

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2024

Description of seminars

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

Lecturer:

Titel (dt.):

Titel (engl.):

(immer
angeben)

**Methods Class: Standardized survey and experimental
design for analyzing political news reception**

Beschreibung:

Description:

The aim of the method courses is to provide a compact and well-founded overview of selected standardized methods of empirical communication research. In this particular class, the focus is on standardized/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 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.

Please note:

1. As part of the preparation for the first sessions each student will prepare a 10-minute impulse presentation, featuring a selected journal article on an empirical study in the field of "news reception." The impulse presentations will be performed in session 2, 3 and 4. On the one hand, they serve to provide us with a compact overview of standardized empirical (experimental) research on news reception; on the other hand, we already get to know some methodological peculiarities "on the fly", which we can fall back on in the further course of the seminar and which we will then deepen further. I will distribute the texts randomly after admission (i.e., I will draw one text out for each of you); all texts are journal articles that correspond to each other in scope and complexity.
2. In the collaborative teamwork units we work with computers in the course. Therefore, please bring a laptop and, if possible, an extension cord. Please also bring materials to record your ideas and take notes.
- 3.

Literatur:

Literature:

See Syllabus