

The SFU logo is a white, bold, sans-serif font on a dark red rectangular background.

FACULTY OF ARTS  
AND SOCIAL SCIENCES

# SOCIAL DATA ANALYTICS MINOR

**APPLY NOW!**

[www.sfu.ca/socialdata](http://www.sfu.ca/socialdata)



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?

The Social Data Analytics 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 brand-new minor program will provide students with a foundation in statistical and computational methods with an emphasis on the privacy, ethical, and societal issues surrounding technology and big data.

## **INTERDISCIPLINARY LEARNING**

Jointly organized by the Departments of Economics, Linguistics, Philosophy, and Political Science, core courses for this program will derive from these four departments.

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.

Admitted students to the program will complete a minimum of 27 units of coursework from a diverse range of disciplines including Gender, Sexuality and Women's Studies, Geography, Statistics, English, and Communication.

Everything comes together in a Capstone Project Seminar, where students work in teams to apply their skills to a social issue or policy problem.

## 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 YOU'LL GO

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.

## QUESTIONS? CONTACT US

**Program Director**  
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**Program Advisor**  
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## PROGRAM ADMISSION

Open to all SFU undergraduate students with priority given to those based in Economics, Linguistics, Philosophy, and Political Science.

Your application will be evaluated based on your advising transcript, statement of interest, and how well the minor will fit with your current program. There are no prerequisite courses or minimum GPA requirement.

**APPLY NOW!**

**FOR MORE INFORMATION AND TO APPLY, VISIT**

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