Master Programme in Social Sciences, Digital Media and Society

120 credits





Digital Media & Society, a specialization within the Master's Programme in the Social Sciences, offers students advanced tools to understand and analyze how digital media are shaping and being shaped by the economy, politics, and culture in contemporary society. The programme prepares students for work as digital media/Internet researchers or digital media professionals.

Digital media such as the Internet, the mobile phone, the computer, social media (Wikipedia, Facebook, YouTube, Twitter, etc.) shape our everyday lives, working lives, the economy, politics, and culture. The goal of this programme is to have students learn to critically study the role of digital media in society. Students study the economic, political, cultural, social and practical impacts of digital media. This programme is unique in Sweden and the only in the world that focuses on teaching empirical, theoretical, normative, critical and practical skills for studying digital media in the information society.

The MA programme provides students with an advanced level of knowledge and skills in empirical research methods, theories and ethical reasoning as well as practical skills needed for investigating and analyzing digital media and for mastering digital media in working life and organizations. The programme also offers a solid foundation and preparation for doctoral research in the area of

digital media and society. It furthermore offers advanced knowledge that prepares students for a career as knowledge and digital media professionals. It teaches creative and critical thinking capacities that are needed for students in their future career and for becoming individuals who seek to actively contribute to shaping and creating a good society.

The programme consists of one semester of advanced core courses (30 credits) that focus on the theoretical knowledge, empirical skills and ethical reasoning required for understanding and analyzing digital media and society. One semester (30 credits) is made up of basic social science skills courses that are taught together with the other specialties in the Social Science Master. Another 30 credits are elective courses that the students choose from various courses taught at Uppsala University. An internship at a company or a research internship at a university department are options for the elective courses. The master's thesis (30 credits) is the final stage in the programme.

The four core courses are:
Introduction to Information Society Studies (semester 1)
Internet, Social Media and Society (semester 1)
Cyberculture and Politics (semester 2)
Organizations and Communication in
Global Society (semester 2)

The four skills courses cover:

- > Quantitative Methods
- > Qualitative Methods
- > Science Theory and Methodology
- Social Science Methods and Research Design

INSTRUCTION

The education is given on an academic basis and is deeply rooted in the unity of empirical research, theory and ethical reasoning. Students are supported in steadily developing their methodological skills, theoretical knowledge and ethical judgment capacities in relation to topics that concern digital media and contemporary society. The students are expected to take increasing responsibility for their learning as the training progresses, and also gradually to acquire professionally relevant and research-based knowledge and skills.

The master's programme is taught in English and students are encouraged to advance their mastery of English for writing, presentation and discussing.

www.uu.se 2012/2013

Upon completing the programme the student should have:

-) gained general knowledge and skills in the main field of study,
- learned to independently and critically identify, problematize and contextualize processes of change at different levels of society,
- > gained advanced knowledge and skills in how to formulate problems, how to conduct investigations and how to communicate the results verbally and in written form.

Completing the specialization in Digital Media & Society the student will also:

- understand the major challenges that digital media and ICTs pose for working life, politics, and other realms of society,
- > have obtained three types of research skills: empirical research methods, theoretical reasoning and ethical reasoning for critically analyzing society and the role of digital media in society,
- > be able to analyze, design, and work with the Internet and other digital

- media by applying acquired practical, technical, empirical and theoretical skills.
- > successfully apply digital media skills in working life and everyday life.

DEGREE

The programme leads to a Master of Social Science (120 credits) with Media and Communication Studies as the main field of study.

After completing one year of study in the programme, students may take a Degree of Master of Social Science (60 credits) with Media and Communications Studies as the main field of study.

CAREER PROSPECTS

Digital media are shaping professional and working life today. Learning to understand and master digital media in society in our master's programme will give you an excellent preparation for work as a digital media researcher in the growing and innovative field of digital media and society studies or as a digital media professional in research organizations, private

companies, public administration, international organizations and civil society organizations, such as NGOs.

Career opportunities include work as:

- Internet researcher, digital media researcher, information society researcher, research manager, research administrator,
- Digital media industry consultant or digital media expert in public service, government institutions, civil society organizations, NGOs or international development organizations,
- > ICT consultant and policy expert,
- > Knowledge manager, information broker and knowledge work in the political sector,
- Work in the new media industries/ creative industries,
- Online journalist, online content creator, online publishing,
- Online communication manager, online public relations and online advertising.

APPLICATION

Autumn term admission only. Application will be online through the national website www.universityadmissions.se. Application deadline is January 15, 2012.

FEES AND SCHOLARSHIPS

There is a tuition fee and application fee for student who are not citizens of the EU/EEA or Switzerland. For these students the tuition fee for this programme is SEK 90 000 per academic year. The fee for application to Swedish universities is SEK 900. Uppsala university offers a few scholarships to cover the tuition fee, see www.uu.se/scholarships. The Swedish Institute also administers scholarships, www.studyinsweden.se/scholarships.

ELIGIBILITY

A bachelor's degree equivalent to a Swedish degree of at least 180 credits (i.e. three years of full-time studies), including at least 90 credits of studies in social sciences or a comparable field that qualifies for studies in Digital Media & Society.

All applicants need to verify English language proficiency. This is normally attested by an internationally recognised test such as TOEFL or IELTS.

SELECTION

Selection will be based on previous academic studies and degrees with emphasis on grades in relevant fields and a degree project (if any), a summary in English (1–2 pages) of a previous degree project (if any), and a statement of intent (3–5 pages).

Students should accompany their application with a statement of intent, in which they answer seven questions.

CONTACT

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