

## Fachbereich 9 - Medienstudiengänge

*Department 9 - Media Courses*

### Kommentar zur Lehrveranstaltung im SoSe 2021

*Description of seminars*

**Veranstalter\*in:** Prof. Dr. Stephanie Geise

*Lecturer:*

**Titel (dt.):**

**Titel (engl.):** Methods of Digital Media Research (MA DMS, D1)

#### **Beschreibung:**

*Description:*

In the seminar "Digital Methods" we will deal with selected qualitative and standardized communication and media science methods that contribute to the study of digital communication. The focus will be on methods of analyzing digital media content (content analysis; text mining; image content analysis; image type analysis), on the one hand, and on methods of researching producers and users of digital media offerings (standardized surveys; guided interviews; focus groups; diary studies; sorting methods), on the other. After a short introduction to the different methods, they will be explained in depth using examples from empirical research practice and questioned with regard to their epistemological potential. Knowledge about the application and implementation of the methods in empirical projects will also be imparted. The seminar will be held in three blocks: on 23.04.21, 09:00-18:00, 07.05. and 08.05.20, 9:00-18:00 each. Between 04/23 and 05/07, group presentations in the form of case studies will be prepared.

#### **Literatur:**

*Literature:*

Alasuutari, P., Bickman, L., & Brannen, J. (Eds.). (2008). The SAGE handbook of social research methods. Sage.  
Rogers, R. (2019). Doing digital methods. Sage.  
Schäfer, M. T., & van Es, K. (Eds.). (2017). The Datafied Society. Studying Culture through Data. Amsterdam: Amsterdam University Press.