

<b>Module title</b>		<b>Abbreviation</b>
Media content analysis & observation		o6-MK-DATE1-212-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	(not) successfully completed	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2) + T (2)		
<b>Method of assessment</b> (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		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Media Communication (2021)		