

INFORMATION SCIENCE & eSOCiETY

Bachelor of Arts in Information Science and eSociety

Design the future of digital media, content and culture.

Prepare for a fascinating career at the intersection of social networks and information technology with the University of Arizona Bachelor of Arts in Information Science and eSociety (BA IS&ES). Offered on campus and online, the BA IS&ES immerses you in an interdisciplinary curriculum that enables you to explore digital media, media theory, digital engagement and storytelling, online behavior, internet studies, social media and social networks, digital life and its impact on human behavior, content creation and more.

Information science and eSociety is an expanding field of study that reflects on issues related to privacy, ethics, information manipulation, digital marketing, and the impact of social media and online behavior on daily life. Gain the skills, insight and experience to launch an exciting career where creativity meets digital communication.

WHAT YOU'LL LEARN

- Information and communication technologies, tools, programs and solutions, including social media, and the societal implications of their use
- Digital storytelling
- Theories of new media and their impact on online content development, social media, digital marketing and market research
- Program and solution development for online digital environments
- Theories of human behaviors, interactions and biases that underlie digitally mediated communication
- Information-age literacies, including evaluation of information, privacy and security, and information ethics and bias
- Research methods and presentation skills for information science
- Recognition and analysis of ethical and policy concerns raised by new technologies
- Effective communication across cultures and with diverse peoples and groups

CAREER POSSIBILITIES

BA IS&ES graduates are ready to excel in a wide variety of in-demand positions, including:

- Business insight and analytics manager
- Content developer / producer
- Digital marketing specialist
- Digital media specialist
- Engagement manager
- Librarian
- Marketing analyst
- Information systems specialist
- Social media specialist
- Strategy manager
- Technology consultant
- Web designer / producer

Ready to design the future of digital social networks and culture?

infosci.arizona.edu/ba-ises

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WAYS TO STUDY
Main Campus and Online

#17
Bachelor's in Information
Technology Degree Program
BachelorsDegreeCenter.com

\$82K
Average salary for
information science and
arts bachelor's graduates*

* Average salary for information science bachelor's degree graduates according to PayScale, January 2024.

“As an aspiring digital content producer, my Information Science and eSociety courses were crucial in providing the tools for a career where creativity meets communication.”

– Brittney Deo, BA in Information Science and eSociety '24



THE UNIVERSITY OF ARIZONA

College of
Information Science

BACHELOR OF ARTS IN INFORMATION SCIENCE AND eSOCIETY

SAMPLE FOUR-YEAR PLAN

120 units are required for graduation. A minor with a minimum of 18 units, or a double major, is required.

In addition to the required foundation, general education and minor or double major courses, BA IS&ES students must also meet the following requirements to complete the degree: 9 units of Introductory Courses for Major; 18 units of Major Core Courses; 3 units of Research Methods and Data Analysis; 6 units of Major Electives; and 3 units of Engagement Learning Requirement: ESOC 480: Digital Engagement.

YEAR 1

FALL

ENGL 101: First-Year Composition	3 units
MATH (based on placement)	3 units
UNIV 101: Introduction to the General Education Experience	1 unit
General Education: Exploring Perspectives	3 units
First-Semester Language	4 units
TOTAL	14 units

SPRING

ENGL 102: First-Year Composition	3 units
ISTA 100: Great Ideas of the Information Age	3 units
General Education: Exploring Perspectives	3 units
General Education: Building Connections	3 units
Second-Semester Language	4 units
TOTAL	16 units

YEAR 2

FALL

Major Introductory Course	3 units
Major Introductory Course	3 units
General Education: Exploring Perspectives	3 units
General Education: Exploring Perspectives	3 units
Third-Semester Language	4 units
TOTAL	16 units

SPRING

Major Introductory Course	3 units
Major Core Course	3 units
General Education: Building Connections	3 units
Minor Course	3 units
Fourth-Semester Language	4 units
TOTAL	16 units

YEAR 3

FALL

UNIV 301: General Education Portfolio	1 unit
General Education: Building Connections	3 units
Major Core Course	3 units
Major Core Course	3 units
Minor Course	3 units
Minor Course	3 units
TOTAL	16 units

SPRING

Major Core Course	3 units
Major Core Course	3 units
Research Methods and Data Analysis Course	3 units
Minor Course	3 units
Minor Course	3 units
TOTAL	15 units

YEAR 4

FALL

Major Core Course	3 units
Major Elective Course	3 units
Minor Course	3 units
Upper-Division Elective	3 units
Upper-Division Elective	3 units
TOTAL	15 units

SPRING

ESOC 480: Digital Engagement	3 units
Major Elective Course	3 units
Additional Elective Course	3 units
Additional Elective Course	3 units
TOTAL	12 units

TOTAL DEGREE CREDITS: 120 UNITS

This is a sample plan and is subject to change based on catalog year, placement tests, AP/CLEP credit, transfer work, minor requirements, summer school, etc. The official degree requirements may be found in the University General Catalog and all University of Arizona students should refer to the Academic Advising Report for specific graduation requirements.