

## 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 Campus

### Host Institution Faculty

Social Science

### Host Institution Degree

### Host Institution Department

Mass Communication

[Print](#)