

★  
BIG DATA

&

SOCIAL NETWORK ANALYSIS

THE  
AMERICAN  
Semester

SUMMER SHORT COURSE  
JULY 3-23, 2016

As the eighth largest university in the United States, MSU provides its students leading academics at one of the top 100 universities on Earth. It doesn't stop there. Outside of the classroom students in the American Semester Program at Michigan State University have the chance to live, study, and play at a classic all-American campus with students from all over the world.

The **Big Data and Social Network Analysis** program is hosted by the College of Communication Arts and Sciences. During the program, students will be exposed to the following content:

- Learn to use Social Network Analysis software (e.g. MS NodeXL)
- Explore different APIs for social media such as Facebook, Twitter, and YouTube
- Program in different languages (e.g. Python, R)
- Use graphs and formulas to represent the structure(s) of social network data
- Understand the theories relevant to driving social network analysis research
- Integrate the use and interpretation of social network data in social science research and business applications

Class is expected to run Monday through Thursday for three (3) hours each day from 9:30 am to 12:30 pm. Students should also expect approximately eight (8) hours a week of homework including group and project work.

Students will live on MSU's campus at Owen Hall (<http://liveon.msu.edu/rivertrail/owen>) and make new American and international friends from across the globe. A meal plan is included.

The program will include various academic excursions relevant to the course content, as well as other cultural activities such as:

- ★ local events, festivals and shopping
- ★ weekend trip to Detroit
- ★ weekend in Niagara Falls

When students arrive on campus, they will attend a welcome reception. At the end of the program, a special graduation banquet will take place.



*The American Semester Program*  
The American Semester Program (ASP) provides a non-degree international education experience through which students can take courses in a large research-intensive American university as a compliment to undergraduate degree studies at their home institution.

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MORE INFORMATION

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