



Faculty of Arts and Social Sciences  
Media and Communication Studies

## Course Reading

### Data Driven Web Design

Valid from 08/31/2026

**Course Code:** MKGB98

**Course Title:** Data Driven Web Design

**Credits:** 7.5

**Degree Level:** Undergraduate level

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#### Books

Rochelle King (2017). *Data-Driven Design: Improving User Experience with A/B Testing* (senaste upplagan).  
O'Reilly Media

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Approved by the Faculty Board of Arts and Social Sciences 02/24/2026