Module title			Abbreviation
Advanced Data Analysis			06-ENT-ADA-222-m01
Module coordinator			**Module offered by**
holder of the Professorship of Media and Business Communication			Institute of Human Computer Media
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This module provides advanced methods of data analysis, i.e. multivariate methods of data analysis like multiple regression analysis, several forms of variance analysis, factor analysis as well as mediator and moderator analysis. The basic logic of each method is explained in a first step, followed by illustrating examples. Finally, the application of the methods can be trained in different exercises.

Intended learning outcomes

Students learn the basic logic of the different multivariate methods of data analysis and are able to competently conduct them by themselves. This enables a competent and self-contained analysis of data that are produced in studies of the research project or the master thesis.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) Media Entertainment (2022)