Welcome to a brand-new program

As a student in the brand-new Bachelor of Science in Information program, you will be part of a ground-breaking new degree that is the first of its kind anywhere in the United States. This program examines what makes information valuable, memorable and powerful in our lives and communities. You’ll learn to use skills from across the university to understand and create digital solutions that are used to improve lives in fields ranging from social media to healthcare. The program is based in the traditions of liberal education, extended to knowledge and skills you can use in the world.

Students in the upper-level BSI program will make the world a better place. The School of Information’s tradition of using technology to connect people across the world and across generations is at the heart of this program. We invite you to join us.

Sincerely,

John Leslie King
Undergraduate Program Director

what is the UMSI difference?

The answer is simple: our program is unique in its interdisciplinary approach to the study of the information environment, examining both the social and the technical aspects of the digital revolution.

We are one of the first iSchools in the nation and one of the best-qualified to offer an upper-level undergraduate program in INFORMATION. Our new bachelor’s degree explores major issues at the intersection of people, information, and technology.

We examine such transformative issues as:

• Do social media enhance or undermine human relationships?

• How does the information flow in doctors’ offices and hospitals affect our personal health?

• What is the role of digital media in emergency situations?

• How are scientists using massive sets of data to track global phenomena like climate change?

• What are the implications of shifting from traditional, authority-based sources of information to crowd-sourced knowledge bases like Wikipedia?

At UMSI, you will have the opportunity to study these questions with faculty at the cutting edge of the information frontier. You and your fellow students will be shaping the emerging information society.

Turn the page to explore the new BSI program and learn more about the UMSI difference.

umsi.info/bsi
A curriculum that hits the right spots

Topics taught in the BSI curriculum include:

Group Work
- Working in teams
- Online communities
- Information sharing
- Virtual environments

Analysis
- Big data
- Social groups
- Evaluation techniques

Issues
- Privacy
- Policy
- Ethics of technology

Skills
- Analytical
- Presentation
- Communication
- Technical
- Coding

The Real World
- User experience
- Database design
- Applying theory to practice
- Visualization

Not a nerd? Don’t worry!

“Nerdology: One of the things we’ll be doing is spending just a few minutes right before class begins studying different types of nerds. Nerds are often associated with information, and nerd culture has been deeply intertwined with information for many decades. Consequently, I’m going to nerd you up.”
— From Cliff Lampe’s SI 110 course syllabus

Say hello to your professors

These are just a few of the faculty associated with the BSI program.

Erin Krupka
Erin Krupka is an experimental behavioral economist who explores the ways in which social and environmental factors influence human behavior. Using both laboratory and field experiments, she examines issues such as what circumstances lead to cheating or selfish behavior and the impact of social norms on the economic choices people make. In 2011 she was named UMSI Outstanding Instructor of the Year.

It’s a fact! After spending a year struggling in economics and statistics as a master’s student at the University of Chicago, Erin was hired as a teaching assistant for both advanced versions of the classes. The lesson? “It is courage, courage, courage that raises the blood of life to crimson splendor. Live bravely and present a brave front to adversity.” (Horace)

Joyojeet Pal
Joyojeet Pal focuses his research on information for development and technology in the developing world, with a specific interest in assistive technology for people with disabilities who live in low and middle-income regions. He contributes to the Yahoo! Accessibility blog and coordinates the Yahoo! lecture series at UMSI. He has helped place students as interns in India, Jordan and China.

It’s a fact! Joyojeet is a cinephile who has studied the differences between the ways female technology workers are portrayed in Indian and Nigerian films. His lecture on the topic is “Laptop Ladies vs. Blackberry Babes.”

Charles Severance
Charles “Dr. Chuck” Severance is a founding faculty member of the undergraduate informatics program. He is a former director of the Sakai Project, an open source platform that Michigan and many other schools use as their web-based course and project management system. More than 50,000 students from around the world completed his MOOC (massive open online course) on Internet history in 2012, offered through Coursera.

It’s a fact! An ardent proponent of open-source software, Dr. Chuck sports a Sakai Project tattoo on his right shoulder.

Sarita Yardi
Sarita Yardi’s research is in the areas of social computing, social media and human-computer interaction. She’s interested in how people navigate social media use in their daily lives, and particularly how families — both parents and youth — use technology at home and at school.

It’s a fact! Sarita played for four years on the Dartmouth women’s tennis team and holds the record at her alma mater for most games played.
Careers in information

UMSI’s career advising is unusual among undergraduate programs, providing a full-service, student-centered Career Development Office that tailors career services to meet your specific needs.

The UMSI Career Development Office guides, assists and supports your career development from day one through graduation and beyond.

Students successfully compete for jobs in science, business, government, education and entertainment. Many continue their studies in graduate programs.

Students with the BSI have the tools and know-how for a successful future in companies and nonprofit organizations such as Facebook, Apple, Cisco, Microsoft, the Centers for Disease Control and Prevention, Deloitte, Bank of America, Google, National Public Radio and the Smithsonian Institution.

Come in to our new program ready to make an impact anywhere in the world.

How we help you:
You will have the advantage of comprehensive career development support and resources from both the U-M Career Center and UMSI’s own Career Development Office. Through both offices, you’ll have access to:
- individual career exploration and self-assessment
- graduate school preparation and advising
- job and internship advising
- two comprehensive online recruiting systems
- resume and cover letter reviews and preparation
- an interview prep and mock interview program
- career and job search development workshops and programs
- substantial employer and alumni connections
- an active on-campus recruitment program
- multiple career fairs and events

Jobs taken by UMSI graduates

- User experience researcher
- Data and visualization analyst
- IT analyst
- Product manager
- Program manager
- Consultant
- Sales and training analyst
- Business technologist
- Online tool development
- Application development
- Corporate blogger
- Online community manager
- Website consultant
- Social media strategist
- Web architect
- Information security officer

Hundreds of employers recruit students from UMSI programs every year
- Over 100 jobs are posted to our online recruitment system each week
- 1,000+ employers visit the U-M campus every year!
A **new degree for a new kind of learning**

**Field research**
Undergraduate students may conduct primary research on projects sponsored by faculty and doctoral students, offering an ideal basis for those planning careers in social sciences and information technology.

Examples of past topics:
- Recommender systems such as TripAdvisor, Amazon, Angie’s List
- Social media to promote healthy lifestyle behaviors
- Lender motivations in online micro-loan programs such as Kiva.org
- Virtual landscapes that create the experience of visiting ancient worlds

**Taking it to the streets**
Can you change the world in 40 hours? Some of our undergraduate students choose to participate in the Alternative Spring Break and volunteer their skills for the week at educational, cultural and government organizations in Detroit, Chicago, New York and Washington. These practical field experiences can lead to full-time internships down the road.

**Delving data for the public good**
What good is data if it only sits on someone’s hard drive? UMSI students inspired by Data Without Borders (now DataKind) created an annual weekend geek-fest for people who love data and know that numbers tell a story. Clients in 2013 who benefited from these volunteer statisticians included Food Gatherers, 826 Michigan, Ozone House and the Huron River Watershed Council.

**Enriching by inspiring**
We bring to campus a steady stream of thought-leaders in the information field to ignite imaginations and inspire entrepreneurial thinking. Recent speakers include Twitter CEO Dick Costolo, cultural anthropologist Mizuko Ito and Vint Cerf of Google.

**Community-wide public service**
At UMSI, students, faculty and staff share a commitment to service, both professionally and personally. Every year, we donate hundreds of hours of community service during the Martin Luther King, Jr., weekend — working on a range of projects from sophisticated information analysis and archiving to painting and tutoring at local nonprofits.
How and when do I apply?

Our new degree program is for juniors and seniors who will graduate with a Bachelor of Science in Information (BSI). Students may apply during their sophomore year. Applications for fall 2014 are being accepted now.

**Fall 2014 application deadline:** February 1, 2014

What does UMSI look for in an undergraduate student?

Our goal is to build a community of students who are diverse and multi-dimensional, self-starters who will contribute both in the classroom and in the field. To that end, we seek students with:

- **Strong transcripts** that reflect:
  - Good grades
  - Appropriate course selections
  - Progress toward meeting distribution requirements
- **Engagement** with community and/or campus organizations
- **Demonstrated leadership** capacity

What are the BSI prerequisites?

- SI 110: Introduction to Information
- SI 202: Introduction to Networked Computing (winter 2014)
- Statistics 250: Introduction to Statistics and Data Analysis
- First-year writing course (such as English 124, 125, 229, Writing 200 or equivalent)

Students seeking equivalencies for courses already taken should contact umsi.undergrad@umich.edu. The prerequisites above illustrate the evolving BSI program; please check our website for the most current requirements.

What’s the application process?

Students must complete the online application form and submit a resume. The application includes two essay questions.

Where can I get more information?

For more details on the new BSI degree, see umsi.info/bsi. We highly recommend that interested students schedule an advising appointment before applying. At the appointment, students receive a free FIRST CLASS t-shirt. To schedule, e-mail umsi.undergrad@umich.edu. Current Informatics students are encouraged to contact us at the same address.

For general information about applying to the University of Michigan, visit the undergraduate admissions website at admissions.umich.edu.