

Module title		Abbreviation
Data analysis		o6-MK-DATA-212-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	undergraduate	--
Contents		
<p>The students acquire knowledge and skills about the analysis of data using computer programs. The entire analysis process is in the focus: encoding the data, preparation of the data file, and calculating descriptive statistics as well as inferential statistics and power analyses. The focus is on the application of knowledge that the students have learned in other modules. Students are calculating analyzes based on predominantly real data sets, are interpreting the output of the statistics program, and are writing short reports on the results taking into account the APA guidelines. In addition to reading a statistics textbook, students prepare for the module examination by regularly processing tasks in the seminar and outside of the attendance time.</p>		
Intended learning outcomes		
<p>The students can prepare empirically obtained data for processing in a statistics program, enter the data into the program and prepare the data for statistical analyses. The students can calculate descriptive statistics and inferential statistical tests as well as carry out power-analyses for planning sample sizes. Students can interpret the results of these analyses with respect to the research questions. Furthermore, the students can write reports with texts, tables and graphics, taking into account the APA guidelines.</p>		
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)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) 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		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2021)		