

Digital Humanities: a new Tec de Monterrey program that integrates technology and humanism to address AI challenges

- *The new Bachelor's Degree in Digital Humanities and Artificial Intelligence will train professionals to integrate humanistic thinking and technological skills in the face of digital transformation, and its ethical challenges.*
- *Dual literacy (the core of the degree program) prepares leaders to master digital language and understand its social, cultural, and ethical impact in an age of artificial intelligence.*
- *This program positions Tec as a regional leader in education for the future of humanities, promoting a model that unites science, culture, and technology for sustainable development.*

Mexico City, Mexico, October 22, 2025.- Technology has profoundly reshaped the world of work, and education must evolve alongside it. This was the central message shared by experts at the panel discussion “Double Literacy: The Great Labor Challenge of the 21st Century,” organized by Tecnológico de Monterrey. The event also marked the launch of the new [Bachelor's Degree in Digital Humanities and Artificial Intelligence](#).

Set to begin in August 2026, the program aims to develop professionals who can combine humanistic thinking with technological skills to address major social challenges through ethical, purpose-driven digital solutions.

With the rapid spread of digitalization and technologies like artificial intelligence, the job market is now demanding much broader skill sets than purely technical ones. In fact, it is estimated that 54% of recruiters value skills and abilities over education alone, while only 2% favour education.

A central idea discussed by experts was “dual literacy”, which refers to the ability to master the digital language while simultaneously recognising its social, ethical, and cultural impact. Tec de Monterrey's approach goes beyond teaching technology use; it prepares students to navigate and interpret the digital world through critical thinking, data ethics, cultural analysis, and social awareness. The goal is to help reduce social and cultural divides amid the growing influence of artificial intelligence, automation, and big data.

The expert discussion in Mexico City brought together professionals, industry experts, academics, and opinion leaders. **Lina Rodriguez**, CEO of Digital Venture and Vice President of Education and Culture at the Mexican Internet Association, addressed that *“The International Monetary Fund estimates that there will be 78 million jobs linked to this technology worldwide, forecasting 170 million new job rules. this implies an inevitable evolution, and it is critical to cultivate a dual literacy: technical and human, as the future of global professional graduates demands not only technical knowledge, but soft skills such as teamwork, communication, and human impact analysis.”*

Meanwhile, **Paola Ricaurte**, research professor in Tec's Digital Humanities and Educational Innovation Group and named one of TIME100 AI 2025's most influential figures in artificial intelligence, commented that *“it is essential to think of artificial intelligence as not only technological innovation or efficiency, but as an opportunity to transform our societies and take it on as a social, political, and human challenge that requires critical reflection. Therefore, we must build technologies that promote justice and equity; making AI a human rights centred tool is the only way to ensure that it truly responds to the ethical and social challenges we face today.”*

Across Latin America, digital transformation represents a historic opportunity to drive sustainable development and social inclusion. However, without comprehensive education that embraces cultural diversity, these gaps could widen. According to the World Trade Organization, artificial intelligence could increase the value of regional trade by up to 40% by 2040, provided it is accompanied by appropriate policies and trained human capital.

By anticipating the transformations brought by AI, data analysis, and automation, Tecnológico de Monterrey strives beyond traditional technical training. Its goal is to prepare leaders capable of designing sustainable, inclusive, and socially responsible solutions. This approach strengthens the university's position as a regional leader in 21st-century humanities, promoting an educational model that integrates science, technology, and culture as key drivers of sustainable progress.

With this new program, Tecnológico de Monterrey reaffirms its commitment to a comprehensive education that combines technological innovation and humanistic values, training professionals capable of building an ethical, inclusive digital future with a global vision.

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Tecnológico de Monterrey (<http://www.tec.mx>) is a private, non-profit university recognized for its academic excellence, educational innovation, and global vision. Founded in 1943, it operates in 33 cities across 20 states in Mexico, with an enrollment of 60,000 undergraduate and graduate students, as well as more than 27,000 high school students. Accredited by SACSCOC since 1950, Tec ranks #187 in the QS World University Rankings 2026 and #7 in Latin America according to the THE Latin America University Rankings 2024. It is also recognized for global employability and entrepreneurship programs and is a member of international networks such as APRU and U21. For more details, visit our Boilerplate: <https://tec.rs/Boilerplate>

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