactions, behaviours, etc.
- Thinking skills = abstraction, inference, fuzzy categories, background knowledge, etc.
- Data skills = response categorisation/coding, quality evaluation, pattern detection, etc.
- Use computers, but do not usually write computer code

... and Computer Scientists

- Computer scientists “think like computers”
- Solve information/processing problems
- Thinking skills = concrete definitions, absolutes, strict hierarchies/categories, clearly defined and scoped variables/rules, etc.
- Data skills = Collect/analyse/manipulate data through code/tech/computational methods
- Not usually taught to identify/motivate research projects with societal impact/value



How to do CSS?



Human-thinking

Skills like:

- Identifying important problems or knowledge gaps,
- Considering possible solutions,
- Connecting problems to relevant theories or perspectives, and
- Collecting relevant information and research to frame approach.

Easy(ish) for social scientists trained in abstraction, communication, subtle context, and shared societal knowledge.

Harder for computer/data scientists not trained in ill-defined, overlapping, context-dependent concepts or using assumptions/background knowledge for interpretation

Computer-thinking

Skills like:

- accessing, organising, processing and vast and/or complex data,
- writing (collaborative) code, and
- documenting workflows.

Easy(ish) for computer/data scientists trained in computational methods, strict rules, exclusive definitions, and extremely formal and structured processes (Jewett and Kling 1991)

Harder for social scientists, but they can build on training to code responses, format surveys, and draw statistical analyses from complex data (among others)

Open-minded (and eager to learn)

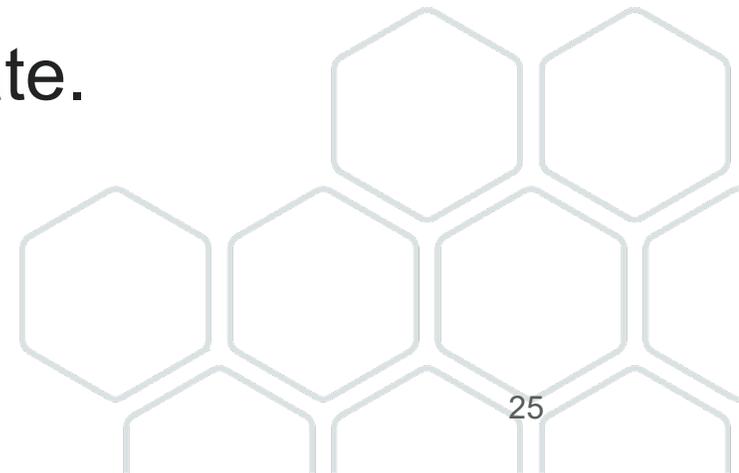
No one starts out with all of the skills they need.

No one knows all the skills they might need to acquire

Approach with an open mind, curiosity, and a willingness to learn.

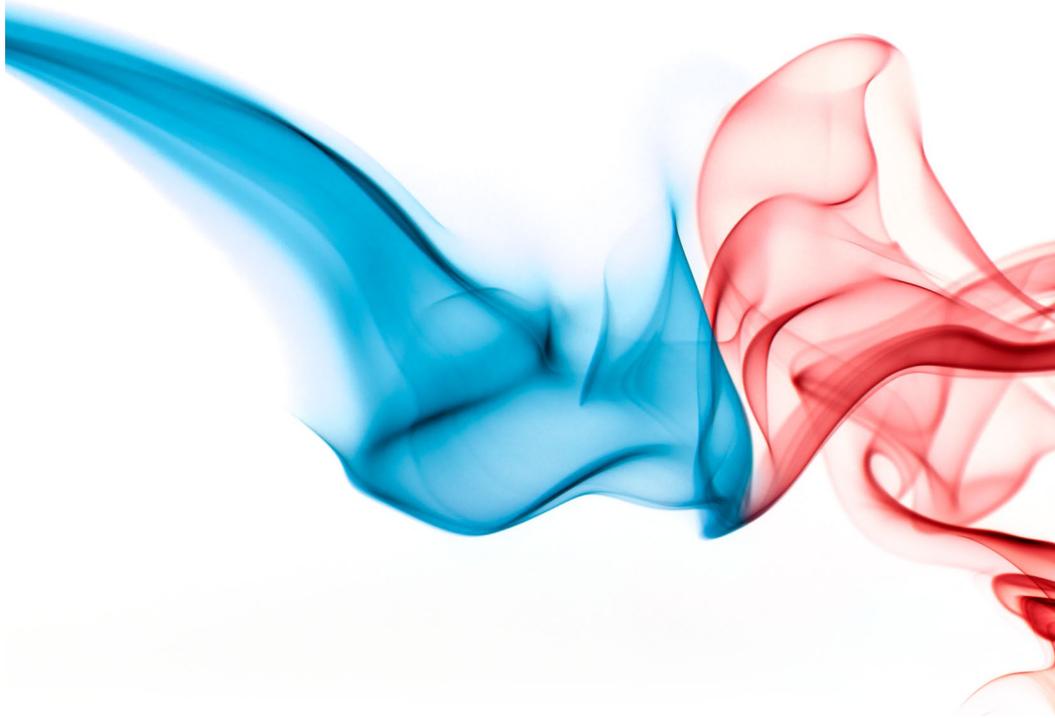
Some skills will be easier to pick up or use than others.

You can't do it all yourself - be prepared to collaborate.



Mixed problems

- Mixed problems = need human-thinking AND computer-thinking



Mixed problems (and the need to pick 'em)



- Mixed problems = need human-thinking AND computer-thinking
- Will become more important as:
- Resources are digitised
- Interactions, objects and processes become 'smart' or networked
- Large volumes of data are made available/are updated faster
- Other changes in the future

Practically, you can follow my 8-step process!

- Identify the problem
- Explore the problem
- Formalise the concepts
- Collect data, implement software, verify
- Experiment and analyse data
- Discussions and conclusions
- Communicate, publish, present
- Share, document and validate



Let's take another short break!

We will start again in just a few minutes, but take the opportunity to:

- Stretch or move around
- Get a drink
- Make a comment or ask a question in the Zoom Q&A
- Etc.

1. Identify the problem

- Be as clear and specific as possible about the pattern, problem, lack of insight.
- Also identify who is involved, where it is, etc.



2. Explore the problem

- Gather information and perspectives in multiple ways (surveys, observations, secondary data analysis, app creation, web-scraping, API's, expert interviews, etc.).
- Spell out sub-problems, processes, relationships, simplicifations, assumptions, related issues, existing specialties, etc.



Participants on their (theoretical) step 1 & 2!

Find something interesting in social media - For example noticing users on Twitter are quite vocal about love or hate of veganism. Step 2 - play around with publicly available Twitter data and check hunches. Look for ways to gather full datasets.

(That's my research indeed) Step 1: Research question: How does reasoning of negotiators affect the outcome of negotiation? Step 2: Analyse the reasoning process in reality, the factors affecting it. Simplify it to design a concept for ABM model

Step 1: Public representation of Chinese investments in urban Africa Step 2: Analyze social media representation, newspaper articles, interview authorities, stakeholders, surveying public perceptions

step 1: barriers to improving the effectiveness of pupil premium plus funding step 2: surveys to schools (designated teachers), analyse secondary data internally, interview school leaders for best practice

Step 1: how to make use of full knowledge of sell-side equity analysts, whether their work are really playing an information role for the market. Step 2: Web scraped reports, interview analysts in work process and interest conflicts

Step 1. How does news coverage of crimes vary by ethnic/social group/gender etc and how does that effect how people view these? Step 2. Scrape articles reporting crimes and look at web traffic/comments on articles by users.

Step 1: pervence of fringe beliefs (e.g. anti-vax, conspiracy theories) in left-wing vs right-wing internet forums Step 2: web-scraping/API queries to gather (eg reddit) comments. Sentiment analysis and network analysis between frequent commenters.

3. Formalise the concepts

- Make all the concepts and processes explicit, formal and both computer and human understandable.
- Often known as ‘pseudo-code’.
- Example:
 - “trust” is defined as a variable between 0 and 100.
 - “trust” between two parties increases following mutually beneficial interactions.
 - Existing levels of “trust” decrease to zero if an interaction is judged to be deceitful.
 - Etc.



4. Collect data, implement software, verify

- Select and implement one or more methods.
- The choice of method will be highly dependent on the research topic.
- Thoroughly check that the selected method has been implemented correctly – essentially answering the question “Did we do the thing right?”



5. Experiment and analyse data

- Run the experiments! Build the models! Analyse the data! Or otherwise use the methods selected in previous step!
- Identify and explain the results within the context of the experiments/model/method.



6. Discussions and conclusions

- Going beyond the experiment/model/method, draw some conclusions about what the results mean.
- Do you support policy recommendations?
- Who or what do these results affect? Why does it matter?
- What should change? Who benefits from that proposed change?



7. Communicate, publish, present

- All of the previous steps must be communicated to multiple audiences in multiple ways.
- Short term and long term engagement.
- Public, academic, political, students, etc.
- Consider conferences, journals, blogs, white papers, academic societies, workshops or university classes, etc.



8. Share, document, validate

- Help make sure the ‘right thing was done’ by allowing your work to be studied, reproduced and/or modified as needed through openly available:
 - Workflows (methodologies/steps taken)
 - Code
 - Data
- As transparent, well documented and openly as possible (not always entirely possible)



Important to Note



- These steps are **NOT LINEAR!**
- Most (or all) will require many **ITERATIONS.**
- Documentation (step 8) actually applies **THROUGHOUT** all the other steps – don't wait until the end to start!

References

- Arnold, B., L. Bowler, S. Gibson, P. Herterich, R. Higman, A. Krystalli, A. Morley, M. O'Reilly, K. Whitaker and others (2019). *The Turing Way: a handbook for reproducible data science* (Version v0.0.4).
- Brooker, P. D. (2019). *Programming with Python for Social Scientists*, SAGE Publications Limited.
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- Heiberger, R. H. and J. R. Riebling (2016). "Installing computational social science: Facing the challenges of new information and communication technologies in social science." *Methodological Innovations* **9**.
- Jewett, T. and R. Kling (1991). "The dynamics of computerization in a social science research team: A case study of infrastructure, strategies, and skills." *Social Science Computer Review*. **9**(2): 246—275.
- Kasmire, J. and D. McDonnell (2020). *Thinking like a computational social Scientist: Organising thoughts and organising data*. Big Surv '20 Big Data meets Survey Science.

Take away points.

Another word cloud!

available sources and enc
transparency

what is css ethical considerations

formalize the concepts agent based model

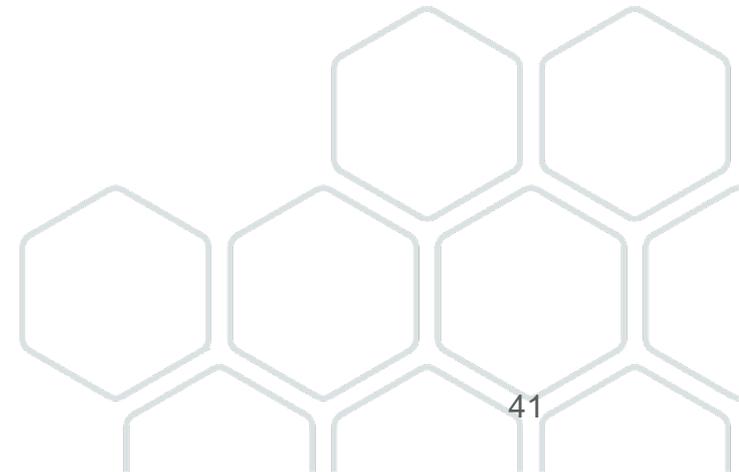
ethics

gave me new ideas

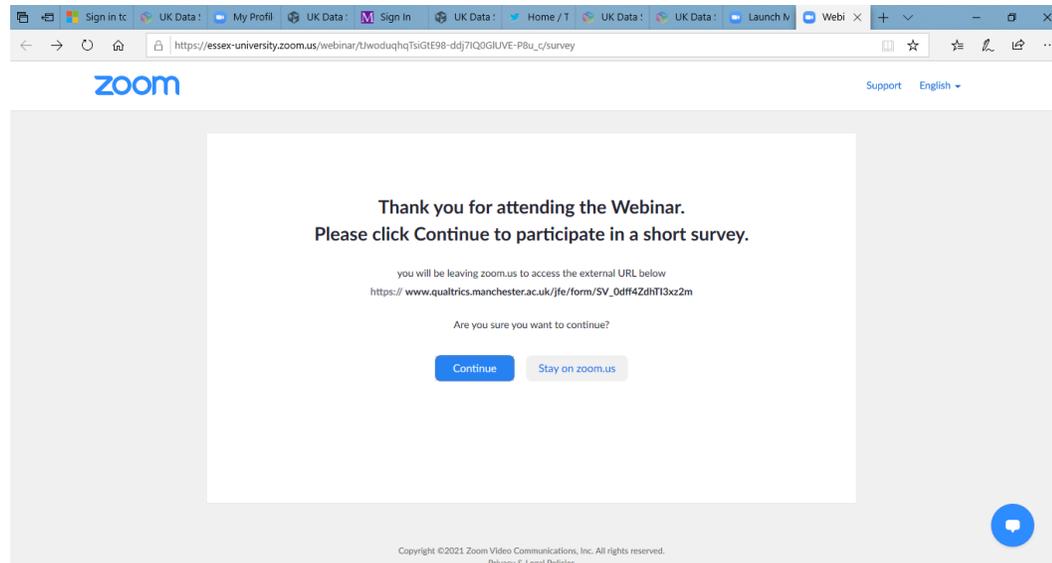
not so intimidating

ols - css novel opportunities

8 steps



Evaluation



- When you leave the webinar, please complete our short survey.
- Just click on 'continue' to access the survey.



Thank you.

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