THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE



FROM INSIGHT TO IMPACT

QUANTITATIVE SOCIAL ANALYSIS

定量社會數據分析

School of Humanities and Social Science



SHSS prepares students to be leading global citizens of the 21st century by cultivating the communication, critical thinking, moral reasoning, and analytical skills that are essential for thriving in a rapidly changing world. With the largest interdisciplinary program in the humanities and social science, SHSS courses span over fifteen academic disciplines and include creative arts offerings in music, writing, and film.

Some believe that "soft skills" are hard to learn, and yet, they are the most enduring ones that university students will retain years after graduation as they adapt to new employment opportunities and communities. SHSS embraces this reality. Our School is known for global best practice in undergraduate training through the use of innovative pedagogies, including blended on-line courses, digital technology, group projects, service learning, multi-media assessments, fieldwork, and research opportunities.

Our strategic partnerships with leading universities worldwide offer students and faculty ample international opportunities for collaborative research, in-residence exchanges, joint student training, and dual degree programs. The SHSS community extends well beyond HKUST's physical campus.

LEADING GLOBAL CITIZENS

World-Renowned Faculty

Our diverse faculty are recruited internationally and hold doctoral degrees from major research universities including Caltech, Cambridge, Chicago, Columbia, Cornell, Duke, Harvard, London School of Economics, MIT, Northwestern, NYU, Oxford, Princeton, Stanford, Tokyo, Toronto, UBC, UC-Berkeley, UC-San Diego, Yale, and so on.

In addition to being highly accomplished as scholars, SHSS faculty are professional, caring, and committed to bringing the best out of each student.





Research-Based Teaching

The content of SHSS courses reflects the expertise of faculty who are actively engaged in research in the humanities and social science. Our faculty regularly engage students to participate in their research projects as interns or assistants. The opportunity for undergraduates to partner with faculty in this manner is unparalleled among peer institutions. Furthermore, in their final year, SHSS students are individually mentored by faculty to develop an original piece of research as their capstone or thesis requirement.

Research Centers

- Center for Chinese Linguistics
- The Global China Center
- The South China Research Center

7th
IN CITATIONS PER PAPER IN ASIA ISN SOCIAL SCIENCES & MANAGEMENT
QS World University Rankings 2025

12th
IN ASIA IN SOCIAL SCIENCES & MANAGEMENT
QS World University Rankings 2025

54th
IN THE WORLD IN SOCIAL SCIENCES & MANAGEMENT
QS World University Rankings 2025

13th
IN ASIA FOR SOCIAL SCIENCES
Times Higher Education 2024

OUR PROGRAM

QUANTITATIVE SOCIAL ANALYSIS
定量社會數據分析

The BSc program in Quantitative Social Analysis prepares students for the rapidly growing number of positions in business, government, and the non-profit sector that involve the analysis of social data. The program emphasizes a balanced training in social science and quantitative analysis, with the intent of producing a well-rounded graduate.

Students learn how to apply quantitative methods in a way that accounts for the unique challenges associated with the analysis of social data. To complement methodological training, students take courses in sociology, economics, political science, and public policy according to their interests.

Methodological Training

Develop skills for analyzing social data

Colloquium

Generate research ideas for capstone projects

Capstone Research Project

Execute a project and present results



I have always had a passion for understanding the underlying principles of how the world works, and I am glad that I can do so by making sense of real-life data now.

Brian CHAN (QSA, Class of 2022)
The Hong Kong Jockey Club Scholarships 2019 Awardee







MAJOR

Required

Social Science

Mathematics

Language

Computer Science

Electives

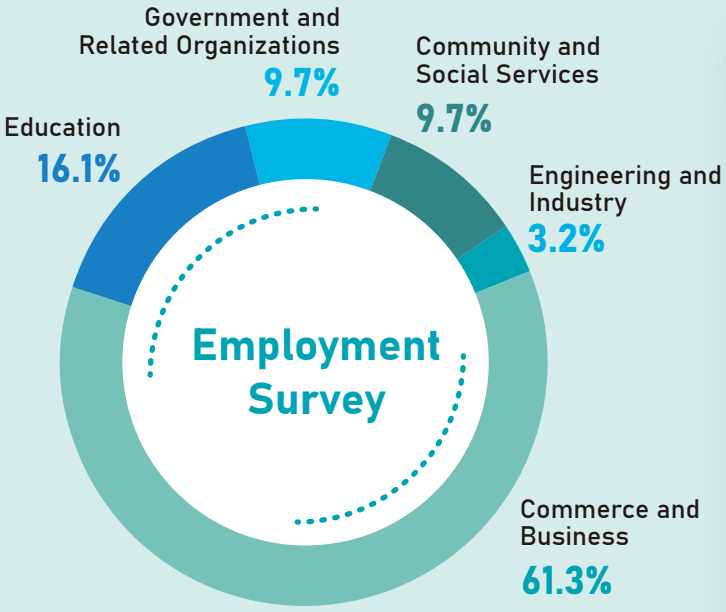
Topical Social Science Electives

Methodology
· Social Science
· Mathematics
· Others

MINOR

Students may choose to enhance their learning experiences through enrolling in different minor programs offered by other Schools.

CAREER PROSPECTS



*Graduate Employment Survey 2025, Career Center, HKUST.
** School-level data; employment sector distribution excludes graduates pursuing further studies.

Undergraduate Placements

Employment

- Census and Statistics Department
- Societe Generale
- JP Morgan
- HSBC
- Hutchison Telecom HK
- THEi
- Center for Business and Social Analytics (CBSA), HKUST Business School

Graduate School

- Brown University
- Columbia University
- Cornell University
- Imperial College London
- University of New South Wales
- University of Pennsylvania

ADMISSION DETAILS

Requirements

JUPAS Applicants

Applicants with Hong Kong Diploma of Secondary Education (HKDSE) results must meet the following entrance requirements.

ENGLISH	CHINESE	MATHS	CS*	X1	X2/M1/M2
3	3	3	Attained	3	3

*Citizenship and Social Development

Weighting : English x 2, Maths x 2, M1/M2 x 1.5

Program	QSA
JUPAS Code	JS5412



Applicants with International Qualifications

SHSS considers the following elements in admission selection:

- Public examinations and academic performance
- Non-academic achievements
- Personal statement
- Referees' reports
- Interview performance

Scholarships

The University and SHSS offer various scholarships for students who demonstrate academic and non-academic excellence upon entry and during the years of program study.

Application and submission details **http://join.hkust.edu.hk**

shss.hkust.edu.hk/ug/major/qsa

qsapgm@ust.hk

@hkust.shssug

MTPCG23855

AMBASSADOR SCHEME



The Student Ambassador Scheme nurtures future leaders and enriches students' personal connections through recruitment activities and School-level events. Student Ambassadors gain experience with event management and organisation under the School's support.

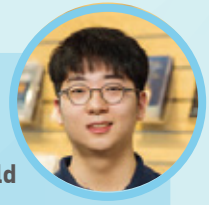
DDP

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

The Dual Degree Program is a collaboration between HKUST and Waseda University. Selected applicants will commence their study at Waseda in the Fall term of their fourth year of study and will stay in Japan for 1.5-2 years. After a total of 4.5-5 years of study in HKUST and Waseda, students will earn a BA degree awarded by Waseda in addition to obtaining the BSc degree issued by HKUST.

UROP

The Undergraduate Research Opportunities Program provides students with invaluable academic research experience and engagements under the guidance and supervision of the University's faculty members.



UROP deepened my understanding of Social Network Analysis and broadened the range of topics I could explore in social science research.

Hojun LEE (QSA, Class of 2020)

SPONSORSHIP

With the generous support of Mr. Liu Sing Cheong, a sponsorship for SHSS has been established to support overseas learning experiences. The Sponsorship is designed to provide financial support to undergraduates in GCS and QSA who are engaged in learning opportunities outside Hong Kong.

INTERNSHIP



Having the opportunities to work with experienced Administrative Officers, Dominic was involved in the coordination and execution of the publicity of Greater Bay Area such as preparing key messages for promotional videos and managing the Bureau's booth at HKTDC Education & Careers Expo. Dominic believes that QSA has equipped him with the knowledge and skills that are indispensable for the profession.

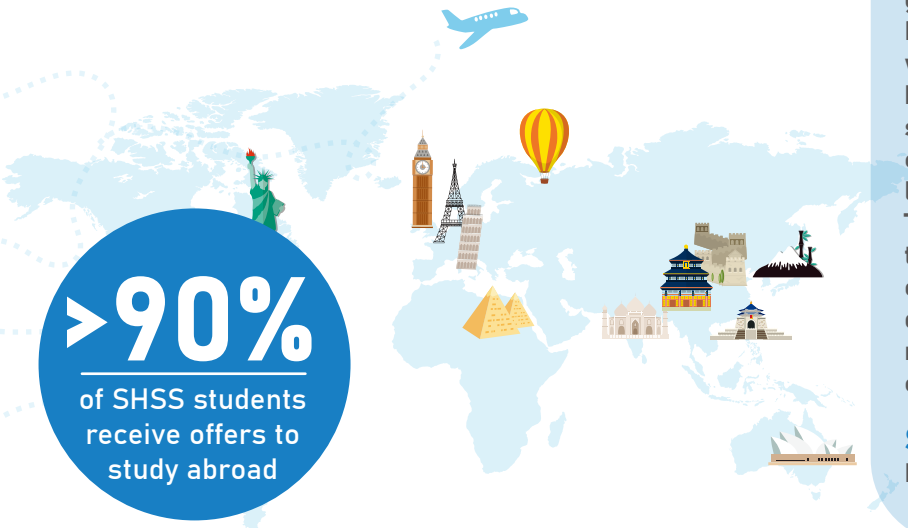
Dominic NG (QSA, Class of 2023)
Administrative Service Summer Intern in Constitutional and Mainland Affairs Bureau

We encourage students to develop their career connections through working experiences. We provide wide-ranging internship possibilities in a variety of sectors including public service organizations, media, NGOs, firms, museums, and research institutes. Students also receive one-on-one advising to help identify their career interests and build their career paths.



EXCHANGE

Our program aims to enrich students' learning through global experiences. We have partnerships with prestigious universities in North America, Europe, the Middle East, and Asia, which enable us to provide students with ample exchange opportunities.



>90%
of SHSS students receive offers to study abroad



In Korea University, Selah enjoyed very much the week-long annual festival Ipselenti where booth games and concert with K-pop stars Red Velvet and PSY took place. She was amazed by the atmosphere brought by the music vibe. She also spent many evenings in a language exchange club using the Korean language to chat with different people. The group usually went for dinner together afterwards. It was in those occasions Selah was impressed by the drinking culture in Korea. She could never forget the time she spent in the country.

Selah LO (QSA, Class of 2023)
Korea University, Korea

國立臺灣師範大學 National Taiwan Normal University
SciencesPo.
北京大学 PEKING UNIVERSITY
上海交通大学 SHANGHAI JIAO TONG UNIVERSITY
YORK UNIVERSITY
EBERHARD KARLS UNIVERSITÄT TÜBINGEN
國立臺灣大學 National Taiwan University
Universiteit Leiden
UNIVERSITY OF COPENHAGEN
Utrecht University
Erasmus University Rotterdam
THE UNIVERSITY OF WARWICK
US UNIVERSITY OF SUSSEX
האוניברסיטה העברית בירושלים THE HEBREW UNIVERSITY OF JERUSALEM
JAGIELLONIAN UNIVERSITY IN KRAKÓW
ie UNIVERSITY Driving Innovation