

# Assignment

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## Assignment

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Conception and implementation of an online service

### Task definition

The participants have the task of developing the concept (strategy, content, design) for an online service (e.g. online magazine/blog, audio/video podcast, social media service) in an evidence-based and target group-oriented manner and realizing it as a functioning prototype in a suitable channel. The participants carry out the tasks in teams (usually at least three people per group). These teams are usually interdisciplinary.

### Examination

The project paper is submitted with a written documentation (Part A) and an online address/link (Part B) via which the prototype can be accessed. Parts A and B must be submitted together as one PDF. Optionally, after consultation with the lecturer, the submission can be made as a zip folder (maximum size of the folder: 2.5 GB), in which parts A and B are collected as a PDF and other files (graphics, audios, videos). Catch-up examinations must always be submitted as individual work. Please be sure to coordinate your topic with the lecturer.

### Part A - Written documentation

The documentation describes in detail and in a structured manner the concept development, the implementation process and, if applicable, measures and metrics for evaluation and performance review (optional, if instructed to do so by the lecturer). Decisions must be evidence-based and justified (based on suitable literature (theory/research status, e.g. on online media, channels & services and their use) and, if necessary, supplementary own empirical surveys and analyses (e.g. market analyses, user surveys, (eye) tracking, etc.)). In particular, the documentation should document how the developed concept and its implementation take into account the characteristics and special features of a) online media, b) the selected channel, and c) the target group(s).

The structure of the documentation can be based on the following points (example):

1. Background and initial situation (theory, data & facts; implications)
2. Strategy and objectives (journalistic, economic)
3. Target groups and channels (which? why?)
4. Content and editorial processes (Which? Why?)
- 5 Design (Which? Why?)
6. Technical implementation and evaluation (e.g. metrics)
7. Outlook (What opportunities are there for the future?)

The length of the paper is approx. 6 pages per person (including figures and tables, plus bibliography and appendix if applicable). The guidelines for project papers, the handling rules for the use of AI and the standards of the American Psychological Association (APA) regarding citation, figures and tables in the current version apply. In accordance with the guidelines for project papers, students must indicate who has worked on which parts.

## **Part B - Prototype**

The implementation of the online service includes a functioning prototype (front end) as derived and described in the documentation. The service is implemented in a suitable channel (e.g. blog, YouTube, Twitch, Spotify, Instagram, Facebook, TikTok, etc.) in terms of content, design and technology.

## **Assessment grid**

### **Documentation (Part A) (max. 60 points)**

*Form (max. 20 points)*

- **External form** (margins and spacing in the text / formatting of the paper according to guidelines / cover sheet) (max. 5 points)
- **Language and wording** (spelling / grammar / punctuation / expression / precision of wording) (max. 5 points)
- **Citation / bibliography** (correctness) (max. 5 points)
- **Indexes, figures, and tables** (formatting and correctness of indexes / care in the selection and preparation of figures and tables) (max. 5 points)

*Idea and structure (max. 20 points)*

- **Innovativeness and plausibility of the project, own initiative in developing the idea** (max. 10 points)
- **Comprehensibility of the structure / logic in the conceptual structure**

(max. 5 points)

- **Stringency of the argumentation / conclusions** (max. 5 points)

*Content* (max. 20 points)

- **Fit** (fit of the developed concept to the application context / evidence-based decisions) (max. 10 points)
- **Comprehensibility and quality of methodology and sources** (selection of methods and sources appropriate to the task and scientific practice) (max. 10 points)

**Prototype (Part B)** (max. 40 points)

- Appropriateness and fit (fit between concept and implementation, appropriateness with regard to strategy, goal(s) and target group(s)) (max. 10 points)
- Content (innovativeness, quality and fit of the content) (max. 10 points)
- Design (innovativeness, quality and fit of the design) (max. 10 points)
- Technical implementation (innovativeness, quality and appropriateness of the technical implementation, fit of channel and offer / functionality / error-free function) (max. 10 points)

**Total:** 100 points.

Please read the detailed version of the examination performance and talk to your lecturer about the exact design!

For further information on the course literature and the contents of the module, please refer to the syllabus for this course. You will also find the exam assignment here. The current syllabus can be found here:



**Project Paper\_MMe\_Online Media.pdf**