



# MASTER OF SCIENCE in DIGITAL SOCIETY

PLACEMENT  
BROCHURE  
2020-2021



## WHO WE ARE

Master of Science (Digital Society) a unique interdisciplinary post-graduate program at the intersection of information technology and social sciences for students from diverse disciplinary

*Our system encourages critical thinking and innovative, holistic approach to technology.*

## CONTENTS

- 1 ABOUT IIITB
- 2 ABOUT THE PROGRAM
- 3 CURRICULUM
- 5 STUDENT PROFILES
- 12 INTERNATIONAL COLLABORATION
- 15 EVENTS
- 17 CONTACT US



## About IIITB

The International Institute of Information Technology Bangalore, a Deemed University, popularly known as IIIT-B, was established in 1999 with a vision to contribute to the IT world by focusing on education and research, entrepreneurship and innovation. The Institute is a registered not-for-profit society funded jointly by the Government of Karnataka and the IT industry.

Since its inception, IIIT Bangalore, with its unique model of education, research, and industry interaction, has grown in stature to become an institution of considerable repute in academic as well as corporate circles. The Institute works in partnership with the corporate sector, while retaining the freedom of an academic institution. It is inspired by other renowned institutions, and also strives to emulate an academic culture that is on par with the best international institutions.





## ABOUT THE PROGRAM

The Master of Science (Digital Society) program aims to create a group of professional practitioners and researchers who possess a nuanced, holistic and multi-dimensional understanding of today's information age. It seeks to provide a rigorous and broad-based training in the design and development of digital technologies, management of complex digital systems and formulation of policy measures to address the challenges in deploying them at scale.

The program provides an inter-disciplinary training that draws from computer science & engineering, data science, design, management, economics, sociology, political science and information science. Structured as a combination of coursework and an internship/thesis, the program allows students to build a foundation for careers in the government, the corporate world, policy advocacy, academia and social enterprises.



## CURRICULUM

The Digital Society program provides rigorous and broad-based training in the design and development of digital technologies, issues pertaining to the management of complex digital systems and the policy challenges of deploying them. The courses in this program provides students an understanding of technology fundamentals and a constructive critical lens to analyse how digital technologies work in the social world.

The program is designed to offer students theoretical foundations in research which also incorporates project-based learning. In the last semester of the 2-year program, students can work towards a thesis or pursue an internship to gain a domain-specific understanding of the technology-society interface.

## CORE COURSES

The following are the list of courses that all students are required to undertake during the first two semesters of the program.

- HUMAN COMPUTER INTERACTION
- APPLICATION DEVELOPMENT FOR CONNECTED SOCIETY
- DIGITAL COMPONENTS OF A CONNECTED SOCIETY
- RESEARCH METHODS
- SOCIAL COMPLEXITY AND SYSTEM THINKING
- ICT POLICY AND REGULATION
- TECHNOLOGY AND SOCIETY
- TECHNOLOGY AND DEVELOPMENT

## ELECTIVE COURSES

The Program also allows the students to take elective courses to help them specialize in their area of interest. Though the electives of students may vary as per their interests, the number of electives per semester remains the same.

- CYBERSECURITY
- ENTERPRISE SOFTWARE DEVELOPMENT
- GEOGRAPHIC INFORMATION SYSTEMS
- DATA VISUALIZATION
- DYNAMICS OF THE IT INDUSTRY
- TECHNO-ECONOMICS OF NETWORKS
- PRIVACY IN DIGITAL AGE
- ADVANCED QUALITATIVE RESEARCH METHODS
- ADVANCED QUANTITATIVE RESEARCH METHODS AND PUBLIC POLICY
- NEWS LITERACY IN DIGITAL AGE
- SMART CITIES
- HISTORY OF IDEAS
- E-GOVERNANCE APPLICATION DESIGN

# STUDENT PROFILES



**AKSHAY SARFARE  
BE (MECHANICAL)**

**EXPERIENCE: 16 MONTHS**

## AREAS OF INTEREST

- *UX DESIGN*
- *UX RESEARCH*

# PROJECTS

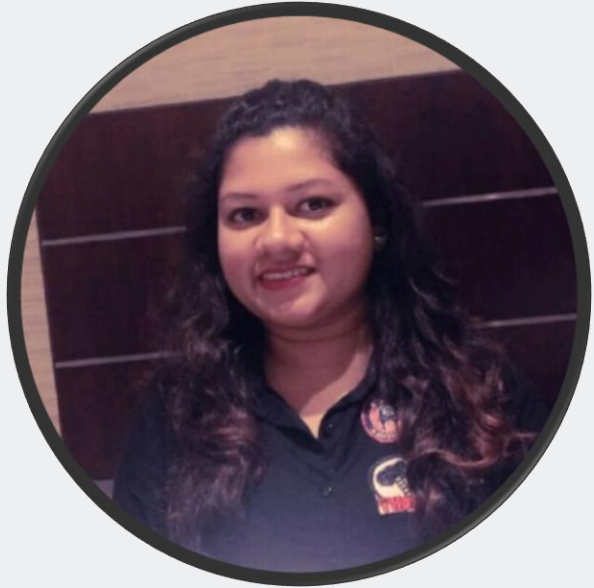
## **Trauma app for NIMHANS**

Designed a web application for doctors at NIMHANS to capture a patient's diagnostic data efficiently and to digitize the process. The process involves user study and then designing wireframes for development.

## **Remote Product Design role for Listen2it**

Conducted user studies and used those insights to design a SaaS platform that helps convert your blog into audio, podcasts & playlists. The user studies include conducting user interviews remotely followed by coding of data. The tools used during this project include Figma and Balsamiq.

# STUDENT PROFILES



**KAVERI BISWAS**  
**BSc (IT)**

**EXPERIENCE: 36 MONTHS**

## AREAS OF INTEREST

- DATA ANALYTICS AND VISUALIZATION
- USER RESEARCH
- WEB DESIGN

## PROJECTS

### **Research Internship at IIIT-Bangalore (6-months)**

In this research work, statecharts are being used as formal notation to create library of real scale models. These models will be used in developing tools and techniques which will help in automated verification of statecharts for web applications.

### **Interactive Visualization of Statistical Documents**

Focusing on the “*Handbook of Fisheries Statistics 2018*” by the Dept. of Fisheries, India, we communicated the data (tabular and statistical data) effectively using interactive and narrative visualization using Tableau.

### **User Study on understanding the role of Food Delivery Applications (FDA) at IIIT-Bangalore**

Conducted qualitative research within the campus of IIIT-Bangalore and studied FDA pattern among the students. Developed a prototype using AdobeXD in which the users can compare the price of different meals in different application



# STUDENT PROFILES



**KEERTHANA P GIRIJAN**  
**BSc (COMP. SCI.)**

## AREAS OF INTEREST

- *CORPORATE SOCIAL RESPONSIBILITY (CSR)*
- *USER RESEARCH*
- *QUALITATIVE RESEARCH*

## PROJECTS

### **CSR at Givaudan (6 months internship)**

Visited the fields (Bangalore) where the CSR projects are carried out to recommend variables with which the impact of the CSR program can be measured better and to devise a reporting dashboard with the major impact and financial variables. Additionally, worked on the employment engagement activities and proposed a few potential partners for the upcoming CSR projects of the company.

### **User Research at IIIT-B**

Conducted qualitative research in IIIT-B and studied the FDA usage pattern among the students. Developed lo-fi and hi-fi prototypes which enables easier comparison of costs between two or more food delivery applications.

### **Critical gap analysis of demand and supply of MGNREGA works**

Analysed data using R to examine if there is a divide existing between the demand and supply of MGNREGA works and found out the major variables contributing to the divide. Also, provided policy recommendations based on the analysis.

# STUDENT PROFILES



**NIBIN MATHEW**  
**BA (ENGLISH LIT.)**

**EXPERIENCE: 36 MONTHS**

## AREAS OF INTEREST

- *QUALITATIVE RESEARCH*
- *ACCESSIBILITY & INCLUSIVE PRODUCT DESIGN*
- *ASSISTIVE TECHNOLOGY*

## PROJECTS

### **User Experience Research**

Developed prototypes for usability & visual accessibility issues across several payment interfaces after conducting interviews for an HCI group research project

### **UX Research**

Built a prototype after conducting a usability study of cash recognition application for person with visual disability in Indian context, uncovering various usability improvement wish lists to be implemented on currency recognitions applications.

### **Accessibility Testing**

Accessibility, usability and functionality test project of SUBODHA an accessible Learning Management System (LMS) for people with visual impairment.

# STUDENT PROFILES



**NIMISHA KARNATAK**  
**BTECH. (INDUSTRIAL AND**  
**PRODUCTION)**

**EXPERIENCE: 12 MONTHS**

## AREAS OF INTEREST

- USER RESEARCH
- QUALITATIVE AND QUANTITATIVE RESEARCH
- GIS (GEOGRAPHIC INFORMATION SYSTEM)
- DATA ANALYSIS

## PROJECTS

### **Geospatial Data Analyst at IIRS-ISRO**

Mapping and Classification of geographical regions using Google Earth Engine and JavaScript to create Flood Inundation Mapping - FMI. These maps will be used for disaster management, city planning & rehabilitation purposes.

### **UX Research Internship at IIT-Roorkee**

Summer Research Internship project at IIT-Roorkee, centered around *Inclusivity* titled "Perception of Space through the eyes of the elderly", that aim to explore the perception and needs of the elderly living in urban areas to design inclusive neighborhoods for their active aging.

### **Accessibility UX Researcher at IIIT-B**

Developed low fidelity prototype (using braille inscribed on cardboard) & high fidelity prototype (using Adobe XD) to make mobile payment apps *accessible* for the visually challenged; using design concepts obtained from UX research.

# STUDENT PROFILES



**SHEFALI BEDRAKAR**  
**BE (MECHANICAL)**

**EXPERIENCE: 29 MONTHS**

## AREAS OF INTEREST

- PROGRAM MANAGEMENT
- BUSINESS AND DATA ANALYTICS

## PROJECTS

### **BigBasket Daily (6-month Internship)**

Reactivation program for increasing customer retention in 10+ major Indian cities, coordination with customer experience teams. Spearheaded 35+ Business Dev executives to improve turn-around time, improved reporting & tracking performance at city level

### **Mphasis Next Labs (2-month Internship)**

**Corporate Culture Sentiment Analysis with Explainable AI** – Ideated and Prototyped convolutional neural network model, classified comments in classes using NLP from Glassdoor reviews.

### **Decathlon Sports India (Full-time)**

Improved merchandising and stock management, analyzed sales data, forecasted yearly targets & KPI performances.

### **ILO Switzerland (Research Assistant)**

**Qualitative Research in AI** – Conducted qualitative field research, explored ethical aspects of AI & understand the challenges faced by women working in AI domain - project funded by the International Labor Organization (ILO), Switzerland.

# STUDENT PROFILES



**YOGESHWARAN S**  
**BCA**

## AREAS OF INTEREST

- *DATA SCIENCE*
- *DATA ANALYTICS*
- *DATA VISUALIZATION*

## PROJECTS

### **Tamil Nadu Air Quality Prediction**

The aim of the project was to use ARIMA model to predict air quality of Tamil Nadu by using previous year data contains air quality, weather quality, Temp changing etc. this gave us a proper visualization of how 2020 Tamil Nadu air quality will be.

### **COVID-19 infected prediction on Mumbai**

Currently working for an NGO to predict infection of COVID-19 cases in Mumbai from patient's data such as infected to-date, age, recover date and gender. The project aims to create new model which will be used to calculate infection rate for cities as well.

# INTERNATIONAL COLLABORATION

IIIT Bangalore and the Ministry of Communications and Information Technology (MCIT), Government of Indonesia have signed a scholarship cooperation agreement to facilitate education of Indonesian government officers and students at IIIT Bangalore. Under this agreement, scholarships will be made available to Indonesian citizens, identified by MCIT as potential future leaders of Indonesia, to undergo IIIT Bangalore's unique and interdisciplinary 2-year Master's Programme in Digital Society.

The MoU that was signed between the two organizations was one among the fifteen that formed a part of the Indian Prime Minister's visit to Indonesia.

Below are the second batch of officials selected for the academic year (2019-2021)



# STUDENT PROFILES



**ALFA TAUFAN LATIF**



**ANISA NASERA**



**RENDY FIRNANDA**



**WAHYU MAHESA MIARTA**



**WILDAN NAMORA ICHSAN  
SETIAWAN**



**WINDA ANGELA**

# STUDENT PROFILES



UMAR ABDUL AZIZ



YOGA ADI PRADIPTA



# EVENTS

## I-STEM HACKATHON

I-Stem, Vision-Aid, Vision Empower, E-Health Research Centre @ IIIT Bangalore and Xavier Resource Centre for Visually Challenged (XRCVC) conducted second edition of Inclusive STEM Hackathon at IIIT – Bangalore. This hackathon had also sessions on accessibility, a discussion on inclusion as a competitive advantage for start-ups and mid-sized firms, an assistive technology product expo and more.



15

## WEB SCIENCE WORKSHOP



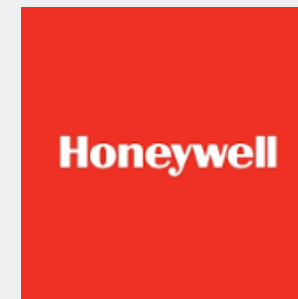
As part of web science initiatives, a workshop was organized on Web Science for Development (WS4D 2019) with an aim to build a community of interest around the following themes: Data-driven governance, Digital empowerment, and Social cognition.

## CITAPP WINTER SCHOOL

Center for Information Technology and Public Policy (CITAPP) organized its annual event the Winter School from 10th - 12th December 2018. This year's theme was "how to design more inclusive technologies, addressing issues of gender, disability and class".



Our past students have been associated with the following organizations in fields of Product Management, Analytics, UX Research, UI/UX Design and Quantitative/Qualitative Research.





## CONTACT US

### **IIIT-Bangalore**

26/C, Electronics City, Hosur  
Road, Bangalore - 560100

Phone: +91 80

4140 7777/ 2852 7627 Fax: +91 80 4140  
7704

### **IIIT-Bangalore Placement**

#### **Team Email:**

[iiitb\\_placement@iiitb.ac.in](mailto:iiitb_placement@iiitb.ac.in)

Phone: +91-9986668421

[www.iiitb.ac.in](http://www.iiitb.ac.in)