

Module title		Abbreviation
Methods 2		o6-PDM-ME2-222-mo1
Module coordinator		Module offered by
holder of the Chair of Psychology of Communication 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		
In this module, all phases of empirical research processes are recapitulated and reflected. The focus is on the application of the knowledge over the course of theory formation, hypothesis derivation, operationalization, data analysis and data interpretation. Principles of the open science movement are conveyed. Based on examples from timely studies on the psychology of digital media, decisions in the research process are discussed and justified. Students practice how to write up research results in scientific articles or theses.		
Intended learning outcomes		
Students will be able to plan, carry out, and report studies on the psychology of digital media. This enables them to write their own research reports in the private sector (e.g. market and opinion research), (English-language) scientific journal publications, as well as the master thesis.		
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) 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		
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)		