Programme Specification ARO 034a

This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities provided.

This document is published on the University website and will be a publicly available record of the named programme.

The information contained in this form should be included in the Programme Handbook, either as presented below or in a format determined by the Faculty.

Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
</tr>
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<tbody>
<tr>
<td>Partner Institution</td>
<td>N/A</td>
</tr>
<tr>
<td>Programme Name</td>
<td>Digital Media and Society</td>
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<tr>
<td>Award e.g. BSc (Hons), MA etc.</td>
<td>MSc</td>
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<tr>
<td>Faculty</td>
<td>Arts and Humanities</td>
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<tr>
<td>Division (if applicable)</td>
<td>Communications, Media and Culture</td>
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<tr>
<td>UCAS Code (UG only)</td>
<td>N/A</td>
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<tr>
<td>Programme Code</td>
<td>TDX44-DMS</td>
</tr>
<tr>
<td>Mode of Study</td>
<td>Full Time ☑ Part Time ☒</td>
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<tr>
<td></td>
<td>(if both please provide two Degree Programme Tables in the Outline Programme Structure)</td>
</tr>
<tr>
<td>Location/Method of Study</td>
<td>On Campus – UK ☒ International ☐ Where:</td>
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<td></td>
<td>Online ☐</td>
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<td></td>
<td>Blended ☐</td>
</tr>
<tr>
<td>Admission Points</td>
<td>September ☒ January ☐ Other</td>
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<td></td>
<td>(if more than one entry point please provide a Degree Programme Table for each in the Outline Programme Structure)</td>
</tr>
<tr>
<td>Length of Programme</td>
<td>Full-time: 12 months. Part-time: 27 months</td>
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<tr>
<td>SCQF Level</td>
<td>11</td>
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<tr>
<td>Total Credit Value</td>
<td>180</td>
</tr>
<tr>
<td>ECTS Credit Value</td>
<td>90</td>
</tr>
<tr>
<td>Relevant QAA Subject Benchmark</td>
<td>N/A</td>
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</tbody>
</table>
| Professional Body Accreditation (all relevant accreditations to be listed) | Name of accrediting body: N/A  
Required for programme: Yes/No (delete as appropriate)  
Date of Accreditation: XX / XX / 20XX  
Date of Renewal: XX / XX / 20XX |
<table>
<thead>
<tr>
<th>Programme Director</th>
<th>Thomas Allmer</th>
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<tr>
<td>Advisor of Studies</td>
<td>Thomas Allmer</td>
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<tr>
<td>Programme Approved</td>
<td>30/11/2017</td>
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<tr>
<td>Last Updated</td>
<td>N/A</td>
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## Section 2 Overview

### PROGRAMME SUMMARY

The MSc in Digital Media and Society introduces students from diverse academic/professional backgrounds to theoretical debates around digital media, social computation and data literacy, and help develop strong academic skills. The focus is international and the course addresses digital media, culture and society across different platform, cultural and regulatory contexts.

Students will acquire advanced academic skills in social sciences and humanities research and they will learn about the various legal, cultural and political contexts they are likely to work in. They will explore contemporary issues in big data, social computation, and the implications of living in a semi-permanent connected world, through case studies and project development. They will develop a rigorous understanding of the theoretical debates around the subject.

### Key Features of the Programme

The world is changing rapidly as a result of digitalisation, globalisation, web connectivity and social media, making it an exciting time to study digital media. Our MSc Digital Media and Society has a strong emphasis on understanding the contemporary environment of multi-platform content development and the potential of multi-channel networks and their consumption. The course will equip you with the skills and experience to become a digital media expert, providing an ideal pathway to a successful digital career across a range of different sectors. The MSc is part of our growing research and teaching portfolio in digital. With this course, you’ll gain transferable skills for a digital career, with the flexibility to choose your own learning pathway and learning goals. We have an excellent track record in understanding the needs of students and preparing them for careers where they can contribute to the transformation of the digital economy.

### PROGRAMME AIMS

On successful completion of this programme, you should be able to:

1. Demonstrate in-depth knowledge of key approaches and developments associated with digital technologies and use the most innovative research methods to carry out research about digital media.

2. Demonstrate a critical understanding of the role and impact of digital technologies in contemporary society, broadly interpreted to include such areas of creativity and design, social media, information technology, and datafication.

3. Use reflection and your understanding of the multiplicity of social, cultural, political and technological complexities of digital media to solve complex problems and make informed decisions in future careers.

4. Use advanced insights into practical activity and practice-based work that relate to how digital media work and to identify the implications they have for social and cultural practices.
5. Acquired reflective and critical understanding that enables to engage with ethical issues that are raised by digital work and practice.

**WHAT WILL I BE EXPECTED TO ACHIEVE?**

On successful completion of this programme, you should be able to:

**Knowledge and Understanding:**

- Demonstrate knowledge and a critical understanding at Masters level which is appropriate to professional practice within growing number of careers defined by the digital economy of:
  - the historical development of the digital media industry within Scotland, the wider UK and internationally
  - advanced knowledge of core topics affecting digital media in everyday life, including data literacy, privacy, information economy, disinhibition, intellectual property and the ethics of connectivity
  - the local and international regulatory environment and ethical debates concerning digital media
  - specific current developments in the subject, including innovative practices in multi-sector industrial contexts
  - the creation, dissemination and consumption of media output in an “always-on” culture
  - contemporary issues concerning the development, display, dissemination and consumption of digital content, including innovative practices in multi-sector industrial context
  - current developments in Digital Media as an academic subject.

**Subject-specific skills and other attributes:**

- Analyse media, using a range of methods, within a multi-platform context, and within converged multi-channel network environments
- Develop existing technical overview of digital content development for multi-platform contexts
- Apply critical evaluation to the functioning of the contemporary digital environment and its key components, including algorithms, big data, automation, Internet of Things, Freedom of Information, and social media cultures

**Generic skills and other attributes:**

By the end of this programme the student will be able to:

- Engage in academic debate in a professional manner using a wide range of formats (in writing, orally and visually) to present well-structured, clear and concise specialist material. A capacity for organisation, clarity and fluency in written and oral expression of complex interdisciplinary data.
- Identify, understand, interpret and evaluate relevant subject specific contemporary (and past) debates and construct independent arguments.
- Work both independently and as part of a team; to work under pressure with a demanding workload; to self-initiate, and to meet, deadlines.
- Use information management skills through the use of IT (including use of visual media presentation formats, and word-processing and database packages) as well as basic design and analytics packages.
- Research project development.
- Undertake reflective practice, interdisciplinary learning and research.
- Formulate interdisciplinary research questions and analyse and solve those by drawing on a range of disciplinary skills, methodologies and techniques (including quantitative and qualitative...
Intellectual, Practical and Transferable Skills and other graduate attributes:

As you progress through your Digital Media and Society degree, you will have the opportunity to develop the following practical skills and attributes that are much sought after by prospective employers:

1. **Media industry awareness** – through case study analysis, guest lectures and site visits to digital media organisations, you will develop an understanding of what is going on in the media sector and rapid developments in other digitally related industries.

2. **Written and oral communication** – the digital media industries involve communication both internally and externally with various stakeholders. The course develops your abilities to communicate through various essays, reports, presentations and online activities.

3. **Research and analysis** – critical learning is a key aspect of any Master's course in media and communications and you will be given the opportunity to develop your own research skills to carry out both small-scale and larger research projects including the Master's dissertation.

Values and Attitudes:

1. **Teamworking** – groupwork is an essential part of your Digital Media and Society degree, both during management and communications modules simulate real-life scenarios in business and digital marketing communications.

2. **Time management** – you will learn how to manage your time more effectively through your active involvement in group projects, as well as by successfully juggling your weekly workload in order to meet your (sometimes conflicting) deadlines for coursework.

3. **Self-confidence** – the digital media industry needs confident, self-starters and your active participation in the degree programme and the wider postgraduate community will build your personal confidence and professional prospects.

4. **Ethical and Professional** – you will investigate and be expected to display ethical and professional approaches to academic study and to digital media.

**HOW WILL I LEARN?**

Learning, teaching and assessment on the programme is designed to meet the learning outcomes above.

Modules are delivered in a variety of ways:

- Most modules are delivered by small group learning and teaching which aims to provide opportunity for interaction with specialist staff and to develop communication skills. This format enhances opportunity for developed discussion of key issues. In addition students will be invited to make formal and informal presentations in these groups as part of their formative and summative assessment, and some modules require students to engage with online discussion fora.
- Some modules are delivered through large lecture and traditional seminar teaching.
- Some modules are delivered through blended learning and flipped content delivery.

Students are encouraged and expected to undertake independent study. Students are expected to read and observe widely from a variety of sources of different forms (text, audio-visual, photo-archive, field observation) from across the contributing disciplines.
Students' independent study culminates in a choice between traditional Dissertation (which provides the opportunity for students to research and deliver a long-form scholarly output) or the Digital Project (which gives students the opportunity to produce a practice-based research project applying technical or sector-specific knowledge to problem-finding and problem-solving) produced in the final Semester. This assessment element provides students with the opportunity to produce a substantial piece of researched material/extended project or portfolio of planning documents/practice-based artefacts in their chosen area.

Modules are assessed typically by a combination of coursework and examination, with the weighting varying depending on the nature of the material taught and the module outcomes specified. An integrated assessment strategy will be adopted whereby the programme ensures a variety of delivery, assessment and learning strategies (seminar discussion, online discussion, lectures, flipped content delivery, presentation assessment, essays, examinations, written reports, practice-based research outputs, applied project portfolios, dissertation – are all represented in various parts of the programme, and depend upon the student's module choices).

Communications, Media and Culture have an established programme advisory board which meets regularly and this will ensure appropriate industry representation on future curriculum design and content.

### WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

**Assessment and Assessment Criteria**
The course will be assessed using a variety of assessment strategies, including written assignments, exams, practical teams and individual projects.

**Feedback on Assessment**
You will receive feedback on coursework within 3 weeks of completion of the assessment. Feedback is usually provided electronically on formal coursework. Feedback and Guidance sessions with teaching staff are available on all modules. These provide regular opportunities to discuss feedback further. More information about feedback on assessment can be found here; [http://www.stir.ac.uk/academicpolicy/handbook/assessment/](http://www.stir.ac.uk/academicpolicy/handbook/assessment/)

**Assessment Regulations**
If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the assessment regulations at:

[Postgraduate – Taught](#)

### WHAT WILL I STUDY?

**Outline Programme Structure**
The list below shows compulsory and option modules for this programme. Option modules are revised over time and, in some cases, will be dependent upon pre-requisite and/or co-requisites being taken. More information about these requirements can be found in the relevant Module Descriptors. The options available each year can be subject to change due to student demand and availability of teaching staff.

- Where an “Option list” is specified, you have a choice of which module to take at this point in the degree programme and these choices are listed below
- For year 1 and 2 where “Any Module” is used it means that you can choose from all modules available to the year group and you can see the full list by following these links:

[Postgraduate](#)
### Full-time

Total Full-time credit value = 180  
Compulsory credits = 60  
Option credits = 120

| Autumn          | CMCPP10 – Living in a Connected World (20) | MMAPP12 – Mass Media Research Methods (20) | 20 credits from:  
|                |                                              |                                              | CMCPP14 – Digital Labour and Society (20)  
|                |                                              |                                              | ITNPBD2 - Representing and Manipulating Data (20) |
| Spring         | CMCPP12 – Advanced Social Media Marketing (20) | 40 credits from:  
|                |                                              | MMAPP16 – Digital Culture for Media Managers (20)  
|                |                                              | CMCPP13 – Making (and Breaking) Digital Media (20)  
|                |                                              | ITNPBD6 – Data Analytics (20)  
| Summer         | 60 credits from:  
|                | CMCPDS1 Digital Media Dissertation (60)  
|                | CMCPDP1 Digital Project (60)  

### Part-time  
Year 1

Total Part-time year 1 credit value = 60  
Compulsory credits = 60  
Optional credits = 0

| Autumn          | CMCPP10 – Living in a Connected World (20) | MMAPP12 – Mass Media Research Methods (20) |
| Spring         | CMCPP12 – Advanced Social Media Marketing (20) |

### Part-time  
Year 2

Total part-time year 2 credit value = 120  
Compulsory credits = 0  
Optional credits = 120

| Autumn          | 20 credits from:  
|                | CMCPP14 – Digital Labour and Society (20)  
|                | ITNPBD2 - Representing and Manipulating Data (20)  
| Spring         | 40 credits from:  
|                | MMAPP16 – Digital Culture for Media Managers (20)  
|                | CMCPP13 – Making (and Breaking) Digital Media (20)  
|                | CMCPP11 – Data, Algorithms and Code: Critical Perspectives (20)  
|                | ITNPBD6 – Data Analytics (20)  
| Summer/Autumn  | 60 credits from:  
|                | CMCPDS2 Digital Media Dissertation (60)  
|                | CMCPDP2 Digital Project (60)  

### READING LIST
Required and Recommended Reading for the Programme


Dahlgren, P. ‘Social Media and Political Participation’ in Fuchs and Sandoval (eds.) (2014) *Critique, Social Media and the Information Society*.


Section 3 Student Support

### SUPPORT FOR STUDENT LEARNING

#### Induction

You will receive an induction during the first days of your programme. This includes a range of social events, information sessions and activities to help you orientate yourself at Stirling and access the services available to you. These are opportunities to meet staff and other students from across the university, in the Faculty and on the programme.

#### Study Skills Support

Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:

- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

#### What SLS are able to do:

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: [http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/](http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/)

#### STEER

STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: [https://www.stirlingstudentsunion.com/representation/studentsupport/steer/](https://www.stirlingstudentsunion.com/representation/studentsupport/steer/)

#### Stirling Graduate School

For Research Postgraduate Students the Stirling Graduate School as well as your own faculty will provide support. More information can be found here: [http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/](http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/)

#### Academic and Pastoral Support
Adviser of Studies: Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University. More information can be found here: [http://www.stir.ac.uk/registry/advisers/](http://www.stir.ac.uk/registry/advisers/)

Personal Tutor: The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be your first formal point of contact for general academic guidance and pastoral support. More information can be found here: [http://www.stir.ac.uk/tse/personal-tutor/](http://www.stir.ac.uk/tse/personal-tutor/)

Support and Wellbeing: At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get the most out of your time at University. More information can be found here: [http://www.stir.ac.uk/campus-life/support-and-wellbeing/](http://www.stir.ac.uk/campus-life/support-and-wellbeing/)

Student Union: you can also access support through the Students’ Union, more information can be found here: [https://www.stirlingstudentsunion.com/representation/studentsupport/](https://www.stirlingstudentsunion.com/representation/studentsupport/)

Accessibility and Inclusion (A&I)
A&I are committed to offering a service which is welcoming and supportive of the needs of all students. Our service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. A&I can also support you if you have short-term, temporary impairments or other difficulties as a result of an accident, injury, illness or surgery. More information can be found here: [http://www.stir.ac.uk/student-support/accessibility-&-inclusion-service/](http://www.stir.ac.uk/student-support/accessibility-&-inclusion-service/)

Learning Resources
You can find out more about the resources available to support your learning here: [http://www.stir.ac.uk/campus-life/learning-support/](http://www.stir.ac.uk/campus-life/learning-support/)

Section 4 Programme Evaluation and Enhancement

<table>
<thead>
<tr>
<th>METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING</th>
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<tbody>
<tr>
<td><strong>Module Evaluation</strong></td>
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<tr>
<td>Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: <a href="http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/">http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/</a></td>
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| **Programme Review** |
| Programmes are reviewed annually and on a 5 year cycle. You can get involved in a variety of different ways; by completing module evaluations, becoming a course representative and attending Student Staff Consultative Committees, or participating in the review process itself. You can find out more here: [http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/](http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/) |

| **External Examiner(s)** |
| Name of External Examiner: TBC |
| Institution: TBC |
### Section 5 My Future

#### WHAT KIND OF CAREER MIGHT I GO ON TO?

This programme equips you with the skills and experiences to become a digital media expert, likely to work in areas and professions such as:

- Digital media industry consultant or digital media expert in the private, public and NGO sector
- ICT consultant and policy expert
- Knowledge manager
- Information and knowledge work
- Work in the new media industries/creative industries
- Online journalist
- Online content creator
- Online publishing
- Online communications manager

#### Graduate Attributes

Through studying this course you will become a subject specialist, with in-depth knowledge, understanding and skills associated with digital media. Our ambition is that you will also be confident, aspirational graduates with the right skills and attitudes to connect; innovate and transform. On this course you will have the opportunity to become:

<table>
<thead>
<tr>
<th>Connected</th>
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<tbody>
<tr>
<td>• With your discipline knowledge, understanding and skills with a range of complex real world issues</td>
</tr>
<tr>
<td>• with contributions from alumni, private, public and third sector to develop your employability skills</td>
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<tr>
<td>• with knowledge, experiences, and people providing different perspectives, to understand different cultures, beliefs and traditions as an inclusive learning community and with the wider community</td>
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<tr>
<td>• and communicate effectively through digital and other media</td>
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<table>
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<tr>
<th>Innovative</th>
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<tr>
<td>• through active and ethical research</td>
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<tr>
<td>• through using the latest global research and new technologies to develop new understandings and creative solutions</td>
</tr>
<tr>
<td>• through independent critical and reflective thinking</td>
</tr>
<tr>
<td>• through identifying opportunities to improve what you do and taking action</td>
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Transformative
Through your intellectual and cultural passion and excellence
through sharing new perspectives and broadening horizons
through being professional, adaptable and resilient and equipped to succeed in the global market place
through being an active global citizen who is socially, culturally, and environmentally aware.

WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?
N/A

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?
N/A

WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?
Students who have successfully completed the MSc Digital Media and Society are eligible to start a PhD programme in a relevant field.

WHAT OTHER INFORMATION DO I NEED TO KNOW?
N/A

Section 6 Admissions

HOW DO I ENTER THE PROGRAMME?
A minimum of a second-class Honours degree (2:1 preferred) or equivalent in a relevant subject such as media, culture, communication, political science, sociology, computing and information technology. Applicants without these formal qualifications but with significant appropriate work experience are encouraged to apply.

Applicants without these formal qualifications but with significant and relevant work experience are encouraged to apply.

If English is not your first language you will need to provide evidence of your proficiency in the English language.

IELTS: 6.0 with 5.5 minimum in each skill

If you don’t meet the required score you may be able to register for one of our pre-sessional English courses. To register you must hold a conditional offer for your course and have an IELTS score 0.5 or 1.0 below the required standard. View our range of pre-sessional courses.

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Date Version Approved: 06/07/2018
For use from: 06/07/2018