

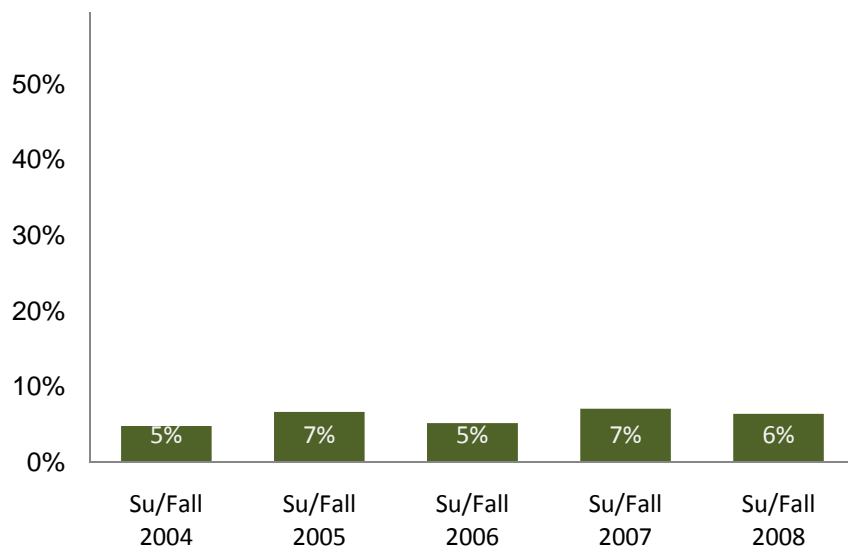
Media, Technology & Society Program Profile

Admissions

	Summer/Fall 2004	Summer/Fall 2005	Summer/Fall 2006	Summer/Fall 2007	Summer/Fall 2008	2003 - 2008 Average	4 YR % Change
Number Applied	169	197	214	227	236	209	+40%
Number Admitted	8	13	11	16	15	13	+88%
Number Enrolled*	2	4	6	8	7	5	+250%

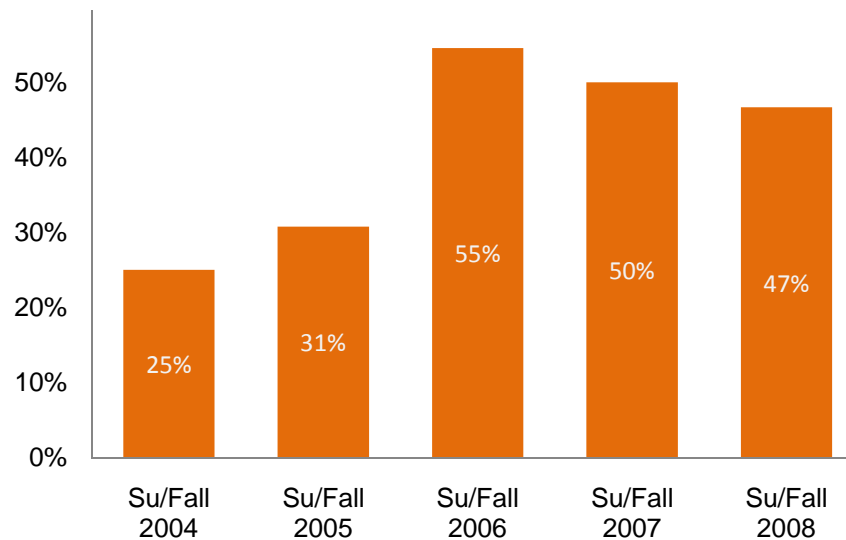
*Students who transfer in from other graduate school programs are excluded.

**Selectivity
(Percentage of Applicants Admitted)**



Selectivity Average = 6%

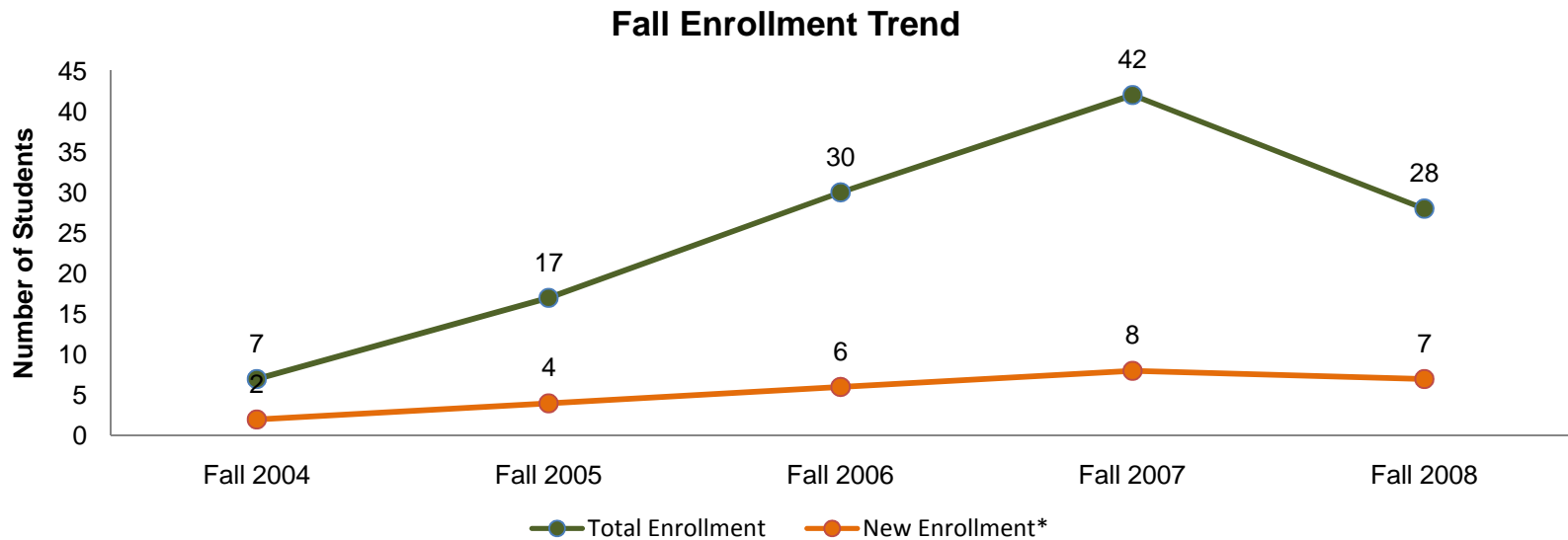
**Yield
(Percentage of Admits Enrolled)**



Yield Average = 43%

Media, Technology & Society Program Profile

Enrollment and Demographics



	New Enrollment*					Total Enrollment				
	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008
Gender										
Female	*	75%	83%	75%	43%	29%	47%	57%	60%	64%
Male	*	25%	17%	25%	57%	71%	53%	43%	40%	36%
Citizenship										
US	*	50%	67%	63%	57%	100%	82%	83%	81%	61%
International	*	50%	33%	38%	43%	0%	18%	17%	19%	39%
Ethnicity (US Only)										
Asian	*	0%	0%	0%	0%	0%	7%	4%	3%	0%
African American	*	0%	0%	0%	25%	14%	7%	4%	3%	6%
Hispanic	*	0%	0%	0%	0%	0%	0%	0%	3%	0%
Native American	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
White	*	100%	100%	40%	50%	57%	71%	84%	79%	71%
Not Specified	*	0%	0%	60%	25%	29%	14%	8%	12%	24%

*If there are 3 or less graduates in a given year, demographics are not reported to protect student confidentiality. Students who transfer in from other NU graduate school programs are excluded.