
STATISTICS SEMINAR

UW-Department of Statistics

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Abstract: In the age of Big Data, we have more information than ever about what people are doing and how they are thinking. However, the sheer volume of data available can overwhelm traditional qualitative and quantitative research methods, leading to research that finds significance without meaning. This talk will look at the epistemological and methodological challenges and opportunities big data presents for social science research, including a discussion of the new field of quantitative ethnography, which connects the study of culture with statistical tools to go beyond looking for patterns in mountains of data to tell textured stories at scale.

TITLE: Quantitative

**Ethnography:
Epistemological and
Methodological
Opportunities and
Challenges of Big Data in the
Social Sciences**

Speaker:

**David Williamson
Shaffer**

Vilas Distinguished
Achievement Professor of
Learning Sciences University of
Wisconsin in the Department of
Educational Psychology

Time & Place:

Wednesday,
September 18, 2019

4:00, Room 140

Bardeen

Cookies & Coffee @

3:30, Rm 1210 MSC

