

SOCIAL DATA ANALYTICS

Undergraduate
Minor

SFU

FACULTY OF ARTS
AND SOCIAL SCIENCES

**DATA-DRIVEN
PUBLIC POLICY
COMMUNITY
ETHICS
CONSULTING
COMMUNICATION
VISUALIZATION
ANALYSIS**

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SOCIAL DATA ANALYTICS

Is Social Data Analytics for you?

How can data analysis shape the future of public policy? How can it help design smarter, more sustainable cities, address housing affordability, or provide insights into the drug crisis? How is data revolutionizing industries, transforming the way businesses connect with consumers, and creating new opportunities for innovative entrepreneurs?

The Social Data Analytics minor equips students with cutting-edge skills increasingly in demand across a wide range of careers in public policy, urban planning, marketing, consulting, and technology.

By combining insights from multiple disciplines, the program provides a strong foundation for applying data-driven approaches to solve real-world problems.

The program culminates in a hands-on capstone project, where students collaborate with organizations such as the City of Vancouver and Statistics Canada. This experience allows students to apply their skills to complex challenges, preparing them to lead in fields where data-informed decision-making is critical.

What you will learn

- Data analysis skills from collection and critical evaluation of data derived from and related to human behaviour
- Foundation in computational and statistical methods
- Effective communication and research reporting skills through presentations and data visualizations
- Ability to translate technical information and data-driven insights to the public, scholarly community, and policymakers
- Privacy and ethical concerns emerging from data collection in the big data era

Career opportunities

Many possibilities are open to you, with some requiring further education.

- Data scientist
- Digital marketer
- Market research analyst
- Policy analyst
- Social media analyst

Rachel Way

MAJOR: POLITICAL SCIENCE

MINOR: SOCIAL DATA ANALYTICS

Social Data Analytics taught me where to gather data, how to analyze it, how to visualize it, and most importantly how to share my results with various audiences. I now use data effectively, both in my graduate research and as an analyst at a consulting firm.



UNDERGRADUATE ADVISOR

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