

Module title		Abbreviation
Psychology of New (Social) Media		o6-MK-MedPsy2-162-mo1
Module coordinator		Module offered by
holder of the Chair of Media Psychology		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		
<p>Media psychology deals with human experiences and behaviour while interacting with media. It develops theories and tests them in empirical studies. The first module component aims to teach deeper fundamental knowledge about the subject of media psychology (individual media and digital media) as well as its theories, findings and methods. Thematic focuses:</p> <p>a) the subject itself, theories and findings of media psychology: more in-depth insights b) research fields and current problems in media psychology: more in-depth insights c) methods in media psychology: more in-depth insights.</p>		
Intended learning outcomes		
Students should obtain a deeper insight into selected concepts. They should be familiar with different subject-specific questions and should be able to apply a psychological perspective to these.		
Courses (type, number of weekly contact hours, language – if other than German)		
V (2) + 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. 100 minutes) or b) oral examination of one candidate each (approx. 30 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		
300 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 (2016) Bachelor' degree (1 major) Media Communication (2018)		