Module title	Abbreviation
Media Psychology for HCI Bachelor	06-HCI-B-MedPsy-242-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology	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	undergraduate	--

Contents

Media psychology deals with human experiences and behaviour while interacting with media. Media psychology develops theories and tests these in empirical studies. This introductory module aims to equip students with fundamental knowledge about the subject of media psychology (e. g. traditional media and mass media) as well as its theories, findings, and methods. The module focuses on the introduction to a) the subject itself, theories, and findings of media psychology b) research fields and current problems in media psychology c) methods in media psychology.

Intended learning outcomes

Students should be familiar with central concepts and methods of media psychology. They should have a basic knowledge of the subject-specific questions and should understand the relevance and importance of a psychological perspective as well as the relevance of questions in the field of the social sciences. Thus, a basis is provided for academic work as well as for acquiring practically relevant (vocationally oriented) media skills.

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

V (2)
Module taught in: German and/or English

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

a) written examination (approx. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes) or
c) oral examination in groups of up to 4 candidates (approx. 20 minutes per candidate)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: depending on the offer

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

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Module appears in

Bachelor's degree (1 major) Human-Computer-Interaction (2024)