



# 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 of communicating with digital and social media tools, and 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 concentration prepares 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 benefit users and society. This concentration prepares you for a career in user experience, interaction design, human factors in computing, and web and mobile app design.

### Health Informatics

Learn to leverage data, information, and technology to improve healthcare delivery, management, and outcomes. This concentration prepares you for a career designing and using information technologies in the healthcare industry.

### 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 concentration prepares 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 iSchool, the Department of Information at The University of Texas at Austin, is part of the School of Computing in the College of Natural Sciences. It is a premier research and education organization defining the 21st century field of information.

Research and teaching at the iSchool change the ways we interact with information and technology, how information can make the world a better and fairer place, and how we protect and preserve our collective memory.

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