

Module title		Abbreviation
Scientific methods & research		o6-MK-WA-212-m01
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)
4	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The module gives an insight into the content and formal foundations of scientific work. Everyday knowledge is distinguished from scientific knowledge. Sources of scientific work, literature research and literature work are explained. The module introduces the basic aspects of data collection, assessment, evaluation and data presentation, possible problems and sources of error. Examples from the topics of media communication deepen the basics.</p>		
Intended learning outcomes		
<p>Students know and understand the basics of the research logic of empirical studies, from data collection to data analysis and data interpretation. Students are able to differentiate between everyday thinking and scientific thinking. They know the basics of data collection methods and can evaluate empirical research results.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) + T (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)		
<p>a) written examination (approx. 40 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) oral group examination (approx. 40 minutes) d) presentation (15 to 30 minutes) with related term paper (approx. 10 pages) or d) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
120 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 (2021)		