Go the extra mile

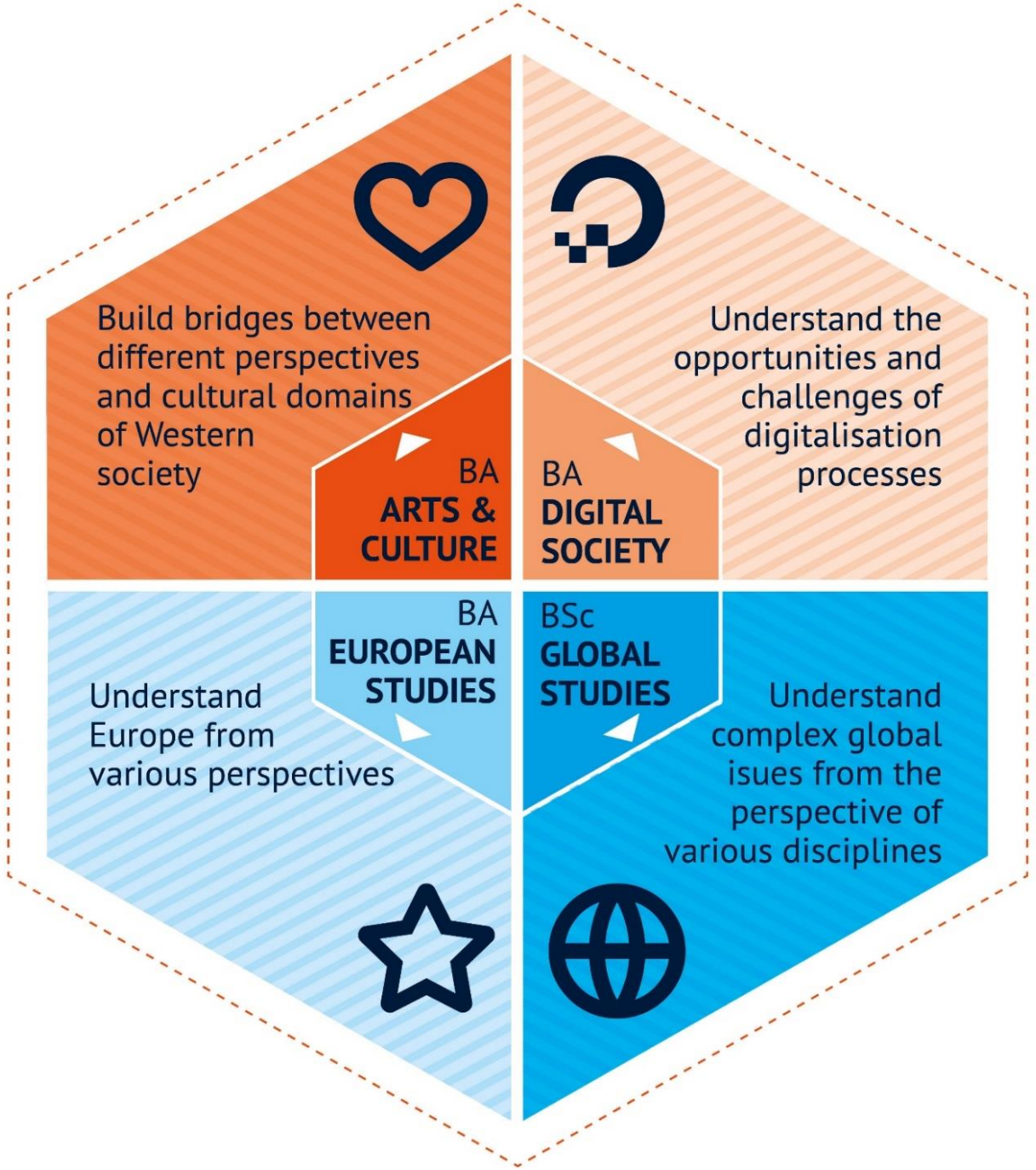
Bachelor's Programme Digital Society

Dr. Katleen Gabriels
Programme Director

FASoS

Maastricht University

Go the extra mile



FASoS

Maastricht University

Go the extra mile

FASoS

Maastricht University

Go the extra mile

Social media manager, Airbnb host, influencer, SEO specialist, app developer, Uber driver, driverless car engineer, podcast producer and drone operator; these are just some of the jobs that did not exist 10 years ago. What will happen in the future? What will today's 10-year-olds do when they are 25? What kind of jobs will disappear, what will be created and why? Which new skills will be valuable in the job market? What new forms of work are emerging?

Gonzalez Vazquez, I., et al. (2019). The Changing Nature of Work and Skills in the Digital Age - Executive Summary, EUR 29823 EN, Publications Office of the European Union, Luxembourg, 2019, ISBN 978-92-76-09208-7, doi:10.2760/952776, JRC 117505. https://publications.jrc.ec.europa.eu/repository/handle/JRC117505

FASoS

Maastricht University

Go the extra mile

Enter the metaverse: the digital future Mark Zuckerberg is steering us toward

The company, now rebranded Meta, already has a foothold in the digital world. How far will it go to see it succeed?

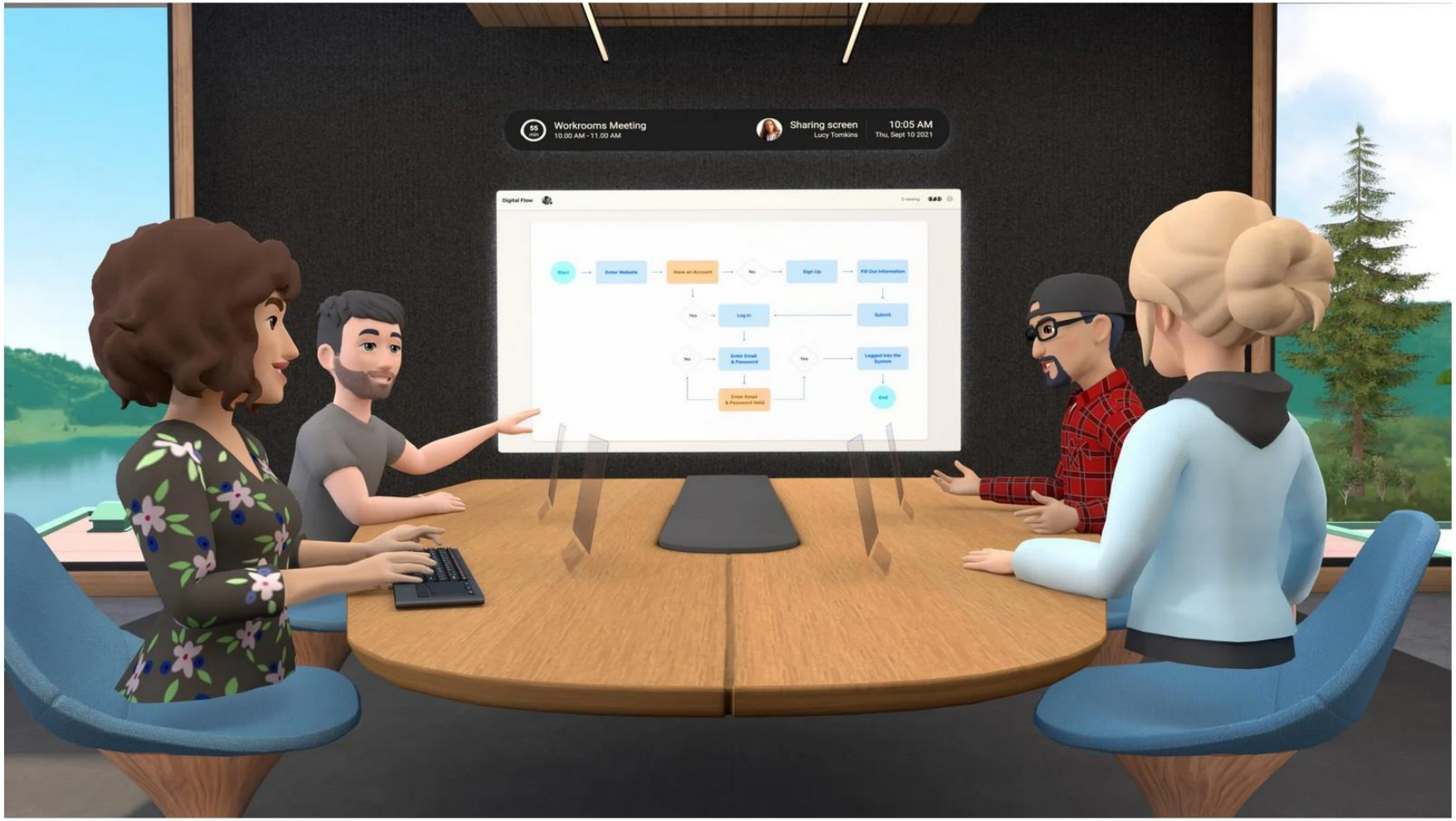
Facebook gives a glimpse of metaverse, its planned virtual reality world – video

Facebook CEO Mark Zuckerberg on Thursday outlined his vision for the future of the social media giant, formalising the company's focus on the metaverse.

https://www.theguardian.com/technology/2021/oct/28/facebook-mark-zuckerberg-meta-metaverse

FASoS

– Lack of accountability (moral responsibility)
– Log out; creating of alt; alt for experimentation, exploitation
or privacy infringement; mute and ban; spy; ...
clever zebra



https://www.theguardian.com/technology/2021/oct/28/facebook-mark-zuckerberg-meta-metaverse

Maastricht University

Go the extra mile

MAASTRICHT UNIVERSITY AFTER THE CYBER ATTACK: 'STAY AWAY FROM COMPUTERS'

Coronavirus: Give university students 'right to return home' and switch to online teaching, say scientists

Voorkom verspreiding, download CoronaMelder

Download in de App Store

ONTDEK HET OP Google Play

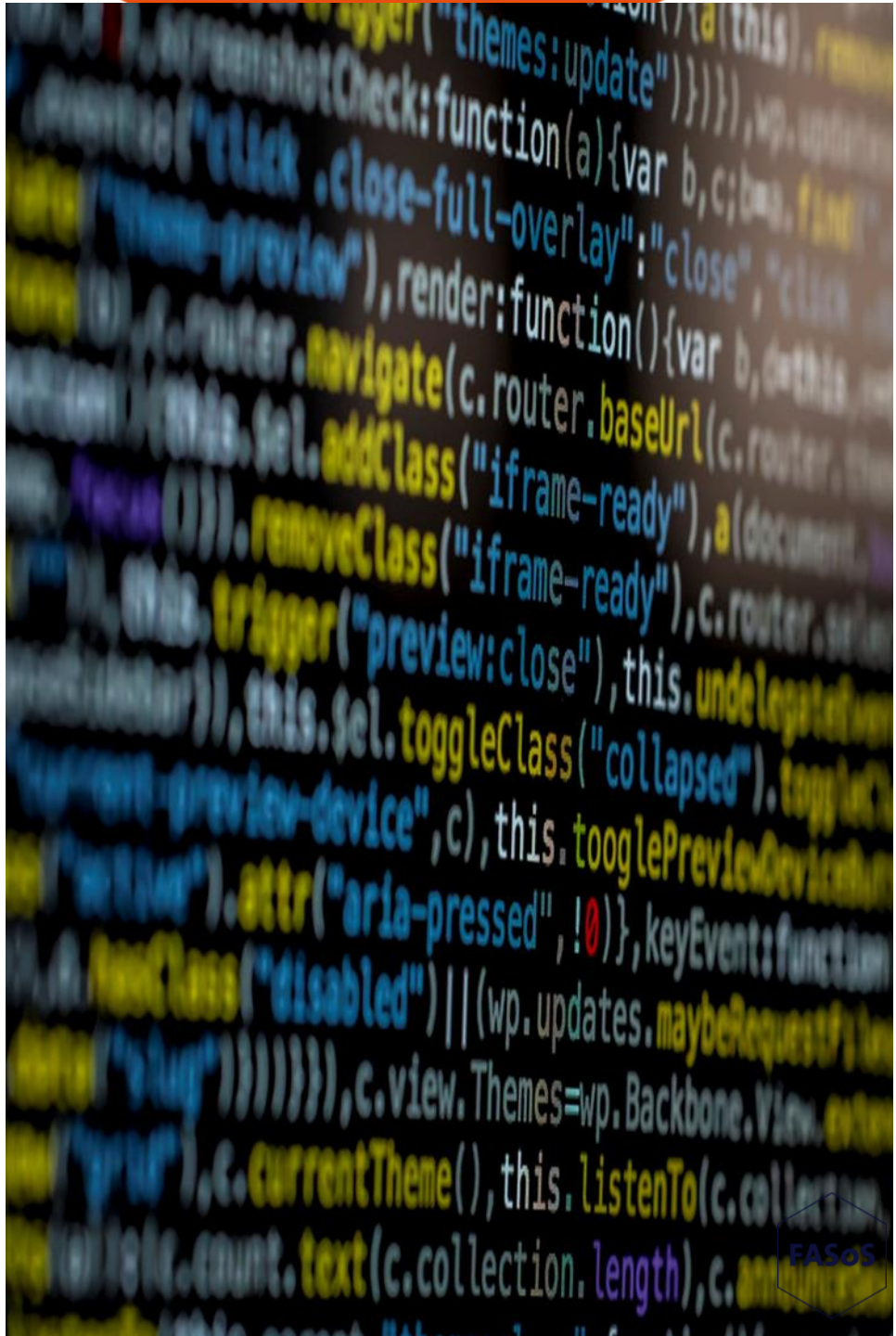
China's Use of AI in its COVID-19 Response

FASoS

Maastricht University

What Is the BA Digital Society?

- Study the interactions between digital technologies, society, culture, and politics
- Analyse a wide range of issues, focusing on real problems
- An interdisciplinary approach
- Develop academic and professional skills
- Full-time programme, taught in English



FASoS

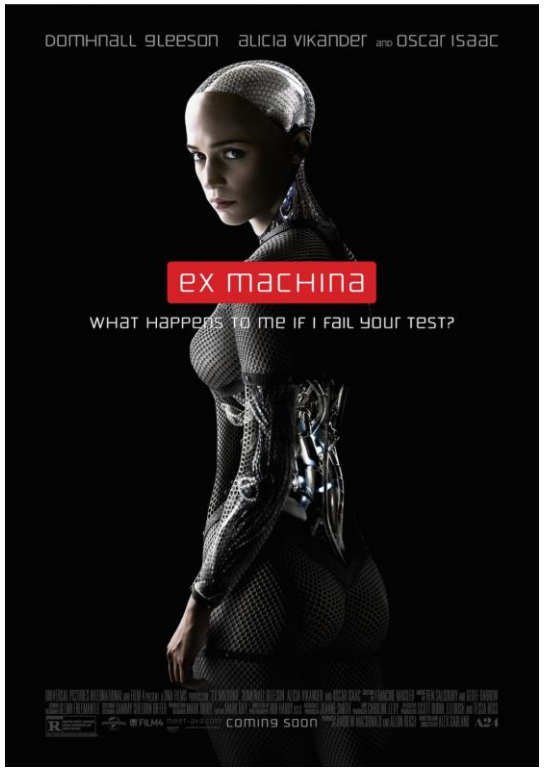
Maastricht University

Examples of Topics Covered

- Surveillance – by whom?
  - Coveillance; sousveillance
  - E.g. course ‘Surveillance Society’
- Use of social media by politicians
  - E.g. course ‘Digitalisation and Politics’
- Digitalising cultural heritage
- Digital inequalities
- Ethical challenges of AI
  - E.g. course ‘Artificial Society’
- And many more

FASoS

IAN McEWAN
MACHINES LIKE ME


DOMHNALL GLEESON ALICIA VIKANDER AND OSCAR ISAAC
ex machina
WHAT HAPPENS TO ME IF I FAIL YOUR TEST?
COMING SOON

Maastricht University

Why BA Digital Society?

- Very positive accreditation from international committee that visited in February 2019
- Employability and admission to MA programmes
- Unique programme in the Netherlands
- International environment – staff and students from all over the world
- Problem-Based Learning – small groups, intensive interaction
- Research and education linked

FASoS

Maastricht University

Go the extra mile

Typical Course Structure

- 5 periods: 7 weeks (except in period 3 + year-long course in year 1)
- 2 tutorials per week (2 hours each)
- 1 or 2 lectures per week (2 hours each)
- 1 excursion or other activity
- 2 skills meeting per week (2 hours + lecture)
- Mentor meetings
- Types of exams: closed exam, take-home exam, multiple choice exam, research papers, presentations, and so on

FASoS

Maastricht University

Go the extra mile

The BA Digital Society Curriculum: Year 1

Period	Content – 8 ECTS	Skills – 4 ECTS	All year
1	What Is (a) Digital Society?	Making Your Own Online Presence	Surveillance Society (6 ECTS)
2	Digitalisation and Politics	Introduction to Digital Technologies I	Mentor scheme (1 ECTS)
3	What Is Research? (5 ECTS, 4 weeks)		
4	ICT Revolutions: Continuity and Change	Using Digital Sources	
5	Digital Cultures	Introduction to Digital Technologies II	

FASoS

Maastricht University

Go the extra mile

The BA Digital Society Curriculum: Year 2

Period	Content – 7 ECTS	Skills	All year
1	Making Knowledge	Quantitative Data Analysis (6 ECTS)	Mentor scheme (1 ECTS)
2	Artificial Society	Maker Cultures (6 ECTS)	
3	Working with Big Data (5 ECTS, 4 weeks)		
4	The 'Good Life'	Qualitative Research Methods (7 ECTS)	
5	Regulating the Digital	Interdisciplinary Research Design (7 ECTS)	

FASoS

Maastricht University

Go the extra mile

The BA Digital Society Curriculum: Year 3

Period			All year
1-2	Preparation for the BA DS Thesis	4 ECTS *Online Asynchronous*	Mentor scheme (not mandatory)
1-3	Study abroad *or* minor *or* internship Literature exam (*elective*)	Range 24-30 ECTS	
4	Controversies in Digital Society	9 ECTS	
4-6	BA DS Thesis	17 ECTS	
5	Technology Assessment (*elective*) and BA AC electives	6 ECTS	

FASoS

Maastricht University

Go the extra mile

What does an average week look like?

FASoS

Maastricht University

International Student Experience

- International classroom and teaching staff

- For instance, BA**1** DS 2020-2021:
  - 120 students
  - 29 nationalities
  - More than 90% are not Dutch

- For instance, BA**1** DS 2022-2023:
  - 120 students
  - 26 nationalities

FASoS

Maastricht University

Educational Approach

- The integration of the various perspectives into a **coherent curriculum**
- The use of **Problem-Based Learning** (PBL)
- Fully taught in **English** and a truly **international classroom**

FASoS

Maastricht University

Go the extra mile

How does PBL work?

How do you like it?

FASoS

Maastricht University

Continue Your Study: Our First Graduates!

In Maastricht:

- Digital Cultures
- Cultures of Arts, Science & Technology
- European Studies on Society, Science & Technology

Europe:

- MPA (*Master's of Public Administration*) Digital Technologies and Policy, University College London (UCL) (UK)
- MA in information systems and technologies management, NOVA University (Lisbon, Portugal)
- MA in Digital Marketing and Analytics, University of Kent (UK)

FASoS

Maastricht University

Continue Your Study

In the Netherlands and beyond:

- Digital Humanities (Groningen)
- New Media & Digital Culture (UvA)
- Digital Media in Human Development (Leiden)
- Digital Society (Edinburgh)
- Media, Data & Society (Utrecht)

FASoS

Maastricht University

Go the extra mile

Our First Cohort

- Hired by the company where they did their internship: Amazon (Prague); AI company (Düsseldorf)
- Internship: e.g. Microsoft (Amsterdam)

FASoS

Maastricht University

Go the extra mile

Career Perspectives

- Digital tech-journalism
- Social media advisor
- Policy maker for digital initiatives
- Public relations manager for tech and (social) media companies
- Digital social researcher in the public/non-profit or private sector

How the Humanities Can Help Us See What's Next in Tech

Skills like communication, observation, empathy and logical thinking are key for developing the next-gen of leadership and equipping employees for the future.

WHY TECH COMPANIES ARE HIRING PEOPLE WITH HUMANITIES DEGREES

Why tech firms hunt for arts and humanities graduates

FASoS

Maastricht University

Go the extra mile

Which advice would you give prospective students?

FASoS

Maastricht University

Application

- Application deadline non-EU/EEA citizens: **1 April 2023**
- Application deadline EU/EEA citizens: **1 May 2023**
- Studielink: info.studielink.nl/en
- Maastricht University website (My UM)
- Matching questionnaire (**optional**)

Questions about application procedure?

study@maastrichtuniversity.nl

Other questions?

info-fasos@maastrichtuniversity.nl

FASoS

Maastricht University

Go the extra mile

Social Media FASoS

Stay updated on the latest information by liking our FASoS Facebook page:

facebook.com/maastrichtfasos/

and FASoS Instagram account:
instagram.com/fasosmaastricht/
instagram.com/bachelordigitalsociety

Or join us on TikTok:
tiktok.com/fasosmaastricht/

Maastricht University

Go the extra mile

Questions?

Bachelor

→ Faculty of Arts and Social Sciences

Digital Society

https://www.maastrichtuniversity.nl/education/bachelor/bachelor-digital-society

FASoS