MASTER THE CONVERGENCE

Master of Science in Information Systems, Connective Media

We are living in a time where technology drives our day-to-day life. Connective media is the study of the technologies, platforms and ecosystems that are involved in this recent convergence of communication, information and media. Coupled with the emergence of new devices and interactive techniques, connective media are dramatically transforming the way in which people receive and distribute information throughout the world. Offered by the Jacobs Technion-Cornell Institute at Cornell Tech, this program is the first of its kind. This is not just a strong technical degree, but a degree centered around people-driven technologies intermingled with the disciplines of sociology, psychology, engineering, business, and design.

“Connective Media is changing the way that we behave as a society: the way we act, the way we get information, the way we diffuse information, the way we shape our views and our culture. To innovate and excel in this landscape, students need skills and knowledge from technology, the social sciences, business and design.”

—Mor Naaman, Founder, MS in IS, Connective Media Program

A CURRICULUM DRIVEN BY THE DIGITAL AGE

Our Connective Media degree is a two-year program that brings together mixture of coursework and project work to create a unique hands-on experience and education. The curriculum is centered on computer science and engineering, the human and social impacts of technology, and an entrepreneurial mindset. This program has been strategically designed based on input from tech-driven companies like Twitter, Facebook and the New York Times. As a Connective Media student, your classes will provide you with a strong technical background that focuses on innovation, product development, human involvement and social aspects present throughout the tech world.

Throughout the Connective Media program you will take courses centered around the psychological and social aspects of connective media, human computer interaction, building startup systems and mobile and ubiquitous systems.

A PROJECT-BASED EDUCATION

Connective Media is a two-year program where you will gain technical skills focused on innovation, product development, human involvement and social aspects present throughout the tech world. All of these components are connected through various project-based curricula. One third of the Connective Media program is built around the co-curriculum. In co-curriculum courses you will join forces with fellow Cornell Tech master’s students from different disciplines to develop business solutions and technology-driven systems to solve relevant problems in tech today.

In the fall of your first year, you and your classmates will be matched with companies to work on a project during Company Challenges. Over the course of the semester you and your team will work closely with a mentor from the challenger company to complete the project. The following spring and fall semesters will be devoted to an in-depth Specialization Project. This will be your opportunity to dive deep into a topic of your choosing within the connective media field. During spring semester of your second year, you and a team of fellow students will nurture a startup idea from inception to maturity in Startup Studio.

These projects will give you practical experience collaborating with engineers and businesspeople from within and without the tech industry.

OUR STUDENTS

Ideal candidates have a deep interest in people-driven technologies, including communication, information and media, as well as a strong academic background in a science or engineering discipline. Candidates without this academic background will still be considered but will need to show significant experience in programming, math and algorithms.

SAMPLE CAREER PATHS

The Connective Media program will not only provide you with a strong technical background, but with an expertise aimed towards the human and social aspects of media technologies. You will be an asset to established companies and startups, especially within communications and media spaces. Roles throughout these spaces include software engineering and development, product development and user experience research. The Jacobs Technion-Cornell Institute believes in providing each of our students with the entrepreneurial skills and knowledge required to successfully lead teams, projects and companies throughout the technology field. In the past, students have been valued by companies such as Facebook, Google, AOL, Huffington Post, Betaworks and many more.