

<b>Module title</b>		<b>Abbreviation</b>
Psychology of Communication and Media 1		o6-PDM-KMP1-222-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Communication Psychology and New Media, holder of the Chair of Media Psychology		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>In this module student learn about communication processes that are mediated by digital media and how digital media are being experienced by recipients. Based on research from psychology and communication studies as well as adjoined disciplines effects on the experience and behavior of users are addressed. For example, communication via social networks, watching films and videos, playing video games, interacting with social robots or immersion in virtual realities.</p>		
<b>Intended learning outcomes</b>		
<p>The students learn how digital media effect the psychological processes of media users. Students evaluate these effects on the basis of current research results. Students can critically reflect on studies and apply the knowledge they have acquired to practical issues.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or  b) term paper (15 to 20 pages) or  c) portfolio (approx. 20 pages)  Language of assessment: German and/or English  creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Psychology of digital media (2022)		