UNIVERSITY OF
LIVERPOOL

MA

Digital Media, Data and Society

Study mode	Duration	
Study mode	**Duration**	Apply by: **29 August 2025**
Full-time	12 months	Starts on: **22 September 2025**
Part-time	24 months	

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

With its critical and technical overview, the programme will provide you with an introduction to the approaches that are used for the collection, analysis, and storage of digital data, such as data mining and machine learning. It will also develop your critical skillset for understanding and questioning the political, economic, moral and implications of the use of digital data in contemporary society.

Who is this course for?

This programme is suitable for students with an interest in this field including those who wish to master the skills and expertise needed for a career in digital media and data analysis, the broader digital sector or further academic research on the topic.

What you'll learn

The programme has a strong interdisciplinary focus, with elements from communication studies, computer science, and sociology, meaning you'll study and develop:

- an in-depth knowledge of the dimensions that permeate the use of digital data
- topics such as big data capitalism and surveillance, the changing digital audience practices, and digital media infrastructures
- methods that allow you to use tools for digital data collection, digital media analytics, and data visualisations.

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 3 optional modules (one in Semester 1, and two in Semester 2).

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
INTRODUCTION TO DATA SCIENCE B (COMM767)	15
MEDIA AND POLITICS: THEORIES AND CASES B (COMM765)	15
SCREEN CULTURES B (COMM744)	15
UNDERSTANDING MEDIA CHANGE B (COMM757)	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
ARTIFICIAL INTELLIGENCE AND COMMUNICATION B (COMM718)	15
DATA VISUALISATION (COMM740)	15
DIGITAL MEDIA AUDIENCES (COMM739)	15
GLOBAL JOURNALISM AND POLITICS (COMM748)	15
MEDIA AND POLITICS: ECONOMY AND SOCIETY B (COMM763)	15
MEDIA PRACTICES AND EVERYDAY LIFE B (COMM759)	15
REDEFINING TELEVISION (COMM750)	15
SCREEN INDUSTRIES B (COMM746)	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

Students will be assessed mostly by coursework. This will take a number of different forms, including essays, reports, a research proposal, and a masters dissertation. In addition, there is one in-class written test scheduled. Other assessment formats may apply 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

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 - £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.

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 a closely related subject e.g. Social Sciences, 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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