



Bachelor's Programme 'Sociology and Social Informatics'



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Programme Overview

Our programme in Sociology and Social Informatics is first in Russia and one of the first BA programmes in the world to train sociologists of the new digital generation. Our programme equip young people with solid knowledge in social sciences, including theory construction and model building, as well as the cutting-edge skills in data gathering, processing, analysis and visualization. These skills are useful in any venue of future life in business or academia.

The program also provides students with domain-specific competences, required for academic and professional success in the areas, related to the Internet and digitally transformed industries: consulting and marketing companies, internet advertising agencies, and digital start-ups, as well as in the online gaming industry and digital media.

The programme includes not only sociological and humanities topics, but also applied elective courses in HR management and research, digital marketing and storytelling, knowledge management and organizational analysis, as well as mathematics, data analysis and computer science core, and theory construction and model building competences.

Choosing personal learning trajectory of elective courses and minor programmes, our students can opt to dive deeper into data science and

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Academic Supervisor
[Anna Nemirovskaya](#)

information systems topics, or applied topics in business, or enjoy educational paths with more cultural sociology, anthropology and the humanities in general.

7 foci of student research and study: Internet and Social Media, Computer Games, Adolescents and Youth, Education, Social Problems (inequality, migration etc.), Culture Studies, and Comparative Cross-Cultural Analysis.

100% employment or enrollment in MA programmes in Russia and internationally

More than 30 students each year participate in international conferences and summer schools

Four points to check whether this programme is for you? Yes, if

- You are interested in how to behave in social networks and social media
- You believe Internet and the World Wide Web to be most important feature of 21st century life
- You want to combine interests in mathematics with the humanities and the study of society
- You would like to be working in digital business and/or marketing

More details here:

 [Sociology and Social Informatics - version 0226.pdf](#)

 [Pr Handbook_Bachelor's programme 'Sociology and Social Informatics'.pdf](#)



 HSE–St Petersburg on MAX



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Feedback

Got ideas on how to make HSE University better? Share them here.



 HSE–St Petersburg



Have you spotted a
typo?

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mistakes.

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