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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