



MSc

Data Science and Communication

Study mode

Full-time

Part-time

Duration

12 months

24 months

Apply by: **29 August 2025**

Starts on: **22 September 2025**

About this course

The MSc in Data Science and Communication is designed for students who have an interest in the way data and data processing are shaping our communication practices as society becomes increasingly digitised. Whether you want to investigate how Big Data impacts our daily decision-making practices or learn how to create innovative communication chatbots, this MSc will provide you with the necessary means to successfully navigate the Networked Society.

Introduction

The programme offers state-of-the-art empirical, technical and theoretical training. You will have the opportunity to learn cutting edge computational techniques to study social behaviours at scale, alongside a deep grounding in the principles of communication studies and the social sciences.

Substantial training will also be devoted to quantitative methods aimed at harnessing big data, especially when it comes to social and news media. You will learn the underpinnings of emerging communication technologies ranging from computer mediated communications to human computer interaction.

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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 study four compulsory modules, including a dissertation; and three optional modules (one in Semester one, and two in Semester two).

Modules

Compulsory modules	Credits
<u>INTRODUCTION TO DATA SCIENCE A (COMM741)</u>	30
<u>INTRODUCTION TO COMPUTATIONAL SOCIAL SCIENCE METHODS (COMM742)</u>	15

Optional modules	Credits
<u>BIG DATA AND SOCIETY: FOUNDATIONS, POLITICS, AND POLICY B (COMM752)</u>	15
<u>DATABASE AND INFORMATION SYSTEMS (COMP518)</u>	15
<u>FUNDAMENTALS OF STRATEGIC COMMUNICATION B (COMM517)</u>	15
<u>MEDIA AND POLITICS: THEORIES AND CASES B (COMM765)</u>	15
<u>SCREEN CULTURES B (COMM744)</u>	15
<u>UNDERSTANDING MEDIA CHANGE B (COMM757)</u>	15

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

Semester two

Modules

Compulsory modules	Credits
<u>ARTIFICIAL INTELLIGENCE AND COMMUNICATION A (COMM766)</u>	30

Optional modules	Credits
<u>INFLUENCING STRATEGIES IN DIGITAL MEDIA (COMM520)</u>	15
<u>BIG DATA AND SOCIETY: ALGORITHMS AND PLATFORMS B (COMM754)</u>	15
<u>BRANDING STRATEGY AND COMMUNICATION (COMM521)</u>	15
<u>DATA VISUALISATION (COMM740)</u>	15
<u>DIGITAL MEDIA AUDIENCES (COMM739)</u>	15
<u>GLOBAL JOURNALISM AND POLITICS (COMM748)</u>	15
<u>MEDIA PRACTICES AND EVERYDAY LIFE B (COMM759)</u>	15
<u>REDEFINING TELEVISION (COMM750)</u>	15
<u>SCREEN INDUSTRIES B (COMM746)</u>	15
<u>MEDIA AND POLITICS: ECONOMY AND SOCIETY B (COMM763)</u>	15

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

Final project

During the summer you will complete a dissertation.

Modules

Compulsory modules	Credits
<u>DISSERTATION (COMM716)</u>	60

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

Teaching and assessment

How you'll learn

Teaching is delivered through weekly workshops held on campus. These usually last for 2-3 hours per module per week. Depending on which module options are taken, there may be lectures and separate seminar sessions scheduled.

Class sizes for master's programmes in the Department of Communication and Media tend to be small, but numbers can vary depending on what option modules are selected. A typical class in Data Science and Communication will include between 10-20 students.

How you're assessed

You will mainly be assessed by coursework. This will take a number of different forms, including a research proposal, annotated computer code, portfolio of visualisations.

In addition, students will be assessed by in class tests in certain modules. Other assessment formats may apply also depending on the options modules taken.

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.

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Careers and employability

This course will provide you with key skills which are in high demand both in the private and the third sector. There is a constant growth in the number of jobs that specifically call for an expertise in Data Science applied to communication environments.

The interdisciplinary professional skills you will develop will make you highly qualified to pursue a career in a wide range of sectors dealing with Big Data and Society, ranging from data analysis and data management to natural language processing and communication diffusion.

Examples of relevant careers include, but are not limited to:

- Computational social scientists
- Digital communication managers
- Product/project managers for AI/digital products
- Counsellors for digital strategies.

Such professional figures are required by a wide range of stakeholders including, among others, AI companies (from start-ups to multinational corporations), news media agencies, public health, and cyber security institutions.

In addition, the programme's focus on cutting edge methodologies for data analysis in response to social science issues will allow students to become pioneers in solving novel problems arising in the Networked Society, tackling, for instance, misinformation as well as challenges both in human-computer interaction and computer-mediated communication. This MSc programme offers multiple opportunities in the fast-changing digital media sector.

Graduates wishing to continue academic studies will find a supportive and nurturing research environment that prepares them well for doctoral-level research activities. Career pathways that follow this route include employment in higher education (teaching and/or research), or teaching at secondary and further education levels.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

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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 - £11,700

Part-time place, per year - £5,850

International fees

Full-time place, per year - £24,100

Part-time place, per year - £12,050

Fees stated are for the 2025-26 academic year.

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.

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Entry requirements

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

Postgraduate entry requirements

Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered. This degree should be in Communication Studies, social sciences or humanities subjects, or a technical discipline such as Computer Science or Information Technology.

Applicants with a degree in another subject, who also have appropriate professional experience, will be considered on an individual basis.

On receipt of your application, we'll discuss a possible research topic with you, either in person or via email. This will help us to match you to a suitable dissertation supervisor and aid your choice of optional modules.

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

88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. 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

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 no component below 6.0	6 weeks	On campus
6.0 overall, with no component below 5.5	10 weeks	On campus and online options available
6.0 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component below 5.0, and no component below 4.5	30 weeks	On campus

Your most recent IELTS score	Pre-sessional English course length	On campus or online
4.5 overall, with no more than one component below 4.5, and no component below 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.

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