



UNIVERSITY OF AMSTERDAM



**Master's in Media Studies**  
**New Media and Digital Culture**

[uva.nl/ma-media-digital-culture](http://uva.nl/ma-media-digital-culture)



'The Master's programme New Media and Digital Culture is a perfect balance between theory and practice, and equips you with useful career skills, while also imparting valuable, practice-based knowledge.'

- Juliana Marques, student

The programme provides a comprehensive and critical approach to new media research, practices and theory. The study of digital media is continually evolving with objects, spaces, platforms and apps seeking new users and niches: Snapchat, Medium, Tinder and Instagram operate alongside 'new' media giants such as Google, Amazon, Facebook and Apple. You will gain an in-depth historical and critical knowledge of how to theorise such digital media objects and environments by learning to situate them in such perspectives as platform capitalism, data infrastructures, algorithmic governmentality, information analytics, interface critique and software studies.

The programme combines a variety of teaching formats, ranging from lectures and group projects to tools and lab sessions and creative work.

## Career prospects

By the end of the programme, you will possess the skills and leadership qualities to pursue careers in fields where the capacity to understand and operate in new media is essential. These include: academic research, journalism and communication, production in the creative industries and digital agencies, and (non-)governmental agencies.

Our alumni work in new media fields in research, cultural and governmental institutions, NGOs, as well as the media industry. Recent graduates have found work as academics, governmental media advisers, community managers, concept and content producers, researchers, editors, social media managers, journalists and app developers.

In addition, this unique degree can serve as your pathway to an academic career in teaching or a PhD in an emerging field of study.

### Spotlight on a course

#### Digital Research Methods (6 ECTS)

Internet research is often undertaken with standard methods such as surveys, interviews, audience research and content analysis. This course, contrariwise, takes up the conceptual question of medium specificity, and applies it to method. Which methods may be said to have been born digital, as opposed to having been digitised? What may one learn from how online devices (such as search engines and other recommendation devices) analyse information? The course trains students in Internet and social research, employing digital methods.



## Key data

**Degree**  
Master of Arts  
in Media Studies

**Duration**  
1 year

**Mode**  
Full-time

**Credits**  
60 ECTS

**Start**  
1 September

**Language of instruction**  
English

**CROHO**  
60830

## Contact

Faculty of Humanities

**Admissions Office**  
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E: [admissionsma-fgw@uva.nl](mailto:admissionsma-fgw@uva.nl)

Cover: NewMedia (CreativeApplications.Net)

## Entry requirements

The Master's programme in New Media and Digital Culture is open for application to students with a Bachelor's degree from an accredited university in the humanities or social sciences with a minimum of 60 ECTS taken in the field of (new) media or digital culture.

For more information, please check:  
[uva.nl/ma-media-digital-culture](http://uva.nl/ma-media-digital-culture)  
> **Application and admission**