Introduction day

Communication Science

31-08-2021
Welcome!
What is important today?

• Information to get started
• Get in touch with each other
• Be on campus physically
Welcome!

Prof. dr. Bas van den Putte

Director College of Communication
• Health
• Social Safety
Marie Hoogstraten

Study adviser

- Information about the program
- Meet our staff & organization
- Q&A in the classroom
- Get to know your fellow students
- Campustour

*PS: this information session is being recorded, and will be shared with you later this week*

*PS: you can ask questions after the presentation in the classroom!*
‘Goodies’

- **Code of Conduct** ➔ read carefully
- **Face mask** ➔ use in hallways of UvA campus, until seated
- **Selftest** ➔ use next time before coming to campus
- **QR code to most important website:**
  
  student.uva.nl/communication-science
Corona Code of Conduct

1) Take care of your community
   Positive test? Let the study advisers know
2) Utilize self-testing and vaccinations
3) Ensure safe study spaces
4) Stay informed

Vaccination possibilities on Roeterseiland campus:
   Vaccination unit on location from 6 to 10 september
Nice to know & Need to know
Short-track Bachelor’s Communication Science

Bachelor’s Year 1
- Introduction to Communication Science Phase 1
- Methods of Communication Research and Statistics Phase 1
- Seminar Academic and Research Skills Phase 1
- Corporate Communication Phase 2
- Statistical Modelling Phase 2
- Entertainment Communication Phase 2
- Qualitative Research Phase 2
- Research Workshop: Content Analysis Phase 2
- Academic Skills Tutoring

Bachelor’s Year 2
- Persuasive Communication Phase 3
- Political Communication and Journalism Phase 3
- Graduation Project Phase 3

Bachelor’s Year 1:
1-2
3-4
5-6
7-8
9-10
11-12
13-14
15-16
17-18
19-20
21-22
23-24
25-26
27-28
29-30
31-32
33-34
35-36
37-38
39-40

Bachelor’s Year 2:
1-2
3-4
5-6
7-8
9-10
11-12
13-14
15-16
17-18
19-20
21-22
23-24
25-26
27-28
29-30
31-32
33-34
35-36
37-38
39-40
Semester 1 Bachelor

September - December

- Academic Skills Tutoring
- Introduction to Communication Science
- Methods of Communication Research and Statistics
- Research Workshop 1: Survey

January

Semester 1 Short-track

September - December

- Academic Skills Tutoring
- Introduction to Communication Science
- Methods of Communication Research and Statistics

January

- Seminar Academic and Research Skills
What courses will be in your first semester?

*PS: we love abbreviations...*

Methods of Communication Research and Statistics: **MCRS**
Introduction to Communication Science: **ICS**
Research Workshop Survey: **Survey** (bachelor)
Seminar Academic and Research Skills: **SARS** (short track bachelor)
Academic Skills Tutoring: **AST**
Introduction to Communication Science (ICS)

Annemarie van Oosten
Lecturer & researcher
The power of media
Social media use may harm teens' mental health by disrupting positive activities, study says

By Leah Asmelash, CNN
Updated 01:33 GMT (09:33 HKT) August 15, 2019

The Most Influential Spreader of Coronavirus Misinformation Online

Researchers and regulators say Joseph Mercola, an osteopathic physician, creates and profits from misleading claims about Covid-19 vaccines.

The New York Times

TikTok Trend: Eating Frozen Honey and Risking Ill Effects

Influencer marketing is big business: here are five mistakes the stars (and the brands who sponsor them) should avoid
Important theories and approaches in CS

Main questions:

• What do media do with people?
• What do people do with media?

Learn to link main theories in Communication Science to current developments in news media, political communication, advertisement, entertainment media, social media, etc.
Introduction to Communication Science

16 weeks:
Literature & online knowledge clips (posted online one week in advance)
  • Explanation of themes and theories of the coming week

Lectures on Wednesday (on campus + live stream)
  • Diving deeper into the material
  • Q&A

Main lecturers: Annemarie van Oosten & Sanne Kruikemeier (+ guest lecturers)

2 online tutorials (Thursday, Friday)
  • Application of theory with exercises
  • Practicing academic skills
  • Great team of lecturers!

  • Coordinator: Alma van den Berg
Literature

Scientific articles (see Canvas)
Meet MCRS

KEEP CALM AND BE SIGNIFICANT
Methods of Communication Research and Statistics

MCRS

Fam te Poel, PhD

lectures

Jack Cairns, MSc.

coordinator
Correlation is not Causation

How to study communication
How to study communication

• What is scientific research?
• Data collection methods
  • Survey
  • Experiment
  • Content analysis
  • Qualitative research
• How to interpret the data you collect?
  • Statistical analyses
  • Drawing conclusions
How to study

• **Monday and Tuesday**
  • Lecture
  • Tutorial meeting

• **Self-study**
  • Read book chapters
  • Watch micro lectures
  • Make homework assignments

• **Examination**
  • 3 Individual assignments
  • 1 group assignment
  • 2 reflection assignments
  • 2 exams

1st lecture Monday 6 September: ONLINE

Introduction to the course
What will we focus on in the next 16 weeks?
No homework
Academic Skills Tutoring (AST)

Next week 1st AST meeting:
• Meet your fellow students
• Meet your AST tutor
• More information about planning, timetables, how things work at the UvA and at CS

September 15: English test
• To measure your Academic English
• Insufficient score? → Mandatory English language classes
What can the study adviser help you with?

- Personal circumstances
- Chronic disease & disabilities
- Planning
- Study skills
- Honours programme
- Studying Abroad
- Career orientation
- contact for complaints and exemptions
Special needs for your timetable?
Let the study advisers know on time!

- Top-class athletes?
- Second Bachelor’s programme?
- Disability or chronic disease?
- Personal circumstances?

Walk-in hour today from 15.00 – 17.00 at REC C6.02 (after the campus tour)
From September 6th on:

  physical walk-in hour every day from 10.00 – 12.00

Telephone hours on Tue 14.00 – 16.00 & Fri from 10.00 – 12.00

Contact information: 020-525-3003 or studyadviser-cs@uva.nl
What can you find/do on Canvas?

Course page
  • Announcements
  • Course guide
  • Grades
  • Documents & literature
  • Assignment input links & deadlines
  • Email coordinator & tutorial teachers
  • AST page

Important: make sure you check these pages regularly for updates and important announcements (or have your notifications on)
What about my course registration and timetable?

• You will be registered for the courses of semester 1 by **Friday**

• For each course, you will be assigned to a **tutorial group number**.

• **Lectures**: are the same for everyone. Lecturer will inform you through Canvas what form they will have this semester

• **Your task for Friday**: look up your timetable and Canvas page (email coming your way)
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Class Attendance rules

• Class attendance is mandatory for all courses
• Active participation
• Notify your tutorial teacher if you miss class due to unforeseen circumstances

Extra Corona Class Attendance rules

• Lecturer will inform you on specific class attendance rules through Canvas
• (Mild) symptoms?
  ➢ stay home, inform lecturer, take GGD test.
  ➢ watching class online is possible, but participation is not (one-way street)

Do you have safety concerns for yourself or your surroundings?

→ Please contact us via our study advisers team
Rules for on-campus lectures:

• Maximum 75 students in lecture hall allowed, the rest watches at home via livestream

• Register to attend on campus lecture via Canvas.

• More than 75 registered? → random selection

Only if selected allowed to attend on campus lecture

Not selected? Or not registered? NOT allowed to attend on campus lecture, try next time
How do we communicate with you?

**Newsletters**

**Social Media**

**Canvas**

Friday: email coming your way about your timetable & Canvas (check your UvA student email or spam personal email)
Who can you turn to with feedback and suggestions about the program?
Programme Committee

Email: oc-cw-fmg@uva.nl
Who Are We And Why Are We Here?

• An advisory body composed of student and faculty representatives
• Try to improve the Communication Science programme
• UvA values student and faculty insights in systematic issues, so we’re here to facilitate your concerns, advice, etc. to the board
How To Reach Us and What Issues You Can Bring Up…

• Reach us with any questions, issues, concerns, etc. via our email or by talking to any student representative

• Find the email on our Communication Science Instagram page @uvacomscience

• Every month we have an update on Instagram, Facebook, our Website, and the newsletter

• Any systematic issues regarding the Communication Programme can be brought to our attention
  • i.e., issues with certain courses, qualifications for programmes, graduation, etc.
Independent point of contact for questions or complaints, but also for ideas and suggestions about the bachelor

Maintains contact with and participates in meetings about the bachelor with the education director, the Education Committee (OC) and the Board of Studies (BoS)

Coordinates the Buddy Programme (and you can still join!)

Ombudsstudent

Willemijn Pameijer
E-mail: ombudsstudent-cw@uva.nl
Buddy Programma

• Intended for all 1st year communication science students

• You will be matched to a second or third year communication student to whom you can ask anything (study related but also about Amsterdam student life)

• Want to join? Send me an email 😊 or fill in the form:
https://docs.google.com/forms/d/1j9fobNy1EvPYakTGrFV7slgAzZ3m98fReoyB0RlqDb4/edit

Willemijn Pameijer
E-mail: ombudsstudent-cw@uva.nl
Mercurius

https://www.youtube.com/watch?v=ekbzDiTMH7M
Broad range of social & study activities:
*Introduction Weekend, Borrels, Panic Sessions, Trips Abroad!*

**13% Discounts on Books!**
Tickets for the Introduction Weekend & Borrels go on sale soon!

*Explore the association through the website or our socials!* @Mercuriusuva
To do before Monday 6\textsuperscript{th} of September

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<td><strong>1</strong></td>
<td>Today: Order the free selftests through zelftestonderwijs.nl</td>
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<tr>
<td><strong>2</strong></td>
<td>Friday: look up your timetable</td>
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<td><strong>3</strong></td>
<td>Friday: Look in Canvas for information on the courses</td>
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<td><strong>4</strong></td>
<td>Before Monday: Prepare your laptop (software!)</td>
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<td><strong>5</strong></td>
<td>Before Monday: Buy the required study materials</td>
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<td><strong>6</strong></td>
<td>Before first class: perform a self-test</td>
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Questions?

Academic Skills Tutoring starting on Monday

*It really can’t wait?*

- Q&A with your class after the presentation
- Walk by the study advisers: **15.00 – 17.00 REC C 6.02**
- Call our Education Desk: +31 (0)20 525 3003
Good luck and see you soon!