

What's the Difference between Web Technology and Web Science?

Opportunities for study and research at the University of Southampton



Choosing a topic of study or research

- The University of Southampton has a long history of pursuing research, development and social change with the Web
- This document guides you through the opportunities for Web-related study and research that we offer
 - MSc in Web Technology; 3-year PhD in Web Technology
 - MSc in Web Science; 4-year PhD in Web Science

MSc in Web Technology

- Are you a web developer who wants to learn more about building web sites and web information systems?
 - You should consider the MSc in Web Technology where you will learn about Web, Web 2.0 (Social Networking), Web 3.0 (Semantic Web), Agents, E-Commerce, E-Learning etc
 - You will be able to develop new web systems using the latest technologies and techniques.

PhD in Web Technology (3-year)

- Do you want to go beyond building web systems to researching new ways of extending the Web's capabilities or the kinds of things that we can achieve with the Web?
 - You should consider a 3-year PhD in Web Technology where you will innovate new kinds of Social Networking, Semantic Web, Agents, E-Commerce, E-Learning.
 - When you graduate you will be able to create new Web technologies and techniques for others to use.
 - To apply you will need to have a first class Honours degree (or a Distinction at Masters level) in Computer Science. *Funded studentships are very competitive.*

MSc in Web Science

- A scientist, engineer, social scientist or humanities student who wants to learn about how the Web affects the world?
 - You should consider the MSc in Web Science where you will learn about the Web, Social Networking, Semantic Web and its economic, legal, political, psychological and sociological impacts on the societies in which we live and the industries in which we work.
 - When you graduate you will be able to work with companies and government agencies to use the web to change their relationship with their customers and stakeholders.

PhD in Web Science (4-year)

- Do you want to go beyond *learning* about the Web's role to *investigating* its impact and uncovering new examples of how the Web is changing society?
 - You should consider a PhD in Web Science where you will create new insight into the relationship between the Web and society.
 - You will be able to advise companies and government agencies about how to develop the Web in a pro-human fashion.
 - To apply you will need to have a first class Honours degree (or a Distinction at Masters level).
 - *Funded studentships are available for applicants who are resident in the UK and who undertake a combined 4-year PhD in Web Science (1 yr MSc + 3 yr PhD)*

For more information

- See the following web page for information about Web Science
 - webscience.ecs.soton.ac.uk
- See the following pages for information about MSc and PhDs
 - www.ecs.soton.ac.uk/admissions/pg/msc/
 - www.ecs.soton.ac.uk/admissions/pg/phd/