

Hello again. I am now going to give you an overview of our second masters programme, the MA in Cultural Data Management & Communication.

This course is designed for students who are interested in the methods for managing and using cultural data.

### **What is *cultural data*?**

But first, what do we mean by the term *cultural data*? Cultural data is digital data about human culture and society, past and present. This data can be digitised from historical sources, such as old documents, artefacts and environments; or it can be *born digital*, created by online platforms, services and games, such as social media, digital arts and virtual worlds.

Cultural data is now fundamental to our world. It drives everything from education and entertainment to news and e-commerce. And it does so in vast quantities and great variety. But how is cultural data created, managed, stored and used? How can the data be analysed, and for what purpose? And what does cultural data tell us about human culture and society? These and other questions will be explored by the modules in the MA in Cultural Data Management & Communication.

### **Module: Introduction to Cultural Data**

One of the core modules on this course is called Introduction to Cultural Data.

In this module you will learn about the different types of cultural data that are available, how cultural data is used and what its value is. You will develop an understanding of the different ways of creating digital texts, databases, and digital media such as sound, video, 3D simulations and virtual worlds. And you will learn how to create and analyse cultural data in ways that reflect cultural sources and concepts. For example, by using data models and data visualisations.

You will also develop knowledge of what Artificial Intelligence is, and how it can help in understanding large amounts of cultural data, as well as being able to identify the values and challenges of working with social media data in a cultural context.

And finally, we will give you the opportunity to design your own citizen science project to solve a cultural data problem and engage with an audience.

However, you do not need to have software programming skills in order to complete this module.

## **Module: Managing Digital Projects**

Another core module on this course is called Managing Digital Projects.

In this module you will learn about project management in the context of developing data products and digital performances. Data products might be websites, databases, apps, or virtual environments which use cultural content. Digital performances might include music, art, video or digital exhibitions in which the practices and/or the outputs are digital.

The module will teach you the skills and tools that are necessary to manage the design, planning and execution of a digital project. You will develop a critical understanding of why some projects succeed and others fail, and how to take an idea through to execution using a large team of stakeholders. You will also gain practical experience of some of the methods that are used for designing and developing digital projects, and you will learn how to engage with users such as clients, customers, and design teams.

Importantly, by the end of the course you will have learnt how project management is done in practice, having been given the opportunity to invent and plan your own project as a team.

## **Why should you study the MA in Cultural Data Management & Communication?**

Studying on the MA in Cultural Data Management & Communication will equip you with an expert understanding of a range of ideas, methods and tools relating to cultural data, as well as practical knowledge on how to develop, manage and deliver digital projects and digital products.