

Institut für historische Publizistik, Kommunikations- und Medienwissenschaft

Kommentar zur Lehrveranstaltung im SoSe 2019

Veranstalter*in Prof. Dr. Yannis Theocharis

Titel (dt.): Einführung in Standardisierte Verfahren

Titel (engl.): Introduction to Quantitative Research Design and Data Analysis

Beschreibung:

Does incidental news exposure on social media make people more knowledgeable about current affairs? How does playing a violent computer game affect a child's everyday behaviour? Is it possible that the more time you spend on Instagram the more unhappy you are with yourself? And does seeing supportive posts about the refugee crisis on Facebook makes you more likely to participate in a refugee solidarity campaign? Media and communication scholars frequently use quantitative methods to study media use and its effects on our behaviour in a multitude of contexts, such as elections, political and marketing campaigns, news and entertainment. The module provides students with an introduction to core ideas of quantitative research design and data analysis with the aim of helping them develop skills for using quantitative data to make sense of the world around them. Focusing on the development of skills in the hands-on analysis of – predominantly survey – data, the course is split into a series of seven lectures and fourteen seminars with content that builds upon one another. The lectures discuss fundamental aspects of quantitative research design such as developing robust theory-driven research questions, understanding causality and the use different types of study designs, building concepts and measures, and familiarizing oneself with probability. The seminars build on these research design principles and go on to train students to apply them through hands-on analysis of survey and other data. The seminars will focus on fully familiarizing students with R, a free, open-source software for computational data analysis, and in enabling them to develop skills on how to explore, analyze, and visualize quantitative data, as well as use these skills to test hypotheses in small- or large-scale research projects. The goal of the module is to enable students to become sophisticated consumers of quantitative research in media and communication research (and social science research more broadly), and to enable them to conduct their own research using computerized data and software and to effectively present the results to others using tools and ideas from the course.

Literatur:

Lecture:

- Adams, K.A. & Lawrence, E.K. (2018). *Research Methods, Statistics, and Applications* (2nd Edition). London: Sage
- Kellstedt, P.M. & Whitten, G.D. (2018). *The Fundamentals of Political Science Research* (3rd Edition). Cambridge: Cambridge University Press

Seminar:

- Fogarty, B.J. (2018). *Quantitative Social Science Data with R: An Introduction*. London: Sage.
- Field, A., Miles, J. & Field, Z. (2012). *Discovering Statistics Using R*. London: Sage

Session dates