

Social Sciences



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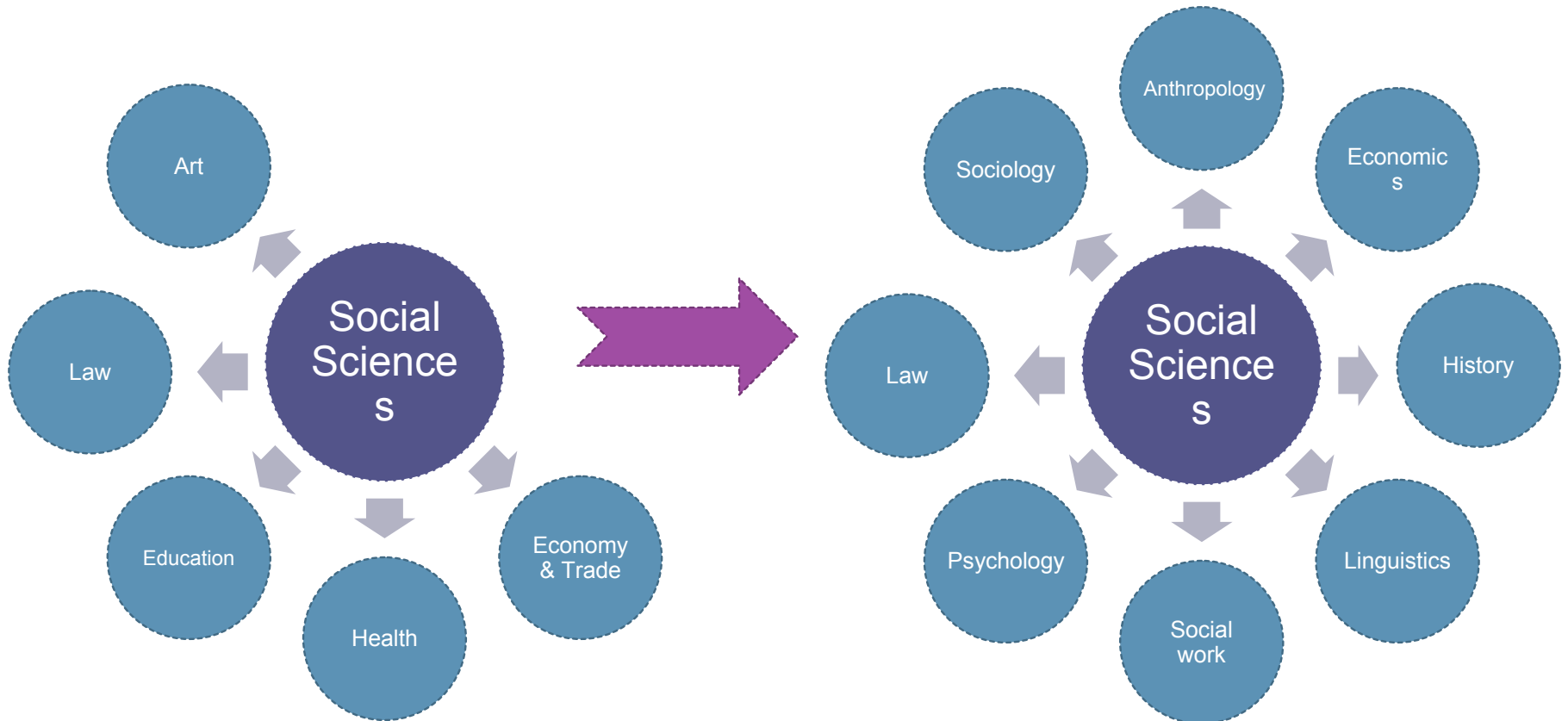
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What is Social science?



- The fields of scientific **knowledge** and **academic scholarship** that explore **social groups** and, more generally, human society.



History of the social sciences



Begins in the roots of ancient philosophy

made by Muslim scientists during the Middle Ages

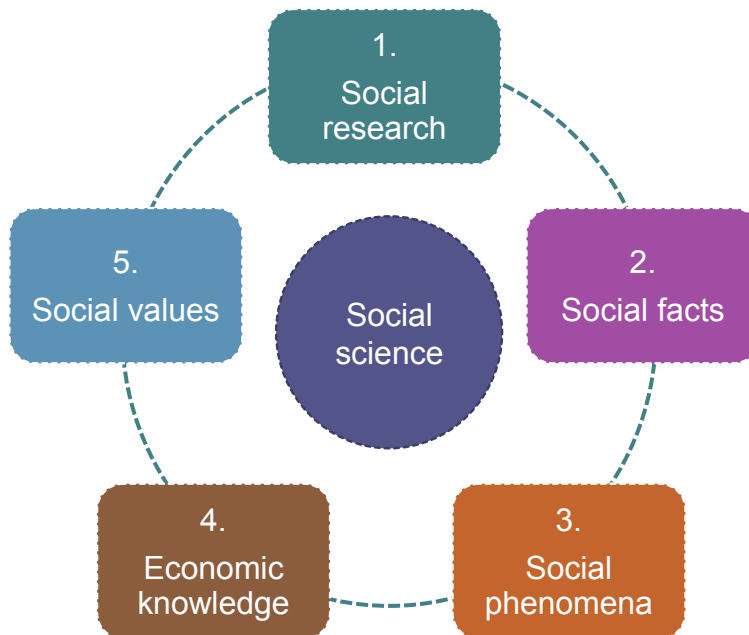
This unity of science as descriptive remains and deductive reasoning from axioms created a scientific framework.

The Age of Enlightenment saw a revolution within natural philosophy

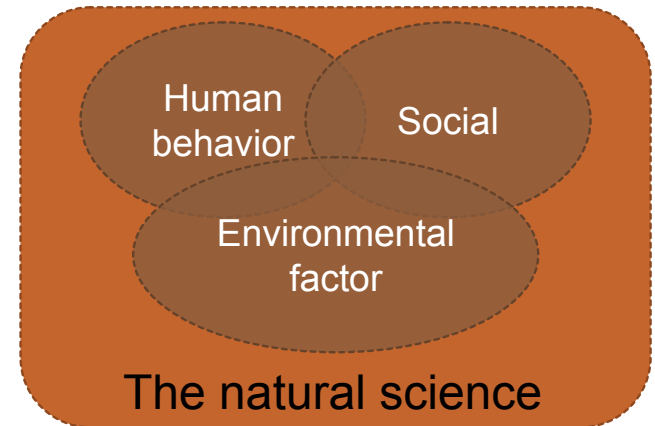
- The social sciences developed from the **systematic knowledge-bases**, relating to the **social improvement** of a group of interacting entities.

History of the social sciences

- In the 18th century
 - influenced by **positivism**
 - Five paths of development



- In the 20th century
 - the **interdisciplinary and cross-disciplinary** nature science

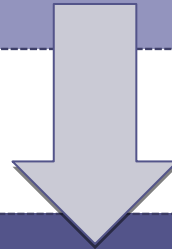


- Increasingly, quantitative research and qualitative methods are being integrated in the **study of human action and its implications and consequences.**

History of the social sciences



The various realms of social science progress in a myriad of ways, increasing the **overall knowledge** of society.



The social sciences will for the foreseeable future be composed of **different zones** in the research of, and sometime distinct in approach toward, the field.

Branches of Social Science



- Anthropology
- Economics
- Education
- Geography
- History
- Law
- Linguistics
- Political science
- Psychology
- Social work
- Sociology

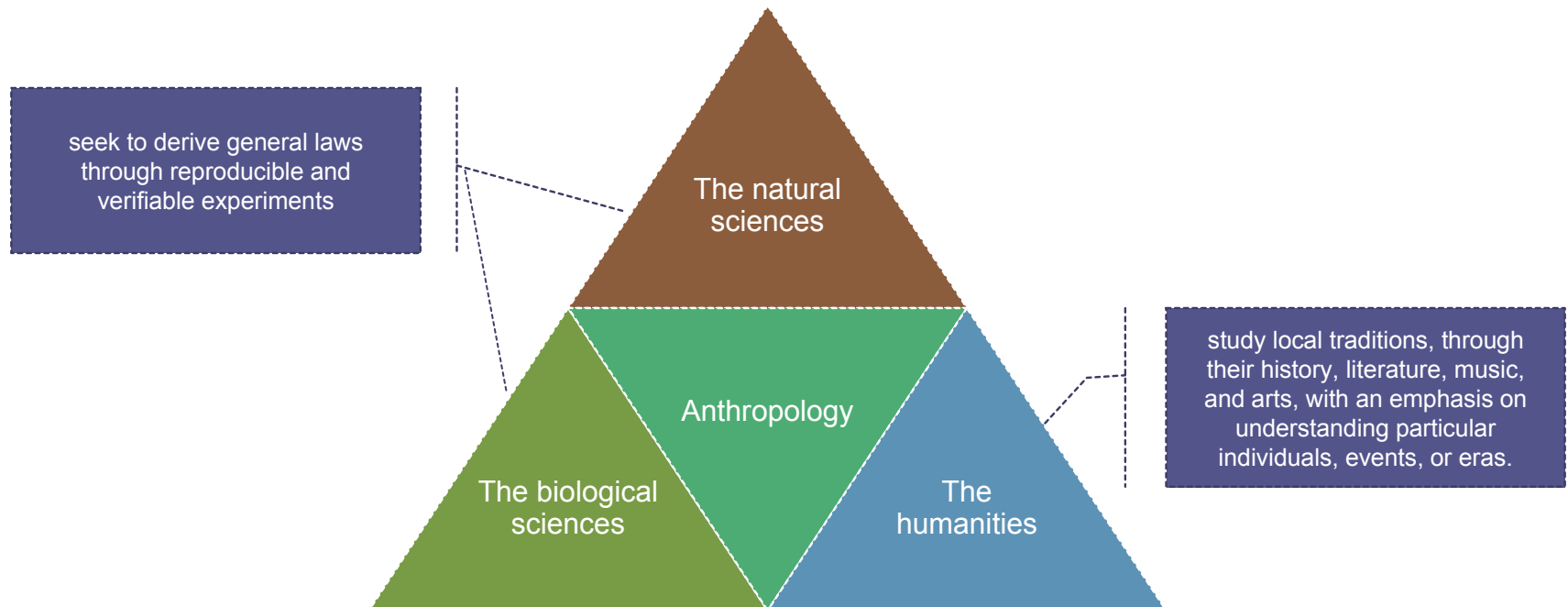
- Communities studies
- Media studies
- Web Science
- Medicine
- Biology
- Demography

Branches of Social Science



- **Anthropology**

- The holistic “science of man”
- In the twentieth century, academic disciplines have been divided into three broad domains.



Branches of Social Science

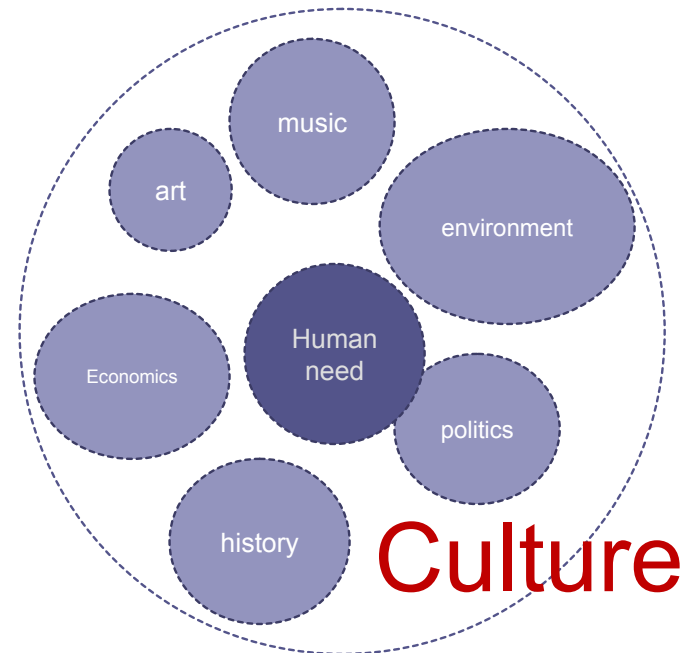


- Anthropology
 - attempted to develop scientific methods to understand **social phenomena** in a generalizable way, though usually with methods distinct from those of the natural sciences.
 - The goal of anthropology is to provide a holistic account of **humans and human nature**.
 - It is possible to view **all human cultures** as part of one large, evolving global culture.
 - These **dynamic relationships** remain fundamental in any kind of anthropology, whether cultural, biological, linguistic or archaeological.

Anthropology and SNS



- 인류학
 - 생물로서의 인류와 그 문화를 연구하는 학문
 - “사람이란 무엇인가”라는 명제에 대한 과학적 인간상 정립
- Social Network Service와의 관계
 - 인간에 대한 본질 분석
 - 어떻게 살고 있으며, 어떻게 살기를 원하는지 분석하여 기술 발전 방향과 영감 제시
 - ✦ **Human Needs** = 인간에 대한 욕구 분석
 - ✦ **Culture** = 문화별 차이 분석



Branches of Social Science



- **Economics**

- It seeks to analyze and describe the production, distribution, and consumption of wealth.
- "the science which studies **human behavior** as a relation between scarce means having alternative uses." by Lionel Robbins in 1932
- "the study of how people seek to satisfy needs and wants" and "the study of the financial aspects of **human behaviour**." in the present day



Branches of Social Science



- Economics
 - Two broad branches
 - ✦ Microeconomics
 - ✦ Macroeconomics
 - Another
 - ✦ Positive economics, normative economics
 - Economic reasoning has been increasingly applied in recent decades to **social situations** where there is no monetary consideration, such as politics, law, psychology, history, religion, marriage and family life, and other social interactions.



Economics and SNS



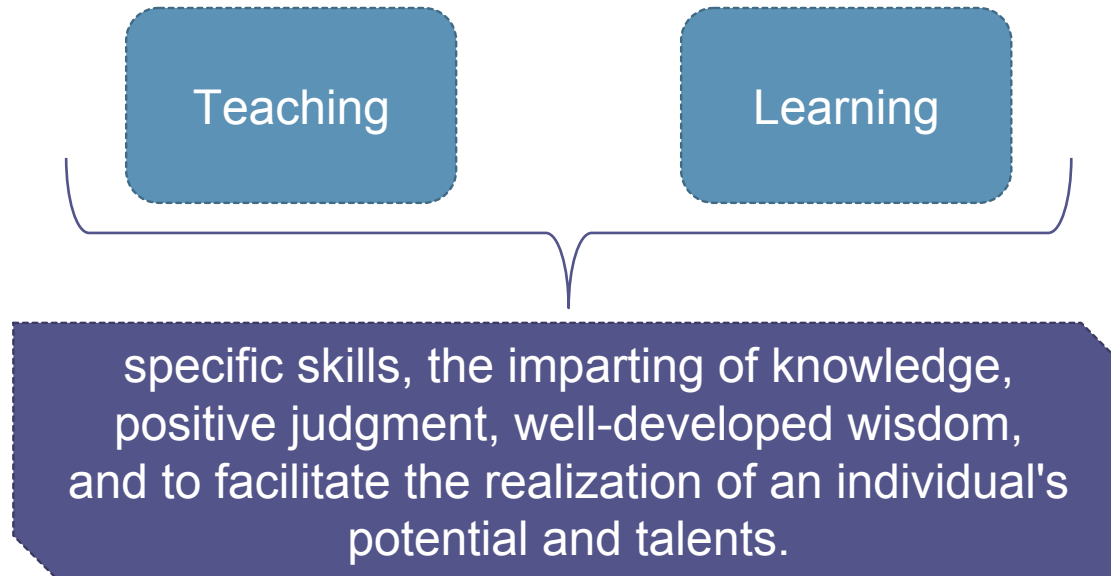
- 경제학
 - 인간의 경제활동에 기초를 둔 사회적 질서를 연구하는 학문
- Social Network Service와의 관계
 - 인간의 경제활동 분석
 - 어떻게 해야 사람들이 소비를 할 수 있는지 분석하여 수익을 창출할 수 있는 비즈니스 모델을 제시



Branches of Social Science



- Education

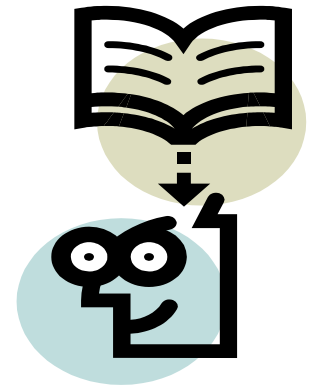


- one of its fundamental aspects the imparting of culture from generation to generation.
- The education of an individual human begins **at birth and continues throughout life.**

Education and SNS

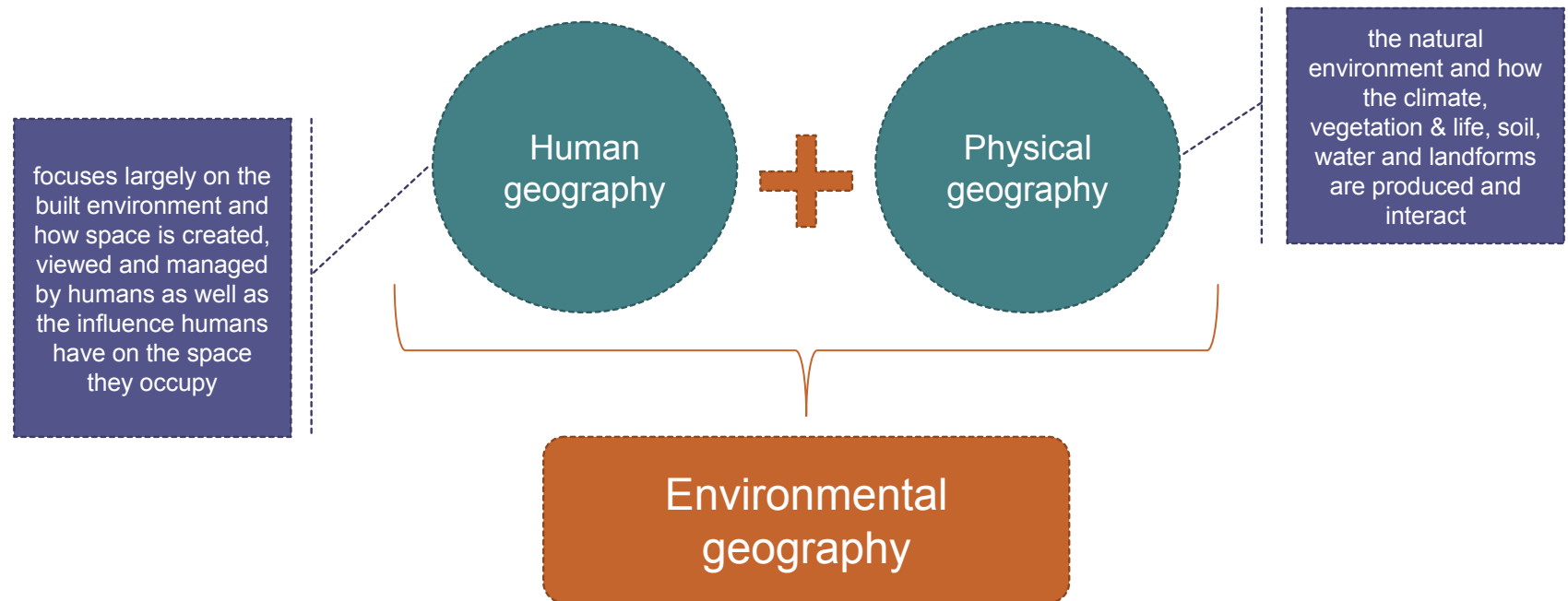


- **교육학**
 - 교육을 사회적 사실로서 파악하고, 이를 과학적 방법을 이용하여 실증적으로 연구하는 학문
- **Social Network Service와의 관계**
 - 교육 서비스를 제공하기 위해 교육학 연구 필요
 - 어떻게 사람들에게 온라인 환경에서 효과적인 교육 서비스를 제공할 수 있을지, 교육 커뮤니티를 형성 할 수 있는지 분석하여 새로운 교육 모델을 제시



Branches of Social Science

- Geography



- Mapmaking and finding ways to project the surface of the earth → Seeking to **understand humanity and its natural environment**

Geography and SNS



- 지리학
 - 세계 여러 지역을 종합적으로 연구하는 학문
- **Social Network Service**와의 관계
 - 인간과 지역적, 환경적 관계 분석
 - 지역적 특성에 따른 문화를 분석하고 지리적 제약을 탈피하기 위한 기술 발전 방향 제시



Branches of Social Science



- **History**
 - History is the continuous, systematic narrative and research of past events as relating to the human species; as well as the study of all events in time, in relation to humanity.
 - History can be seen as the sum total of many things taken together and the spectrum of events occurring in action following in order leading from the past to the present and into the future.

History and SNS



- 역사학
 - 과거의 사료를 평가, 검증하는 과정을 통해 역사적 진실 규명과 그 관련성을 추구하는 학문
- Social Network Service와의 관계
 - 과거의 서비스를 분석
 - 사료는 미래를 예측할 수 있게 해주는 자료로 과거를 통해 더 나은 서비스를 제시

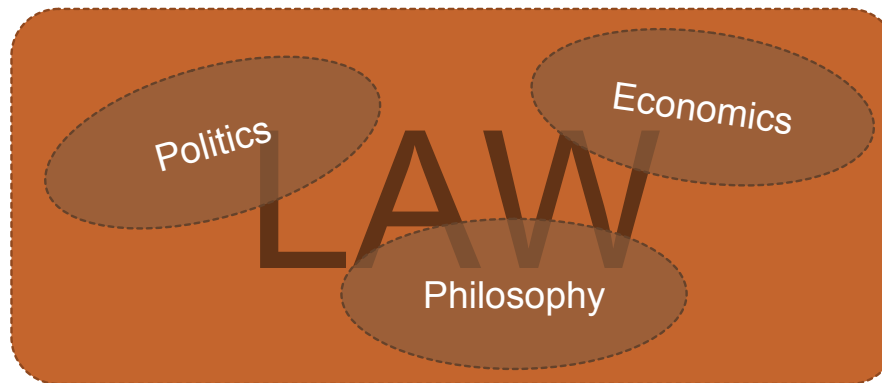


Branches of Social Science



- Law

- A rule which is capable of enforcement through institutions.
- The study of law crosses the boundaries **between the social sciences and humanities**, depending on one's view of research into its objectives and effects.
- It is a completely central social institution.
- Legal policy incorporates the practical manifestation of thinking from almost every social sciences and humanity.



Law and SNS



- 법학
 - 법을 연구 대상으로 하는 학문
- Social Network Service와의 관계
 - 사용자가 생산한 산물에 대한 권리를 보호받기 위한 지적 재산권 등 온라인이라는 새로운 환경에 맞는 법이 필요

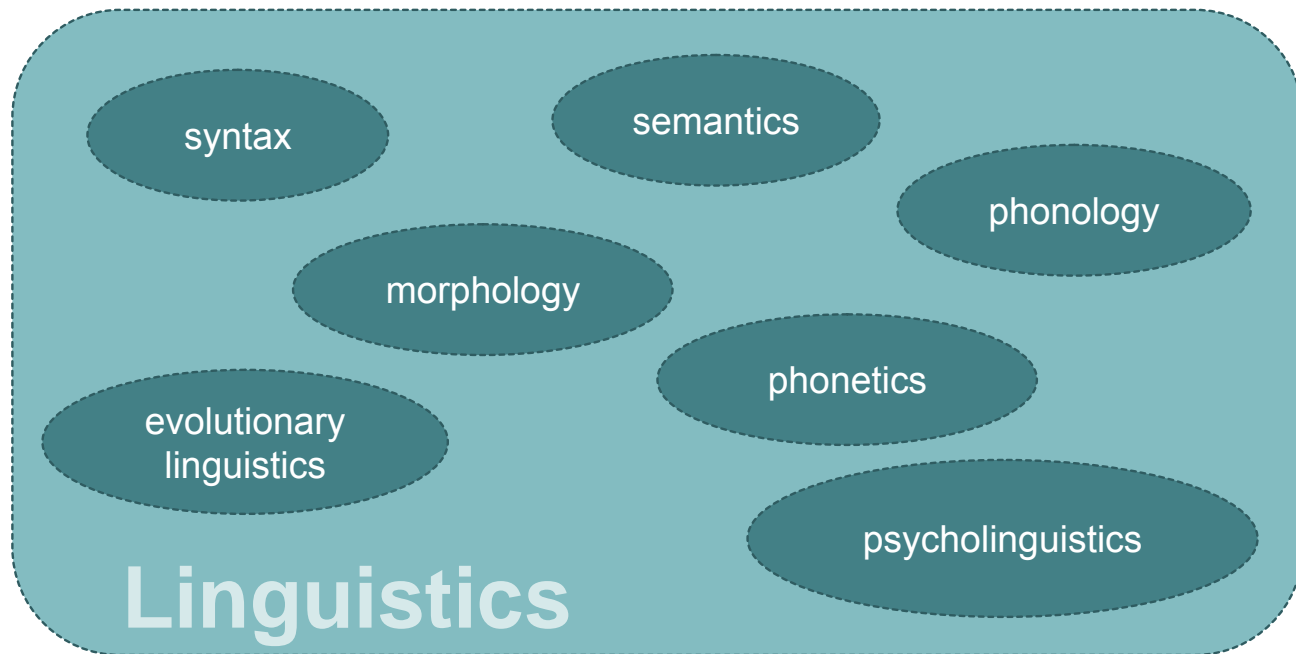


Branches of Social Science



- **Linguistics**

- Linguistics investigates the cognitive and social aspects of human language.
- The field of linguistics



Linguistics and SNS



- 언어학
 - 인류의 언어를 과학적으로 연구하는 학문
- Social Network Service와의 관계
 - 언어는 다른 동물과 구별되는 특징 중의 하나
 - 또한 언어에는 문화가 포함되어 있어 언어학을 연구하는 것 또한 문화를 알 수 있어 문화에 따른 서비스를 제공할 수 있음



Branches of Social Science



- **Political science**
 - deals with the theory and practice of politics and the description and analysis of political systems and political behaviour.
 - Political science is that branch of one, which deals with the study of politics, analysis of its system and behaviour.
 - Political science, as one of the social sciences, uses methods and techniques that relate to the kinds of inquiries sought:
 - ✦ primary sources such as historical documents and official records,
 - ✦ secondary sources such as scholarly journal articles, survey research, statistical analysis/econometrics, case studies, and model building.

Political science and SNS



- 정치학
 - 정치 및 정치현상을 연구대상으로 하는 학문.
- Social Network Service와의 관계
 - 블로그 같은 툴을 정치적으로 이용하여 정치적 홍보나 참여를 이끄는 서비스를 제공



Branches of Social Science



- **Public Administration**
 - can be broadly described as the development, implementation and study of branches of government policy.
 - The pursuit of the public good by enhancing civil society and social justice is the ultimate goal of the field.
 - Public administrators work in public agencies, at all levels of government, and perform a wide range of tasks.
 - ✦ collect and analyze data, monitor fiscal operations, organize large events and meetings, draft legislation, develop policy, and frequently execute legally mandated, government activities.

Public Administration and SNS



- 행정학
 - 행정현상을 실증적으로 연구하는 사회과학
- Social Network Service와의 관계
 - 하나의 도메인으로 행정 업무를 도와주기 위한 서비스를 제공을 위해 행정학 연구가 필요로 함

Branches of Social Science



- Psychology

- an academic and applied field involving the study of **behavior and mental processes**.
- also refers to the application of such knowledge to various spheres of **human activity**, including problems of individuals' daily lives and the treatment of mental illness.

Psychology



anthropology

political science

sociology

Psychology



biology

neuroscience

Psychology and SNS



- 심리학
 - 인간의 마음과 행동을 연구하는 학문
- Social Network Service와의 관계
 - Human needs를 분석
 - 인간의 심리적 요인을 분석하여
인간 중심의 서비스, 인간 중심의 기술을 제공



Branches of Social Science



- **Social Work**
 - concerned with social problems, their causes, their solutions and their human impacts.
 - work with **individuals, families, groups, organizations and communities**.
 - the pursuit of social justice, to the enhancement of the quality of life, and to the development of the full potential of each individual, group and community in society.
 - the application of **social theory and research methods** to the study and improve the lives of people, groups, and societies.
 - Social work incorporates and utilizes all of the social sciences as a means to improve the **human condition**.

Social Work and SNS



- 사회복지학
 - 모든 국민들의 생활과 관련되어 있는 사회복지라는 사회현상을 파악하고, 그 실천을 추구하는 학문
- Social Network Service와의 관계
 - 웹이라는 공간은 누구나 참여할 수 있는 공간으로
과거 오프라인에서 행하던 인간 활동이 온라인을 옮겨지면서
그와 관련된 사회현상을 분석하여 서비스 제공



Branches of Social Science



- **Sociology**
 - the study of **society and human social action**.
 - It generally concerns itself with the social rules and processes that bind and separate people not only as individuals, but as members of associations, groups, communities and institutions, and includes the examination of the organization and development of **human social life**.
 - the application of social theory and research methods to the study of the social lives of people, groups, and societies, sometimes defined as the study of **social interactions**.

the use of theoretical frameworks to study and interpret social phenomena

Branches of Social Science



- **Sociology**
 - Sociology offers insights about the social world that extend beyond explanations that rely on **individual quirks and personalities**.
 - Sociologist may find general social patterns in studying the **behaviour** of particular individuals and groups.
 - New sociological sub-fields continue to appear
 - ✦ such as community studies, computational sociology, environmental sociology, network analysis, actor-network theory and a growing list, many of which are cross-disciplinary in nature.

Sociology and SNS



- 사회학
 - 사람들을 서로 연결 혹은 분리시키는 사회적 과정에 대해 연구하는 학문
- Social Network Service와의 관계
 - 온라인 환경에서 커뮤니티 형성을 위해 인간의 상호작용에 따른 연결과 그 과정을 연구하여 새로운 서비스를 제공



Branches of Social Science



- **Communication studies**
 - an academic field that deals with **processes of communication**, commonly defined as the sharing of symbols over distances in space and time.
 - how audiences interpret information and the political, cultural, economic, and social dimensions of speech and language in context.
- **Media studies**
 - deals with the content, history and effects of various media, the 'mass media'.
 - Media studies draw on traditions from both **the social sciences and the humanities**, and overlap in interests with related disciplines like mass communication, communication, communication sciences and communication studies.

Branches of Social Science



- **Web science**
 - Tim Berners-Lee suggested in 2005
 - Some initial areas of interest are:
 - ✦ Trust and privacy
 - ✦ Social Networks
 - ✦ Collaboration
 - The study of web science crosses the boundaries the computer sciences, seeking the universal values of web.

Conclusion



- **What is Social?**

- “Man is by Nature a Zoon Politikon” by Aristoteles

- Social의 정의

1. 커뮤니티에서 같이 살아가는 사회 공동체 삶에 관련되는
2. 인간 사회와 그 조직의 모드에 관한
3. 조직화된 그룹 또는 유사한 집단에서 같이 살아가는
4. 연합 또는 연맹의 회원이 되는
5. 다른 사람과 동료가 되는 것을 즐기는 또는 이를 찾는 경향이 있는
6. 우호적 관계 또는 교우 관계에 시간을 보내는 또는 그런 관계가 있는
7. 친밀 관계적 행동을 의도하는
8. 인간의 행복에 영향을 주는 일들과 관련된 또는 그런 일에 빠져있는

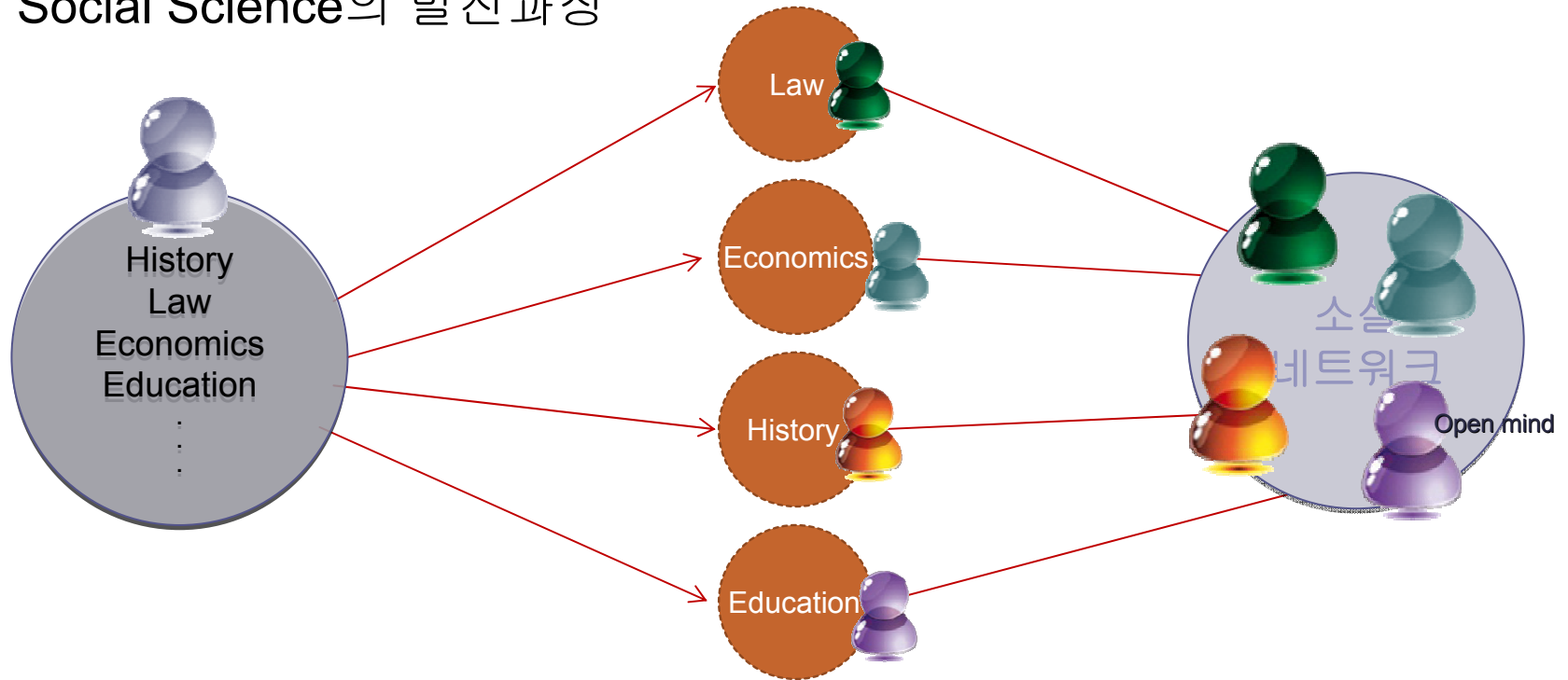
- Social은 속해있는 조직, 커뮤니티에 매우 관련되고, 같이 소속한 사람들과 어울리고 소통하는 것을 즐기는 성향임

- **What is Social Science?**

- 인간의 소셜 측면을 연구하는 분야를 총칭

Conclusion

- Social Science의 발전과정



한 사람이 여러 학문



각 분야별 전문가



전문가가 모여서
지식 창출

Conclusion



- 영화 “The core” (2003년 개봉)



[줄거리]

지구 핵, 코어의 회전이 멈추면서 지구엔 갖가지 기상 이변이 발생, 재난이 속출하고 이런 상태라면 1년 안에 지구가 전멸할 위기에 처한다. 인류가 살 수 있는 방법은 지구 핵을 다시 회전시키는 방법밖에 없다. 결론 끝에 미 정부와 NSA측은 6명의 전문가로 구성된 팀을 만들어 이들을 지구의 코어로 내려 보내는 프로젝트를 추진한다.

지구물리학 박사 – 조슈아 키스, 콘라드 짐스키 박사

시스템 전문가 – 서지 레베크 박사

엄청난 열과 압력에 견딜 탐사정 개발자 – 브래즐턴 박사

우주 비행사 – 이번슨, 차일스 소령

Conclusion



- Social science and SNS

