

Module title		Abbreviation
Research Methods		o6-MK-Meth1-152-mo1
Module coordinator		Module offered by
holder of the Chair of Instructional Psychology and New Media, holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
7	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	undergraduate	--
Contents		
The module provides an insight into the main research methods: surveys and experiments as well as content analysis and observation. The theoretical fundamentals are taught and illustrated by examples. In addition, empirical data is collected and analysed using statistical software.		
Intended learning outcomes		
Students are able to plan, understand and critically evaluate surveys and experiments as well as content analyses and observations 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.		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) + S (2) + Ü (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. 120 minutes) or b) oral examination (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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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2015)		