

# Informatics Major

## Bachelor of Arts (BA) in Informatics Bachelor of Science in Informatics (BSI)

Informatics majors learn the skills and knowledge required to collect, manage, and analyze data and information, and prepare for the great ethical responsibility that comes with these societally transformative roles.

Students develop an understanding of the complex social, cultural, and ethical context related to communicating with digital and social media tools, and to apply this understanding to creating digital solutions and technologies that are effective, inclusive, and responsive to the needs, values, and perspectives of people with many different lived experiences.

## Informatics Major Concentrations

- ▶ **Human-Centered Data Science:** Learn to leverage data, information, and technology to benefit society. This major concentration will prepare you for a career involving artificial intelligence, machine learning, information retrieval, data curation, and data analysis.
- ▶ **User Experience Design:** Learn to design cutting-edge information technologies that will benefit users and society. This major concentration will prepare you for a career in user experience, interaction design, human factors in computing, and web and mobile app design.
- ▶ **Social Justice Informatics:** Learn to leverage data, information, and technology to empower individuals within society and reduce inequalities and injustices. This major concentration will prepare you for a career using data, information, and technology for societal good, helping to ensure a level playing field for everyone in the Information Age.
- ▶ **Health Informatics:** Learn to leverage data, information, and technology to improve healthcare delivery, management, and outcomes. This major concentration will prepare you for a career designing and using information technologies in the healthcare industry.
- ▶ **Cultural Heritage Informatics:** Learn to manage, describe, organize, preserve, and provide access to data and information in a wide range of technological forms in the cultural heritage sector. This major concentration will prepare you to work as a data curator and information manager in cultural heritage institutions and beyond.
- ▶ **Social Informatics:** Learn to leverage data and information systems to improve organizational efficiency and effectiveness, enhance societal sustainability, and advocate for responsibility and the public interest. This major concentration will prepare you for a career designing more efficient, ethical, and humane environments for workers.

## What is Informatics?

*Informatics is the study, design, and application of computer and information technology from a user-centered perspective.*

*With a strong focus on the human use of computing, informatics professionals help people interact with information and technology in the most ethical and efficient ways possible.*

## ABOUT THE ISCHOOL

The School of Information (iSchool) at The University of Texas at Austin is a premier research and education organization defining the 21st century field of information.

We are changing the future by engaging the present and preserving the past. Research and teaching at the iSchool changes the ways that we interact with information and technology, changes how information can make the world a better and fairer place, and changes the ways we protect and preserve our collective memory.

**We are bridgers:**  
Connecting people to information, connecting the past to the present and to the future, and connecting different disciplines.

[www.ischool.utexas.edu](http://www.ischool.utexas.edu)

**For more information, contact: Undergraduate Student Services**  
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The University of Texas at Austin  
**School of Information**