

A Brief Introduction to Huang (2017)

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1 Main Ideas

1.1 *What is the question?*

How could we apply data science, including programming and statistics, in Psychology? Besides, could we not only explain, but also *predict* human behaviour?

1.2 *Why should we care about it?*

Since the growing internet, especially social network users, there are more and more data available, and the information we produce on the internet grows exponentially. Traditionally, Psychology researches mainly rely on experimental data and questionnaires, if we could use these data efficiently, that could definitely help us understand and further predict human behaviour.

1.3 *What is your (or the author's) answer?*

Yes. The author shows several examples that we could combine data science and Psychology, and we could indeed predict human behaviour more precisely than before.

1.4 *How did you (or the author's) get there?*

The author uses tools such as web-crawlers and machine learning based programme to obtain useful data, mainly from the social network websites, and analyse them with statistics, which also as known as Psychometrics.

1.5 *Real-world Example*

During the United States presidential election 2016, before the result was revealed, there were already several AIs that analysed data on social network websites, such as Twitter and Facebook trying to predict the result, and many of them did correctly predict the result that Donald Trump won.