

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2024

Description of seminars

Veranstalter*in: Prof. Dr. Peter Gentzel

Lecturer:

Titel (dt.): Digital Methods – Overview

Titel (engl.): Digital Methods – Overview

(immer
angeben)

Beschreibung:

Description:

The aim of the seminar “Digital Methods – Overview” is to give an overview of different research methods with an emphasis on digital media and communication.

To achieve this, the seminar is divided into two parts.

Part 1 (first block session) “A social science approach to digital media research” introduces the general methodology of researching digital media and communication. In addition to basic methodological approaches and perspectives, the planning of qualitative and quantitative / theory-finding and theory-testing procedures is discussed. Part 1 is presented in the form of a lecture and then discussed in the seminar/deepened through group work.

On this basis, Part 2 (second and third block sessions) “Tools and Approaches” provides an overview of various individual tools and methods of empirical research on digital media and communication. The tools/methods discussed in the seminar will be presented by a group of students in 15-20 minutes.

Literatur:

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