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| Module title | | Abbreviation |
| Research in psychology of mobile and online communication 1 | | o6-MK-WpOMK1-212-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 | | |
| The students acquire in-depth knowledge about one or more research segments within the psychology of communication with relevance to online and mobile communication. Scientific-psychological theories, methods and results are focused on. These address the use of media in a digital society and aimed at describing, explaining, and predicting media use (including respective media effects). | | |
| Intended learning outcomes | | |
| The students acquire in-depth knowledge about one or more research segments within the psychology of communication with relevance to online and mobile communication. They extend their understanding of scientific-psychological theories, methods and results and they can adequately apply this knowledge. This allows students to describe, explain, and predict media use (including media effects) in a digital society. | | |
| 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) | | |
| 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 | | |
| 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) | | |