



Call for Partners for the Human-IST MAS in Interaction Science and Technology

<http://human-ist.unifr.ch/mas>

A Learning and Innovation Lab

To give future interaction scientists and technologists a competitive edge, we propose an innovative Master of Advanced Studies program that organically blends elements of academia and industry in a structure that we have called a 'Learning Lab'.

As part of the Learning Lab, students will take part in structured learning in the form of classes and seminars, as well as in-situ learning in which students will be integrated into both an academic research environment at Human-IST when working on and writing a Master's thesis, and in an industry or institutional environment as an intern in a company or institution, working on an applied project.

As a company or institution that could have a significant interest in the MAS program, outlined below, and could reap great benefits from participating in it, we would like to invite you to become one of our MAS Partners and help us kick off this exciting new branch of Human-IST.



INSTITUT HUMAN-IST/ HUMAN-IST INSTITUT
UNIVERSITE DE FRIBOURG / UNIVERSITÄT FREIBURG

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Context

At the Human-IST Institute we work on developing and evaluating new interactive technologies that are usable, useful, and appealing to a broad cross-section of people, and compatible with sustainability criteria, bringing together expertise in computer science, humanities and social sciences (psychology, sociology, education and management). Following the success of the initial start-up phase (2015-2017), which was primarily focused on research and development, we are now focusing on the educational aspect of Human-IST by proposing a Master of Advanced Studies in Interaction Science and Technology (the Human-IST MAS program).

Motivation

The rapidly changing and expanding technology landscape, particularly as it relates to humans interacting with technology, is putting new demands on those who want to work in the field. Given the increasingly important and dominant role that technology plays in the lives of an extremely diverse user population, there is also an increasingly strong expectation regarding the usability and appropriateness of the technologies, and their abilities to fit into peoples' lives. Consequently, those working in the field must not only be familiar with technological aspects, but also with how people function, both individually and in groups, and how they view and define their relationships with technology. At the same time, both industry and academia are realizing the growing importance and benefit of close collaborations, with both parties leveraging the expertise of the other to create better technologies that are more likely to stand the test of time.

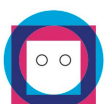
Description and Structure of the MAS

The MAS will be worth 60 ECTS credits and will be carried out over the course of 1 year full-time, with a maximum annual intake of 6 students. The fee for the MAS certification will be 20'000 CHF. Students taking part in the MAS will be part of a 'Learning Lab', an innovative concept that organically combines structured learning in the form of classes, with in-situ learning during which students will be integrated into both an academic research environment as part of the Human-IST Institute, and an industry or institutional environment as an intern in a company or institution. Each student will be expected to attend 20 full-day courses, 2 semester-long seminars, and 1 full-year innovation seminar (for a total of 20 ECTS credits), work on a market-driven applied research project in collaboration with one of our partners (20 ECTS credits), and work on a related Master's thesis addressing a fundamental research question (20 ECTS credits).

Proposed courses

In addition to the two semester-long seminars whose topics will change regularly, and the year-long innovation seminar, the following courses will be offered as part of the MAS program.

Fundamentals			Interaction Techniques
The Human	The Machine	The Social	Alternative Realities
Visual and Social Neuroscience	Human-Robot Interaction	Ethnography-Informed Research	Sensization
Exceptional People	Artificial Intelligence	Anthropology / Socio-Cultural Diversity	Multimodal, Natural and Tangible Interaction
Cognition, Sensing and Control	Multimodal and Social Signal Processing	Multimodal Pragmatics / Evolution	
Interaction Design			Interaction Scope
User Research			Augmentation and Accessibility
Ideation, Prototyping, Industrial and Product Design			Behaviour Change
Evaluating with Users			The Internet of Things
UX and Ergonomics / Cross-media and Visual Design			Anticipating Changes
			Digital Transformation



Advantages for Students

Upon completing the MAS students will have fundamental theoretical knowledge on a variety of topics that are crucial to creating effective and successful technologies. Through the internship, they will gain experience in directly applying what they learn in a real-world context, and will be able to develop contacts and grow their network in view of future employment, and through their involvement in academic research, they will gain valuable analytical and research skills.

Advantages for MAS Partners

Becoming a partner of the Human-IST MAS program comes with a number of advantages.

- One of our high quality MAS students¹, will be available to carry out an internship in your company or institute to work on an applied research project for 1 year part time (approximately 2 days/week).
- The topic of the project will be chosen by you, based on the needs of your company or institute, in agreement with the program direction.
- The project will be co-supervised by a designated contact point in your company or institute, as well as a member of the Human-IST research team. This gives you access not only to the skills and knowledge of the student, but also to those of a senior Human-IST researcher.
- Participation in an innovation seminar involving the 6 MAS students, senior Human-IST research staff, and MAS partners, during which brainstorming and discussions on various topics will occur. All participants in these seminars will be asked to sign NDAs, to ensure confidentiality of the topics discussed.

Additionally, as a MAS Partner

- Your company or institute logo will appear on the MAS program website and publicity materials for 1 year².
- Your company or institute will have a consulting role in the definition of new courses for the MAS program for the duration of your partnership.

Moreover, as there are three parties are involved - the company or institute, the student and Human-IST - an Intellectual Property agreement will be put in place before the start of the project, to ensure that the rights of all parties are protected.

Becoming a Human-IST MAS Partner

The fee for becoming a Human-IST MAS Partner for one year of the MAS program is **32'000 CHF**. Please note that to qualify for becoming a MAS Partner, an agreement must be signed and payment for the totality of the fee made at the latest by May 1st, for participation in the program that starts in autumn of the same year.

If you are interested in becoming a MAS Partner, or would like more information about the program, please contact the program director, Prof. Denis Lalanne (denis.lalanne@unifr.ch), or the senior research manager, Dr. Agnes Lisowska Masson (agnes.lisowska@unifr.ch).

¹ A maximum of 6 students per year will be accepted into the program after passing a rigorous admission process.

² 1 year in this case will be considered as counting from April 1st of the year of payment to April 1st the following year.

