

DEPARTMENT OF “International Communication and Media Research”
COURSE SYLLABUS

Course Details					
Code		Academic Year		Semester	
ICMR109		2023-2024		1	
Title		T	A	L	ECTS
Current Perspectives in Media Reception and Effects Research		2	0	0	5
Language	English				
Level	Graduate	x	Postgraduate		
Department / Program	International Communication and Media Research				
Forms of Teaching and Learning	Face-to-Face (60%), Distance Learning (40%)				
Course Type	Compulsory	x	Elective		
Objectives	Knowledge and skills in the field of reception and effects research in an international and digitized context are a necessity for a professional career either in communication science or in economics. Future academics need to comprehend societal developments that originate from media consumption by applying elaborated theoretical frameworks and thus contributing to a scientific understanding of the media landscape.				
Content	The seminar focuses on current developments in the context of digital media reception and effects research with an emphasis on social media. Topics discussed include motives of social media use, social media and privacy regulation, self-presentation on social media, and social media and well-being. All topics address recent developments in social media research that are highly relevant to the everyday and social lives of today's social media users. Based on literature work, the seminar teaches theories and methods of (digital) media reception and effects research. These are discussed, reflected upon, and applied in various forms, such as discussions, presentations, literature reviews, and creative tasks.				
Prerequisites	This course requires a basic understanding in the field of media reception and effects research. Basic knowledge in empirical methods is helpful.				
Coordinator	–				
Lecturer(s)	Dr. Arne Freya Zillich				
Assistant(s)					
Work Placement	–				
Recommended or Required Reading					
Books / Lecture Notes	<p>Alhabash, S., & Ma, M. (2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students? <i>Social Media + Society</i>, 3(1). https://doi.org/10.1177/2056305117691544</p> <p>Neubaum, G., Metzger, M., Krämer, N., & Kyewski, E. (2023). How Subjective Norms Relate to Personal Privacy Regulation in Social Media: A Cross-National Approach. <i>Social Media + Society</i>, 9(3). https://doi.org/10.1177/20563051231182365</p>				

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	<p>Gorea, M. (2021). Becoming Your “Authentic” Self: How Social Media Influences Youth’s Visual Transitions. <i>Social Media + Society</i>, 7(3). https://doi.org/10.1177/205630512111047875</p> <p>Nabi, R. L., Wolfers, L., & King, J. (2023). Social Media Use and Patterns of Emotional Experience. A Consideration of Anxiety, Depressions, and Hope. In R. Nabi, J. G. Myrick: <i>Emotions in the Digital World: Exploring Affective Experience and Expression in Online Interactions</i> (pp. 155–173). Oxford University Press.</p> <p>Siddaway, A. P., Wood, A. M., Hedges, L., V. (2019). How to Do a Systematic Review: A Best Practice Guide for Conducting and Reporting Narrative Reviews, Meta-Analyses, and Meta-Syntheses. <i>Annual Review of Psychology</i>, 70, 747–770. https://doi.org/10.1146/annurev-psych-010418-102803</p>		
Other Sources	–		
Additional Course Material			
Documents	–		
Assignments	–		
Exams	–		
Course Composition			
Social Sciences			100%
Natural Sciences			%
Engineering Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam			
Quiz			
Assignments	9		0
Attendance	14		0
Recitations	1		20
Projects	1		20
Final Exam	1		60
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	14	1	14
Assignments	9	2	18

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Presentation / Seminar Preparation			
Midterm Exam			
Recitations	1	10	10
Laboratory			
Projects	1	30	30
Final Exam	1	50	
Total Work Load			150
ECTS Points (Total Work Load / 30)			5

Learning Outcomes

1	Students learn to describe, explain, evaluate, and compare recent approaches and theories in media reception and media effects research.
2	Students learn to identify, paraphrase, and classify key theoretical assumptions, applied methods, and important findings from scientific publications.
3	Students learn to systematically structure and analyze the current state of research, and to deduce research gaps. They learn to assess the applicability of various approaches for scientific and practical purposes.
4	Students learn to apply theories and empirical research results to identify actual problems in media and communication practice and develop possible solutions.

Weekly Content

1	Introduction to the class
2	Motives of Social Media Use
3	Motives of Social Media Use
4	Privacy Regulation on Social Media
5	Privacy Regulation on Social Media
6	Self-Presentation on Social Media
7	Self-Presentation on Social Media
8	Social Media and Well Being
9	Social Media and Well Being
10	How to do a systematic literature review?
11	How to do a systematic literature review?
12	Planning a social media campaign
13	Planning a social media campaign
14	Closing session: Information about the term paper and course evaluation

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6
1	5	1	5	4	5	4

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2	5	2	5	4	5	4
3	5	1	5	4	5	5
4	4	2	3	3	4	4
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High					
Compiled by:	Dr. Arne Freya Zillich					
Date of Compilation:	29.08.2023					

Program Objectives

P1	Graduates have profound theoretical and methodological knowledge in Communications and Media Studies.
P2	The Master's program qualifies graduates to independently plan, conduct, evaluate and report qualitative and quantitative empirical research in the field of Communications and Media.
P3	Graduates have the ability to successfully use the acquired basic concepts, theories and methods of Communications and Media Studies to formulate and process socially relevant research questions and critically analyse media communication processes.
P4	The Master's program enables graduates to work on problems in the scope of their subject area, including interdisciplinary approaches, at an internationally compatible level.
P5	Graduates are able to comprehend and reflect on international and intercultural aspects of media communication as well as recent trends in communication and media research.
P6	The Master's program qualifies graduates for academic work and application-oriented research.