Fundación BBVA

Demography
TODAY

**The BBVA Foundation and the Spanish National Research Council (CSIC)
are pleased to invite you to the Training Workshop:**

Accessing and Making Sense of Digital Trace Data for Demographic Research

Prof. Emilio Zagheni and Beatriz Sofía Gil Clavel
Max Planck Institute Demographic Research Director
PhD Student, Laboratory of Digital and Computational Demography, Germany.

Summary:

In this workshop, we will present and discuss modeling tools to understand and interpret digital trace data (e.g., Twitter tweets, Facebook data) that are useful to advance demographic research. The lecture will be followed by hands-on activities focused on accessing and evaluating Facebook data for advertisers.

Biography:

Emilio Zagheni (PhD in Demography, UC Berkeley 2010; MA in Statistics, UC Berkeley 2008) is Director of the Max Planck Institute for Demographic Research in Rostock, Germany and Affiliate Associate Professor of Sociology at the University of Washington, Seattle, where he is also a Data Science Fellow of the eScience Institute. Zagheni is a demographer who uses mathematical, statistical and computationally-intensive approaches to study the causes and consequences of population dynamics. Motivated by the ambition to improve people's lives through the scientific study of our societies, he is consolidating a portfolio that leverages interdisciplinary approaches to monitor demographic change, to explain population processes, and to predict future demographic outcomes. He is best known for his pioneering work on using Web and social media data for studying migration processes. In 2016, he received the Trailblazer Award from the European Association for Population Studies for his pivotal role in developing the field of Digital and Computational Demography. Emilio Zagheni has published in top journals in Demography (e.g., *Demography, Population and Development Review, Population Research and Policy Review*) and Statistics (e.g., *Journal of the American Statistical Association, Biostatistics*) as well as in computer science conference proceedings (e.g., WebSci, WWW, WSDM, ICWSM). He co-chairs the IUSSP Panel for Digital Demography.

Sofia Gil (M.S. in Computer Science, CIMAT 2017; B.S. in Actuarial Science, UNAM 2014) is a computer scientist who is committed to use computational and numerical tools for demographic research. Currently her research is focused on Migrants' Cultural Assimilation and Age Stratification. She studies these topics through the use of social media data, Twitter and Facebook respectively. Sofia was head of the Demographic Analysis Department of the National Population Council in Mexico (CONAPO), where she used numerical approaches to estimate infant mortality rate at municipal level.

The **Demography Today** lecture series aims to **promote and communicate** scientific work on demography through the dissemination of research and the **training of specialists** in issues related to demography, Big Data, longitudinal records and health, while informing society, in an accessible way, about issues currently in the foreground of scientific and political debate, such as the limits to longevity, pension systems, ageing, emerging diseases, migration and low fertility.

This lecture series enjoys the exclusive support of the BBVA Foundation and has been co-organized with the Spanish National Research Council and the LONGPOP project (Methodologies and Data Mining Techniques for the Analysis of Big Data based on Longitudinal Population and Epidemiological Registers).The LONGPOP project has received funding from the European Union's Horizon 2020 research and innovation program under a Marie Sklodowska-Curie grant.

All **lectures** are **available for viewing** on the interactive platform: **www.demografia.tv**

The lecture series also forms part of the Postgraduate Courses run by the Spanish National Research Council (CSIC).

Information and contact:

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Wednesday, June 5 at 15:00-18:00
Instituto de Estadística y Cartografía de Andalucía
Calle Leonardo Da Vinci, 21. Isla de la Cartuja
41071-Sevilla

> **REQUEST ATTENDANCE**

Please confirm attendance. Limited seating
e-mail: demografia@cchs.csic.es
The lecture will be delivered in English without translation