

COURSE DETAIL

BIG DATA AND SOCIETY

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Sociology Communication

UCEAP Course Number

176

UCEAP Course Suffix**UCEAP Official Title**

BIG DATA AND SOCIETY

UCEAP Transcript Title

BIG DATA & SOCIETY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course explores the social implications of the digital revolution, including ethical issues associated with algorithmic design and privacy at the intersection of political communication, data science, ethics, and policy. It mainly discusses the use of data and datafication in society from social and psychology lens. The first part of the course covers the creation of “big data” that is recorded and circulated in the form of data beyond particular moment and place. Next, it covers selected topics in which such data is being used to understand or influence people’s behavior in (political and other subfield of) communication. Finally, the latter part of the course covers various ethical and societal implications of big data and its applications in society.

Language(s) of Instruction

English

Host Institution Course Number

COM3176

Host Institution Course Title

BIG DATA AND SOCIETY

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Social Science

Host Institution Degree

Host Institution Department

Mass Communication

Course Last Reviewed

2022-2023

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