

AGENDA

- **Activity: Match the Method**
- Input: Designing a Study on Media USe
- Activity 2: Designing a Research Study on Media Use



Media Use & News Avoidance

Media Use, Course A
Summer Term 26
Dr. Isabella Gonçalves

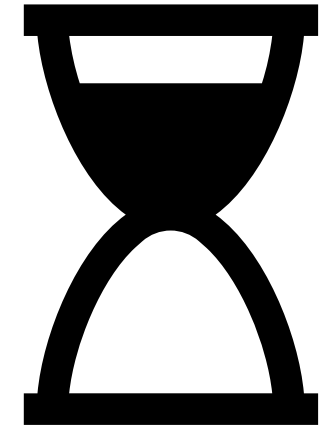
Activity: Match the Method

Please divide into pair.

Goal: Match audience research methods to research scenarios and justify your choices.

Activity Steps:

Each pair should match real-life audience research scenarios with the most appropriate research method from the list. You will have to search for each of the listed methods to understand them. Briefly explain why the method is appropriate for the scenario.



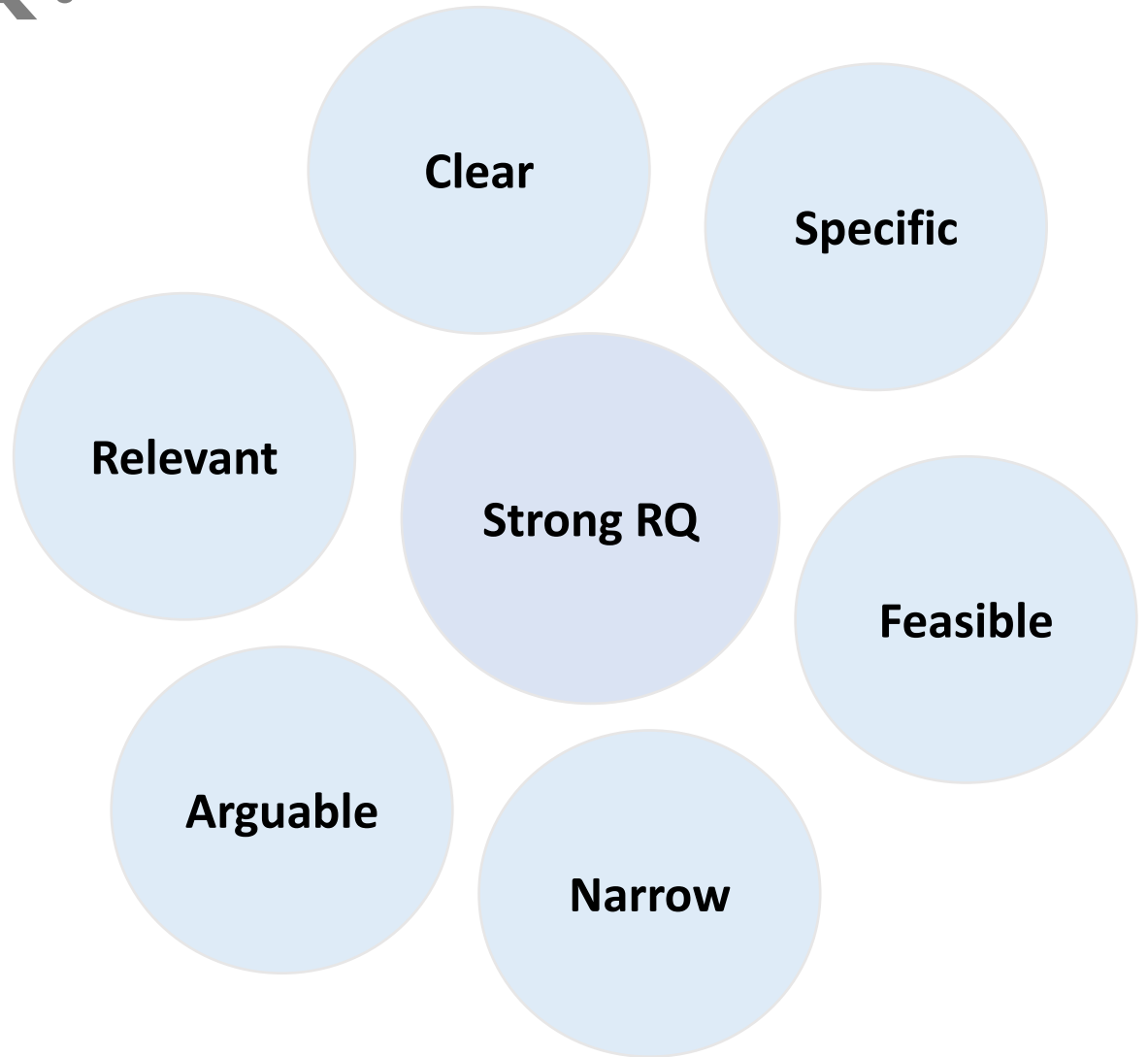
15 – 20 Minutes

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What makes a good RQ?

- A good RQ includes:
 - a) Who? (sample)
 - b) What? (variables)
 - c) Where/when? (context)
 - d) How? (relationship)



Some examples

Example 1: “How does social media affect people?”

Problem: too broad

Example 2: “Does Instagram use affect mental health among young people?”

Problem: still not specifying the sample enough

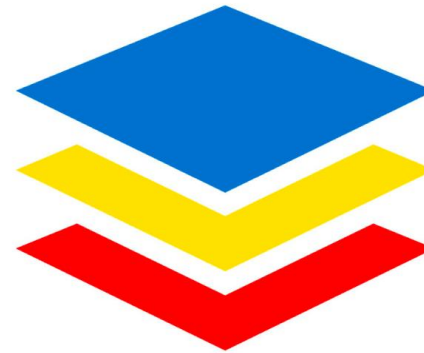
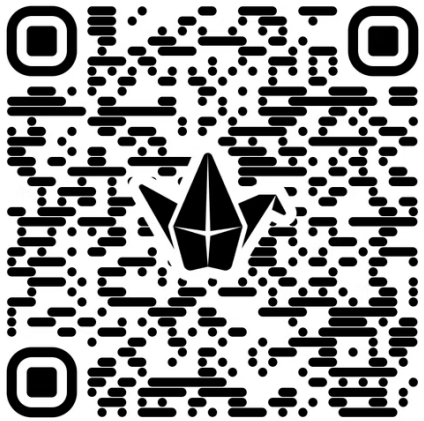
“Is time spent on Instagram associated with self-reported anxiety among university students (18–25) in Germany?”

Stronger RQ

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CONSIDER THE RESEARCH QUESTIONS IN HYBRID MEDIA ENVIRONMENTS



Pre-Communicative Phase (Exposure)

Communicative Phase (Effects)

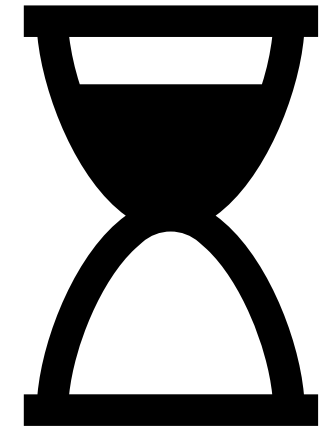
Post-Communicative Phase
(Appropriation)

Activity: Designing a Research Study on Media Use

1. In groups (4-5), narrow a research question of your choice to an empirical study on media use by specifying: (a) sample; (b) main variable(s) of analysis; (c) context; (d) type of relationship (e.g. association, effect, perception)
2. Choose the most appropriate research method.
3. Write a short research plan:
 - What would you study?
 - How would you collect the data?

You may use existing papers for inspiration!

4. Pitch your idea to the entire class in about 2-3 Minutes



30 - 40 Minutes

SEE YOU NEXT WEEK!



Course A:



GFG Raum 01-701



Tuesdays, 18:15 – 19:45