

# 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 Course Details

<https://www.tcd.ie/trinity-electives/electives/digital-world/>

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Trinity Electives

### Course Last Reviewed

2021-2022

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