

Module title		Abbreviation
Media Content Analysis & Observation		o6-MK-DATE1-162-mo1
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	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module teaches the basics of two methods of data collection, media content analysis and observation. The theoretical content is combined with practical examples and exercises, which are then applied in a separate project.		
Intended learning outcomes		
The students possess first professional and social skills, which are elementary in research with methods of observation and content analysis. Students have profound knowledge in two methods of data collection. They have acquired basic theoretical and empirical knowledge in the field of research methods, which they can apply to solve an initial research question.		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) + T (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)		
portfolio (approx. 20 pages) 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 (2016) Bachelor' degree (1 major) Media Communication (2018)		