

<b>Module title</b>		<b>Abbreviation</b>
Digital Media 1		o6-MK-MedInf1-162-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
all four core Professorships of the degree programme Medienkommunikation (Media Communication)		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
This module discusses advanced techniques of data collection. Students should obtain an overview of different data collection techniques that are used in media communication research. Based on the knowledge of common data collection techniques (e. g. written surveys), this module covers i. a. innovative techniques such as eye tracking or physiological measures.		
<b>Intended learning outcomes</b>		
Students should acquire a profound knowledge of the data collection techniques discussed and should deepen their methodological skills. In addition, students should become acquainted with innovative data collection techniques.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Course type: alternatively T (2) instead of Ü		
<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)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 20 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<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 (2016)		