

第一届中国系统科学大会

2017. 5. 12-14

北京西郊宾馆

**第一届中国系统科学大会
会前专题讲座：计算社会学专题**

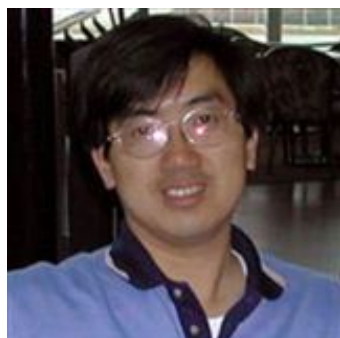
报告人：罗家德 教授

报告题目：社会计算方法论—资料挖掘、扎根真相与理论模型间的对话

报告时间：2017年5月12日(周五)上午 11:00-12:00

报告地点：北京师范大学图书馆三层学术报告厅

摘要： The methodology of a research cycle often begins with data mining of online data, with the expectation that some interesting social phenomenon findings will be found. We then interpret these findings by way of either a comparison dialogue with the existing theories and/or by creating our own preliminary theory. Using pre-existing theories and/or our own preliminary theory as a guide, various methods of qualitative studies, such as interviewing, field observations, open questions survey, case studies, etc., can be used. Qualitative studies provide us with an understanding of ground truth, which can be used to test the findings and interpretations derived from data mining. Through the combination of ground truth, existing theories, and/or our preliminary theory, a base for theory building and hypothesis development is established. Then a model based on the operative theory is built so as to predict new facts, and more sets of data are collected for confirming the theoretical model. Often times there are ground truths checked by surveys in the real-world that do not jibe with our interpretation of the results of data mining, and/or further examination of initial qualitative studies reveal further observations not accessible through the findings and interpretations gained from the first stage data mining. This will lead to a second run of data mining and qualitative studies.



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1993年于纽约州立大学石溪分校社会学专业获博士学位。主要研究与教学旨趣在以社会学中社会网分析与理论为基础，向各个不同学科发展，整合多学科相关研究，以推广社会网理论与方法在各个方面的应用。研究兴趣包括圈子理论研究、自组织研究、社区营造研究、组织社会资本研究、外包体系治理问题、高科技产业集群、组织设计与交易成本分析、经济社会学、社会网络理论、社会网络分析、网络动态学与仿真模型等。在学术领域着重于将中国社会的“关系”、“熟人”与“圈子”等特质置于中国本土化管理研究之中。著有《中国商道》、《中国人的信任游戏》、《社会网分析讲义》等书。

详见：<http://www.tsinghua.edu.cn/publish/Soc/3021/index.html>