

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2022

Description of seminars

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

Lecturer:

Titel (dt.): News that matter? Standardisierte Befragung und experimentelle Designs zur Analyse der politischen Nachrichtenrezeption

Titel (engl.): News that matter? Standardized Survey and Experimental Design for Analyzing Political News Reception

Beschreibung:

Description:

The aim of the course is to provide a compact and well-founded overview of selected standardized methods of empirical communication research. The focus is on standardized or quantitative surveys and their embedding in experimental designs. These methodological approaches will be discussed and deepened using the example of political news reception and will also be applied practically within the framework of a joint empirical case study. Knowledge about the application and implementation of the methods in empirical projects will also be imparted.

The course will be held compactly at the end of the summer term during the week of July 11-15 (daily class from 09-18). A virtual preliminary meeting with assignment of papers will be organized in advance.

Literatur:

Literature:

Alasuutari, P., Bickman, L., & Brannen, J. (Eds.). (2008). The SAGE handbook of social research methods. Sage.