



Department of Economics

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April 27, 2015

Professor Meg Daly
Chair, Arts and Sciences Curriculum Committee

Re: Adding Social Science Analytics Specialization to Data Analytics

Dear Meg:

The SBS Panel on April 22, 2015 approved a proposal to add a Social Science Analytics specialization to the Data Analytics major.

The proposal is motivated by the need for a social science component in the Data Analytics program. Many “big data” analyses address social science issues. They also require social science research skills, particularly those related to survey research, such as sampling and measurement. The graduates of this specialization are likely attractive to a wide range of industries, including social media companies, marketing and consulting firms, and government agencies.

The panel agreed that the proposed specialization is worthwhile and it complements well the existing specializations in Biomedical Informatics, Business Analytics and Computational Analytics. The proposal was first reviewed by this panel on October 16, 2014. The panel questioned whether the electives and the training in ethics adequately prepare a student for the independent research project. The concerns have been addressed satisfactorily.

The panel’s decision to approve the proposal was unanimous.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pok-sang Lam'.

Pok-sang Lam
Chair, ASCC SBS Panel