

Module title		Abbreviation
Methods 1		o6-MK-ME1-152-mo1
Module coordinator		Module offered by
all Professorships at the Institute of Human-Computer-Media		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	graduate	--
Contents		
This module discusses complex data analysis methods that are essential for the research fields of media communication (e. g. multivariate statistics).		
Intended learning outcomes		
Students should expand their statistical knowledge by learning about complex data analysis methods. Students should be able to understand research using these methods as well as to apply these methods to their own research projects.		
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)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
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		
Master's degree (1 major) Media Communication (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)		