Module title			Abbreviation
Methods 1			06-PDM-ME1-222-m01
Module coordinator		**Module offered by**	
holder of the Chair of Communication Psychology and New Media		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	graduate	--	

Contents

Advanced quantitative methods are taught in the module. These methods are commonly used to analyze data from empirical studies that investigate the psychology of digital media at a state of the art level. The primary focus is on the analysis of main effects, interaction effects, and mediation models for categorical and continuous variables, based on the general linear model. In addition, in-depth knowledge of about data from experiments and surveys and frequently used designs (between-, within- and mixed-participant) will be acquired.

Intended learning outcomes

Students will be able to select appropriate multivariate quantitative analyses, run the analyses in statistic software packages, and report the results. In addition, the module enables the students to understand and critically read scientific texts.

Courses (type, number of weekly contact hours, language — if other than German)

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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. 60 minutes) or
b) oral examination of one candidate each (approx. 26 minutes) or
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) Psychology of digital media (2022)