

# Best Friends, Boyfriend and Girlfriends?

- What proportion of people have a best friend?
- What proportion of people have a boyfriend/girlfriend?

# **Social Statistics - 1<sup>st</sup> Year Modules**

**Dr. K. Purdam**  
**School of Social Sciences**  
**September 2016**

[kingsley.purdam@manchester.ac.uk](mailto:kingsley.purdam@manchester.ac.uk)  
[@SocialStatsMan](#) [@CitSocScience](#)

- ▲ Home
- ▲ Subjects
- Social Statistics**
  - ▶ About us
  - ▶ Our people
  - ▶ Undergraduate
  - ▶ Taught master's
  - ▶ Postgraduate research
  - ▶ Our research
  - ▶ Events and seminars
  - ▶ Key external partners
  - ▶ Careers and employability
  - ▶ Contact us

## Social Statistics



Postgraduate MSc **Research impact**



### Social Statistics courses

- Undergraduate
- Taught master's
- Postgraduate research



[^ Home](#)[^ Research](#)[Research groups](#)[▶ Ageing](#)[▶ Anonymisation](#)[▶ Ethnicity](#)[▶ Health](#)[▶ Privacy](#)[▶ Quantitative methods](#)[▶ Social networks analysis](#)[▶ Work and employment](#)

## Research groups

Research within CMIst is characterised by two overarching themes:

- Advanced quantitative methods and resources
- Social dynamics

**Advanced quantitative methods and resources** focuses on methodological and statistical development, often with a strong science social component. It is supported primarily by research groups within the Disciplinary Area of Social Statistics.

**Social dynamics and inequalities** focuses on population and social change, with the application of advanced quantitative methods to key social science questions.

Select one of the following images to find out more about our research groups.



## SOST10021

### Unequal Societies - Health, Well-being & Happiness (20 credits)

Why do certain people live longer than others? Why are some people happier than others? This lecture and practical training based module aims to:

- (i) To develop students knowledge of the evidence for understanding inequality in relation to health, well-being and happiness;
- (ii) To introduce students to the key analytical skills required and provide basic training in the use of software for analysing quantitative data;
- (iii) To develop students understanding of sampling, sample bias and statistical inference in social research. Students will develop an understanding of good practices in evaluating evidence and data and assessing scientific robustness.

The module will involve the development of critical skills in evaluating data and methods through: lectures, lab classes and group work. Students will be encouraged to develop skills in using social statistics and practical experience of data analysis including using software and on-line tools. Social statistics and data analysis skills are in high demand in the labour market.

For information on other ways to develop your data skills (including paid internships) see the opportunities available through the Manchester Q-Step Centre [www.manchester.ac.uk/q-step/](http://www.manchester.ac.uk/q-step/)

Follow social statistics on Twitter @ SocialStatsMan

If you have any questions about the courses or would like more information please contact Dr. Mark Brown.

## SOST10012

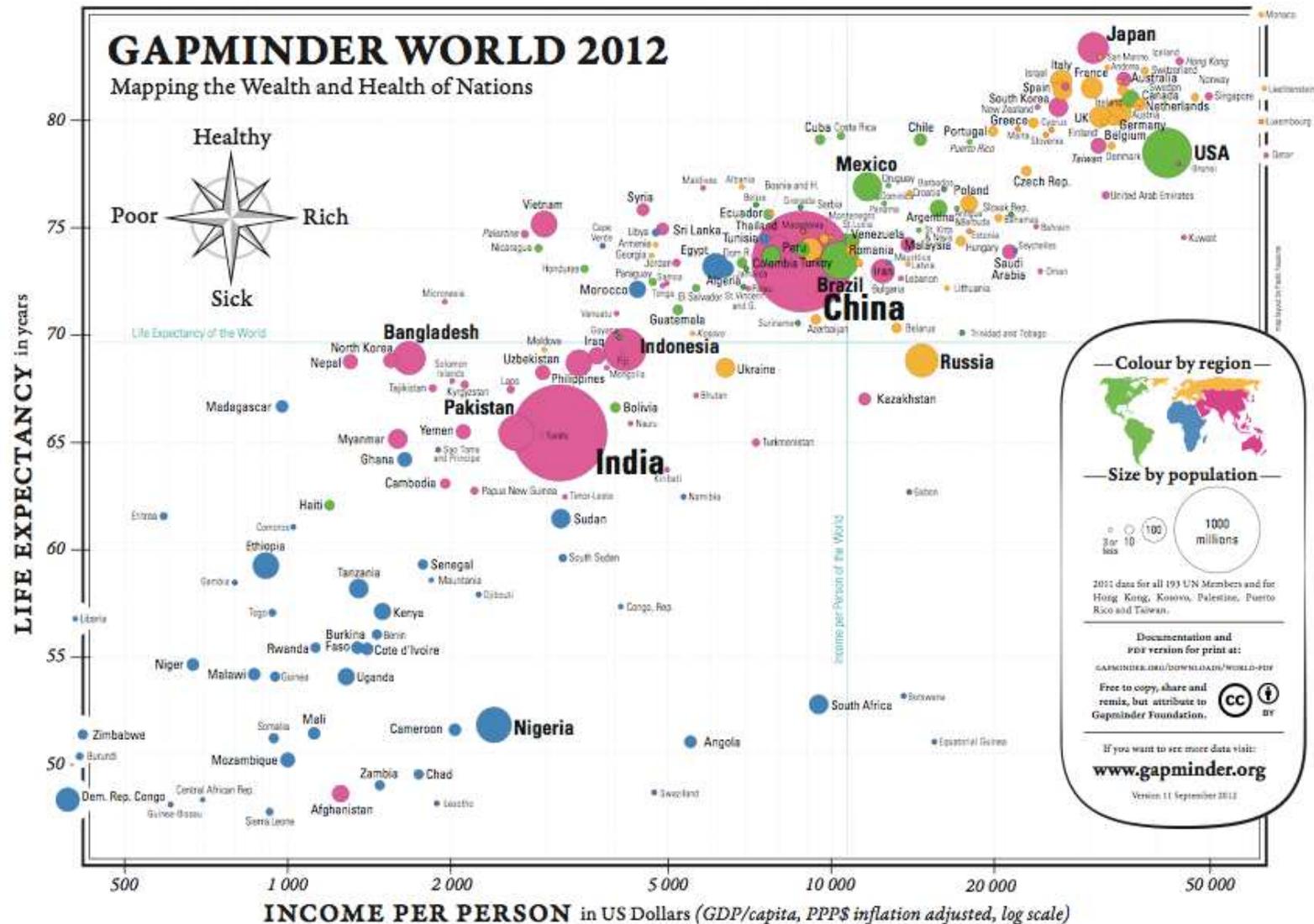
### Understanding Social Media (20 credits)

It's the so called age of big data - where people are creating archives of their lives as they use different services and communication tools such as blogs and Twitter and on-line purchasing. How does it help our understanding of challenging social problems? What issues are raised in terms of privacy? This module aims to:

- (i) To develop students understanding of social research methods using social media data such as Facebook, Twitter and Blogs;
- (ii) To inform students about research design and ethical issues concerning the use of social media data in research;
- (iii) To introduce students to the analytical skills used in collecting and analysing social media data.

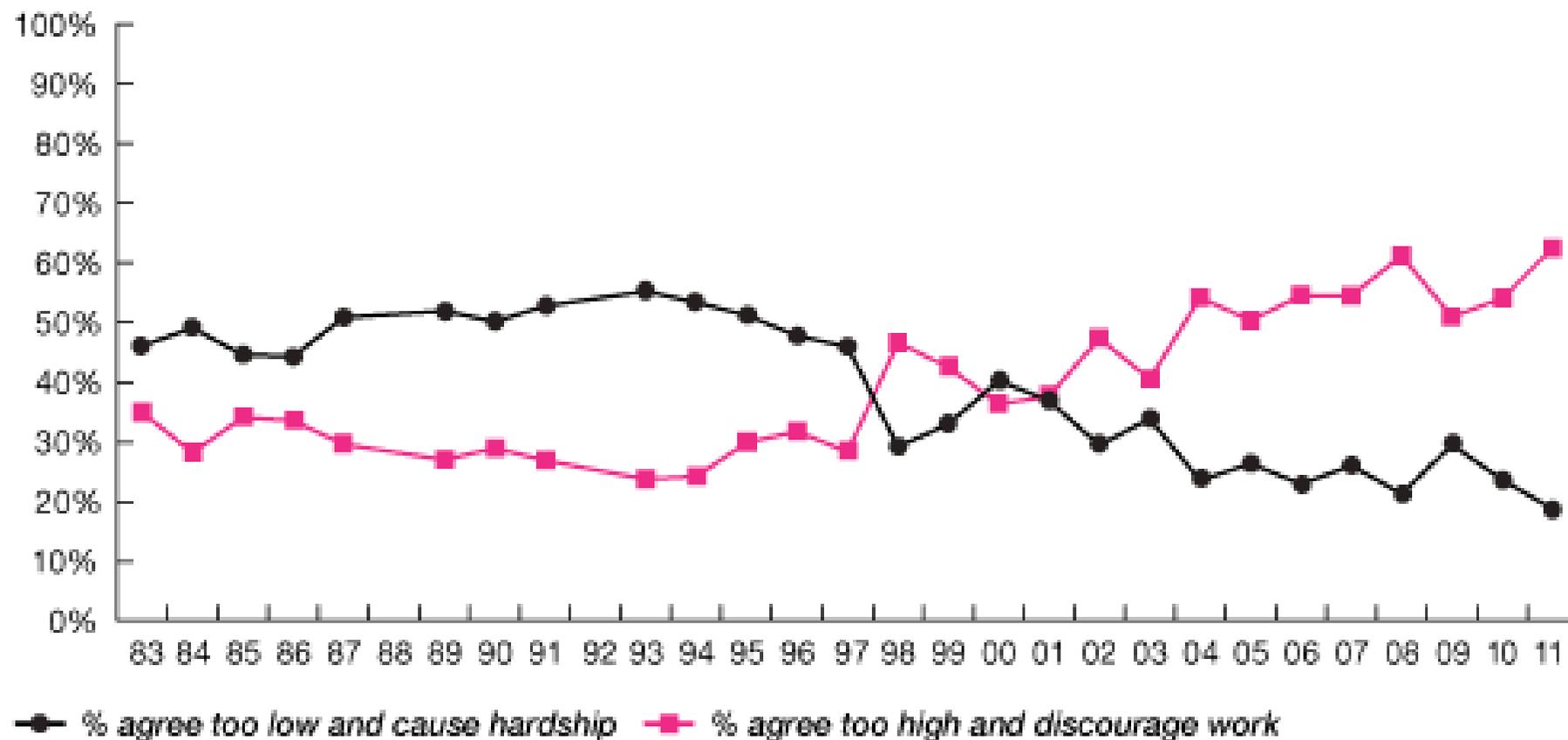
Students will develop an understanding of social statistics and practical experience of data analysis including using software for social research and will also develop skills in evaluating evidence and scientific claims. Social statistics and data analysis skills are in high demand in the labour market.

# Global Differences



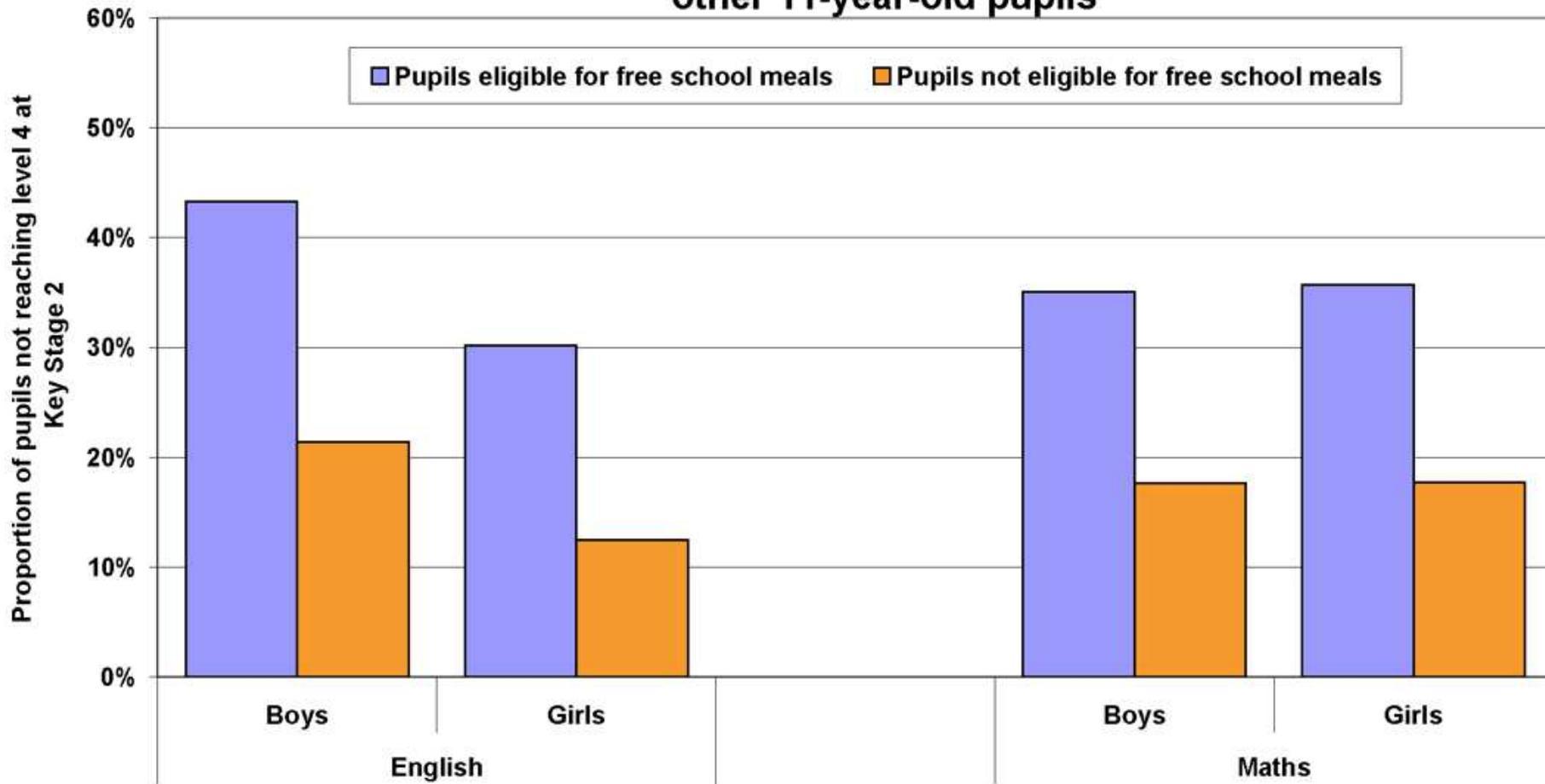
# Social attitudes in an age of austerity

**Figure 0.2 Attitudes to unemployment benefits, 1983–2011**



Source: British Social Attitudes Survey

**11-year-old pupils eligible for free school meals are around twice as likely not to achieve basic standards in literacy and numeracy as other 11-year-old pupils**



Source: National Pupil Database, DfE; the data is for 2010; England; updated Feb 2011

# Data Skills

- No requirement for A-level Maths
- Basic skills
- Real data
- Critical mind set – Is the data robust?
- Employers are increasingly looking for people with good quantitative skills, and taking some quantitative options during your degree will enhance your CV

▲ Q-Step

Summer projects

▶ Who can apply

▶ How to apply

## Summer projects

The University of Manchester Q-Step summer projects will provide 2nd year undergraduate students with a valuable opportunity to work with an organisation in the summer break.

- Projects are open to students that are on eligible degree courses and taking the pre-requisite course units
- Most projects will be 6-8 weeks long
- Places will be competitive
- Successful students will receive a stipend

The Manchester Q-Step Centre now has the following projects available for applications for summer 2014:

- [Ref 01: Political Tracking Data Mining, Analysis and Reporting with YouGov](#)
- [Ref 02: Research Support for the YouGov-Cambridge Programme and Annual Forum with YouGov](#)
- [Ref 03: Civility Watch Pilot with YouGov](#)
- [Ref 04: Panel Taxonomy with YouGov](#)
- [Ref 05: Omnibus Research Assistant with YouGov](#)
- [Ref 06: Global Reputation Tracking Study with YouGov](#)
- [Ref 07: Research using the National Survey of Sexual Attitudes and Lifestyle with UCL \(Note: This project can take 2 students\)](#)
- [Ref 08: A Quantitative variationist study of fast Speech h-deletion in English with the University of Manchester](#)
- [Ref 09: Promoting Political Participation with the Social Action and Research Foundation](#)



Our summer projects will enable you to acquire valuable real-world experience in social data analysis

<http://www.humanities.manchester.ac.uk/q-step/summer-projects/>

*“I keep saying the sexy job in the next ten years will be statisticians. The ability to take data—to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it—that’s going to be a hugely important skill in the next decades. Because now we really do have essentially free and ubiquitous data. So the complimentary scarce factor is the ability to understand that data and extract value from it. You also want to be able to visualize the data, communicate the data, and utilize it effectively. But I do think those skills—of being able to access, understand, and communicate the insights you get from data analysis—are going to be extremely important.”*

**Hal Varian - Google’s chief economist**

## SOST10021

### Unequal Societies - Health, Well-being & Happiness (20 credits)

Why do certain people live longer than others? Why are some people happier than others? This lecture and practical training based module aims to:

- (i) To develop students knowledge of the evidence for understanding inequality in relation to health, well-being and happiness;
- (ii) To introduce students to the key analytical skills required and provide basic training in the use of software for analysing quantitative data;
- (iii) To develop students understanding of sampling, sample bias and statistical inference in social research. Students will develop an understanding of good practices in evaluating evidence and data and assessing scientific robustness.

The module will involve the development of critical skills in evaluating data and methods through: lectures, lab classes and group work. Students will be encouraged to develop skills in using social statistics and practical experience of data analysis including using software and on-line tools. Social statistics and data analysis skills are in high demand in the labour market.

For information on other ways to develop your data skills (including paid internships) see the opportunities available through the Manchester Q-Step Centre [www.manchester.ac.uk/q-step/](http://www.manchester.ac.uk/q-step/)

Follow social statistics on Twitter @ SocialStatsMan

If you have any questions about the courses or would like more information please contact Dr. Mark Brown.

## SOST10012

### Understanding Social Media (20 credits)

It's the so called age of big data - where people are creating archives of their lives as they use different services and communication tools such as blogs and Twitter and on-line purchasing. How does it help our understanding of challenging social problems? What issues are raised in terms of privacy? This module aims to:

- (i) To develop students understanding of social research methods using social media data such as Facebook, Twitter and Blogs;
- (ii) To inform students about research design and ethical issues concerning the use of social media data in research;
- (iii) To introduce students to the analytical skills used in collecting and analysing social media data.

Students will develop an understanding of social statistics and practical experience of data analysis including using software for social research and will also develop skills in evaluating evidence and scientific claims. Social statistics and data analysis skills are in high demand in the labour market.