BA program
Sociology and Social Informatics
39.03.01 "Sociology"

Daniel Alexandrov - Academic Supervisor

Professor at the Department of Sociology

Dean of the St. Petersburg School of Social Sciences and Humanities

https://www.hse.ru/en/org/persons/4132356

Language of Instruction: English

for students struggling with language there will remedial tutoring and an optional separate track of supplementing English lectures with Russian-language seminars, while for students with sufficient knowledge of English all classes will be in English

Four points to check whether this program is for you? Yes, if
➔ You are interested in how behave in social networks and social media
➔ You believe Internet and the World Wide Web to be most important feature of 21st century life
➔ You want to combine interests in mathematics with the humanities and the study of society
➔ You would like to be working in digital business and/or marketing

Social Informatics

Our program in Social Informatics is the **first in Russia** and one of the first BA programs in the world to train sociologists of the new digital generation.

It equips young people with solid knowledge in **social sciences**, including **theory construction and model building**, as well as the cutting-edge skills in **data gathering, processing, analysis and visualization**. These skills are useful in any venue of future life in business or academia.

The program also provide students with domain-specific competences, required for academic and professional success in the **areas, related to the Internet and digitally transformed industries:** consulting and marketing companies, internet advertising agencies, digital start-ups, as well as the gaming industry and digital media.

The program includes not only **sociological and humanities topics**, but also applied elective courses in **HR management and research, digital marketing and storytelling, knowledge management and organizational analysis**, as well as **mathematics, data analysis and computer science core, and theory construction and model building competences.**

Choosing personal learning trajectory of elective courses and minor programs, our students can opt for educational path with deeper studies of **data science and information systems**, or applied topics in **business**, or for a path with more **cultural sociology, anthropology and the humanities**.

Sociological Theory (1-4)
Methodology & Methods (1-4)
Economic and Social Statistics (4)
Stratification (2)
Economic Sociology (3)
Principles of Economics (1)
Microeconomics (2-3)

Data Analysis (2-4)
(Data Science Minor) (2-3)
Text Mining (3)
Social Network Analysis (3)
Information Systems (1)
Applied Software (1-3)
Mathematics (1)
Probability and Statistics (1)

Human Resources and HR research
Advertisement
Organizational Analysis
Business Analytics
Digital Storytelling
Digital Economies
Networks, Crowds, Markets

Argumentation & Writing
Philosophy
Anthropology

Youth Studies
Social Anthropology
Gender Studies
Criminology
Urban Sociology

Theory Construction and Model Building
Computational Models
Research Design
Institutions and Organizations
Web Science
Human-Computer Interaction and Social Computing
Online Social Research

Lecturers of the Department

International and interdisciplinary team of sociologists, political scientists, specialists in information systems, education, data analysis

Students learn and work in research laboratories:

- Sociology of Education and Science Laboratory
- Laboratory for Internet Research
- International Laboratory for Comparative Social Research
- Center for Youth Studies

Why studying Social Informatics is good for your career

The 25 Hottest Skills of 2014 on **Linked** in

1. Statistical Analysis and Data Mining
2. Middleware and Integration Software
3. Storage Systems and Management
4. Network and Information Security
5. SEO/SEM Marketing
6. Business Intelligence
7. Mobile Development
8. Web Architecture and Development Framework
9. Algorithm Design
10. Perl/Python/Ruby
11. Data Engineering and Data Warehousing
12. Marketing Campaign Management
13. Mac, Linux and Unix Systems
14. User Interface Design
15. Recruiting
16. Digital and Online Marketing
17. Computer Graphics and Animation
18. Economics
19. Java Development
20. Channel Marketing
21. SAP ERP Systems
22. Integrated Circuit (IC) Design
23. Shell Scripting Languages
24. Game Development
25. Virtualization

https://blog.linkedin.com/2014/12/17/the-25-hottest-skills-that-got-people-hired-in-2014

The Hottest Skills of 2015 on LinkedIn
Global

#	Skill	Trend		#	Skill	Trend	
1	Cloud and Distributed Computing	↑	NR	14	Shell Scripting Languages	↑	9
2	Statistical Analysis and Data Mining	↓	-1	15	Mac, Linux and Unix Systems	↓	-2
3	Marketing Campaign Management	↑	9	16	Channel Marketing	↑	4
4	SEO/SEM Marketing	↑	1	17	Virtualization	↑	8
5	Middleware and Integration Software	↓	-3	18	Business Intelligence	↓	-12
6	Mobile Development	↑	1	19	Java Development	↔	0
7	Network and Information Security	↓	-3	20	Electronic and Electrical Engineering	↑	NR
8	Storage Systems and Management	↓	-5	21	Database Management and Software	↑	NR
9	Web Architecture and Development Frameworks	↓	-1	22	Software Modeling and Process Design	↑	NR
10	User Interface Design	↑	4	23	Software QA and User Testing	↑	NR
11	Data Engineering and Data Warehousing	↔	0	24	Economics	↓	-6
12	Algorithm Design	↓	-3	25	Corporate Law and Governance	↑	NR
13	Perl/Python/Ruby	↓	-3				

* NR (Not recorded in 2014)

https://blog.linkedin.com/2016/01/12/the-25-skills-that-can-get-you-hired-in-2016

The combination of sociological "core", managerial, analytical and IT disciplines defines the multifaceted modern work profile.

You can work in any organization and any field, where understanding of human behavior and their interactions, combined with modern methods of its analysis is essential:

- specialists in web analytics and social media
- planning and online advertising campaign management
- analysis and customer relationship management
- specialists in organizational and information systems
- marketing and human studies

- **Places** (300+ vacancies in St. Petersburg now): specialist in Internet marketing, Web analytics and social media analytics, online projects management, specialist in Business Intelligence, game designer, a specialist in management and analytics of online community, and others.

- **Types of companies**: Consulting companies, agencies of online advertising, employment agencies and labor market research companies, startups, departments of online marketing and business analytics, B2B and B2C companies, international data analyst, developers of online games and social services.
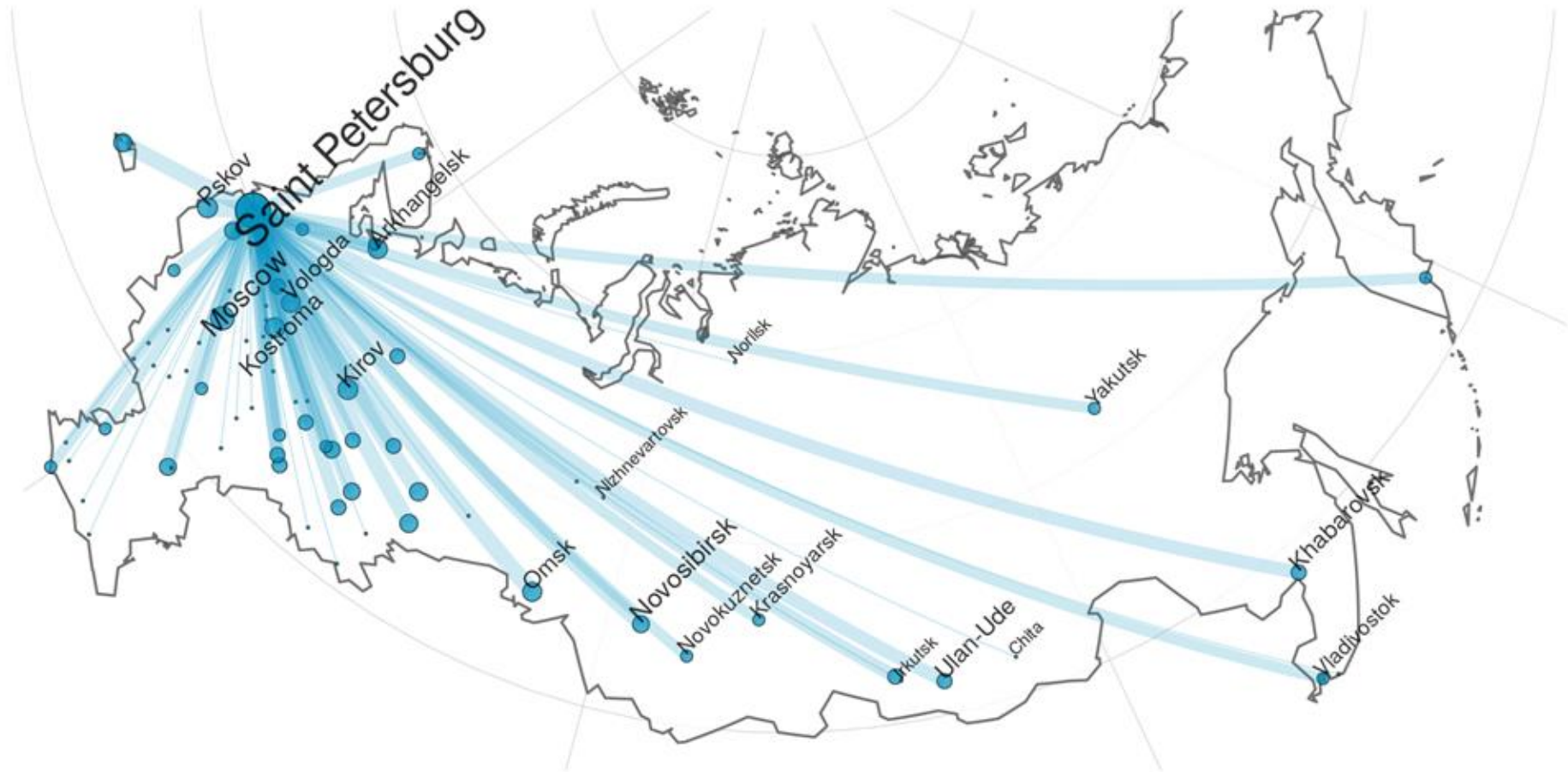
Where to study after graduation?

- Traditional programs in sociology, media, political science in international universities: modern digital skills that you acquire greatly improve your chances to be accepted

- International programs with "digital" expertise: Information Management and Knowledge, Web Science, Human-Computer Interaction, Social Computing, Computational Social Science, Digital Media, Digital Humanities, Digital Marketing

- Top Russian Master's Programs, including HSE St. Petersburg / HSE Moscow, for example, Applied Methods of Market Analysis, Marketing Technologies, Sociology, Political Science, Personnel Management, Data Analysis etc.

What our students can do

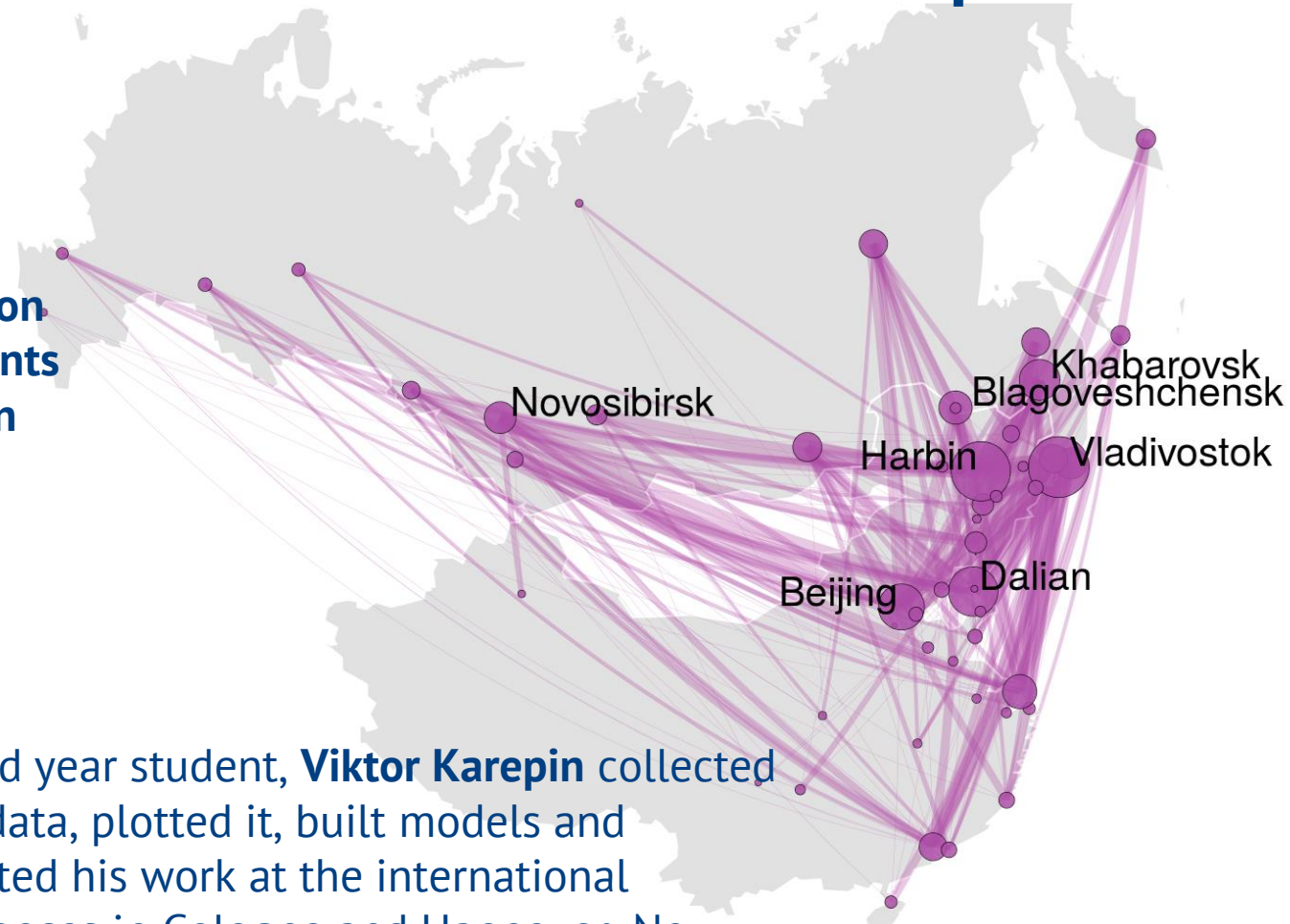# Where students come from in HSE - Saint Petersburg

Where Russian students in Chinese universities come from? Socal media can answer this question.

SocisEducational migration streams of Russian students to Chinese universities on the basis of data from vk.com

Novosibirsk

Khabarovsk
Blagoveshchensk
Harbin
Vladivostok
Beijing
Dalian

Our 2nd year student, **Viktor Karepin** collected these data, plotted it, built models and presented his work at the international conferences in Cologne and Hannover. Now he is finishing the program and has an internship in the sphere of urban informatics

International engagement of our students

Our students at the international symposium in Cologne, Germany

Our students visiting Utrecht University in December 2015 after a conference in Cologne
with the professor Ineke Maas and PhD student Bas Hofstra

One of our students
Alexandra Koptyaeva
at the Summer School
in Utrecht University,
the Netherlands.
She is now in MA
Program in Sweden.

- Her thesis was about small business owned by migrants
- She worked at Yandex.Money
- She applied and got admitted to both Utrecht University and Linkoping University with full scholarships

BA program
Sociology and Social Informatics

Program Manager: Ekaterina Ershova

55|2, Sedova str., St. Petersburg, Russia, 198099
Tel.: +7 (812) 560-71-75
Email: sociology-spb@hse.ru

https://spb.hse.ru/en/ba/soc/