See it. Be it.
THE FUTURE OF INFORMATION.
Welcome to the Bachelor of Science in Information program

The Bachelor of Science in Information is a ground-breaking degree, the first of its kind in the nation. This program examines what makes information usable, valuable, and powerful in our lives and communities.

You’ll learn to apply skills and knowledge from across the university to understand and create digitally enabled and information-rich solutions that can be used to improve lives in fields ranging from social media to healthcare. This program is inspired by the traditions of liberal education, extended to the knowledge and skills that you can use in the world.

The School of Information’s practice of using technology to connect people across the world and across generations is at the heart of this program. We seek students for this upper-level program who want to make the world a better place. Join us.

Sincerely,

Barry Fishman
Director, Undergraduate Program
Arthur F. Thurnau Professor of Information and Education
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.

As one of the first iSchools in the nation, we are in the forefront of information study and research. In our bachelor’s program, students explore 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?
- 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 and more with faculty at the leading edge of the information frontier. You and your fellow students will shape the emerging information society.

Turn the page to explore the UMSI program and learn more about the UMSI difference.
A Career-Oriented CURRICULUM

The BSI is an upper-level program. Students normally apply in their sophomore year. Of the 120 credits required to graduate from the University of Michigan, 60 credits will be earned while working toward the BSI and 45 of those credits will be earned in classes offered by the School of Information.

The BSI curriculum develops both hard and soft skills, from coding to communication to collaboration, in order to prepare you for a career that bridges the technical and the social aspects of the information field.

CURRICULUM COMPONENTS

The BSI curriculum includes a variety of courses that ensure both depth and breadth in the information discipline.

**CORE COURSES**
- SI 206: Agile Web Development
- SI 301: Models of Social Information Processing
- SI 310: Information Environments and Work

**ADVANCED COURSES: TWO PATHWAYS**

- **User Experience Design**
  Students opting for depth in user experience design will complete courses that allow them to design, build, and evaluate compelling interactive systems. The philosophy of the path is user-centered design—that is, that designers of computing systems need to take account of and even prioritize the needs and experiences of the system’s users.

- **Information Analysis**
  Students opting for depth in information analysis will complete courses that allow them to identify and articulate questions that matter to stakeholders, gather data that are essential to answering the questions, find answers that are grounded in empirical evidence, and present these answers in a convincing way.

**ELECTIVE COURSES**
Courses will be offered by the School of Information and other university departments. Course topics will include graphic design, eCommunities, persuasion and social influence, cyberscience, and the history of the Internet.

“Never before have we been as connected to others across the globe, or as able to communicate. The information revolution is more than Facebook and cat videos. It is the foundation for an economic and social transformation on a scale comparable to the industrial revolution of the nineteenth century.”

*From SI 110: Introduction to Information Studies course syllabus, Winter 2014*
HUNDREDS of employers recruit students from UMSI programs every year.

- 100+ jobs posted to our online recruitment system every week
- 1000+ employers visit the U-M campus every year!

UMSI’s career advising is unusual among undergraduate programs. We provide 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 non-profit 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 into our program ready to make a difference 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
- interview prep and mock interview program
- career and job search development workshops and programs
- substantial employer and alumni connections
- active on-campus recruitment program
- multiple career fairs and events

JOBS OUTCOMES OF UMSI GRADUATES
- User experience researcher
- Data and visualization analyst
- IT analyst
- Program manager
- Consultant
- Sales and training analyst
- Business technologist
- Online tool developer
- Application developer
- Corporate blogger
- Online community manager
- Website consultant
- Social media strategist
- Web architect
- Information security officer
MEET YOUR PROFESSORS

Nicole Ellison, Associate Professor
Nicole Ellison has been studying social media since its early days; her first paper on Facebook was published in 2006, just two years after the social network was established. Her primary research interest is the ways in which new information technologies shape social processes, and vice versa. Her current research subjects include the effectiveness of social media to improve college access for first generation college students, how social media use can affect a person’s psychological well-being, and the health impact and use of social media among middle-aged and older adults.

It’s a fact! Before entering the PhD program at the University of Southern California, Nicole was content editor for the CD-ROM version of the game Trivial Pursuit.

Cliff Lampe, Associate Professor
Cliff researches the social and technical structures of large scale technology mediated communication, working with sites like Facebook, Wikipedia, Slashdot and Everything2. He has also been involved in the creation of multiple social media and online community projects, usually designed to enable collective action. One of Cliff’s core values is combining top quality research with community engagement. His Citizen Interaction Design program, now in its second year, pairs UMSI students with design projects to increase civic interaction in Jackson, Michigan.

It’s a fact! Cliff’s 2007 article on the benefits of Facebook friends has received over 5,000 scholarly citations.

Joyojeet Pal, Assistant Professor
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 coordinates the Yahoo! lecture series at UMSI and the Global Information Engagement Program, which takes teams of graduate students to India.

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, Clinical Associate Professor

Charles “Dr. Chuck” Severance is a founding faculty member of the undergraduate information 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. Since 2012, over 100,000 students from around the world have completed his MOOC (massive open online course) on Internet history offered through Coursera.

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

Sarita Yardi Schoenebeck, Assistant Professor

Sarita’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.

Nancy Benovich Gilby, Ehrenberg Director of Entrepreneurship and Adjunct Associate Clinical Professor

Nancy leads UMSI’s new entrepreneurship program featuring courses, activities, and events that foster entrepreneurial skills and spirit. She holds a BSE and MSE in computer engineering from the University of Michigan and in 2007 received the Distinguished Alumnus Award from the department of Computer Science and Engineering. She has been involved in major roles in information technology companies since 1987.

*It’s a fact!* In her free time, Nancy coaches FIRST Robotics competitors for 5-18 year olds, an organization founded by insulin pump and Segway inventor Dean Kamen.
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 – doing everything from sophisticated information analysis and archiving to painting and tutoring at local non-profits.

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.

Topic examples:
- Recommender systems like TripAdvisor, Amazon, Angie’s List
- Social media to promote healthy behaviors like walking
- Lender motivations in online micro-loan programs like Kiva.org
- Virtual landscapes that create the experience of visiting ancient worlds
LEARNING

IN ADDITION TO WHAT YOU’RE LEARNING IN THE CLASSROOM, YOU’LL HAVE MANY OPPORTUNITIES TO PUT NEW KNOWLEDGE INTO PRACTICE.

>> TAKING IT TO THE STREETS

Can you change the world in 40 hours? Many of our students choose to participate in the Annual Spring Break and volunteer their skills for the week at educational, cultural, and government organizations in Detroit, Chicago, and Washington, DC. These practical field experiences can lead to full-time internships and even full-time positions down the road.

>> DELVING INTO 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 2014 who benefited from these volunteer statisticians were the Ozone House, 826Michigan, SafeHouse Center and Detroit’s Summer in the City.

>> INSPIRING SPEAKERS TO ENRICH YOUR EDUCATION

We bring in a steady stream of thought-leaders in the information field to ignite imaginations and inspire innovative thinking. Recent speakers include MacArthur Fellow Shwetak Patel, Vint Cerf of Google, columnist and blogger Cory Doctorow (above), and journalist Leigh Alexander (Offworld).
Our 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.

**Application deadline: February 1**

**Preferred Admission**
Students may apply for Preferred Admission in their freshman year at the university to be admitted to the school on a provisional basis. See the website for details.

**What does UMSI look for in a program applicant?**
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
- Outstanding transcripts that reflect
- Strong academic record
- Successful completion of prerequisites
- Progress toward meeting distribution requirements in current program
- Engagement with community and/or campus organizations
- Demonstrated leadership capacity

**What are the BSI prerequisites?**
- SI 110: Introduction to Information
- SI 106: Programs, Information and People
- Statistics 250: Introduction to Statistics and Data Analysis
- First-year writing requirement
- ORGSTUDY 201: Leadership and Collaboration (recommended, but not required)

Students seeking equivalencies for courses already taken should contact umsi.undergrad@umich.edu.

**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 BSI degree, see umsi.info/bsi. We highly recommend that interested students schedule an advising appointment before applying. To schedule an appointment, email umsi.undergrad@umich.edu. For general information about applying to the University of Michigan, visit admissions.umich.edu.
For the latest information
To ensure that you receive the most current information about School of Information academic programs and requirements, please review our website at si.umich.edu.

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Printed August 2015

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Accreditation
The University of Michigan is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, 30 N. LaSalle St., Suite 2400, Chicago, IL 60602-2504. Phone: (800) 621-7440 or (312) 263-0456; fax (312) 263-7462.

Smoke-free campus
The University of Michigan is a smoke-free campus. You can learn more at www.hr.umich.edu/smokefree.
SCHOOL OF INFORMATION
UNIVERSITY OF MICHIGAN

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INSPIRATION. INNOVATION. IMPACT.
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