

**VIelfalt IM ZENTRUM DER FORSCHUNG**

# „COMPUTATIONAL SOCIAL SCIENCE: STUDYING HUMAN BEHAVIOR THROUGH DIGITAL TRACES“

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Die Ringvorlesung findet auf Englisch und virtuell statt.

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## Informationen zum Vortrag:

The wealth of data generated by our digital society, when combined with computational methods like agent-based modelling and natural language understanding, provides a new window to study human affect at new scales and resolutions. I present an overview of the new research field of Computational Social Science, introducing its methods, risks, limitations, and opportunities. I illustrate current research in the field with four examples: the study of collective emotions, the analysis of polarization dynamics in social media, the measurement of gender inequality across countries, and the study of limits to individual control on privacy in online media.

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