

SOCIAL DATA ANALYSIS, UNDERGRADUATE MICROCREDENTIAL

analysis, which are essential for conducting data analysis and statistical modeling.

The rise of social media, digital technologies, and big data has drastically transformed the way institutions, businesses, and governments gather and analyze information about society. Consequently, the need for graduates who are skilled in social data analysis is greater than ever. These professionals are sought after in areas like social policy, program evaluation, public health, market research, and social media analytics. Governments and public agencies, in particular, rely on social data to inform important policy decisions and to tackle significant societal challenges. Many positions within research organizations, think tanks, and government agencies, such as the Census Bureau and the Centers for Disease Control, require expertise in social data analysis.

A microcredential in social data analysis will equip students with the essential tools to interpret social data, apply statistical methods, and use software for data management and visualization. This program will enhance students' technical capabilities while also promoting the critical thinking needed to address social issues in an increasingly data-driven world. With the growing role of data in shaping public opinion, policy, and organizational strategies, training in social data analysis offers both immediate and long-term benefits for students who wish to make a meaningful impact on society.

Requirements

The minimum GPA for a microcredential in the College of Letters & Science is a 2.0, with a minimum grade of 2.0 in each course as well. A maximum of one course may be transferred from another institution; two courses must be completed in residence at UWM.

Code	Title	Credits
Core Courses		
SOCIOL 261	Introduction to Statistical Thinking in Sociology	3
SOCIOL 361	Research Methods & Data in Sociology	3
Electives		
Choose one of the following:		3
SOCIOL 352	Social Networks	
SOCIOL 461	Social Data Analysis Using Regression	
Total Credits		9

Social Data Analysis Undergraduate Microcredential Learning Outcomes

Upon completion of this microcredential, students will:

- **Apply Social Data Analysis Methods:** Students will learn to apply various methods for analyzing social data, including quantitative techniques such as regression analysis and network analysis, as well as qualitative approaches such as in-depth interviewing.
- **Gain Hands-on Experience:** Through research assignments, students will gain practical experience that directly applies to careers in social data analytics and research.
- **Demonstrate Software Proficiency:** Students will become proficient in using statistical software tools commonly used in social data