

Module title		Abbreviation
Media Psychology - An Introduction		o6-MK-SQEMP-132-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)
3	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Media psychology deals with human experiences and behaviour while interacting with media. Media psychology develops theories and tests these in empirical studies. This introductory module aims to equip students with fundamental knowledge about the subject of media psychology (e. g. traditional media and mass media) as well as its theories, findings, and methods.		
Intended learning outcomes		
Students should be familiar with central concepts and methods of media psychology. They should have a basic knowledge of the subject-specific questions and should understand the relevance and importance of a psychological perspective as well as the relevance of questions in the field of the social sciences. Thus, a basis is provided for academic work as well as for acquiring practically relevant (vocationally oriented) media skills.		
Courses (type, number of weekly contact hours, language – if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Only as part of pool of general key skills (ASQ): maximum 40 places.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		