TIME TO START THE JOURNEY
Session’s programme

- Practical information
- The courses
  - Milestones in Communication Science (12 ECTS)
  - Introduction to Research Methodology (12 ECTS)
  - Research Practice Seminar (6 ECTS)
  - Mastering your Master’s
- Tips from a survivor
- Q&A

And finally…..
Student ‘borrel’ @ Café de Roeter (Roetersstraat 192)
WHAT'S YOUR PATH?
Your academic path

Semester pre-Master’s programme:
3 September 2018 – 1 February 2019

Semester 1 (Research) Master’s programme:
4 February 2019 – 28 June 2019

Semester 2 (Research) Master’s programme:
2 September 2019 – 31 January 2020

Check [http://student.uva.nl/mcs/az](http://student.uva.nl/mcs/az) for the academic calendar
Your pre-Master’s programme

<table>
<thead>
<tr>
<th>Semester 1 of academic year 2018-2019  (Monday 3 September 2018 - Friday 1 February 2019)</th>
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<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
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<td>Milestones in Communication Science (12 ECTS)</td>
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<tr>
<td>Introduction to Research Methodology (12 ECTS)</td>
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<td>Mastering your Master’s (0 ECTS)</td>
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Mastering your Master’s is mandatory for all students with a non-Dutch Bachelor’s degree. Optional for other pre-Master’s students -> send an email to graduateschoolofcommunication@uva.nl
A scary message…

**Important:** Complete your pre-Master’s programme!

*Not passing means:*

- Not starting your Master’s
- One semester delay

**Note:** You are only allowed to follow the pre-Master’s courses twice
Facebook group

UvA GSC pre-Master’s Programme
September 2018

https://www.facebook.com/groups/243165393187952/?ref=br_rs
Courses
Milestones in communication science

dr. Rutger de Graaf
About the lecturer

- Dr. Rutger de Graaf
  - Email: R.H.deGraaf@uva.nl
  - PhD in Communication
  - Master in Political Communication and Ancient History
  - Various Journalism and PR certificates
  - 12 years professional experience in PR
  - Boardmember of the Amsterdam Association of Communication Professionals: www.welcomamsterdam.nl

- Specialisation in:
  - Application of scientific theories and models in a professional environment
Milestones are
- Media Revolutions
- Dominant
  - theories,
  - models and
  - concepts
- Important discoveries, scholars and trends
Familiarity with the sender

- Professor Dr. Denis McQuail
  - Professor Emeritus of the University of Amsterdam
  - Mass communication Theory has a long history
  - Sixth edition is the final edition
  - Still regarded as the most comprehensive manuscript on mass communication theory, despite some drawbacks
What are you going to learn?

Upon completion of this course, students should:

- Have knowledge of the history and development of communication science
- Have knowledge of communication science’s dominant theoretical approaches
- Have knowledge and understanding of the most important models and concepts in our field
- Be able to discuss practical examples of mass communication through use of scientific theories, models and concepts
Introduction to Research Methodology

- Fam te Poel  
- lectures

f.tepoel@uva.nl
Introduction to Research Methodology

- Matthijs Elenbaas
- Tutorial lecturer and coordinator
- M.elenbaas@uva.nl
Your tutorial lecturers

Matthijs Elenbaas

Christina Monzer
Introduction to Research Methodology

- IRM
- You will gain knowledge of and experience in
  - different methods of social scientific research
  - reading, collecting and analyzing data
  - the use of the prime statistical tool in the social sciences, SPSS
  - the basics of statistical analysis
- You will write a research proposal
- The course concludes with a written exam and a practical (SPSS) exam

- 1 or 2 lectures per week
- 1 tutorial per week
- First 8 weeks: methods
  After that: statistics
Course readings


85% of young people feel that the recent sexual harassment accusations have “started an important conversation.”

"On a Scale of 1-10, How Serious Was..."

- Harvey Weinstein: 9.7
- Kevin Spacey: 8.3
- Matt Lauer: 8.1
- Charlie Rose: 7.1
- Louis C.K.: 6.8
- Leon Wieseltier: 6.7
- Garrison Keillor: 3.5
- Al Franken: 3.3
- Aziz Ansari: 2.4

Source: Online Mother Jones survey
### Decision Tree Variables

- Geographical Indicator
- Years with current subscription
- Retired
- Gender
- Number of people in the household
- Toll free service
- Equipment rental
- Calling card service
- Wireless service
- Long distance last month
- Toll free last month
- Equipment last month
- Calling last month
- Wireless last month
- Level of education

**Right-click a variable to change its measurement level in the Variables list**

#### Right-Click Variables

- Force first variable
- Influence variable

**Growing Method:** CHAID

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- Churn within last month
- Age in years
- Marital status
- Years at current address
- Household income

**Node 6**

- Category: %
  - No: 84.3, 161
  - Yes: 15.7, 30

**Total:** 11.6, 116

**Total Yes:** 19.1, 101
Research Practice Seminar
Research Practice Seminar
Research Practice Seminar

- Final course of the Pre-Master!
- Takes place in the third block (i.e., in January 2019)
- 4-week intensive course
- Conduct a complete research project
  - Come up with a research question
  - Develop research design
  - Collect data
  - Analyze data
  - Write an academic research report
Research Practice Seminar

- No common lectures but each student is part of a tutorial group
- Several tutorial groups with different research topics
- You will receive more information about the groups and research topics per mail (in November/December)
Research Practice Seminar

For questions

- Coordinator: Susanne Baumgartner
  s.e.baumgartner@uva.nl
Mastering your Master’s

Mandatory for students with a non-Dutch Bachelor’s degree, optional for other pre-Master’s students (send an email to the Graduate School if you want to join)

Designed to prepare students for their Master’s by focusing on the particularities of the educational system at the Graduate School of Communication.
Mastering your Master’s

- 5 meetings during the pre-Master’s on;
  - Practicalities
  - Intercultural communication and the Dutch educational system
  - APA and plagiarism
  - Assessment tricks
  - Evaluations
  - Orientation towards the Master’s

- Taught by study advisers and other experts
- See Canvas for more information
Course outline (check time table)

- **Session 1. Practical information and intercultural communication**
  - 5 September -> potluck in C10.20

- **Session 2. Plagiarism**
  - 3 October (plenary session)

- **Session 3. Library Workshop**
  - 3 October (workgroup)

- **Session 4. Assessments and Examination**
  - 17 October

- **Session 5. Looking back and moving forward**
  - 21 November
Don’t forget….  

Bring something delicious with you for the first meeting to share!!!
My experience with statistics

WHAT IF I TOLD YOU

SPSS STANDS FOR SUBSTANTIAL PSYCHOLOGY STUDENT SUFFERING

I LOVE STATISTICS

IT MAKES STUDENTS CRY

WHAT IF STATISTICS WAS CREATED

TO MAKE US ALL FEEL STUPID?
You can do it!
Tour of the building

Follow Niklas and Yasmin
Follow us on

[Facebook Logo] uvacomscience

[Instagram Logo] uvacomscience