



Study Internet & Society

Content

The specialized mono-master's program Internet & Society provides students with in-depth theoretical knowledge and up-to-date findings about the architecture and affordances as well as the economic, social, cultural, and political aspects of information and communication technologies. These skills enable students to plan, run and evaluate empirical projects on the preconditions and implications of Internet use, and on the opportunities and challenges of a constantly changing media ecosystem. The program focuses on research, particularly on questions such as:

- What are the opportunities and challenges connected to current developments within the media, internet governance, and internet economics?
- How do various stakeholders/parties implement online communication strategies?
- How are online debates about issues of societal importance structured, and how can they be researched?
- How do people use digital media and with what individual-level and societal implications?

Admission Requirements

Prerequisite for admission into the program is a Bachelor's degree in Communication and Media, other Social Sciences (e.g., Sociology, Political Science) or in Psychology amounting to at least 60 ECTS. Further requirements are:

- Very good English language skills at the academic level
- Good grades in the Bachelor's program
- A motivation letter in English
- A recommendation letter in English
- A scholarly paper written by the applicant in English
- Upon request of the Admissions Committee: further evidence of qualifications relevant to the study program and/or an admissions interview

Career Prospects

Comprehensive expertise in how to analyze the transformational relationships between the Internet, individuals, and society, as well as profound knowledge of the methods and methodologies of the social sciences qualify students for management positions in media and information technology companies, public sector bodies, non-governmental organizations, and scientific institutions.

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Weitere Informationen

Alle Masterstudiengänge der UZH

www.degrees.uzh.ch

Bewerbung und Zulassung

www.uzh.ch/studies/application

Rund ums Studium Beratungsstellen

www.uzh.ch/studies

www.uzh.ch/studies/infoadvice/advice

Zentrale Kontaktadressen

www.uzh.ch/contact