



Universität
Zürich^{UZH}



Study Internet & Society in Zurich

Department of Communication and Media Research (IKMZ)

Prof. Dr. Eszter Hargittai, Head of Division Internet Use & Society

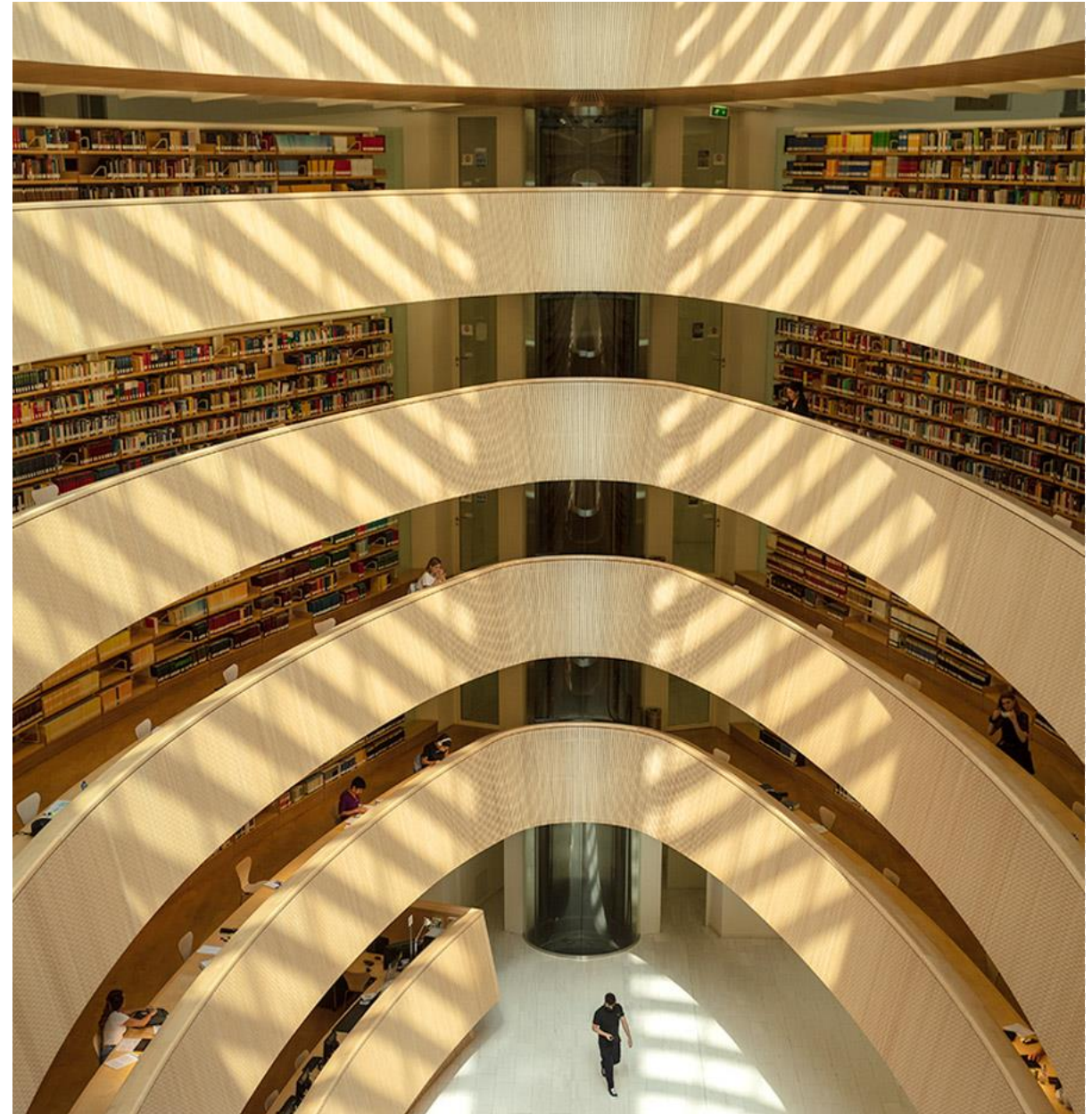
Coralie Pluimgraaff, MA, Study Advisor at IKMZ

March 5, 2026



Study Internet & Society in Zurich

1. **Why Internet & Society**
2. **Why in Zurich**
3. **Career Prospects**
4. **Program Structure**
5. **Application & Admission**
6. **Study Abroad**
7. **Q&A**



Why Internet & Society (1/5)

Internet has changed everyday life:

- how we communicate
- how we live
- where we work
- how we socialize

Opportunities & challenges for:

- people
- organizations
- the media
- local, national, international governments



Why Internet & Society (2/5)

Internet & Society provides you with in-depth knowledge of:

- social
- economic
- cultural
- political
- ... aspects of digital media

You will learn:

- how to study the implications of Internet use
- how to leverage the opportunities of digital media
- how to meet the challenges of a constantly changing media ecosystem
- understand the wider implications of digital transformation
- skills and methods to plan, run, and evaluate research projects



Why Internet & Society (3/5)

Focus on research. Examples of research questions:

- How do people use digital media, with what individual and societal effects?
- What skills do we need to navigate AI well?
- How can we tackle mis- and disinformation on social media?
- What are digital inequalities, why do they persist, and how can we decrease them?
- How do political institutions, NGOs, corporations, and other stakeholders communicate online?
- What are the characteristics and dynamics of online debates?
- What are the opportunities and challenges connected to current developments within the media, internet governance, and internet economics?



Why Internet & Society (4/5)

Examples of courses:

- Digital Inequalities in Marginalized Communities
- Privacy, Dataveillance and Algorithm on the Internet
- Online Participation and Communities
- Hate Speech in Digital Media
- Internet Use and Well-Being
- Youth and Digital Technologies
- Understanding Media Change
- Conspiracy Theories in Digital Media
- Artificial Intelligence, Big Data and Social Media Analysis
- Methods to Study Internet Use



Why Internet & Society (5/5)

Examples of Master theses:

- Self-Disclosure on Social Media and its Relationship to Bonding and Bridging Social Capital
- Supporting Older Adults with Digital Technologies: The Younger Family Members' Perspective
- Digitalization in Public Discourse. A Quantitative Examination of the Extent, Actors, Topics, and Tonality in News Media Coverage in Switzerland
- Escaping the War: The Role of Digital Media During Forced Migration
- How Do Capital-Enhancing Forms of Internet Use by Trans Women in Buenos Aires Influence Job Opportunities?
- Public Status of Cybernetic Enhancement in Switzerland: Awareness, Attitudes, and Adoption Intention of Cybernetic Enhancement Technologies among the Swiss Population



Why in Zurich

Top position

- In Europe #5
- worldwide #21

Leading in the fields of :

- communication science theories
- data science methods

1200 students

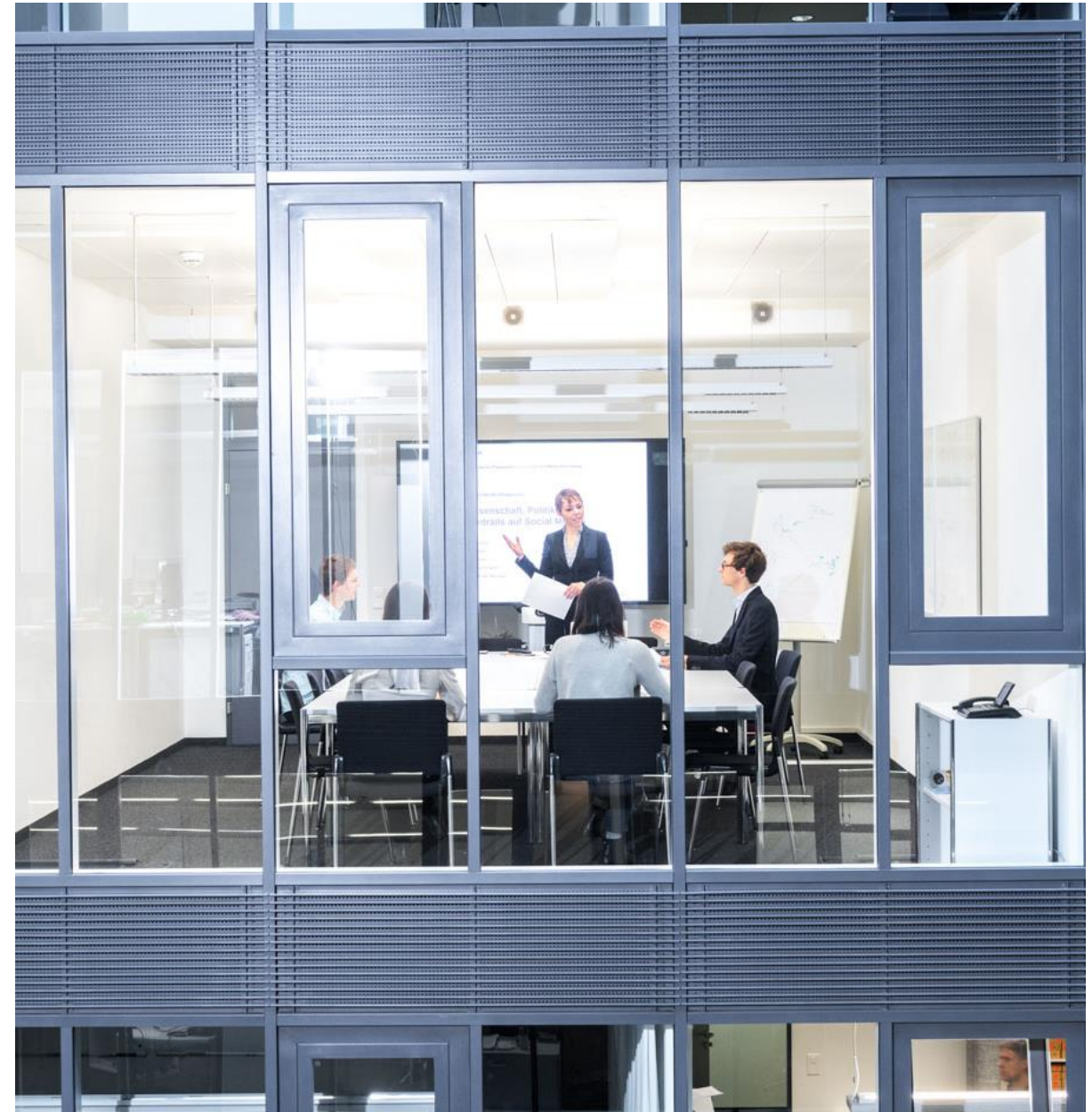
80 employees

200 courses per year

150 publications per year

Excellent career prospects

- 95% in the employment market
- often in management positions
- 90% work in communication-related fields after graduation



Career Prospects

After studying Internet & Society, alums have:

- comprehensive expertise in how to analyze the transformational relationships between the internet, people, organizations, and society
- profound knowledge of social-scientific methods

Internet & Society alums work in:

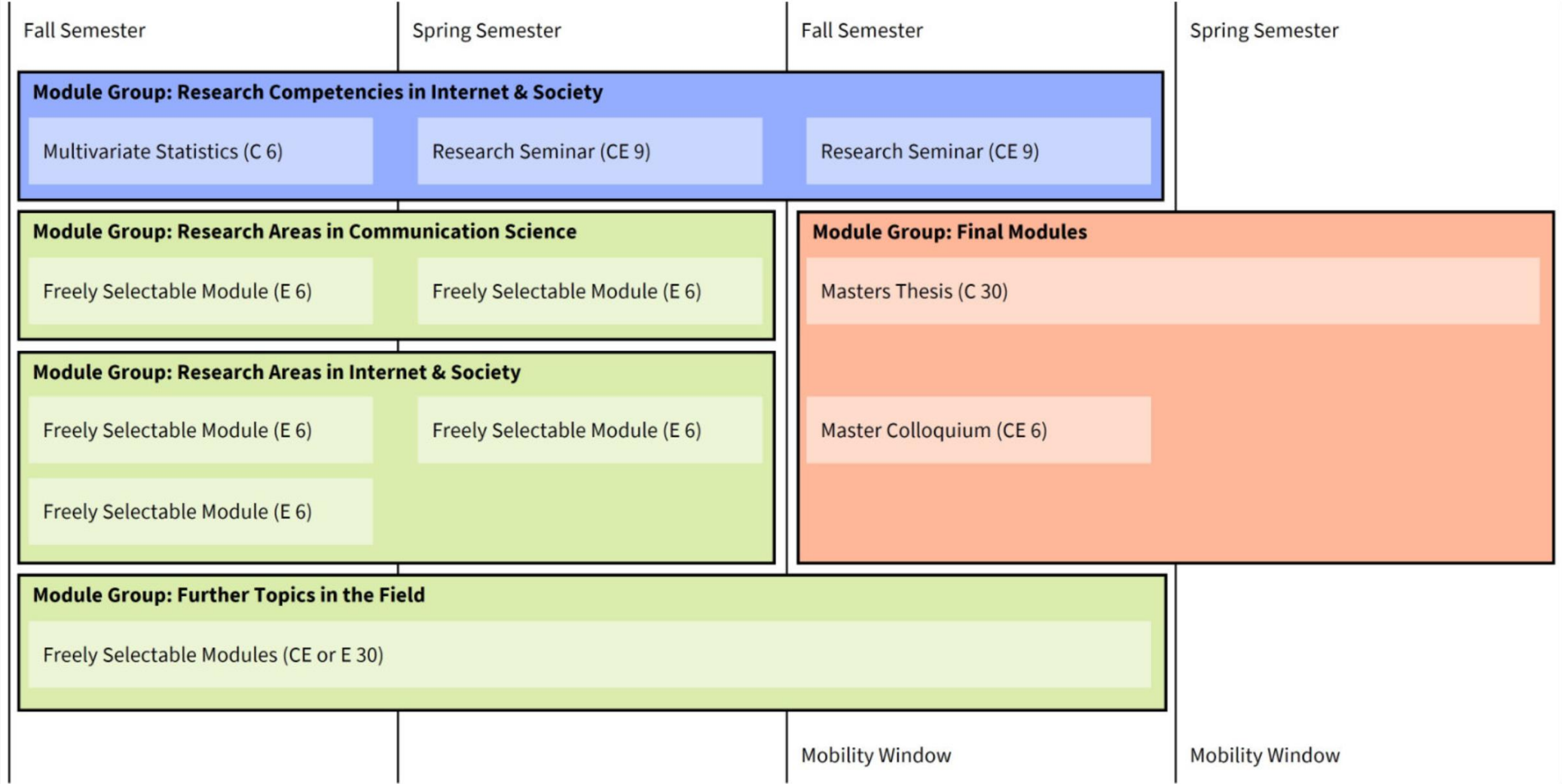
- academia
- consulting
- tech startups
- NGOs
- politics
- advertising
- marketing
- PR
- media
- entertainment
- publishing
- journalism
- public sector



Career Services at the University of Zurich

Wide range of career options is supported by the excellent career services of the University of Zurich, which provide professional assessment and career counseling.

Program Structure



C: Compulsory Module – CE: Core Elective Module – E: Elective Module – Number: ECTS Credits

valid from 1 February 2025

Application & Admission

Bachelor's degree in Communication & Media or other Social Sciences

e.g., Sociology, Political Science, Psychology, ...
amounting to at least 60 ECTS

Applicants are expected to have acquired statistical and methodological skills during their Bachelor's studies.

Good grades in the Bachelor's program

Very good English-language skills at an academic level

Motivation letter in English

Recommendation letter in English

Scholarly paper in English



Study Abroad

Why

- CV
- Fun
- Culture
- Network
- Language
- Experience
- Friendships
- Broadened horizon
- Personal development
- Different academic environment

When

- Mandatory courses & research seminars at IKMZ
- Thesis may be written abroad

How

- Partner university: online application 15th January/ 15th July
- Switzerland: online application 31st March / 15th October

Where

- Any accredited university worldwide



Partner University Network



64

Partner universities overseas

38

Partner universities in Europe

11

Partner universities in Switzerland

Website Studying at IKMZ



Survey Master Information Days 2026

