

# INFORMATION SCIENCE, B.A.

Information Science (iSci) majors study concepts and examine issues at the nexus of people, data, information and computing. Majors gain the knowledge and skills to create data driven technologies, and to make them work for real communities. Information Science focuses on the ethical, cultural, and social factors in design and use of information technology-based and data-driven systems. Majors become adept in the creation, management, retrieval, and curation of data and information. The major emphasizes designing systems that foster well-being and support the public good.

## HOW TO GET IN

For instructions on declaring the Information Science major, please see the Information Science webpage (<https://ischool.wisc.edu/programs/undergraduates/>). There are no specific courses that must be completed before declaration. It is recommended that students declare the major as early as possible to plan for required coursework.

## REQUIREMENTS

### UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (<http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext>) section of the *Guide*.

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| General Education | <ul style="list-style-type: none"> <li>• Breadth–Humanities/Literature/Arts: 6 credits</li> <li>• Breadth–Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits</li> <li>• Breadth–Social Studies: 3 credits</li> <li>• Communication Part A &amp; Part B *</li> <li>• Ethnic Studies *</li> <li>• Quantitative Reasoning Part A &amp; Part B *</li> </ul> |
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\* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

### COLLEGE OF LETTERS & SCIENCE DEGREE REQUIREMENTS: BACHELOR OF ARTS (B.A.)

Students pursuing a bachelor of arts degree in the College of Letters & Science must complete all of the requirements below. The College of Letters & Science allows this major to be paired with either a bachelor of arts or a bachelor of science curriculum.

#### BACHELOR OF ARTS DEGREE REQUIREMENTS

**Mathematics** Complete the University General Education Requirements for Quantitative Reasoning A (QR-A) and Quantitative Reasoning B (QR-B) coursework.

<b>Foreign Language</b>	<ul style="list-style-type: none"> <li>• Complete the fourth unit of a foreign language; OR</li> <li>• Complete the third unit of a foreign language and the second unit of an additional foreign language.</li> </ul>
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<b>L&amp;S Breadth</b>	<ul style="list-style-type: none"> <li>• 12 credits of Humanities, which must include 6 credits of literature; and</li> <li>• 12 credits of Social Science; and</li> <li>• 12 credits of Natural Science, which must include one 3+ credit Biological Science course and one 3+ credit Physical Science course.</li> </ul>
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<b>Liberal Arts and Science Coursework</b>	Complete at least 108 credits.
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<b>Depth of Intermediate/Advanced work</b>	Complete at least 60 credits at the intermediate or advanced level.
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<b>Major</b>	Declare and complete at least one major.
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<b>Total Credits</b>	Complete at least 120 credits.
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<b>UW-Madison Experience</b>	<ul style="list-style-type: none"> <li>• 30 credits in residence, overall; and</li> <li>• 30 credits in residence after the 86th credit.</li> </ul>
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<b>Quality of Work</b>	<ul style="list-style-type: none"> <li>• 2.000 in all coursework at UW–Madison</li> <li>• 2.000 in Intermediate/Advanced level coursework at UW–Madison</li> </ul>
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#### NON-L&S STUDENTS PURSUING AN L&S MAJOR

Non–L&S students who have permission from their school/college to pursue an additional major within L&S only need to fulfill the major requirements. They do not need to complete the L&S Degree Requirements above.

#### REQUIREMENTS FOR THE MAJOR

Students must complete a minimum of 30 total credits as detailed below.

## LIST A: CORE INFORMATION SCIENCE COURSEWORK

Code	Title	Credits
<b>Complete at least 21 credits</b>		
<i>Credits are calculated using any L I S course in a Breadth area below and any of the following additional courses:</i>		
COMP SCI/L I S 102	Introduction to Computing	3
L I S 201	The Information Society	4
L I S 202	Informational Divides and Differences in a Multicultural Society	3
L I S 301	Information Literacies in Online Spaces	3
L I S 340	Topics in Information Studies - Social Aspects	3
L I S 341	Topics in Information Studies - Technological Aspects	1-3
L I S 350	History and Future of Books	3
L I S 351	Introduction to Digital Information	3
L I S 407	Data Storytelling with Visualization	3
L I S 440	Navigating the Data Revolution: Concepts of Data & Information Science	3
L I S/AFRICAN/COM ARTS 444	Technology and Development in Africa and Beyond	3
L I S/LEGAL ST 460	Surveillance, Privacy, and Police Powers	3
L I S 461	Data and Algorithms: Ethics and Policy	3-4
L I S 464	Applied Database Design	3
L I S 470	Interaction Design Studio	3
L I S 500	Code and Power	3
L I S 501	Introduction to Text Mining	3
L I S 510	Human Factors in Information Security	3
L I S/NURSING/OCC THER 517	Digital Health: Information and Technologies Supporting Consumers and Patients	3
COMP SCI 570	Introduction to Human-Computer Interaction (Information Science Coursework)	4
L I S/LEGAL ST 645	Intellectual Freedom	3
L I S 646	Introduction to Info Architecture and Interaction Design for the Web	3
L I S/LEGAL ST 663	Introduction to Cyberlaw	3

## INFORMATION SCIENCE BREADTH REQUIREMENTS (ALL MUST COMPLETE)

### Ethics, Computing & Society Coursework

Code	Title	Credits
<b>Complete one course &amp; at least 3 credits</b>		
L I S 201	The Information Society	4
L I S 202	Informational Divides and Differences in a Multicultural Society	3

L I S 461	Data and Algorithms: Ethics and Policy	3-4
L I S/LEGAL ST 460	Surveillance, Privacy, and Police Powers	3
L I S 500	Code and Power	3

### Computational Techniques and Tools Coursework

Code	Title	Credits
<b>Complete one course &amp; at least 3 credits</b>		
L I S 351	Introduction to Digital Information	3
L I S 501	Introduction to Text Mining	3
COMP SCI/L I S 102	Introduction to Computing	3
COMP SCI 220	Data Science Programming I	4
COMP SCI 200	Programming I	3
COMP SCI 300	Programming II	3
COMP SCI 368	Learning a Programming Language	1
STAT 433	Data Science with R (Complete one course & at least 3 credits)	3

### Principles of Information and Data Science Coursework

Code	Title	Credits
<b>Complete one course &amp; at least 3 credits</b>		
L I S 440	Navigating the Data Revolution: Concepts of Data & Information Science	3
L I S 464	Applied Database Design	3
STAT 240	Data Science Modeling I	4

### Designing for Human Computer Interaction Coursework

Code	Title	Credits
<b>Complete one course &amp; at least 3 credits</b>		
L I S 470	Interaction Design Studio	3
COMP SCI 570	Introduction to Human-Computer Interaction	4
ISYE/PSYCH 349	Introduction to Human Factors	3

### Communicating Digitally Courses

Code	Title	Credits
<b>Complete one course &amp; at least 3 credits</b>		
L I S 407	Data Storytelling with Visualization	3
L I S 350	History and Future of Books	3
COM ARTS 200	Introduction to Digital Communication	3

### List B career/community/internship coursework (1-6 credits)

Code	Title	Credits
<b>Complete 1-6 credits</b>		
<i>Some courses listed may have additional requisites:</i>		
INTER-LS 210	L&S Career Development: Taking Initiative	1
INTER-LS 215	Communicating About Careers	3
INTER-LS/INTER-AG 250	Undergraduate Research Experience	1-3
INTER-LS 260	Internship in the Liberal Arts and Sciences	1

DS 601	Internship	1-8	COMP SCI 402	Introducing Computer Science to K-12 Students	2
INTL ST 322	Washington DC Semester in International Affairs Internship Seminar	4	COMP SCI/ E C E 506	Software Engineering	3
INTL ST 523	International Internship	1-3	COMP SCI 542	Introduction to Software Security	3
INTL ST 622	Washington DC Sem in International Affairs Seminar	4	COMP SCI 545	Natural Language and Computing	3
L I S 399	Independent Reading and Research	1-4	COMP SCI 564	Database Management Systems: Design and Implementation	4
LSC 399	Coordinative Internship/ Cooperative Education	1-8	DS 120	Design: Fundamentals I	3
POLI SCI 402	Wisconsin in Washington Internship Course	4	DS 140	Visual Thinking - Form and Space	3
PUB AFFR 327	Administrative Internship	3	DS 221	Person and Environment Interactions	3
COM ARTS 605	Digital Studies Capstone	1	DS 321	Problem-definition: Design Programming	3
COMP SCI/ STAT 403	Internship Course in Comp Sci and Data Science	1	DS 341	Design Thinking for Transformation	3
GEN BUS 450	Professional Experience in Business	1	DS 451	Color Theory and Technology	3
JOURN 697	Internship	1-3	DS/COMP SCI/ ISY E 518	Wearable Technology	3
INTER-HE 202	SoHE Career & Leadership Development	1	DS/COMP SCI 579	Virtual Reality	3
			DS 679	Research Methods in Design	3
			GEN BUS 306	Business Analytics I	3
			GEN BUS 307	Business Analytics II	3
			GEN BUS 656	Machine Learning for Business Analytics	2-3

## LIST C APPROVED ELECTIVES

Code	Title	Credits
<i>Complete additional credits from courses on List A (Core Information Science), the courses listed for Breadth Requirements, or from any of the following:</i>		
ACT SCI 652	Loss Models I	3
ACT SCI 655	Health Analytics	2-3
COM ARTS 155	Introduction to Digital Media Production	4
COM ARTS 200	Introduction to Digital Communication	3
COM ARTS 345	Online Communication and Personal Relationships	3
COM ARTS 346	Critical Internet Studies	3
COM ARTS 478	Rhetoric and Power on the Internet	3
COM ARTS 509	Digital Media and Political Communication	3
COM ARTS 577	Dynamics of Online Relationships	3
CNSR SCI 257	Introduction to Retail	2
CNSR SCI 301	Consumer Analytics	3
COMP SCI 200	Programming I	3
COMP SCI 220	Data Science Programming I	4
COMP SCI/ E C E 252	Introduction to Computer Engineering	3
COMP SCI 300	Programming II	3
COMP SCI 304	WES-CS Group Meeting	1
COMP SCI 310	Problem Solving Using Computers	3
COMP SCI/ E C E 354	Machine Organization and Programming	3
COMP SCI 407	Foundations of Mobile Systems and Applications	3
COMP SCI 400	Programming III	3

INFO SYS 322	Introduction to Databases	3
INFO SYS 371	Technology of Computer-Based Business Systems	3
INFO SYS 424	Systems Analysis and Design	3
ISY E 348	Introduction to Human Factors Engineering Laboratory	1
ISY E/PSYCH 349	Introduction to Human Factors	3
ISY E 350	Industrial Engineering Design I	3
ISY E 450	Industrial Engineering Design II	3
ISY E/COMP SCI/ DS 518	Wearable Technology	3
LSC 350	Visualizing Science and Technology	3
LSC 432	Social Media for the Life Sciences	3
LSC 440	Digital Media and Science Communication	3
LSC 532	Web Design for the Sciences	3
LSC/COM ARTS/ JOURN 617	Health Communication in the Information Age	3
JOURN 175	Media Fluency for the Digital Age	3
JOURN 411	Multimedia Design	4
JOURN/COM ARTS/ LSC 617	Health Communication in the Information Age	3
JOURN 622	The Impact of Emerging Media	3
JOURN 463	Digital Media Strategies	4
MARKETNG 355	Marketing in a Digital Age	3
MARKETNG/ OTM 427	Information Technology in Supply Chains	3
MARKETNG 445	Digital Marketing Analytics	3
OTM/ MARKETNG 427	Information Technology in Supply Chains	3

OTM 453	Operations Analytics	3
R M I 660	Risk Analytics and Behavioral Science	2-3
R M I 670	Cyber Risk & Regulations	2-3
STAT 240	Data Science Modeling I	4
STAT 433	Data Science with R	3
PUB AFFR 281	Discovering What Works in Health Policy	3
PUB AFFR 380	Analytic Tools for Public Policy	3
PUB AFFR 523	Policy, Privacy, and Personal Identity in the Postgenomics Era	3
HIST SCI 150	The Digital Age	3
LSC 340	Misinformation, Fake News, and Correcting False Beliefs about Science	3
LSC 460	Social Media Analytics	3

## RESIDENCE & QUALITY OF WORK IN THE MAJOR

- Minimum 2.000 GPA in all L I S and major courses
- Minimum 2.000 GPA computed on 15 credits of upper-level work in the major<sup>1</sup>
- Minimum 15 credits in L I S courses taken on the UW-Madison campus<sup>2</sup>

## FOOTNOTES

1

All Intermediate or Advanced-level courses are considered upper-level in the major.

2

A course is considered "at UW-Madison" when it is taken on the UW-Madison campus.

## UNIVERSITY DEGREE REQUIREMENTS

**Total Degree** To receive a bachelor's degree from UW-Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

**Residency** Degree candidates are required to earn a minimum of 30 credits in residence at UW-Madison. "In residence" means on the UW-Madison campus with an undergraduate degree classification. "In residence" credit also includes UW-Madison courses offered in distance or online formats and credits earned in UW-Madison Study Abroad/Study Away programs.

**Quality of Work** Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

## LEARNING OUTCOMES

1. Demonstrate understanding of ways in which the policies, ethics, and values associated with information systems can affect society
2. Demonstrate understanding of the relationships between information, cognition, and human social activity
3. Apply design principles and information science concepts to improve information systems and solve problems
4. Apply introductory data analysis and data quality management approaches and communicate results
5. Apply computational tools to accomplish goals and meet human needs
6. Communicate well in oral, written, and visual forms

## FOUR-YEAR PLAN

### SAMPLE FOUR-YEAR PLAN

This Sample Four-Year Plan is a tool to assist students and their advisor(s). Students should use it—along with their DARS report, the Degree Planner, and Course Search & Enroll tools—to make their own four-year plan based on their placement scores, credit for transferred courses and approved examinations, and individual interests. As students become involved in athletics, honors, research, student organizations, study abroad, volunteer experiences, and/or work, they might adjust the order of their courses to accommodate these experiences. Students will likely revise their own four-year plan several times during college.

#### Freshman

Fall	Credits	Spring	Credits
Communications A		3 L I S 201, 350, or 461 (Meets Communications B Requirement)	3
L I S/COMP SCI 102		3 Literature Breadth	3
Foreign Language (if needed)		3 Humanities or Social Sciences Breadth	5
Humanities or Social Sciences Breadth		5 Electives	3
	<b>14</b>		<b>14</b>

#### Sophomore

Fall	Credits	Spring	Credits
L I S 440 (meets Quantitative Reasoning B)		3 L I S 202 (Meets Ethnic Studies Requirement)	3
Biological Science Breadth		3 INTER-LS 210 (Meets Career/Community/ Internship Requirement)	1
Humanities or Social Sciences Breadth		3 Literature Breadth	3
Elective		6 Biological Sciences Breadth (if needed)	3
		Intermediate/Advanced COMPSCI, MATH or STAT (if BS) or Elective (if BA)	3
		Electives	2
	<b>15</b>		<b>15</b>

<b>Junior</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
Communicating Digitally course	3	Ethics, Computing & Society course	3
Human Computer Interaction course	3	Career/Community/ Internship course (if needed) or other Intermediate or Advanced Electives	3
Physical Sciences Breadth	3	Humanities or Social Sciences Breadth if needed	3
Intermediate/Advanced COMPSCI, MATH or STAT (if BS) or Intermediate or Advanced elective (if BA)	3	Sciences Breadth if needed	3
Humanities or Social Sciences Breadth	3	Elective	3
		<b>15</b>	<b>15</b>

<b>Senior</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
Information and Data Science course	3	Computational Techniques and Tools course	3
Complete Core Information Science coursework or other Intermediate or Advanced Electives	10	Complete Information Science Coursework Requirement or other Intermediate or Advanced Electives	10
Humanities or Social Sciences Breadth (if needed)	3	Humanities or Social Sciences Breadth (if needed)	3
		<b>16</b>	<b>16</b>

**Total Credits 120**

## ADVISING AND CAREERS

Looking for Information Science advising?

Students who are interested in information science academic advising for the major should visit the Information School website (<https://ischool.wisc.edu/programs/undergraduates/>) or contact the advisor by email: [iSciAdvising@ischool.wisc.edu](mailto:iSciAdvising@ischool.wisc.edu).

## L&S CAREER RESOURCES

Every L&S major opens a world of possibilities. SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps students turn the academic skills learned in their major, certificates, and other coursework into fulfilling lives after graduation, whether that means jobs, public service, graduate school or other career pursuits.

In addition to providing basic support like resume reviews and interview practice, SuccessWorks offers ways to explore interests and build career skills from their very first semester/term at UW all the way through graduation and beyond.

Students can explore careers in one-on-one advising, try out different career paths, complete internships, prepare for the job search and/or graduate school applications, and connect with supportive alumni and even employers in the fields that inspire them.

- SuccessWorks (<https://careers.ls.wisc.edu/>)
- Set up a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Enroll in a Career Course (<https://successworks.wisc.edu/career-courses/>) - a great idea for first- and second-year students:
  - INTER-LS 210 L&S Career Development: Taking Initiative (1 credit)
  - INTER-LS 215 Communicating About Careers (3 credits, fulfills Comm B General Education Requirement)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
  - INTER-LS 260 Internship in the Liberal Arts and Sciences
- Activate your Handshake account (<https://successworks.wisc.edu/handshake/>) to apply for jobs and internships from 200,000+ employers recruiting UW-Madison students
- Learn about the impact SuccessWorks has on students' lives (<https://successworks.wisc.edu/about/mission/>)

## PEOPLE

Please visit the iSchool Website (<https://ischool.wisc.edu/faculty-staff-directory/>) for a complete list of faculty, instructional and academic staff.

## RESOURCES AND SCHOLARSHIPS

Visit [Scholarships@UW-Madison \(https://scholarships.wisc.edu/Scholarships/\)](https://scholarships.wisc.edu/Scholarships/) to find UW-Madison scholarships and apply online.

Visit the [scholarships page \(https://ischool.wisc.edu/current-students/masters-degree-program/funding-financial-aid/\)](https://ischool.wisc.edu/current-students/masters-degree-program/funding-financial-aid/) on the Information School website for a compendium of opportunities available to students studying information sciences.