

Module title		Abbreviation
Research in media psychology 2		o6-MK-WpMP2-212-mo1
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The module provides in-depth knowledge of the domains (concepts, theory, empirical and practical experience) of media psychological research. It focuses on a selected area of media-psychological studies and theories by examining selected studies in a specific subject area or a specific research approach. Interesting topics of media psychological studies are addressed (e.g. computers as social agents, pornography, gaming, suicide prevention in the media, etc.).</p>		
Intended learning outcomes		
<p>The students possess professional and social skills that are helpful in dealing with research results. They have in-depth knowledge in central subject areas, theories and methods of media psychological research. This knowledge can be transferred to the field of practice or to Master's programs. The acquired skills are useful in academic as well as professional fields (e.g. conception of media formats, evaluation of media products, planning and implementation of studies).</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
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)		
<p>a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 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)		