Emnerapport / Course report ved / at Infomedia #124

Emnekode / Course code	MEVIX100
Emnetittel / Course title	Introduksjon til media og kommunikasjon
Semester	Høst 2023
Emneansvarlig / Course coordinator	Silje Kristiansen
Sist evaluert (semester / år) / Last evaluation (semester / year)	Høst 2019

Hva er emnets undervisnings- og vurderingsform? / What are the teaching methods and forms of assessment used in the course?
Forelesninger og temadager.
Mappeeksamen.

Evalueringsmetode(er) / Form of evaluation	Studentsurvey

Sammendrag av studentene sin evaluering / Summarize the results from the student evaluation
The students think the following is working well: Some mention they liked the temadager and the seminars. Some mention that they thought the lectures had a good flow and that lecturers were available to them. Some students mention the liked the ability to submit a draft of the final exam and get feedback on it before handing it in at the end of the course. They liked the variation of lectures coming in to lecture. Some mention the workload was appropriate. They liked the balance between lectures, readings and the assignments.

When asked what they thought was most difficult they say: Some mention that theories and methods were the most difficult elements. Some mention issues navigating MittUiB. Some mention that the framing analysis was difficult and that there was not enough literature on it. Some mention that the broad scope of the lecture was challenging. Some mention that there was a lot to read and that it was difficult to understand certain aspects of theoretical concepts.

When asked what can be changed with the course students answer: Some mention that their seminar leader was not satisfactory to them. Some are unhappy with the focus on climate change. Some request a different way to introduce methods. Some mention that some of the literature on the pensum was not mentioned in the lectures. Some request the exam and the lectures to be closer connected. Some mention that deadlines were too short.

Emneansvarligs evaluering / The course coordinator's evalutaion
Teaching this course for the first time it was a little difficult to understand the structure of the class, including the seminars and the mappeeksamen.
Given this is the first class students take, I think we can allow ourselves to be less "fun" with a strong focus on production, computer games etc. There is a lot of theory to cover, and I think the entire course could be on only theory. However, since there is not much of a method introduction elsewhere to students, that also needs to be touched upon in this course. And methods could be a multi-semester education in itself.
Regarding the exam, I think given the developments with AI, that this course could benefit from an oral exam at the end. This could even be held in groups of three students.

On the bright side of things, I personally like the variety of lecturers coming in talking about what they are experts in. Of course I personally also liked the "fun" that is brought into this class, as in focus on climate change, media production, computer games. However, as mentioned I am not sure that is the best way to lay a solid basis for our students to stand on.

Some students mentioned having issues with framing. I realized a little late that the literature on pensum was not covering framing enough. For future reference, Entman 1993 should be included on the pensum in case future

lecturers want to focus on that.

Last opp karakterfordeling her   GradeExport_181864701_80368725.xlsx
(Du finner den i Inspera, alternativt kan du ta kontakt med administrativ kontaktperson)

Upload the grade distribution here (You'll find it in Inspera, you can also contact the administrative contact person)

Mål for neste evalueringsperiode - forbedringstiltak? / Goals for the next evalution period - what can be improved?
In the big picture I think MEVI students need one or several separate lectures on methods and statistics. That would free up time in MEIX100 to focus more on the theoretical bases of our field.