

Supporting postgraduate students in the Social Sciences

Oxford Internet Institute at the University of Oxford

The Oxford Internet Institute (OII) is a multidisciplinary research and teaching department of the University of Oxford, dedicated to the social science of the Internet. A significant portion of cultural, economic and political activity around the world has moved online, and OII's mission is to understand this transformation. Drawing on its interdisciplinary strength, OII takes a combined approach to tackling society's big questions, with the aim of positively influencing society's development of the digital world for the public good. OII research is organised in eight broad themes:

- Digital economies
- Information geography and inequality
- Digital politics and government
- Education, digital life and wellbeing
- Ethics and philosophy of information
- Digital knowledge and culture
- Information governance and security
- Social data science

Since its founding in 2001, OII's research has had a significant impact on policy debate, formulation and implementation around the globe, as well contributing to

people's wellbeing, safety and understanding.

Degrees

- MSc in Social Science of the Internet (10 month)
- MSc in Social Data Science (10 month)
- DPhil in Information, Communication and the Social Sciences (3-4 years)
- DPhil in Social Data Science (3-4 years)

Departmental Highlights



- OII's first-of-its-kind MSc is offered to students interested in careers in the technology industry, consulting, government, NGOs, or further study,
- Our DPhil students develop an original research project under the supervision of faculty working at the cutting edge of internet research.
- We welcome students from all over the world, who go on to secure excellent positions in industry, government, NGOs, or pursue doctoral studies at Oxford and other top universities.

Student application and admissions

Data year	Degree course	Subject/Dept	Applications	Offers	Admitted
2017-2018	MSc & MPhil	Oxford Internet Institute	279	60	51
2017-2018	DPhil	Oxford Internet Institute	111	13	11

Investing in tomorrow's leaders

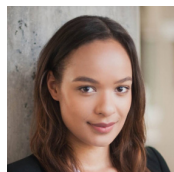
We are looking for supporters who share Oxford University's mission, and wish to play their part in addressing the problems of the 21st century through investing in the next generation of thinkers and doers. Single and multi-year scholarships would profoundly change the opportunities and futures of many talented people. Endowed scholarships will secure that impact in perpetuity.

Degree	2020-2021 per degree cost	Example multi-year scholarship	Endowment per student
MSc	£42,550 (Home) / £48,540 (Overseas)	£145,620 (3 MSc students) 	£1,213,500
DPhil	£102,209 (Home) / £144,567 (Overseas)	£289,135 (2 DPhil students) 	£3,614,182

Alumni profiles

Judith Dada, MSc Social Science of the Internet

Judith Dada was a member of our 2015-16 MSc group. She's currently working at Facebook as a Client Solutions Manager in the Global Marketing Solutions team,



responsible for consulting a range of e-commerce clients on how to optimize their marketing spend on Facebook and Instagram

"At Facebook I am able to directly apply many of the skills I deepened through OII methods courses: I visualize

a lot of data and work with dashboards every day, I do some analysis in R, and I use SQL to query databases. Courses like information visualization, big data analytics, experimental approaches and statistics have taught me extremely useful skills – I can highly recommend that those students looking to get into more data-driven jobs choose their courses accordingly! However, other courses like Technology & Regulation also help me to better understand the policy environment that Facebook is operating in and the different social challenges that being a 1.7 bn people platform entails."

Neil Basu, MSc in Social Science of the Internet

For his MSc thesis Neil explored the concept of impression management on Facebook for his MSc thesis and now works for a research consulting firm specializing in media and technology.

"My time at the OII gave me a broad swathe of exposure to the industries of media and technology and the critical thinking skills that I now use every day to assess them and analyze recent trends. The specific data-collection procedures that I learned about and used at the OII will also be useful as my company looks to expand and make use of cutting edge research techniques.



"Oxford brings together such a diverse, curious, passionate and interesting body of graduate students that every meal, cup of tea and pint of beer can be spent engaged in a discussion that could change your life. I miss the stimulation I got from just spending the spare hour or two with a friend or a new acquaintance, and I will never forget that feeling."

Charlotte Smart, MSc in Social Science of the Internet

Charlotte studied geography as an undergraduate at Oxford, where she looked at the impact of technology adoption amongst the Maasai in Kenya. She now works for the UK Department for International Development (DfID).

"For me the OII was a real chance to specialise – I knew that I wanted to work in technology and international development and the course allowed me to get both an academic and practical grounding in these subjects. It was a great chance to push my understanding by meeting people who come from all walks of life and get my hands dirty doing things I would never have tried on my own – like coding and exploring the dark web.

I arrived at the OII fresh from living in India where I'd been working on the implementation of digital payments to citizens (for example for pensions, or food allowances) on behalf of the Indian Government."

Oxford is full of a wide range of people and diverse perspectives from the OII and beyond. That is what I miss most. In my cohort we tried to launch a startup crowdsourcing solutions to social action problems. We drew on the experience of people with completely different backgrounds and even some of the OII tutors. I'd never have been able to work with such a diverse set of people to lead something like that anywhere else."



Dr Ulrike Deetjen, Research Associate at OII, DPhil in Information, Communication and the Social Sciences and MSc in Social Science of the Internet

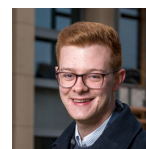
Ulrike arrived at the Oxford Internet Institute in the autumn of 2010, having first considered applying for a place on the OII's MSc course on the recommendation of a colleague at McKinsey & Company. Graduating in 2011, Ulrike returned to a career at McKinsey & Company to utilise the skills and expertise she gained in the area of health-related technology and eHealth. Ulrike returned in 2013 and completed her DPhil in 2016 on how Internet use affects health outcomes, i.e. how looking up health information or getting social support online influences how often people go to see a doctor, and their health perception in general. Ulrike is currently a Research Associate at OII.



"The OII was recommended to me by one of my colleagues, who had finished his DPhil there. I was fascinated by the cutting edge research on a variety of topics, which not only focused on technology as such, but also on its impact and implications – at the end of the day, technology is always a means to an end. Last but not least, the presence of the OII in Oxford promised to offer a very vibrant intellectual community; something I can definitely confirm after having studied there."

Adam Knight, MSc in Social Science of the Internet

Whilst studying for his undergraduate degree in Oriental Studies (Chinese), Adam Knight was offered an incredible opportunity: to spend a year abroad at Peking University, with many of his expenses covered. Adam was the recipient of a Fung Scholarship – one of more than 80 offered each year to students travelling between Oxford, China and Hong Kong. He is now enrolled on an MSc course at the Oxford Internet Institute. He chose to focus his studies on the Chinese Internet – first writing his dissertation on it, and now researching it for his OII MSc in this area. 'All of that stems back to the time I was in China; just being out there and seeing the way that ordinary people interact with the Internet, and how it's adopted and adapted in everyday situations.



Further information: Rachel Kirwan - Head of Development
Social Sciences Division, University of Oxford,
Hayes House, 75 George St, Oxford, OX1 2BQ
E rachel.kirwan@devoff.ox.ac.uk T +44 (0)7515 187385