THE UNIVERSITY of EDINBURGH

Sociology /

MSc Digital Sociology

Virtual Information Session 2024

Marion Lieutaud and Peaks Krafft, Programme Directors

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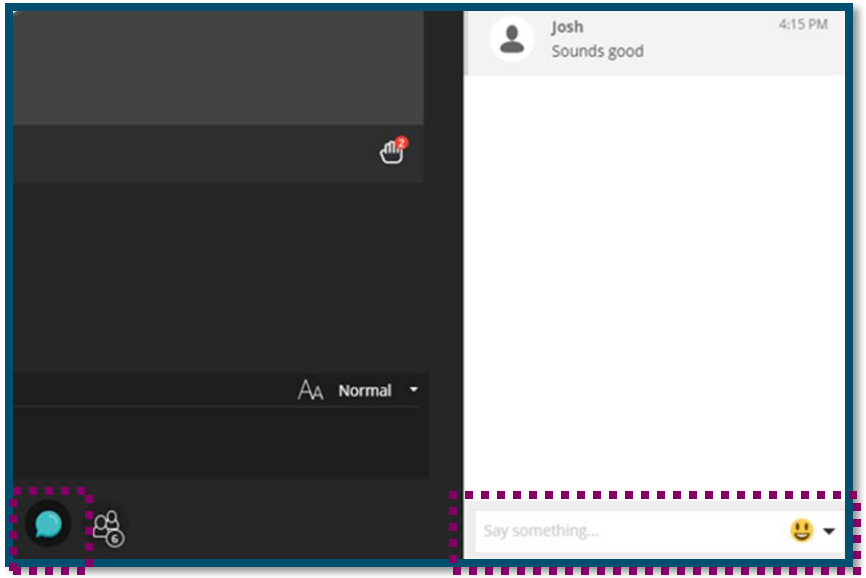
Welcome live from Edinburgh!

- Audio Check
- Recording of the session
- Presentation
- Question and Answer
- Next steps

Audio check (Collaborate)

- In this session your microphone will be muted, but you should be able to hear the speaker
- Can you hear the presenter speaking?
- Please type yes or no in the “Text chat area”



- If you can’t hear:
  - Check the Audio/visual settings in the Collaborate Panel
  - Try signing out and signing back into the session
  - Type into the chat box and a moderator will try to assist you

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Agenda

- Sociology/MSc in Digital Sociology: An Introduction
- Teaching and Learning and Assessment
- Why study Sociology/MSc in Digital Sociology at Edinburgh?
- Questions?

Introduction

- The MSc in Digital Sociology is a one-year sociology programme that combines social theory and social research skills.
- It focuses on the sociology of digital society.
- For example, focusing on questions around: digital labour or digitally surveilled/managed labour, social capital, inequality, social movements etc.
- And it teaches methods to study these.
- For example, training in how to carry out: interviews, surveys, quantitative analysis (statistics, data visualisation), computational data collection (e.g. web-scraping, APIs) and analysis (e.g. machine learning).

A new cluster in Critical Social Data Science

- Beginning academic year 2022-23 we have begun offering a cluster of courses in Social Data Science. These include courses in “Computational Text Analysis,” “Computational Sociology,” and a series of other methods workshops in data science techniques.

- The courses provide students with the background knowledge of theoretical and substantive debates in the realm of social data science.

- They also provide students with hands-on skills to collect data and conduct their own analyses in programming languages like R and Python.

- Unique to this programme: you can learn to combine **critical sociological analysis** (analysis of power, inequalities, exploitation, knowledge production) in and through **digital and data science tools.**
  - We develop forms of digital and computational sociology that are informed by **feminist, queer, antiracist, anti-imperialist and class critiques.**

Online communication

- How to get data on what people read and say and share online?
- What effects have new online media and platforms had on attitudes, behaviour, and the way people communicate?
- E.g.
  - Gen-Z and the critical politics of TikTok
  - Gender in programming and collaborative programming platform (e.g. Stack Overflow or Github)

Political protest

- How do social movements function online?
- What are the effects of social media on protest and collective behaviour?
- How do we collect data on movements online?

Digital Culture

- Global Digital Culture?
- The formation of communities connecting global and local.
- Rise of a networked society?
- New forms of power? Politics? Identities? Inequalities?

Work and Labour

- The rise of digital labour and the future of work?
- The rise of platform capitalism? Inequality, data, rights?
- Organising and solidarity in a digital economy?
  - Links to the Workers Observatory in Edinburgh

Studying & learning

- Lectures
- Reading
- Tutorial discussions
- Course blogs, and other online exercises and activities
- Researching for papers and other assignments (going beyond core readings)
- Consulting with faculty as needed, including Dissertation Supervisor.
- Dissertation: Independent research (fieldwork, interviews, surveys…) with key supervisor

Assessment

- Emphasis on written work:
- Short essays @1200 words
- Long essays @4000 words
- Extensive feedback, suggestions for improvement.
- But also:
  - Small independent research assignments
  - Group work and mini-research teams
  - Peer-review and peer-support

- All courses have at least 2 points of feedback, and feedback for the first is received before the final assessment is due.

Degree structure – MSc Digital Sociology

Year	Semester One	Semester Two
1	Core course: Issues and Concepts in Digital Sociology Chosen Elective Chosen Elective Dissertation Workshop (Sem One)	Core Course: Researching Digital Life Chosen Elective Chosen Elective Dissertation Dissertation Workshop (Sem Two)

Electives

Sociology/Science Technology & Innovation Studies (STIS)

Internet, Society, and Economy

Digital Markets and Society

Humanitarianism and the Media

Research Problems in Drugs and Crime Online

Intimate Relationships

Understanding Technology

Controversies in the Data Society

Globalisation

The Human Factor: Working with Users

Methods

Research Skills in the Social Sciences

Analysis Qualitative Data

Research Design

Statistical Modelling in the Social Sciences

Core Quantitative Methods 1 & 2

Qualitative Methods and Ethnographic Fieldwork

Fieldwork

Field work can be a key part of a sociological dissertation.

We will work with you to develop the appropriate research design for your dissertation.

You will be ideally placed to conduct digital fieldwork: interviews, ethnography, network analysis, for example.

Dissertation

- Your own project, developed in conversation with your supervisor.
- A project that uses sociology as a lens to explore digital life, broadly construed.
- A project that incorporates novel research: desk-based, fieldwork, or secondary data sources.

Career Prospects

The majority of our graduates successfully pursue careers in:

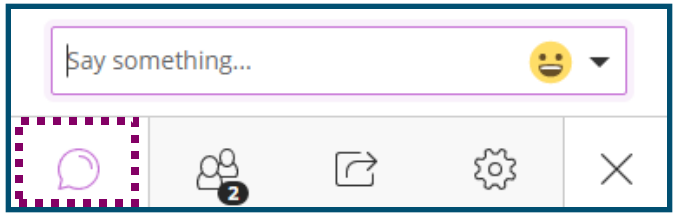
- Media and Journalism
- Academia (PhD)
- Data Analytics
- Policymaking

Why study Digital Sociology at Edinburgh?

- Top Scholars in the Field
- Strong Research Community
- Build Your Methodological training
- Strong Placement Record
- Supportive Alumni Community

Asking questions (Collaborate)

- Please hold all questions until the end of the formal presentation
- Always use the ‘hand raise icon’ to queue up your question
- When called upon to ask your question, type it into the “Text chat area”
- Once your question is answered, please lower your hand



Next steps…

https://virtualvisits.ed.ac.uk/pg

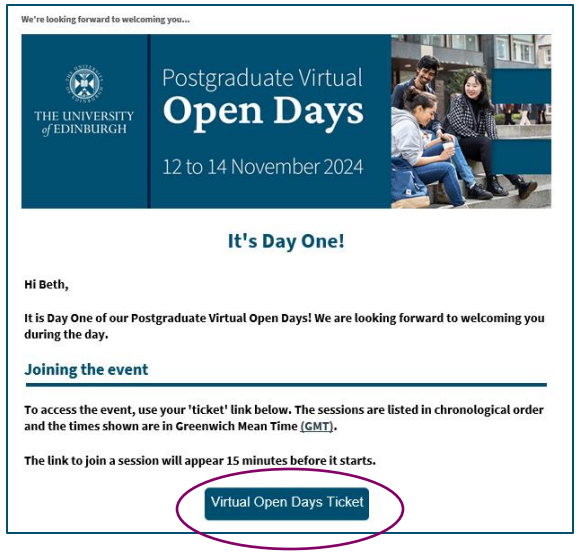
https://edin.ac/student-chat-pg

Contact details for follow-up questions

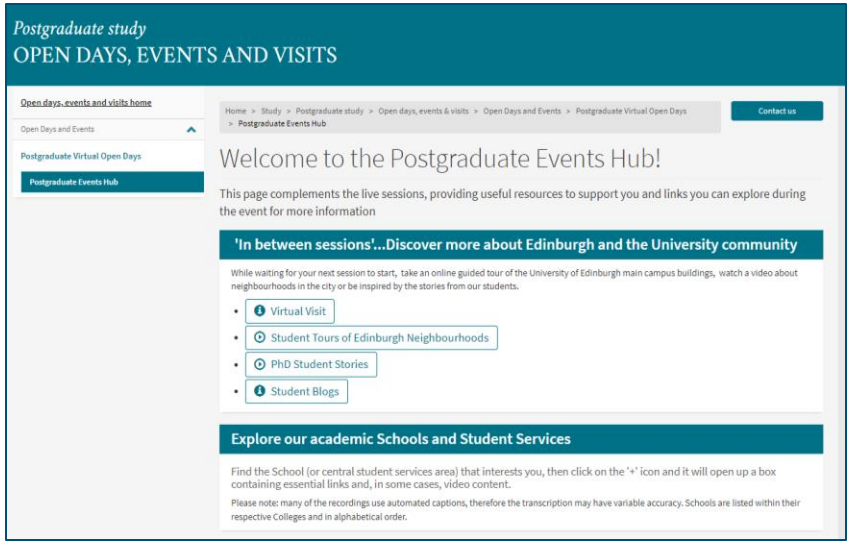
- We apologise if we did not get through all of your questions in the time allotted for this session. If you have further questions that have not been answered, please email: futurestudents@ed.ac.uk

Thank you – click ‘Leave’ when the session ends

- Return to your ‘e-ticket’ to find and attend other sessions you’ve booked – by clicking on the button in the email we sent you…



- …and visit the events hub:
- https://edin.ac/4gZuP3G



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Thank you

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