



UNIVERSITY OF AMSTERDAM



**Master's in Media Studies**  
**New Media and Digital  
Culture**

[uva.nl/ma-media-digital-culture](http://uva.nl/ma-media-digital-culture)

## Prof. Richard Rogers



'The programme offers a rich blend of students from over 30 countries. Through hands-on workshops, students apply their language skills and cultural knowledge to research projects regarding digital media.'

The programme provides a comprehensive and critical approach to new media research, practices and theory. The study of digital media is continually evolving with objects, spaces, platforms and apps seeking new users and niches: Snapchat, Medium, Tinder and Instagram operate alongside 'new' media giants such as Google, Amazon, Facebook and Apple. You will gain an in-depth historical and critical knowledge of how to theorise such digital media objects and environments by learning to situate them in such perspectives as platform capitalism, data infrastructures, algorithmic governmentality, information analytics, interface critique and software studies.

## Career prospects

By the end of the programme, you will possess the skills and leadership qualities to pursue careers in fields where the capacity to understand and operate in new media is essential. These include: academic research, journalism and communication, production in the creative industries and digital agencies, and (non-)governmental agencies.

85% of our alumni work in new media fields in research, cultural and governmental institutions, NGOs, as well as the media industry. Recent graduates have found work as academics, governmental media advisers, community managers, concept and content producers, researchers, editors, social media managers, journalists and app developers.

In addition, this unique degree can serve as your pathway to an academic career in teaching or a PhD in an emerging field of study.

## Spotlight on a course

### Research Methods (12 ECTS)

Internet research is often undertaken with standard methods such as surveys, interviews, audience research and content analysis. This course, contrariwise, takes up the conceptual question of medium specificity, and applies it to method. Which methods may be said to have been born digital, as opposed to having been digitised? What may one learn from how online devices (such as search engines and other recommendation devices) analyse information? The course trains students in Internet and social research, employing digital methods.



## Entry requirements

The Master's in New Media and Digital Culture is open to all students with a university Bachelor's diploma in:

- Media and Culture;
- Media and Information;
- a discipline in the humanities related to media studies, or in the social sciences related to design, media practice or science (to be judged by the Examinations Board). For more information, please check:

[uva.nl/ma-media-digital-culture](https://uva.nl/ma-media-digital-culture)

> [Application and admission](#)

## Key data

**Degree**  
Master of Arts  
in Media Studies

**Duration**  
1 year

**Mode**  
Full-time

**Credits**  
60 ECTS

**Start**  
1 September

**Language of instruction**  
English

**CROHO**  
60830

## Contact

Faculty of Humanities

**Admissions Office**  
T: +31 (0)20 525 4481  
E: [admissionsma-fgw@uva.nl](mailto:admissionsma-fgw@uva.nl)

Cover: NewMedia (CreativeApplications.Net)