

<b>Module title</b>		<b>Abbreviation</b>
<b>Methods 1</b>		o6-MK-Meth1-102-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Media Psychology, holder of the Chair of Instructional Psychology and New Media		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
With the help of examples, this module will discuss methods for creating questionnaires and conducting surveys and will impart to students a fundamental knowledge about experiments. Students will analyse data using statistical software.		
<b>Intended learning outcomes</b>		
Students are able to plan, understand and critically evaluate surveys and experiments in the social sciences. In addition, students are able to calculate descriptive statistics and inferential statistics, using statistical software, and to adequately present the results obtained.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
This module comprises 3 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none"> <li>• o6-MK-Meth1-1-102: S (no information on SWS (weekly contact hours) and course language available)</li> <li>• o6-MK-Meth1-2-102: P (no information on SWS (weekly contact hours) and course language available)</li> <li>• o6-MK-Meth1-3-102: S + T (no information on SWS (weekly contact hours) and course language available)</li> </ul>		
<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)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. <p><b>Assessment in module component o6-MK-Meth1-1-102:</b> Observation</p> <ul style="list-style-type: none"> <li>• 3 ECTS, Method of grading: (not) successfully completed</li> <li>• a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)</li> <li>• Language of assessment: German, English</li> </ul> <p><b>Assessment in module component o6-MK-Meth1-2-102:</b> Participating in empirical studies</p> <ul style="list-style-type: none"> <li>• 1 ECTS, Method of grading: (not) successfully completed</li> <li>• proof of having spent 25 hours acting as a participant in experiments</li> <li>• Language of assessment: German, English</li> </ul> <p><b>Assessment in module component o6-MK-Meth1-3-102:</b> QM A QM A</p> <ul style="list-style-type: none"> <li>• 6 ECTS, Method of grading: numerical grade</li> <li>• a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)</li> <li>• Language of assessment: German, English</li> </ul>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
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**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 (2012)

Bachelor' degree (1 major) Media Communication (2010)