The School of Information (SI) is proud to offer Information Science and eSociety, which gives students the opportunity to pursue either a Bachelor of Arts degree or an Undergraduate Minor in Information Science and eSociety.

A degree in Information Science and eSociety prepares students for contemporary life and work in the 21st century by introducing students to social network theories and analysis, digital storytelling, information manipulation and propaganda, digital discourse, web design, and the impact of social media on daily life. These students are taught to think critically about information technologies and understand the human cooperation, behaviors, and biases that underlie digitally mediated communication. Potential jobs in this field include: social media specialist, marketing research analyst, and online content writer/editor.

Topics of study for an undergraduate degree in Information Science and eSociety include the following:

- Social Media, Online Communities, Collaborative Work
- Ethics, Privacy, & Intellectual Property
- Game Studies & Social Gamification
- Visual Communication, Digital Aesthetics, & Contemporary Journalism
- Disruptive Technologies
- Internet Research & Online Searching
- Wired Social Life, Wellness, & Technology Addiction
- Online Antisocial Behavior and Crime
- Business, Innovation, & Entrepreneurship
- Online Learning & Educational Technologies
- Mobile Computing & New Media Literacy

Specifically, and upon degree completion, students will have:

- A particular awareness of the social, cultural, and economic implications of wired life.
- Competency in collaborative work, social networks, and contemporary digital culture.
- A solid theoretical and analytical background in Internet and New Media studies that can be applied across a wide range of contexts, institutions, and organizational types.
- An understanding of basic research methods (research design, as well as data searching, organization, analysis).
- The ability to communicate ideas across traditional academic boundaries.
The B.A. requires students to complete the 36 units in the major and also complete a minor in another area of study (or second major). **A minor in eSociety requires just 18 units drawn from the major, 12 of which must be Upper Division.**

Ask about a double-major in Communication and eSociety!

This course listing is for informational purposes only; for official guidance, see University catalog or contact the Academic Advisor.

**Introductory Courses (9 units total):**
- COMM 209: Introduction to Communication Technology
- ESOC 210: Hacking & Open-Source Culture
- ESOC 211: Collaborating in Online Communities
- ESOC 212: Social Media Strategies Across Professions
- ESOC 213: The Past and New Media
- ESOC 214: Introduction to Data Science
- ISTA 230: Introduction to Web Design and Development
- ISTA 251: Introduction to Game Design
- ISTA 263: Learning in the Information Age

**Core Courses (15 units total):**
- ESOC 300: Digital Storytelling and Culture
- ESOC 313: Digital Discourse and Identity
- ESOC 314: Theories of New Media
- ESOC 315: Publishing: From Papyrus to e-Readers
- ESOC 316: Digital Commerce
- ESOC 317: Digital Crime and Social Media
- ESOC 318: Disruptive Technologies
- ESOC 330: Digital Dilemmas – Privacy, Property, and Access
- JOUR 420: Digital Communications Law

**Research Methods and Data Analysis Requirement (6 units total):**
Complete 3 units from:
- ESOC 301: Qualitative Internet Research
- ESOC 302: Quantitative Methods for the Digital Marketplace
- ESOC 414: Computational Social Science

Complete 3 units from:
- LIS 432: Online Searching
- ISTA 130: Computational Thinking and Doing (in Python)

**Engaged Learning Requirement (3 units total):**
- ESOC 480: Digital Engagement

**Additional Units (3 units):**
- COMM 311: Communication Technology Theory
- ESOC 400: Information, Multimedia Design, and the Moving Image
- ESOC 477: Information Security
- ISTA 451: Game Development
- LIS 417: Introduction to Digital Cultures
- LIS 418: Information Quality
- LIS 419: Knowledge in a Digital World
- LIS 470: Database Development and Management
- LIS 472: Government Information
- LIS 475: User Interface and Website Design
- ESOC 488: Special Topics
- SOC 430: Social Networks

In as little as FIVE years, you can graduate with a **BA in Information Science & eSociety** **AND** **MA in Library & Information Science**

Ask us about the **Accelerated Masters Program (AMP)!**

**Contact Us**

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To schedule an appointment, please visit:
https://ischool.arizona.edu

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