



UNIVERSITÄT
LEIPZIG

Faculty for Social Science and Philosophy
Institute for Communication and Media Science

Dr. Michael Johann

LEHRVERANSTALTUNG SS 2024

Project Seminar “Research Project Communication Management: Startup Communication – Leadership and Image Transfer” (2 SWS)

BA Kommunikations- und Medienwissenschaft (Module 06-005-1120)

Dr. Michael Johann, michael.johann@phil.uni-augsburg.de

Thursday, 11.04.24, 17-19 Uhr

Friday, 24.05.24, 11-19 Uhr

Saturday, 25.05.24, 09-19 Uhr

Friday, 21.06.24, 11-19 Uhr

Institute building (Nikolaistraße 27-29), Room 1.06

Topic

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 online experiments, competences that have been acquired in the methods modules are applied and deepened to a concrete question of communication management and strategic communication in startup and entrepreneurial communication. This includes developing hypotheses, designing an online experiment, collecting survey data, and analyzing quantitative data. By independently writing a research report, students are enabled to document and reflect on their project results and to classify them in 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 experimental research are worked out based on scientific articles and examples of application. Based on this, a research question and particular hypotheses for the project are defined and the methodological design is developed. In addition to the sampling strategy, special attention is paid to the development and testing of stimuli for the experiment as well as the analysis of quantitative data, using SPSS. The data collection takes place 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 during the semester and can thus be documented and reflected on in the project report. If possible, small groups will be built which might 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 01.09.2024 in the original with a signed declaration of independence (10-12 pages *per person* plus bibliography and appendix, font size 11-12, page margin on the right at least 2.5 cm, printed on one side; punched; no binders) to the secretary's office at Ms Böhland and sent in parallel by e-mail as a pdf to Dr Johann.

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.

Preliminary schedule and topics

11.04.24 Session 1	Kick-off: Meet and greet, introduction General information on the seminar and the examination performance, introduction to the planned research, allocation of groups if necessary/possible
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Compact session I: Designing the study and crafting hypotheses

24.05.24 Session 2	<ul style="list-style-type: none">- Introduction to the empirical research process: From hypothesis to analysis- Developing hypotheses for startup communication, leadership, and image transfer- Overview of quantitative research designs suitable for testing these hypotheses- Group work: Brainstorming suitable research designs- Assigning tasks for literature review to support design choices
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Compact session II: Setting up the experiment and collecting data

25.05.24 Session 3	<ul style="list-style-type: none">- Operationalizing constructs and variables- Deep dive into experimental design specifics: experimental and control groups, randomization, stimuli, and ensuring reliability, validity, and objectivity- Practical workshop on creating surveys using digital tools (soscisurvey)- Group work: Finalizing the experiment setup and planning the data collection- Ethics in research: Ensuring consent and confidentiality in data collection
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Compact session III: Analyzing data and interpreting results

21.06.24 Session 4	<ul style="list-style-type: none">- Conducting descriptive and inferential statistics using SPSS- Interpreting the results in the context of startup communication and leadership- Group work: implications for startups and communication management- Discussion on how to present and discuss research findings effectively- Reflecting on the research process: Challenges faced and lessons learned
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Selected literature

- Brosius, H.-B., Haas, A., & Koschel, F. (2016). *Methoden der empirischen Kommunikationsforschung: Eine Einführung*. Springer VS. <https://doi.org/10.1007/978-3-531-19996-2>
- Döring, N. (2022). *Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften*. Springer VS. <https://doi.org/10.1007/978-3-662-64762-2>
- Field, A. (2018). *Discovering statistics using IBM SPSS*. SAGE.
- Hertwig, R., & Ortmann, A. (2008). Deception in experiments: Revisiting the arguments in its defense. *Ethics & Behavior*, 18(1), 59–92. <https://doi.org/https://doi.org/10.1080/10508420701712990>
- Koch, T., Peter, C., & Müller, P. (2019). *Das Experiment in der Kommunikations- und Medienwissenschaft. Grundlagen, Durchführung und Auswertung experimenteller Forschung*. Springer VS. <https://doi.org/10.1007/978-3-658-19754-4>
- Lewis, J. (2019). Experimental design. In R. Iphofen (Ed.), *Handbook of research ethics and scientific integrity*. Springer Nature. https://doi.org/10.1007/978-3-319-76040-7_19-1
- Matthes, J., Marquart, F., Naderer, B., Arendt, F., Schmuck, D., & Adam, K. (2015). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. *Communication Methods and Measures*, 9(4), 193–207. <https://doi.org/10.1080/19312458.2015.1096334>
- Ross, S. M., & Morrison, G. R. (2004). Experimental research methods. In D. Jonassen, & M. Driscoll (Eds.), *Handbook of research on educational communications and technology. A project of the Association for Educational Communications and Technology* (pp. 1021–1043). Routledge.
- Westfall, J., Kenny, D. A., & Judd, C. M. (2014). Statistical power and optimal design in experiments in which samples of participants respond to samples of stimuli. *Journal of Experimental Psychology: General*, 143(5), 2020–2045. <https://doi.org/10.1037/xge0000014>

Contact

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Consultation hours by prior appointment