

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2022

Description of seminars

Veranstalter*in: Prof. Dr. Cornelius Puschmann

Lecturer:

Titel (dt.):

Titel (engl.): Research Seminar Part I: Mobile Communication

(immer
angeben)

Beschreibung:

Description:

Mobile devices have fundamentally changed how people around the globe communicate and consume media. Smartphones, tablets and smart watches enable a diversity of activities that have not traditionally been considered mediated, such as shopping, cooking, working out, monitoring one's health and dating. As these devices permeate everyday life, they have also facilitated threats to privacy, cyberbullying and the spread of misinformation, while at the same time serving as lifelines to refugees and providing crucial communication infrastructure in natural disasters. Although communication scholars have studied mobile communication for roughly two decades, the methods used to study how people use hand-held devices have mostly been traditional. Standardized surveys or interviews on people's usage or observing their behavior in experimental or ethnographic studies have predominated as the means of investigating mobile media and communication.

These traditional methods are now increasingly complemented by an exciting new computational approach: app-based smartphone tracking. Through the use of dedicated apps it has become feasible to study user behavior on the basis of log files that track the use of apps, the activation of the screen and a range of other activities that may be recorded by sensors, all with explicit permission of users. Combining smartphone tracking with traditional approaches such as surveys and interviews opens entirely new possibilities for the empirical study of mobile communication.

This research seminar is split into three parts. In the first we will cover the interdisciplinary theoretical background that helps us to better understand mobile media and communication. In the second, we will learn to work with mobile tracking data and run a small-scale tracking study with two apps developed at the University of Bremen. In the third part of the class, students will work on their own research project in a small team.

In addition to an active interest in mobile communication and empirical research, participants should (a) be willing to actively track their smartphone use in the course of the semester (b) be willing to jointly work on a research project that approaches a research questions within the field of mobile communication on the basis of mobile tracking data (quantitatively or qualitatively).

Literatur:

Literature:

Ling, R et al (2020). The Oxford Handbook of Mobile Communication and Society. OUP.

Campbell, S. & Ling, R. (2019). Effects of Mobile Communication. In: Media Effects Advances in Theory and Research (Oliver, Raney & Bryant, eds.). Routledge.

Helles, R. (2013). Mobile communication and intermediality. *Mobile Media & Communication*, 1(1), 14–19. <https://doi.org/10.1177/2050157912459496>