

Module title		Abbreviation
Digital Media 1		o6-MK-MedInf1-162-mo1
Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media 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	graduate	--
Contents		
<p>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.</p>		
Intended learning outcomes		
<p>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.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
<p>V (2) + Ü (2) Course type: alternatively T (2) instead of Ü</p>		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>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</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor' degree (1 major) Media Communication (2016)		