



UNIVERSITÄT
LEIPZIG

Faculty for Social Science and
Philosophy
Institute for Communication and
Media Science
Online Communication
Prof. Dr. Cornelia Wolf

LEHRVERANSTALTUNG SS 2023

Project Seminar “Research Project Communication Management: Startup Communication – A systematic literature review” (2 SWS)

**BA Kommunikations- und Medienwissenschaft
Module 06-005-1120**

Prof. Dr. Cornelia Wolf, cornelia.wolf@uni-leipzig.de

Tuesday 13.15-14.45; Nikolaistraße 27-29, Room 1.06
First session: 04.04.23

Last edit: 01.03.2023

Description

In combination with the seminar “Start-up Communication: Theory and Practice” this project seminar allows students to conduct a research project in a relatively new area of communication management and strategic communication, that is startup and entrepreneurial communication.

In the process of conducting and evaluating the method of systematic literature review, competences that have been acquired in the methods modules are deepened and applied to a concrete question of communication management and strategic communication in the area of startup and entrepreneurial communication. This includes qualitative data collection as well as data evaluation by means of interpretative and statistical methods, in this case a content analysis using the software MAXQDA.

By independently writing a research report, students are enabled to document and reflect on their project results and to discuss them in the context of the state of research. They thus acquire important qualifications for writing the Bachelor's thesis.

Method

The focus of the project seminar is on the conception, implementation and evaluation of a research project in the field of communication management and strategic communication in the area of startup and entrepreneurial communication. This takes place both in the entire seminar group as well as in individual working groups, which independently work on partial studies or partial aspects of a joint study.

The thematic introduction to the research area as well as the study of relevant theoretical approaches and the state of research in the field of start-up and entrepreneurial communication takes place in the associated seminar "Start-up Communication: Theory and Practice". Parallel to this, in the project seminar, the methodological basics of the method of systemic literature analysis are worked out on the basis of scientific articles and examples of application. Based on this, a research question for the project is defined and the methodological design is developed. In addition to the sampling strategy, special attention is paid to the implementation of the analysis with the help of MAXQDA. The coding of the literature takes place both together in the sessions and individually. Finally, there will be a presentation of central results and a reflection on the study in the seminar.

Exam performance

All students taking an examination must actively participate in the preparation and implementation of the respective session as well as in the preparation and implementation of the study. The common steps from planning to implementation and evaluation of the study are individually comprehensible through individual tasks in the seminar during the semester and can thus be documented and reflected on in the project report. Small groups will be built which conduct the research steps together and write their project reports as a group project.

Examination performance is a project report. Further details will be discussed in the first session. The report must be submitted by 31.08.2023 with a signed (!) declaration of independence (10-12 pages *per person*, font size 11-12, page margin on the right at least 2.5 cm) plus bibliography and appendix sent by e-mail as ONE PDF file to Professor Wolf and Daniel Ziegele.

Regular attendance is required, as the study regulations stipulate 30 hours of attendance in this seminar for the acquisition of credit points in this module. In case of illness or sick leave, please inform the lecturer by e-mail.

Literature

Please download the respective literature and read the texts BEFORE the session. Texts mentioned in the schedule are the basis for exercises and group/interactive elements in the sessions or between sessions.

Seminar literature:

Booth, A., Sutton, A., & Papaioannou, D. (2016). Systematic Approaches to a Successful Literature Review. Sage Publications Ltd. https://www.researchgate.net/publication/235930866_Systematic_Approaches_to_a_Successful_Literature_Review

Schedule

04.04.23	13-15	Meet and greet, introduction General information (seminar overview and examination performance)
21.04.23	13-15	Methodology I Introduction to the method of systematic literature analysis Discussion of examples Literature: Ausserhofer, J. et al. (2020). The datafication of data journalism scholarship: Focal points, methods, and research propositions for the investigation of data-intensive newswork. <i>Journalism</i> , 21(7), 950-973. https://doi.org/10.1177/1464884917700667 Godulla, A., Hoffmann, C., & Seibert, D. (2021). Dealing with deepfakes – an interdisciplinary examination of the state of research and implications for communication studies. <i>Studies in Communication and Media</i> , 10(1), 72–96, https://doi.org/10.5771/2192-4007-2021-1-72 Naab, T. K., & Sehl, A. (2017). Studies of user-generated content: A systematic review. <i>Journalism</i> , 18(10). https://doi.org/10.1177/1464884916673557 Spender, J.-C. et al. (2017). Startups and open innovation. A review of the literature. <i>European Journal of Innovation. Management</i> , 20(1), 4-30. https://doi.org/10.1108/EJIM-12-2015-0131 Wiencierz, C., & Röttger, U. (2017). The use of big data in corporate communication, <i>Corporate Communications: An International Journal</i> , 22 (3), 258-272. https://doi.org/10.1108/CCIJ-02-2016-0015
18.04.23	13-15	Methodology II Introduction to the method of systematic literature analysis Discussion of features and steps Literature: Grant, M.J., & Booth, A. (2009). A typology of reviews: an analysis of 14 review types and associated methodologies. <i>Health Information and Libraries Journal</i> , 26, 91–108. https://doi.org/10.1111/j.1471-1842.2009.00848.x Okoli, C. (2015). A Guide to Conducting a Standalone Systematic Literature Review, <i>Communications of the Association for Information Systems</i> , 37, 879-910. https://doi.org/10.17705/1CAIS.03743 Munn, Z., Peters, M. D. J., Stern, C., Tufanaru, C., McArthur, A., & Aromataris, E. (2018). Systematic review or scoping review? Guidance for authors when choosing between a systematic or scoping review approach. <i>BMC Medical Research Methodology</i> , 18, 143, https://doi.org/10.1186/s12874-018-0611-x
25.04.23	13-15	Research Project I Development of the research design – the research question Team task I research question(s), submission Fri, 28.04.23, 10 AM

02.05.23		<p>Research Project II</p> <p>Development of the research design – Keywords and database(s)</p> <p>Team task II keywords and database, submission Mon, 08.05.23, 9 AM</p> <p>Literature:</p> <p>Falagas, M.E., Pitsouni, E.I., Malietzis, G. A., & Pappas, G. 2008. Comparison of PubMed, Scopus, Web of Science, and Google Scholar: strengths and weaknesses. <i>The FASEB Journal</i>, 22(2), 338-342. https://doi.org/10.1096/fj.07-9492LSF</p>
09.05.23	13-15	<p>Research Project III</p> <p>Development of the research design – Data collection & sampling</p>
16.05.23	13-15	<p>Research Project IV</p> <p>Development of the research design – Categories</p> <p>Team task III categories, submission Mon, 22.05.23, 9 AM</p>
23.05.23	13-15	<p>Research Project V</p> <p>Development of the research design – Presentation of Previous Research & Coder training I</p> <p>Team task IV pretest, submission Mon, 29.05.23, 9 AM</p>
30.05.23	13-15	<p>Research Project VI</p> <p>Development of the research design – Pretest & Coder training II</p> <p>Team task V analysis, presentation, Tue, 04.07.23, submission Mon, 10.07.23 9 AM</p>
06.06.23	13-15	<p>Analysis I</p> <p>Q&A Coding</p>
13.06.23	13-15	<p>Analysis II</p> <p>Q&A Coding</p>
20.06.23	13-15	<p>Analysis III</p> <p>Q&A Coding and presentation</p>
27.06.23	13-15	<p>Analysis IV</p> <p><i>Individual Coding time, preparation of presentation</i></p>
04.07.23	13-15	<p>Presentation of group result, Discussion of implications</p> <p>Submission of data set until Mon, 10.07.23 9 AM</p>
11.07.23	13-15	<p>Final Session & Feedback</p>