

COURSE DETAIL

ENGAGING IN THE DIGITAL WORLD: TODAY AND TOMORROW

Country

Ireland

Host Institution

Trinity College Dublin

Program(s)

Trinity College Dublin

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Sociology

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

ENGAGING IN THE DIGITAL WORLD: TODAY AND TOMORROW

UCEAP Transcript Title

DIGITAL WORLD

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

The course covers key aspects such as website analysis, game design, and avatar interactions. Students learn to measure and analyze digital engagement via metrics and analysis and to understand and evaluate ethical and privacy issues. They attend a series of lectures from world-renowned scientists to get a deeper understanding of how the algorithms behind digital engagement work and what data they use. They identify approaches to maximize the effectiveness of media engagement in areas such as immersive games, and social media, and evaluate case studies with respect to digital engagement usability and effectiveness.

Language(s) of Instruction

English

Host Institution Course Number

TEU00062

Host Institution Course Title

ENGAGING IN THE DIGITAL WORLD: TODAY AND TOMORROW

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Trinity Electives

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