

Module title		Abbreviation
Experiments & surveys		o6-MK-DATE2-212-mo1
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 for creating questionnaires, conducting surveys and designing experiments. On the subject of surveys, students are learning about item wording, response formats, participant information and consent forms, sampling of participants, data collection, and classical test theory. In addition, the students practice searching for questionnaires in databases and writing questionnaires as well as participant information. On the subject of experiments, students practice how to find hypotheses in an article and setting up own hypotheses. Further, students learn about the advantages and disadvantages of various experimental designs and know about control techniques for interfering variables. In addition to listening to lectures and reading textbooks, student are doing small tasks to apply their knowledge. Students have to read empirical studies in order to familiarize themselves with research literature.</p>		
Intended learning outcomes		
<p>The students can search for questionnaires that have been published, make up a participant information, select response formats for items, and do the layout of a questionnaire. The students know about various methods for participant sampling and data collection. The students can extract hypotheses from research articles, can write down hypotheses and select experimental designs to test these hypotheses. Furthermore, the students know about techniques for controlling interfering variables.</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)		