Bachelor's

Media and Information

uva.nl/ba-media-and-information
The Bachelor's in Media and Information is dedicated to the exploration of new media and the pervasive production, distribution and use of information in today’s society. You will analyse specific new media, as well as broader contemporary themes such as surveillance, citizen journalism, locative media, and the monitoring and metrification of everyday life.

Media and information in today's digital world

The programme will give you advanced conceptual and practical tools to understand the seismic shifts in culture and society brought about by the constant transformation of media. What happens, for example, when mobile apps monitor our health and recommend music to us? How does our behaviour change when we can locate ourselves on a digital map and others are able to track our movements? Most of us own various devices that are designed to create, access, store and share information. But how does all of this work? What kind of information is this? How can we deal with it effectively? And what are the cultural consequences? As well as established concepts from media studies and information studies, the programme applies and develops new research approaches like Digital Humanities and Digital Methods. This interdisciplinary perspective is crucial to understanding contemporary developments like new political movements, Big Data and privacy, or the emerging sharing economy.
Five reasons to study Media and Information at the University of Amsterdam

• **A world-class education:** The UvA ranked 1st in the world for Media Studies in the QS World University Rankings 2018.

• **Broad and flexible programme:** You would like to take part in a programme that offers the most recent, cutting-edge developments in the field, yet also allows you to pursue your own areas of specialisation and academic interests. You can opt to switch to the Media and Culture programme after the first year.

• **Hands-on, practical education:** Next to conceptual and critical capabilities, the programme also teaches applied research skills. In our media-lab, you will not only conduct research about digital media, but also employ advanced digital research methods, such as building and using digital information systems, environments and software tools.

• **Cultural capital with a high-quality life:** The programme has strong ties with the thriving Amsterdam community of new media companies, digital art institutions, creative industries, game developers, app developers, archives and museums.

• **Strong career prospects:** The programme will enhance your career prospects. Graduates go on to work, for example, in journalism, advertising or in media, as well as into positions as project managers and developers in museums, libraries and the creative industry.
Study programme

The first year
In the first year of the programme, you will learn how we constantly interact with and through digital media in our everyday lives. The courses cover a broad range of topics introducing you to the basic concepts of Media Studies and the most important features of contemporary media. From the start, you will have the opportunity to choose the topics that most interest you, and to explore and analyse contemporary issues in media studies in small, research-oriented seminars.

The second and third years
After your first year, you can choose between two tracks:
• Information Cultures
• New Media and Digital Culture

Information Cultures focuses on information creation, management and use, as well as its social and political consequences within today’s archival cultures. In particular, it explores the contemporary cultural and technical world where information has become part of all social, political and economic interactions, mediated by new technologies.

New Media and Digital Culture focuses on the new web, app and data cultures, with a strong focus on the critical study of digitally-born phenomena and contemporary media cultures through novel research techniques and digital methods;

Prof. Rens Bod

"We are drowning in information, while starving for wisdom" wrote the famous philosopher and sociobiologist E.O. Wilson. The Bachelor’s in Media and Information teaches you how to analyse, interpret and understand information in all media and society - indeed to find wisdom underlying the gigantic flow of information.'

– Rens Bod, professor of Digital Humanities and Director of the Center for Digital Humanities at the University of Amsterdam.
Master’s programmes

After your Bachelor's you may enrol in one of the UvA’s MA programmes, including:
• Archival and Information Studies
• Film Studies
• Media Studies rMA (with selection procedure)
• New Media and Digital Culture
• Television and Cross-Media Culture

Career Prospects

As a Media and Information graduate, you will have developed unique academic abilities in a broad range of fields: online research, business intelligence, digital marketing, new forms of journalism and communication, production in the creative industries, analysis in digital agencies, the heritage and memory sector, research work for non-governmental organisations, governmental agencies and business consultancies, where the capacity to understand and operate in new media is essential. Graduates typically go on to work, for example, in journalism, advertising, or media, and might acquire positions as project managers or developers.

Laura Ghitoi, Student

‘At the UvA the Media and Information programme is truly up-to-date. We need examples that we can relate to. For instance, the Iphone 7, whose live-stream launch happened very late at night in Europe, was the subject of the next day’s ‘Living Information’ class. Only as a Media student I realised how big and pervasive is media and how much impact media has. We learn about things we experience in our daily lives, such as dating apps, how recommendation systems work in Spotify, or algorithms on Instagram. We really dived into the Facebook filter bubble. Normally you do not question the things behind Media and how it influences your life, but as a Media student you learn to see beyond the interface. The media industry is still growing and there will be an increased need for specialists in the future. I think we are lucky students!’
Study association Off-screen

Off-screen is the study association for all Media Studies students at the University of Amsterdam. For more information, visit: offscreen.nl

Visit us

Make sure you are well-prepared before the start of your studies at the University of Amsterdam. Visit an Open Day, schedule a Campus Visit, and make sure you are well-informed about the programme. Please see: uva.nl/international