Chapter 1 basics in social statistics

1) What is social statistics?

Social statistics is a set of math methods used to analyze social data,

2) What is social data

It comprises of cases and variables

Most cases are individuals, sometimes, cases can be collective entities, such as classrooms, neighborhood, team, group, organization, party, nation/state, etc.

3) Variables: attributes that vary from one case to another.

4) Dataset

	Variable 1	variable 2	variable 3	variable N
Case 1				
Case 2				
Case 3				
Case M				

5) Types of variables

A) Nominal variables: variables with groups that cannot be ranked,

Gender (men, women), race (white, black, Asian, Hispanics, others), region, religion etc.

B) Ordinal variable: variables that can be ranked, but the difference between groups cannot be numerically measured/defined

social class (upper, upper middle, middle, working, low class, homeless)

C) Interval/ratio variable: variables with groups that can not only be ranked, but also numerically measured, defined.

Income, education, temperature, weight, height, BMI, etc.

D) Dummy variables: variables with only two groups

Gender (men, women).

6) Future in data sciences

A) Collaborations between computer/EE and Social Sciences
B) Big Data
C) Social Network Analysis/Analytics