DIGITAL MEDIA ANALYTICS, CERTIFICATE

LEARNING OUTCOMES

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1. Apply fundamental data science concepts and skills to improve the critical understanding of the roles of evolving digital media in journalism, mass communication, strategic communication, and sports communication.
2. Effectively and ethically use digital media to communicate complex data and results to a broad and diverse range of stakeholders.
3. Strategically, creatively and critically use digital media and analytics for compelling data-driven storytelling.
4. Develop an understanding of the key perspectives on the social and media contexts in which digital media operate.
5. Develop effective practices to advance inclusion and social justice in media professions and communication research.