MA

Digital Media, Data and Society

Study mode	Duration	
Full-time	12 months	Apply by: **11 September 2026**
Part-time	24 months	Starts on: **28 September 2026**

About this course

The MA in Media, Data and Society is designed for you if you have an interest in the opportunities, yet risks, that emerge from the increasing use of digital data in our society.

Introduction

Study in a department currently ranked within the world top 75 and 5th in the UK for Communication (Shanghai Global Rankings of Academic Subjects 2025).

The programme aims to provide you with an introduction in the approaches that are used for the collection, the analysis, and the storage of digital data, such as data mining and machine learning; as well as with a critical skillset about the political, economic, moral and societal implications of the use of digital data in contemporary society.

The programme has a strong interdisciplinary focus, with elements from communication studies, computer science, and sociology. It aims to provide you with the opportunity to develop an in-depth knowledge of the dimensions that permeate the use of digital data. We will focus on topics such as big data capitalism and surveillance, the changing digital audience practices, and digital media infrastructures, as well as methods that allow students to use tools for digital data collection, digital media analytics, and data visualisations.

Who is this course for?

The MA provides a critical and technical overview on digital data but it is also intended to answer the needs of students who wish to master skills and expertise as a means to building a career in the field of digital media and data analysis, and improve employability skills for a career in the broader digital sector or for further academic research on the topic. In particular, the programme will develop students' skills using the R programming language: a prominent modern toolkit for data analysis which is freely available and in demand for data jobs both within and outside academia.

The programme also provides a strong platform from which to progress to further research at PhD level that is supported and supervised by colleagues at the Department of Communication and Media.

What you'll learn

The programme has a strong interdisciplinary focus, with elements from communication studies, computer science, and sociology, meaning it will:

- introduce you to current debates surrounding social media and the broader use of digital data in society.

- develop your expertise in the theoretical, critical, and analytical tools necessary to engage with these debates.

- train you in the collection, analysis, and interpretation of digital communications data, equipping you with the skills to conduct empirical research in the field and to work confidently and effectively with data in your future career.

- support your development of key skills and learning habits that are equally relevant to both non-academic employment and further academic study.

- strengthen your critical and creative thinking and build confidence in undertaking independent learning and research at an advanced level.

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Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

You will take three compulsory modules plus a dissertation, leaving you with a choice of three optional modules.

Modules

Compulsory modules	Credits
BIG DATA AND SOCIETY: FOUNDATIONS, POLITICS, AND POLICY A (COMM751)	30
INTRODUCTION TO COMPUTATIONAL SOCIAL SCIENCE METHODS (COMM742)	15

Optional modules	Credits
FUNDAMENTALS OF STRATEGIC COMMUNICATION B (COMM517)	15
STRATEGIC COMMUNICATION IN PRACTICE: PROFESSIONAL PERSPECTIVES (COMM522)	15
SCREEN CULTURES B (COMM744)	15
MEDIA AND CULTURAL CHANGE B (COMM757)	15
MEDIA AND POLITICS: THEORIES AND CASES B (COMM765)	15
INTRODUCTION TO DATA SCIENCE B (COMM767)	15

Optional modules	Credits
SOCIAL SURVEY ANALYSIS (ENVS450)	15
APPLIED DATA MANAGEMENT AND WRANGLING (ENVS615)	15

Programme details and modules listed are illustrative only and subject to change.

Semester two

Modules

Compulsory modules	Credits
BIG DATA AND SOCIETY: ALGORITHMS AND PLATFORMS A (COMM753)	30

Optional modules	Credits
INFLUENCING STRATEGIES IN DIGITAL MEDIA (COMM520)	15
BRANDING STRATEGY AND COMMUNICATION (COMM521)	15
ARTIFICIAL INTELLIGENCE AND COMMUNICATION B (COMM718)	15
DIGITAL MEDIA AUDIENCES (COMM739)	15
DATA VISUALISATION (COMM740)	15
SCREEN INDUSTRIES B (COMM746)	15
GLOBAL JOURNALISM AND POLITICS (COMM748)	15

Optional modules	Credits
MEDIA PRACTICES AND EVERYDAY LIFE B (COMM759)	15
VISUAL CULTURES: INSTITUTIONS, EXHIBITIONS, INTERVENTIONS (COMM761)	15
MEDIA AND POLITICS: ECONOMY AND SOCIETY B (COMM763)	15
COMPUTATIONAL SOCIAL SCIENCE (ENVS418)	15

Programme details and modules listed are illustrative only and subject to change.

Final project

Modules

Compulsory modules	Credits
DISSERTATION (COMM716)	60

Programme details and modules listed are illustrative only and subject to change.

Teaching and assessment

How you'll learn

Teaching on the MA Media, Data and Society is delivered in a variety of different ways that suit the particular material being covered. The Semester 1 core module is taught through a combination of lectures and seminar groups, with one hour of each per week. The research methods and Semester 2 core modules are taught through workshops which combine presentation of new material, hands-on practice, and class discussion. These are three hours (research methods) and two hours (Semester 2 core) per week. Options modules

vary but typically follow one of these two patterns. For every course there is also extensive out of class work including preparation for seminars, reading key literature and preparing for assessment.

All classes will take place on campus in person. Class sizes for masters programmes in the Department of Communication and Media tend to be small, typically between 10-20 students, but can vary depending on what option modules are selected.

How you're assessed

The assessment strategy emphasises assessing skills and learning in settings as close as possible to those where they will be used, in keeping with the Curriculum 2021 drive for authentic assessment. Consequently, a variety of different approaches are used for different programme modules. Where possible, we try to set tasks which mirror those which students might undertake as professionals (especially in the technical and policy parts of the programme) or researchers (especially the dissertation). Feedback is given on all submitted work (formative and summative), with a view to students' reflective engagement both with the material learned and with the process of assessment. This is intended to bring all students, with previous exposure to work in Communication or otherwise, to a place where they can confidently deliver an excellent dissertation. Assessment in the core modules is by a combination of written coursework (essay, dissertation proposal), technical report (programming, data analysis), examination (interpretation of statistics), and research-led activity (dissertation). The options modules each take approaches which best suit the skills developed and material learned.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning

- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

Careers and employability

The MA Media, Data and Society programme aims to train students to have a critical skillset to understand and question the uses of digital data, together with an introduction to the technical underpinnings of data-heavy approaches such as machine learning. This combination of critical and technical skills and experiences should leave students well-placed for a wide range of roles in commercial, media, policy, and academic environments.

Graduates wishing to continue academic studies will find a supportive and nurturing research environment that prepares them well for doctoral-level research activities.

Opportunities for data analysis, digital journalism, and data visualisation exist in sectors such as:

- Research and development
- PR
- Marketing and advertising
- Consulting
- Publishing.

The programme also provides a strong platform from which to progress to further research at PhD level that is supported and supervised by colleagues at the Department of Communication and Media.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year - £12,500
Part-time place, per year - £6,250

International fees

Full-time place, per year - £28,000
Part-time place, per year - £14,000

Tuition fees are for the academic year 2026/27.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can pay your tuition fees in instalments.
- All or part of your tuition fees can be funded by external sponsorship.
- International applicants who accept an offer of a place will need to pay a tuition fee deposit.

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. **Learn more about paying for your studies**.

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the additional study costs that may apply to this course.

Entry requirements

The qualifications and exam results you'll need to apply for this course.

Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. This degree should be in Communication Studies or other Social Sciences or Humanities, or a technical background in Computer Science, IT or an equivalent discipline.

Alternatively, an applicant may have a degree in another subject and appropriate postgraduate experience and employment. Graduates of non-UK universities will need to have achieved comparable results. All cases will be judged individually on the basis of information provided on the standard University application form, plus academic references.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College, means you're guaranteed a place on your chosen course.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a majority English speaking country.

We accept a variety of international language tests and country-specific qualifications.

International applicants who do not meet the minimum required standard of English language can complete one of our Pre-Sessional English courses to achieve the required level.

IELTS

6.5 overall, with no component below 6.0

TOEFL iBT

If you took a TOEFL test on or before 20 January 2026, you'll need 88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. If you took a TOEFL test from 21 January 2026 onwards, when a new scoring system was introduced, you'll need 4.5 overall, with 4 or above in all components. TOEFL Home Edition not accepted.

Duolingo English Test

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110. For academic year 2025/26 only, we will also accept the production, literacy, comprehension and conversation score set: 120 overall, with no component below 105.

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

National Curriculum (CBSE/ISC) - 75% and above in English. Accepted State Boards - 80% and above in English.

WAEC

C6 or above

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or the equivalent score in selected other English language tests, to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with writing at 6.0 and no component below 5.5	6 weeks	On campus or online
5.5 overall, with writing at 5.5 and no component below 5.0	10 weeks	On campus or online
5.5 overall, with no more than one component at 5.0	12 weeks	Online
5.5 overall, with no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component at 4.5	30 weeks	On campus
4.5 overall, with no more than one component at 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 6.0, for further details.