

MASTER OF SOCIAL SCIENCES IN SOCIOLOGY AND DATA ANALYTICS

社会学及数据分析 社会科学硕士

(MSODA)



MSODA

Master of Social Sciences in
Sociology and Data Analytics
社会学及数据分析社会科学硕士

Application to MSoDA 申请详情

Tuition Fee 学费 **HKD \$181,500**

Application Period 1 October - 31 July
申请日期 10月1日至7月31日

Programme Duration 1 year (Full-time) / 2 years (Part-time)
修读年期 全日制1年 / 兼读制2年

To apply the programme, please visit:

申请课程网页:

<http://apply.ln.edu.hk/>

To know more about admission information, please visit:

有关更多入学资讯, 请浏览以下网页:

<http://www.ln.edu.hk/socsp/msoda/admission-information>



CONTACT US 联络我们

Master of Social Sciences in Sociology and Data Analytics
社会学及数据分析社会科学硕士

WYL219, 2/F, Dorothy Y.L. Wong Building
Lingnan University
8 Castle Peak Road, Tuen Mun

Tel: (+852) 2616 8113 / (+852) 2616 7639

Fax: (+852) 2456 0737

Email: msoda@ln.edu.hk

Website: <https://www.ln.edu.hk/socsp/msoda>

@ INSTAGRAM



WEBSITE



CAREER PROSPECTS 就业前景

Graduates are equipped with interdisciplinary knowledge and analytical competencies, enabling them to pursue careers across the public, private, and non-profit sectors in the following areas: 毕业生具备跨学科知识及分析能力, 适合于公营、私营及非牟利机构中以下范畴发展:



Data Analytics
&
Evidence-Based Decision-Making
数据分析与实证决策



Public Policy
&
Governance
政策与公共治理



Social Innovation
&
Programme Evaluation
社会创新与项目评估



Business Analytics
&
Strategic Insights
商业分析与策略洞察



Social Research, Public Opinion
&
Policy Consultancy
社会研究、舆情分析与政策顾问

ENTRANCE SCHOLARSHIP 入学奖学金

The Scholarship Scheme selects outstanding Hong Kong students admitted to the MSoDA programme. Successful applicants will be awarded ranging from 25% to 100% tuition fee waiver, subject to their academic qualifications and interview performance.

本奖学金计划将甄选获 MSoDA 课程录取的优秀学生。成功申请者可获得 25% 至 100% 不等的学费减免, 实际资助比例将视乎申请者的学术背景及面试表现而定。

PROGRAMME STRUCTURE 课程结构

REQUIRED COURSES 必修课程

Sociology in Action: Issues and Applications 实用社会学:理论与应用	3 Credits
Data Analytics for Social Research 社会数据分析导论	3 Credits
Applied Analytical Statistics for Social Scientists 社会科学应用分析统计学	3 Credits
Topical Seminars 专题研讨	3 Credits
Social Theory in the Digital Era 数字时代的社会理论	3 Credits
Social Networks Analysis 社会网络分析	3 Credits
Machine Learning with Social Data 机器学习与社会数据分析	3 Credits
Sociology & Data Analytics Research Project 社会学与数据分析研究项目	3 Credits

ELECTIVE COURSES 选修课程

SOC607 Applied Survey Methodology ¹ SOC607 应用调查方法 ¹	3 Credits
SOC608 Qualitative Methods for Policy Analysis ¹ SOC608 政策分析的定性方法 ¹	3 Credits
CDS539 Natural Language Processing* CDS539 自然语言处理*	3 Credits
CDS542 Data Visualization* CDS542 数据可视化*	3 Credits

¹ Courses offer by IMCSP. 课程由 IMCSP 提供。
* Subject to Course Offering. 视开课情况而定。

In case of any discrepancies or inconsistencies between the two versions, the English version shall prevail.
如中、英文兩個版本有任何抵觸或不相符之處,應以英文版本為準。

UNIQUE FEATURES 课程特色



Equip students with the theoretical grounding and methodological expertise necessary to analyse complex social phenomena using both traditional sociological tools and cutting-edge computational techniques.
为学生提供坚实的理论基础与方法论专业知识,使他们能够融合传统社会学工具与先进计算技术,深入剖析复杂的社会现象。

Combine foundational training in sociology and statistics with advanced computational methods, the programme equips students with hands-on experience in analysing real-world social data and generating research outputs for academic, policy, and professional audiences.
课程结合社会学与统计学的核心训练,并融入前沿计算方法,让学生透过实践分析真实世界的社会学数据,并产出切合学术研究、公共政策或专业实务需要的研究成果。



Integrate sociology and data analytics, the programme trains professionals who transform data into social insight—driving evidence-based policy, informed business decisions, and impactful social services in a data-rich world.
融合社会学与数据分析,培养能将数据转化为社会洞察的专业人才,推动以实证为本的公共政策和以数据为导向的商业决策,并为当代数据化世界提供有影响力的社会服务。



ABOUT THE PROGRAMME 课程介绍

The Master of Social Sciences in Sociology and Data Analytics (MSoDA) is designed to equip students with the theoretical grounding and methodological expertise necessary to analyse complex social phenomena using both traditional sociological tools and cutting-edge computational techniques. In doing so, it bridges a significant gap between academic training in the social sciences and the data literacy increasingly required in government, policy institutions, NGOs, and the private sector across Hong Kong, Mainland China, and the Asia-Pacific region. The MSoDA builds on the Department's established strengths in social policy, cultural sociology, and inequality studies, as well as its growing engagement with computational social science.

社会学及数据分析社会科学硕士(MSoDA)课程致力于为学生提供坚实的理论基础与方法论专业知识,使他们能够融合传统社会学工具与先进计算技术,深入剖析复杂的社会现象。借此,课程有效弥补了社会科学学术训练与香港、中国内地及亚太地区公私营机构对数据分析专才日益殷切的需求。MSoDA奠基于本系在社会政策、文化社会学与不平等研究等领域的深厚基础,并顺应本系于计算社会科学领域的策略性发展方向。