

Module title		Abbreviation
Research project in media communication		o6-MK-Fo-212-m01
Module coordinator		Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Psychology of Communication and New Media, holder of the Professorship of Media and Business Communication, holder of the Professorship of Media Informatics		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.		
Intended learning outcomes		
Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.		
Courses (type, number of weekly contact hours, language — if other than German)		
R (3)		
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. 100 minutes) or b) oral examination (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Teaching cycle		
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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)		