UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Big Data in Behavioural Psycology

2223-2-F9101Q030-F9101Q031M

Aims

Data Scientists often work in a multidisciplinary environment, in which they interact with experts in various disciplines, among which psychology. The present course aims to provide some basic concepts, methods, and theories of psychology, with the goal to make interdisciplinary interaction easier.

Contents

- The tools of psychology (an overview)

- The use of Big Data in psychology

- Psychology models for predicting and explaining human behavior

- Language and cognition

- Identity, personality, self concept

Detailed program

We will address some central topics of psychology, without the pretence of giving an exhaustive treatment, but rather with the intention of providing a general idea.

The tools of psychology: after a brief overview of the instruments typically used in psychological research, we will focus on questionnaires and indirect measures of cognitions. Examples will be provided, and their advantages and

limits will be discussed.

The use of Big Data in psychology: an overview on some of the psychological studies with Big Data.

Language and cognition: Here we will address how language can be investigated to understand attitudes, beliefs, prejudices, etc.

Identity, personality and self-concept: We will address personality theories and the impact of self and identity on human behavior.

Prerequisites

None.

Teaching form

attendance is compulsory.
For each topic, scientific papers or chapters will be proposed and discussed in the classroom; moreover, students will actively present contents (organized in groups).

Textbook and teaching resource

Slides and scientific papers will be made available on the e-learning page.

Semester

Second Semester

Assessment method

Written examination to test the acquisition of the concepts discussed during the meetings, with open and closed questions.

and

Final project, based on work in small groups. Note that each member of the group will deliver *his/her own individual written final project* and give an oral presentation based on this work (collective projects, or copy-and-paste of projects between group members, will not be allowed). The individual written project must be submitted by the week following the end of the course.

The written examination must obtain an assessment of at least sufficient for the laboratory to be considered as successfully attended. The vote will be the evaluation of the project.

Office hours

Office hours are on **Tuesdays from 1 to 2 PM** (but please check the webpage https://www.unimib.it/cristina-zogmaister for updates).

Please signal by email your intention to attend to office hours (cristina.zogmaister@unimib.it)

Sustainable Development Goals