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iStream

Higher Education programmes on Immersive
journalism approach

iStream Syllabi



2026

iStream – Higher Education programmes on Immersive journalism approach

iStream Syllabus

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Part 1: Introduction to the Immersive Journalism Study Programme

The Immersive Journalism Study Programme offers an innovative, interdisciplinary approach to media education that unites journalistic integrity with the creative and technological power of immersive storytelling. As journalism transitions into an era of interactive experiences driven by virtual, augmented, and mixed reality, the programme equips students with the theoretical knowledge, ethical grounding, and technical proficiency necessary to shape the future of news and narrative communication.

The curriculum blends **academic research, practical training, and creative experimentation**, preparing graduates to create compelling, socially responsible immersive stories that inform, engage, and inspire. Students explore the dynamic intersections between journalism, technology, psychology, design, and ethics through a carefully structured sequence of courses grouped into distinct areas of specialization.

Module 1: Foundations of Immersive Journalism

This area introduces students to the core principles, history, and transformation of journalism in the digital age, providing a theoretical and conceptual framework for immersive practices. Students learn how immersive formats redefine journalistic roles, audience engagement, and storytelling ethics.

Courses include:

1. **Foundations of Immersive Journalism** – Examines the evolution of immersive journalism, exploring its social, cultural, and ethical implications.
2. **Gatekeeping and News Values** – Investigates how news selection, framing, and prioritization shape public understanding and how these principles translate to immersive environments.
3. **Foundations of Immersive Journalism (Advanced)** – Deepens understanding of immersive storytelling frameworks and the integration of technology with journalistic integrity.

Module 2: Media Law, Ethics and Politics

Students develop a solid understanding of legal, ethical, and political frameworks shaping media production and distribution in the immersive era. Emphasis is placed on responsible practice, data protection, and regulatory compliance in a rapidly evolving technological environment.

Courses include:

1. **Media Legislation and Policy** – Overview of international and European media law, policy formation, and the legal aspects of immersive content.
2. **Ethics and Law in Immersive Journalism** – Focus on moral decision-making, informed consent, and representation in immersive storytelling.
3. **Consumer and Data Protection in Digital Production** – Explores data privacy, GDPR compliance, and user protection in digital and immersive productions.

Module 3: Digital Storytelling and Narrative Design

This area trains students in constructing engaging narratives for interactive, multisensory environments. Emphasis is placed on narrative structure, character development, and emotional engagement through technology.

Courses include:

1. **Basic Digital Storytelling** – Introduction to narrative theory, interactive scripts, and multimedia integration.
2. **Social-impact Storytelling and Engagement** – Development of immersive stories that foster empathy, activism, and social awareness.
3. **Artificial Intelligence in Narrative Production** – Examination of AI's role in generating, personalizing, and enhancing narrative experiences.

Module 4: Immersive Media Psychology

Students explore how immersive environments influence perception, emotion, and behavior. The courses address audience engagement, empathy generation, and cross-cultural communication.

Courses include:

1. **Immersive Media Psychology** – Understanding psychological presence, immersion, and user response in immersive contexts.
2. **Intercultural and Multicultural Communication** – Examining communication dynamics across cultural boundaries in globalized immersive media production.

Module 5: Multimedia Design and Production

This practice-oriented area develops students' technical skills and creative capabilities across multiple media platforms. Emphasis is on the integration of audio, video, animation, and 3D design in immersive production workflows.

Courses include:

1. **Introduction to Multimedia Design** – Basic principles of visual communication, layout, and design aesthetics.
2. **Principles of Media Production** – Fundamental production techniques including video, sound, and lighting.
3. **Multimedia Production** – Intermediate-level production workflows and digital compositing for immersive projects.
4. **Multimedia Design** – Application of design theory and tools for creating professional-quality immersive media content.

Module 6: Immersive Technologies Overview

Students gain technical literacy in immersive systems and an understanding of how technology shapes content creation and audience interaction.

Courses include:

1. **Introduction to VR, AR, XR** – Overview of key immersive technologies and their journalistic applications.
2. **New Media Technology** – Exploration of hardware, software, and emerging platforms in immersive storytelling.
3. **New Trends and Features in Immersive Journalism** – Critical study of evolving technologies and their impact on media innovation.

Module 7: UX/UI for Immersive Media

This area focuses on user-centered design and interaction principles specific to immersive environments.

Courses include:

1. **Introduction to UX for Immersive Media** – Fundamentals of user experience design for spatial and interactive storytelling.
2. **Introduction to UI for XR** – Interface design and prototyping techniques for extended reality applications.

Module 8: Genres and Formats in Immersive Journalism

Students analyze how journalistic genres and formats evolve within immersive contexts, examining both traditional frameworks and emerging innovations.

Courses include:

1. **Genres in Modern Journalism** – Study of classical journalistic forms and their adaptation to immersive media.
2. **Evolution of Genres and Formats in Immersive Journalism** – Investigation of new narrative modes and hybrid genres unique to immersive journalism.

Module 9: Research Methods and Target Analysis

Students acquire the analytical and methodological tools necessary to investigate audiences, assess impact, and validate creative hypotheses.

Courses include:

1. **Target Analysis in Media Production** – Identifying and understanding target audiences for immersive content.
2. **Qualitative and Quantitative Methods for Media Analysis and User Testing** – Designing and implementing audience research and usability studies.

Module 10: European Media Systems and Global Perspectives

This area situates immersive journalism within broader cultural and geopolitical frameworks, exploring both European and global contexts.

Courses include:

1. **European Media Systems** – Comparative study of media systems, regulation, and policy across Europe.
2. **Intercultural and Multicultural Communication** – Understanding cultural sensitivity and audience diversity in global media narratives.

Module 11: Cybersecurity in Immersive Media

This area addresses the protection of digital assets, user data, and production environments in immersive projects.

Courses include:

1. **Cybersecurity** – Core principles of digital security, threat prevention, and ethical data management.
2. **AI-driven Technologies in 3D Modelling** – Exploration of AI tools for secure and efficient immersive asset creation.

Module 12: Design Thinking and Project Management

Students learn creative problem-solving methods and professional workflow management techniques used in media innovation.

Courses include:

1. **Design Thinking in Practice** – Applying human-centered design to media challenges.
2. **Design Thinking for Immersive Media** – Tailoring design methods to immersive production processes.
3. **Project and Workflow Management** – Practical tools for scheduling, budgeting, and team coordination in complex media projects.

Module 13: Immersive Technologies in Practice

This applied sequence bridges theory and production through hands-on workshops and collaborative projects.

Courses include:

1. **Immersive Technologies in Practice: VR** – Development of virtual reality experiences.
2. **Immersive Technologies in Practice: AR and MR** – Application of augmented and mixed reality techniques.
3. **Workshop in 360 Video Production** – End-to-end production of 360° video content.
4. **Workshop in 360 Video and Audio Editing** – Editing techniques for immersive sound and visual synchronization.
5. **Workshop in VR Post-Production and Special Effects** – Integration of visual effects and finalization of immersive projects.

Module 14: Marketing and Fundraising for Immersive Media

Students learn to communicate the value of immersive journalism projects to audiences, sponsors, and institutions.

Courses include:

1. **Marketing and Fundraising Strategies for Immersive Journalism** – Developing communication and outreach plans for immersive projects.

2. **Marketing and Fundraising for Immersive Media** – Building partnerships, applying for grants, and promoting immersive productions.

Module 15: Capstone Project and Thesis

The culmination of the programme is the **Immersive Journalism Project**, where students independently conceptualize, produce, and evaluate a professional-level immersive journalism project, which integrates research, design, ethical considerations, and technical implementation, showcasing the student's full range of competencies.

Completion of the programme results in the **award of a Diploma Thesis**, prepared as part of the **Diploma Seminar**. This thesis represents both a scholarly and creative achievement, contributing original insights to the emerging discipline of immersive journalism.

Programme Vision

The Immersive Journalism Study Programme aims to educate a new generation of media professionals who combine critical thinking, creativity, and technical mastery to produce journalism that transcends screens and engages the senses. Graduates emerge as **innovators and ethical communicators**, ready to redefine journalism for the immersive age.

Part 2: Use of iStream in Teaching and Learning (Aligned with Bloom's Taxonomy and the European Qualifications framework)

The iStream framework is used throughout the syllabi as a common reference point for teaching, learning, and assessment in immersive journalism. It supports a coherent pedagogical structure while allowing flexibility in module delivery and disciplinary emphasis.

The pedagogical design of the programme aligns with Bloom's Revised Taxonomy and the European Qualifications Framework (EQF) to ensure progressive cognitive development and clearly defined learning outcomes at both undergraduate and postgraduate levels.

Alignment with Bloom's Revised Taxonomy

Across the modules presented in this document, learning outcomes and assessments are intentionally mapped across cognitive levels.

At the foundational levels (Remembering and Understanding), students identify, describe, and explain key concepts related to immersive journalism, digital platforms, synthetic media, UX/UI, ethics, and emerging technologies.

At the applied and analytical levels (Applying and Analyzing), students apply theoretical concepts to case studies and production tasks. They analyze immersive projects, platform governance models, audience research data, and ethical challenges using structured criteria.

At the higher-order levels (Evaluating and Creating), students critically evaluate immersive journalism practices, governance frameworks, and technological tools. At advanced levels, they design, justify, and produce original immersive journalism projects grounded in research and ethical reasoning.

Alignment with the European Qualifications Framework (EQF)

BA Level – EQF Level 6

At the undergraduate level, the programme develops advanced knowledge of immersive journalism concepts, technologies, and governance structures. Students acquire the skills necessary to apply theoretical and technical knowledge to practical immersive media production and analysis. They demonstrate competence through the ability to manage

projects with a degree of autonomy, take responsibility for decision-making, and engage in structured critical reflection.

Learning activities at this level focus on guided application, structured analysis, supervised project development, and progressive skill acquisition.

MA Level – EQF Level 7

At the postgraduate level, the programme advances toward highly specialised knowledge of immersive journalism systems, AI-driven media, and platform governance frameworks. Students develop advanced skills enabling them to integrate theory, research methods, and production practices in complex and unpredictable contexts. They demonstrate competence through strategic decision-making, independent research, innovation in professional settings, and accountability in academic and applied environments.

MA-level modules require independent research, methodological justification, strategic UX development, and the creation of original immersive journalism outputs aligned with scholarly frameworks.

Implementation within iStream-Based Teaching

The iStream framework operationalises these cognitive and qualification-level objectives through a shared conceptual structure supporting progressive knowledge acquisition, case-based analytical exercises aligned with higher-order cognitive skills, production-based assignments mapped to application and creation, structured reflection reinforcing evaluative and metacognitive development, and capstone and thesis projects demonstrating EQF-aligned autonomy, complexity management, and research integration.

Through this structured alignment with Bloom’s Taxonomy and the EQF, the programme ensures that both BA and MA syllabi demonstrate measurable progression in cognitive depth, professional competence, and academic rigour.

Implementation and Use of the iStream Syllabi

ECTS Framework and Flexibility Across European Contexts

The iStream programme is designed in alignment with the European Credit Transfer and Accumulation System (ECTS), which serves as a common framework for comparing and recognizing academic qualifications across the European Higher Education Area. It is acknowledged that higher education systems across European countries apply ECTS credits in different ways, particularly in relation to programme structure, module size, and the distribution of credits across undergraduate and postgraduate degrees.

In this context, the iStream syllabi provide a flexible and adaptable framework that can be implemented across different national systems. While the total workload and learning outcomes align with ECTS principles, the allocation of credits to individual modules may be adjusted to meet local institutional requirements and national accreditation standards.

For undergraduate programmes, institutions may adopt structures ranging from 180 to 240 ECTS, depending on national frameworks, while postgraduate programmes typically range between 60 and 120 ECTS. The iStream modules are designed as standalone units that can be integrated into different programme structures, allowing for variation in credit weighting while maintaining consistency in learning outcomes and content.

This flexible approach ensures that the iStream curriculum can be effectively implemented across diverse European contexts—supporting comparability, mobility, and recognition while respecting institutional autonomy and national educational regulations.

How to Use This Syllabus

This document provides a set of modular course descriptions designed for flexible integration into undergraduate and postgraduate programmes in immersive journalism and related fields. Each module includes clearly defined learning outcomes, content, instructional methods, and assessment approaches, allowing institutions to adapt them according to their specific academic structures and requirements.

Institutions may use the modules as complete courses, combine them into thematic clusters, or integrate selected components into existing programmes. The syllabi are designed to support both full programme development and partial curriculum enhancement, depending on institutional needs.

The document is intended for programme coordinators, academic staff, and curriculum designers to develop new degrees, update existing programmes, or introduce specialized tracks in immersive journalism. It also supports alignment with European standards in higher education, including ECTS and learning outcomes-based design.

Example of ECTS Implementation Across Programmes

The modular structure of the iStream curriculum allows for different configurations depending on the level of study and national context.

Undergraduate Level: Institutions may integrate modules into programmes ranging from 180 to 240 ECTS. Modules may be assigned higher credit values (e.g., 10 to 15 ECTS), reflecting broader introductory and applied learning, with a final capstone project or thesis carrying additional weight.

Postgraduate Level: Modules are typically assigned smaller credit values (e.g., 5 to 10 ECTS), allowing for greater specialization and depth. A master's programme may include a research thesis or final project weighted between 20 and 30 ECTS, depending on institutional requirements.

Modules can also be delivered as standalone units, short courses, or professional development components, further enhancing the flexibility and applicability of the curriculum across different educational and professional contexts.

Part 3: Bachelor of Science in Immersive Journalism Syllabi

MODULE 1: Foundations of Immersive Journalism

Course Syllabus

Course Information

Course Title	Foundations of Immersive Journalism (BSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Journalism Studies Media Literacy and Digital Communication
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to the foundations of immersive journalism from technological, social, and ethical perspectives. Students explore how immersive technologies such as virtual reality (VR), augmented reality (AR), and 360° video are transforming journalistic storytelling and audience engagement. The module also examines the concepts of gatekeeping and news values, showing how processes of selecting, framing, and prioritizing information shape contemporary news across traditional, digital, and immersive media environments. In addition, the module addresses the social, cultural, and political contexts in which immersive journalism operates, with particular attention to the representation of social issues, audience empathy, and the responsibilities of journalism in digital media ecosystems.

Learning Objectives

This module aims to provide students with a foundational understanding of immersive journalism, including its key concepts, technologies, and forms of storytelling. Students will learn how immersive media such as VR, AR, and 360° video are used in journalistic practice and how to apply basic principles of immersive storytelling. The module also introduces the concepts of gatekeeping and news values, helping students understand how news is selected, framed, and prioritized across traditional, digital, and immersive media environments. In addition, students will examine the ethical and social dimensions of immersive journalism, including issues of representation, empathy, and the broader social context in which immersive journalism operates.

Objective 1	Explain the core concepts, terminology, and historical development of immersive journalism.
Objective 2	Identify and describe key immersive technologies and platforms used in journalistic practice.
Objective 3	Apply basic immersive storytelling principles to the design of journalistic narratives.
Objective 4	Explain key concepts related to gatekeeping and news values in journalism.
Objective 5	Analyze the ethical implications of immersion, empathy, and representation in immersive reporting.
Objective 6	Evaluate selected immersive journalism projects in terms of their journalistic quality and social impact.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Explain the key concepts, terminology, and historical development of immersive journalism, including basic theories of gatekeeping and news values.
LO 2	Identify and describe the main immersive technologies and platforms used in journalistic practice and recognize their potential applications in news production.

LO 3	Apply basic principles of immersive and spatial storytelling to the design of simple journalistic narratives.
LO 4	Analyze how gatekeeping processes, news values, and journalistic routines influence the selection and presentation of news across traditional, digital, and immersive media.
LO 5	Evaluate the ethical dimensions of immersive journalism, including issues related to empathy, representation, audience engagement, and journalistic responsibility.
LO 6	Critically assess selected immersive journalism projects in terms of their journalistic quality, ethical considerations, and social impact.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Immersive Journalism, Gatekeeping, and Social Context	Pavlik (2013); Zelizer (2019)	Discussion and concept mapping
2	History and Evolution of Immersive Media and Gatekeeping Theories	Hernández-Rodríguez & García-Perdomo (2024); Baía Reis & Coelho (2018)	Short reflection paper
3	Immersion, Presence, Empathy, and Public Understanding	Sánchez Laws (2017); Nielsen & Sheets (2019); Ahmed (2014)	Case study analysis
4	Technologies of Immersive Journalism: VR, AR, and 360° Video	Newman & Cherubini (2025); Hepp (2020); van Dijck (2021)	Tool exploration exercise
5	Narrative Design and News Values in Immersive Storytelling	Polydorou (2024); Pink (2015)	Story pitch draft
6	Ethics of Immersive Journalism and Mediated Presence	Nash (2018); Pedersen (2021); Chouliaraki (2006)	Ethics position statement

7	Participation, Spreadability, and Audience Engagement	Jenkins, Ford & Green (2013); Dahlgren (2009)	UX and participation mapping
8	Data, Platforms, and Power in Digital Media Environments	Couldry (2012); Couldry & Mejias (2019); van Dijck (2021)	Concept refinement
9	Representation, Culture, and Social Construction of Reality	Hall (2013); Berger & Luckmann (1966); Ahmed (2014)	Case-based analysis
10	Trust, Credibility, and Media Skepticism	Tsfati & Cappella (2003); Kohring & Matthes (2007)	Analytical reflection and peer review
11	Global Communication and Contemporary Challenges	Thussu (2018); Pedersen (2021); Chouliaraki (2013)	Critical reflection and final project preparation
12	Future Directions and Final Presentations	Newman & Cherubini (2025); Selected immersive journalism case studies	Final project submission and discussion

Assessment and Grading

Assessment Component	Weight
Class Participation and Weekly Discussions	10%
Reflection Papers	15%
Case Study Analysis	20%
Practical Exercises and Assignments	20%
Ethics Position Statement	10%
Final Project (Concept and Presentation)	25%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Class Participation and Weekly Discussions	10%	Active engagement in class discussions and concept mapping; Demonstrates understanding of weekly readings and topics; Asks relevant questions and contributes insights
Reflection Papers	15%	Clear and concise writing; Demonstrates critical understanding of readings; Connects concepts to immersive journalism practices; Proper referencing of sources
Case Study Analysis	20%	Thorough evaluation of selected immersive journalism projects; Analysis includes journalistic quality, ethical considerations, and social impact; Logical structure and clarity of argument; Use of evidence from readings and case studies
Practical Exercises and Assignments	20%	Completes assigned exercises (tools, UX mapping, news selection) accurately; Applies immersive storytelling and technical skills appropriately; Demonstrates creativity and critical thinking in practical tasks
Ethics Position Statement	10%	Identifies key ethical issues in immersive journalism; Provides reasoned arguments and proposes responsible solutions; Clear structure, coherent writing, proper citations
Final Project (Concept and Presentation)	25%	Develops a coherent immersive journalism concept integrating storytelling, technology, and ethics; Presentation is clear, engaging, and well-organized; Demonstrates originality, creativity, and critical reflection; Supports ideas with relevant theory, readings, and examples

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Immersive Environment Creation Tools	Unity; Unreal Engine – for building interactive and immersive VR/AR environments, design, prototyping, and deployment of complex virtual spaces for journalistic storytelling
360° Video Capture Tools	Insta360; Ricoh Theta – to capture immersive video footage, record and share panoramic scenes, providing audiences with a first-person perspective and a heightened sense of presence within news environments
Post-Production Tools	Adobe Premiere Pro; After Effects – for video editing and visual effects, refining immersive

	content, enabling precise editing, color grading, and integration of motion graphics or special effects to enhance narrative impact
AI-Assisted Narrative & Visualization Tools	ChatGPT; Runway – for generating, summarizing, and visualizing journalistic content
Workflow Organization & Collaborative Design Tools	Miro; Notion – for organizing project workflows and facilitating collaborative design

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MODULE 2: Media Law, Ethics and Politics

Course Syllabus

Course Information

Course Title	Media Law, Ethics and Politics (BSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Media Studies Fundamentals of Communication Theory
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces undergraduate students to the fundamental legal, ethical, and policy frameworks governing contemporary media systems. It explores key principles of media law, freedom of expression, journalistic responsibility, and media regulation in democratic societies, examining how legislation, public policy, and ethical standards shape journalistic practice and digital media production. Particular attention is given to emerging challenges related to digital platforms, consumer and data protection, and the use of algorithmic systems, artificial intelligence, and immersive media technologies. Students learn how personal data, user behavior, and consumer rights are affected by digital media environments, and how issues such as privacy, consent, transparency, and user trust influence responsible media production. The module also addresses the ethical and legal implications of immersive journalism, including virtual reality, augmented reality, 360° video, and AI-driven storytelling. Through these topics, students develop practical awareness of ethical decision-making and legal responsibility in media practice, with a focus on representation, audience impact, authenticity, and user safety in evolving digital media ecosystems.

Learning Objectives

This module helps undergraduate students develop core competencies in media law, ethics, and policy, with a focus on consumer and data protection. Students will explore how legal frameworks, ethical standards, and emerging technologies—such as AI, virtual and augmented reality—affect media production, privacy, consent, and user trust. They will gain the skills to make informed, responsible decisions in digital and immersive media contexts. Undergraduate students will develop foundational competencies related to consumer and data protection. The module aims to:

Objective 1	Understand core principles of consumer protection and data privacy in digital media.
Objective 2	Identify legal obligations related to personal data collection and processing.
Objective 3	Recognize ethical risks associated with data-driven and immersive production.
Objective 4	Understand key ethical principles and legal norms relevant to immersive journalism.
Objective 5	Recognize legal issues concerning privacy, consent, and data protection in immersive media.
Objective 6	Apply basic legal and ethical reasoning to digital production and immersive journalism cases.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Explain the main concepts of consumer rights, data privacy, and protection laws in digital media contexts.
LO 2	Demonstrate knowledge of legal requirements for collecting, storing, and processing personal data in media production.
LO 3	Identify potential ethical issues arising from the use of algorithms, AI, and immersive technologies in media projects.
LO 4	Describe the legal and ethical standards guiding immersive journalism, including consent, transparency, and representation.
LO 5	Analyze cases where immersive media practices may breach privacy or data protection regulations.
LO 6	Evaluate real-world scenarios and propose reasoned solutions that comply with legal requirements and ethical best practices.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Media Law, Ethics, and Consumer Protection	McQuail (2010); Solove & Schwartz (2024)	Discussion and concept mapping
2	Consumer Rights and Data Privacy in Digital Media	Helberger, Pierson & Poell (2018); European Union (2016) GDPR	Short reflection paper
3	Data Collection, Tracking, and Transparency	Zuboff (2019); Solove (2021); Mathur et al. (2019)	Case study / analytical report
4	Platforms, Terms of Service, and Algorithmic Ethics	van Dijck, Poell & de Waal (2018); Crawford (2021); Floridi et al. (2018)	Platform analysis / case-based analysis
5	Legal Foundations: Media Law and Freedom of Expression	Barendt (2005); Tambini, Moore & Joyce (2017)	Applied legal exercise
6	Journalism Ethics and Professional Standards	Ward (2015); SPJ Code of Ethics	Ethics analysis / reflection
7	Privacy, Consent, and Data Protection in Immersive Media	Madary & Metzinger (2016); Solove & Schwartz (2024); Barfield & Blitz (2018)	Risk analysis / case study
8	Immersive Journalism: Empathy, Representation, and Harm	Sánchez Laws (2017); Chouliaraki (2006, 2013); Ahmed (2014)	Case study / ethics position statement
9	AI, Automation, and Ethical Challenges in Media	Crawford (2021); Smuha (2025); Bailenson (2018)	Short analytical report / reflection
10	Regulation, Accountability, and User Trust	Koops et al. (2017); OECD (2020); Barfield & Blitz (2018)	Comparative / critical reflection
11	Global and Contemporary Challenges in Media Policy	Thussu (2018); McChesney (2015); Newman & Cherubini (2025)	Case study / critical reflection
12	Synthesis, Integration, and Final Discussion	—	Final discussion

Assessment and Grading

Assessment Component	Weight
Digital Consumer & Data Protection Case Study	30%
Immersive Journalism Policy / Ethics Brief (Foundational Level)	30%
Analytical Essay	20%
Reflective Learning Portfolio	20%

Grading Rubric (Total: 100%)

Assessment Component	Weight	Criteria
Digital Consumer & Data Protection Case Study	30%	Accurate identification of relevant legal and ethical issues in a selected media case (10%); Clear explanation of applicable media laws, regulations, or ethical codes (10%); Logical structure and clarity of argumentation supported by examples (10%)
Immersive Journalism Policy / Ethics Brief (Foundational Level)	30%	Clear description of an ethical or legal challenge related to immersive journalism (10%); Appropriate use of basic terminology related to media law, ethics, privacy, and consent (10%); Coherent and realistic recommendations reflecting public interest, user safety, and professional responsibility (10%)
Analytical Essay	20%	Demonstrated understanding of core principles of media law, ethics, and policy (10%); Appropriate use of academic, legal, and professional sources (5%); Identification and discussion of tensions between innovation, immersion, or digital media freedom and regulation (5%)
Reflective Learning Portfolio	20%	Evidence of engagement with course content, case discussions, and readings (10%); Reflection on ethical responsibility, digital citizenship, user trust, and audience impact (5%); Awareness of personal learning

		progress and professional standards in media practice (5%)
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Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Legal Research and Media Legislation Databases	LexisNexis, Eur-Lex
Journalistic Ethics and Professional Standards	Code of Ethics, EBU Editorial Guidelines
Analysis and Public Communication Tools	Datawrapper, Pol.is
Collaborative Research and Ethical Mapping	Notion, Miro

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MODULE 3: Digital Storytelling & Narrative Design

Course Syllabus

Course Information

Course Title	Digital Storytelling & Narrative Design (BSc)
Course Code	IM xxx
Course Prerequisites	None
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to the fundamentals of digital storytelling as a key skill in contemporary and immersive journalism. It explores how narrative structures, visual language, sound, and interactivity can be combined to create engaging, fact-based stories across digital platforms. Students learn to design narratives for immersive environments such as VR, AR, and 360° video, with a strong focus on audience experience, journalistic integrity, and ethical storytelling. The module also introduces the use of artificial intelligence (AI) in the creative process. Students experiment with AI tools for generating narratives, developing characters, and shaping interactive content across media such as film and digital platforms. Through practical exercises and case studies, they examine both the creative potential and ethical implications of AI-assisted storytelling. In addition, the module highlights storytelling as a tool for social impact. Students explore strategies for crafting narratives that engage diverse audiences, communicate complex social issues, and encourage meaningful dialogue. By the end of the module, students will be able to design compelling digital stories that combine strong narrative techniques, emerging technologies, and responsible media practices.

Learning Objectives

This module aims to introduce undergraduate students to the fundamental concepts and practices of digital storytelling within contemporary media and journalism. The learning objectives focus on developing both theoretical understanding and practical skills needed to create coherent, engaging, and ethically responsible digital stories using multimedia tools. Students will also explore the growing role of artificial intelligence in narrative production, learning how AI technologies can support creative storytelling while considering their ethical implications. In addition, the module emphasizes the potential of storytelling to create social impact, equipping students with the knowledge and skills to engage diverse audiences and communicate meaningful social issues through digital media. The module aims to:

Objective 1	Explain key principles of digital storytelling and narrative structures used in contemporary media and journalism.
Objective 2	Create simple multimedia stories by combining text, images, audio, and video in a coherent and engaging format.
Objective 3	Apply basic multimedia and narrative design principles to enhance clarity, usability, and audience engagement.
Objective 4	Use introductory AI tools in storytelling, understanding their creative potential as well as their limitations and ethical implications.
Objective 5	Analyze how storytelling can influence audience perception, engagement, and awareness of social issues.
Objective 6	Develop and present collaborative storytelling projects that communicate meaningful narratives for diverse audiences while maintaining ethical and factual standards.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Describe and explain fundamental concepts of digital storytelling, including basic narrative structures and their application in media and journalism contexts.
LO 2	Produce a basic digital story that integrates multiple media elements (text, images, audio, and video) in a clear and coherent narrative.
LO 3	Apply introductory design and storytelling principles to structure multimedia content in a way that supports audience understanding and engagement.

LO 4	Demonstrate basic use of selected AI tools in the storytelling process and explain their potential applications, limitations, and ethical considerations.
LO 5	Identify and discuss how narrative techniques can influence audience perception and engagement with selected social or media topics.
LO 6	Work collaboratively to design and present a simple storytelling project that communicates a clear message while demonstrating awareness of ethical and factual standards.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Digital Storytelling & AI	Murray, J. H. (2023); Floridi, L. (2023); Sharples, M. (2022)	Storytelling Reflection: write a 300–500 word reflection on the role of storytelling and AI in media.
2	Fundamentals of Narrative Structures	Ryan, M.-L. (2024); Alexander, A., Bassett, C., Blackwell, A., & Walton, J. L. (2021); Boden, M. A. (1998)	Storyboard/Outline: create a basic storyboard or one-page outline for a short journalistic or AI-generated story.
3	Integrating Text, Images, and Multimedia	Sage, M., & Singer, J. B. (2018)	Text and Image Story: produce a short story combining text and images (1–2 pages/slides).
4	Adding Audio, Video, and Interactivity	Sage, M., & Singer, J. B. (2018)	Multimedia Clip: produce a short digital story integrating text, images, and audio/video (30–60 sec).
5	Character Development and AI-Assisted Story Generation	Letonsaari, M., Tri-Dung, D., & Tri-Cuong, D. (2025); Mazzone, M., & Elgammal,	Character Profile & AI Story: design AI-generated characters

		A. (2019); Sharples, M., & Pérez y Pérez, R. (2022)	and submit a short AI-assisted story.
6	Multi-Platform Storytelling & Multimedia Design Principles	Ruszev, S., Rogers, L., Gurgun, S., et al. (2024); Cox, S. R., Djernæs, H. B., & Van Berkel, N. (2025); Sage, M., & Singer, J. B. (2018)	Adapt your story for two platforms and revise applying multimedia design principles.
7	Ethics, Factual Accuracy & AI Considerations	Murray, J. H. (2023); Ryan, M.-L. (2024); Floridi, L. (2023)	Ethics Analysis: write a 300–500 word critique of a story (digital or AI-generated) evaluating ethical and factual issues.
8	Introduction to Social-Impact Storytelling	Bublitz, M. G., Escalas, J. E., Peracchio, L. A., et al. (2016); Davidson, B. (2017)	Reflection & Discussion: 1-page reflection on a story that influenced social change; discussion post.
9	Audience, Engagement, and Narrative Persuasion	Busselle, R., & Bilandzic, H. (2009); Green, M. C., & Brock, T. C. (2000); van Laer, T., de Ruyter, K., Visconti, L. M., & Wetzels, M. (2014)	Audience Map: identify target audiences for a social-impact story and outline engagement strategies.
10	Storytelling Across Media & Campaign Design	Green, M. C., Brock, T. C., & Kaufman, G. F. (2004); Gilliam, D. A., & Flaherty, K. E. (2015); Buechel, B., Boeck, H., &	Adapt a short story to two media formats or create a campaign storyboard addressing a social issue.

		Clarke, T. B. (2020)	
11	Collaborative Storytelling Project – Development	Shanahan, E. A., McBeth, M. K., & Hathaway, P. L. (2011); Bublitz, M. G., Escalas, J. E., Peracchio, L. A., et al. (2016); Sharples, M. (2022)	In teams, develop the social-impact or AI-assisted storytelling project; submit draft with peer feedback.
12	Collaborative Storytelling Project – Presentation & Reflection	Davidson, B. (2017); Doshi, A. R., & Hauser, O. P. (2024); Heigl, R. (2025)	Present final project integrating digital, AI, or social-impact elements; submit final deliverables with reflection and evaluation.

Assessment and Grading

Assessment Component	Weight
Reflections and Short Assignments	20%
Story Development & Multimedia Assignments	30%
AI-Assisted Storytelling	20%
Collaborative Final Project	30%

Grading Rubric (Total: 100%)

Assessment Component	Weight	Criteria
Reflections and Short Assignments	20%	Clarity and depth of writing; understanding of storytelling principles; engagement with readings; critical evaluation of ethical/factual issues; reflection on AI and social impact.
Story Development &	30%	Coherence of narrative structure; effective integration of text, images, audio, video, and interactivity; creativity;

Multimedia Assignments		technical execution; adherence to assignment requirements.
AI-Assisted Storytelling	20%	Use of AI tools; creativity in story/character development; technical proficiency; critical reflection on AI's potential, limitations, and ethical implications.
Collaborative Final Project	30%	Team collaboration; quality and coherence of final story; integration of multimedia, AI, or social-impact strategies; presentation skills; reflection on audience engagement, ethics, and learning outcomes.

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Hardware	Computer (Windows or macOS), Headphones / speakers, Webcam, Microphone, Optional: VR/AR device
Software – Multimedia Creation	Adobe Premiere Pro, Photoshop, After Effects, DaVinci Resolve, GIMP, Blender, Audacity, Adobe Audition, Canva, Final Cut Pro, iMovie, CapCut
Software – Interactive / Immersive Storytelling	Twine, Unity, Unreal Engine, Insta360 Studio, Premiere Pro VR plugins
Text Generation / Story Creation	ChatGPT, Jasper AI, NovelAI, Sudowrite, AI Dungeon
Character Development / Design	Character.AI, Artbreeder
Multi-Platform / Multimedia Storytelling	RunwayML, Synthesia, Pictory, AI video editors
Collaboration & Communication	Canvas, Moodle, Blackboard, Zoom, Microsoft Teams, Google Meet, Google Workspace, Slack, Dropbox, OneDrive
Web & Publishing	Chrome, Firefox, Edge, YouTube, Vimeo, WordPress, Instagram, TikTok, Twitter/X
Ethical Review / Content Evaluation	AI-generated content review tools
Learning Management & Productivity Tools	Microsoft Word, Google Docs, Microsoft PowerPoint, Google Slides, Canva, Google Scholar, Zotero, Mendeley
Other Requirements	Stable internet connection, External storage / cloud backup, Knowledge of multimedia file formats/codecs

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MODULE 4: Immersive Media Psychology

Course Syllabus

Course Information

Course Title	Immersive Media Psychology (BSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Journalism Studies Media Literacy and Digital Communication
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to the psychological and cultural dimensions of immersive journalism and communication. Students explore how immersive environments shape perception, emotion, and behavior, including the impact of emotions on audience reception, empathy, engagement, and interaction in journalistic experiences. The module covers key psychological concepts and theories relevant to designing and understanding immersive situations. Additionally, it provides foundational knowledge in intercultural and multicultural communication, examining how culture influences communication styles, values, perceptions, and social interactions. Through a combination of theoretical frameworks and practical examples, students develop awareness, openness, and respectful dialogue, fostering the ability to navigate and create immersive content in culturally diverse contexts.

Learning Objectives

This module aims to provide students with a comprehensive understanding of the psychological principles underlying immersive media. Students will explore how immersive technologies affect cognition, emotion, and behavior, and examine the

psychological mechanisms that shape user engagement and perception. The module also emphasizes the importance of cultural and intercultural contexts, enabling students to recognize how cultural differences influence the reception and interpretation of immersive experiences. By the end of the module, students will be able to critically assess, analyze, and apply psychological insights to the design and evaluation of immersive journalistic content.

Objective 1	Understand foundational concepts in immersive media psychology and their relevance to user experience.
Objective 2	Recognize how immersive environments influence cognition, emotion, and behavior.
Objective 3	Distinguish the effects of different VR, AR, and MR technologies on psychological responses.
Objective 4	Develop critical thinking skills to evaluate and design immersive experiences effectively.
Objective 5	Understand key concepts and models of intercultural and multicultural communication.
Objective 6	Apply intercultural communication principles to recognize cultural differences, enhance sensitivity, and improve interactions in professional and everyday contexts.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Provides grounding in immersive media psychology by explaining core theories and mechanisms that shape perception, engagement, and user experience.
LO 2	Analyzes how immersive scenarios affect cognitive processing, emotional reactions, and behavior, highlighting implications for effective immersive content design.
LO 3	Compares VR, AR, and MR technologies to assess how specific features enhance or limit presence, engagement, and psychological impact.
LO 4	Applies psychological principles to critically assess immersive media and design ethically informed concepts or prototypes that consider cognition, emotion, and behavior.

LO 5	Explains theories and models of intercultural communication, identifying cultural norms, values, and differences that influence perception and interaction in diverse contexts.
LO 6	Demonstrates intercultural awareness and strategies for respectful, effective communication, while evaluating media content for cultural sensitivity and inclusivity.

Course Schedule

Week	Topic	Readings	Assignments
1	Immersive Media Psychology: Concepts, Theories, and Research Questions	Nielsen, S. L., & Sheets, P., 2019	Discussion and concept mapping: defining key concepts and research questions
2	Qualitative and Quantitative Tools in Immersive Media Psychology	Sánchez Laws, A. L., 2017	Tools review: evaluation of methods for immersive media research
3	Immersion and Telepresence	Baños, R. M., et al., 2005; Kang, Y., et al., 2019	Experimental mini-studies on presence and empathy
4	Immersion and Empathy	de la Peña, N., et al., 2010; Sánchez Laws, A. L., 2023	Experiential VR sessions and reflection journal
5	Immersive Media Testing Tools	Zhao, X., et al., 2025	Critical tool analysis: affordances, limitations, and evaluation criteria
6	Ethics in Immersive Journalism Psychology	Pavlik, J. V., 2021	Guest lectures from psychologists; ethics position paper
7	User Perspective on Immersive Experience	Nielsen, S. L., & Sheets, P., 2019	Users impact analysis: assessment of cognitive, emotional, and behavioral responses
8	Immersive Media for Health and Wellbeing	Dębska, M., 2019; Kruse, T., 2021	Study visit and reflective report

9	Emerging Trends and Future Directions	Reuters Institute, 2025	Trend review paper; final project preparation
10	Introduction to Culture and Communication	Hall, S., 2013; Bennet, M. J., 2013	Critical reading and discussion
11	Cultural Values, Communication Styles, and Intercultural Competence	Sánchez Laws, A. L., 2017; Gudykunst, W. B., 2004; Martin, J. N., & Nakayama, T. K., 2022; Nakayama, T. K., & Halualani, R. T., 2010; Hofstede, G., Hofstede, G. J., & Minkov, M., 2010; Holliday, A., Hyde, M., & Kullman, J., 2017; Samovar, L., Porter, R., McDaniel, E., & Roy, C., 2021; Ting-Toomey, S., & Dorjee, T., 2019	Concept mapping, video analysis, case studies, debates, role-playing, scenario analysis, group project preparation
12	Final Presentations and Reflection	—	Final project submission and presentation

Assessment and Grading

Assessment Component	Weight
Analytical Essay / Research Report	30%
Project Plan / Project Scenario	30%
Reflective Learning and Research Journal	20%
Group Presentation	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Analytical Essay / Research Report	30%	Clarity of argument, application of theory, critical analysis, use of evidence
Project Plan / Project Scenario	30%	Feasibility, innovation, integration of psychological and intercultural principles, research-informed design
Reflective Learning and Research Journal	20%	Depth of reflection, insights into learning process, ethical and psychological considerations
Group Presentation	20%	Clarity, engagement, teamwork, effective communication of research and project outcomes

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
AI-Assisted Narrative & Visualization Tools	ChatGPT / Runway – for generating, summarizing, and visualizing journalistic content
Data Collection and Survey Tools	Qualtrics / SurveyMonkey – for designing audience surveys and collecting quantitative data; Google Forms – simple, free option for quick feedback and user testing
Immersive Media Testing Tools	Unity Analytics – for tracking user behavior in VR/AR prototypes; Eye-tracking Systems (Tobii Pro) – for attention and engagement analysis in immersive environments; Biometric Sensors – for emotional and physiological response measurement
Qualitative Analysis Tools	NVivo – for coding and analyzing interviews, focus groups, and qualitative data; Atlas.ti – advanced qualitative data analysis for thematic research
Quantitative and Statistical Tools	SPSS / R / Python (Pandas, SciPy) – for statistical analysis and hypothesis testing; Excel / Google Sheets – for basic data analysis and visualization
Workflow Organization & Collaborative Design Tools	Miro / Notion – for organizing project workflows and facilitating collaborative design

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MODULE 5: Multimedia Design & Production

Course Syllabus

Course Information

Course Title	Multimedia Design & Production (BSc)
Course Code	IM xxx
Course Prerequisites (recommended)	Foundations of Immersive Journalism; Genres and Formats in Immersive Journalism
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces undergraduate students to the creative and technical foundations of multimedia design and production for immersive journalism. It focuses on the planning, design, and production of multimedia journalistic content that integrates video, audio, graphics, and basic interactive elements across immersive and digital platforms. Students develop practical skills using industry-standard tools and workflows while learning to make informed design decisions that support narrative clarity, audience engagement, and journalistic integrity. Emphasis is placed on collaborative production, iterative development, and ethical considerations in multimedia storytelling within immersive journalism contexts.

Learning Objectives

Students will develop foundational knowledge and practical skills in multimedia design and production for immersive journalism. Through guided analysis and hands-on practice, they will learn to plan, design, and produce multimedia content that combines visual, audio, and interactive elements. Students will be introduced to professional production workflows and will be encouraged to reflect on narrative, ethical, and audience-related

considerations in multimedia storytelling. Specifically, the course has the following objectives:

Objective 1	Introduce students to the fundamental principles of multimedia design and production within immersive journalism contexts.
Objective 2	Develop students' ability to plan and produce multimedia journalistic content that integrates visual, audio, and interactive elements.
Objective 3	Familiarize students with industry-standard tools and workflows for multimedia production.
Objective 4	Encourage collaborative working practices and effective communication within multimedia production teams.
Objective 5	Promote awareness of ethical, aesthetic, and accessibility considerations in multimedia and immersive storytelling.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Apply fundamental multimedia design principles to the production of journalistic content in immersive and digital environments.
LO 2	Plan and produce basic multimedia stories that integrate visual, audio, and interactive elements using appropriate tools and workflows.
LO 3	Collaborate effectively within multimedia production teams and contribute to shared production processes.
LO 4	Make informed design decisions that support narrative clarity, audience engagement, and journalistic integrity.
LO 5	Demonstrate awareness of ethical, accessibility, and representational considerations in multimedia and immersive journalism.

Course Schedule

Week	Topic	Readings	Assignments
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1	Introduction to multimedia design and immersive journalism	Uskali & Ikonen (2020); Hayes et al. (2022)	Analyse an immersive journalism project. How do multimedia design choices contribute to immersion and journalistic meaning?
2	Visual language and design principles	Murray (2017); Brunetti et al. (2024)	Analyse visual composition, colour, and layout in an immersive story. How do these elements shape narrative clarity?
3	Audio design and spatial sound	Baños et al. (2005); Sánchez Laws (2017)	Examine the role of sound. How does audio design influence emotional engagement and presence?
4	Video and 360° capture techniques	Hayes et al. (2022); Damme et al. (2019)	Evaluate the journalistic affordances and limitations of immersive video formats.
5	Graphics, animation, and motion	Pavlik (2013); Sissons & Cochrane (2019)	Analyse the use of graphics or motion elements. How do they support explanation or orientation?
6	Interactive elements and user experience basics	Polydorou (2024); Brunetti et al. (2024)	Develop an interactive storyboard. How can interaction enhance understanding without undermining journalistic integrity?
7	Project concept and storyboard development	Lugmayr (2011); Hayes et al. (2022)	Submit Storyboard & Concept Proposal. How do design choices align with journalistic purpose and audience needs?
8	Ethics, accessibility, and representation	Madary & Metzinger (2016); Taylor & Highfield (2020)	Conduct an ethics and accessibility review. What risks arise from multimedia and immersive design choices?

9	Prototype development	Sissons & Cochrane (2019); Stewart (2022)	Develop a first multimedia prototype. How effectively are multimedia elements integrated?
10	User testing and iteration	Hayes et al. (2022); Conrad et al. (2024)	Carry out peer-based testing. What design issues emerge from user feedback?
11	Final multimedia production	Uskali & Ikonen (2020); Pavlik (2013)	Submit Final Multimedia Project. To what extent does the project meet professional and ethical standards?
12	Presentation, critique, and reflection	Veitch et al. (2025); Brunetti et al. (2024)	Submit Production Journal and Reflective Essay. What design decisions most influenced audience engagement?

Assessment and Grading

Assessment Component	Weight
Storyboard & Concept Proposal	20%
Final Multimedia Project	40%
Production Journal	20%
Reflective Essay	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Proposal	30%	Clarity of research question (10%), methodological rigor (10%), literature integration (10%)
Practical User Testing Report	30%	Completeness of protocol (10%), execution quality (10%), ethical compliance (10%)

Data Analysis Assignment	20%	Correct application of statistical/AI tools (10%), interpretation of results (5%), discussion of limitations (5%)
Reflective Essay on Ethics & Trends	20%	Depth of ethical analysis (10%), integration of future trends (5%), scholarly writing quality (5%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Multimedia Production Software	Adobe Premiere Pro, After Effects, Audition, Photoshop, Illustrator
Immersive Authoring Tools	Unity or Unreal Engine; Blender
Capture Equipment	360° cameras (e.g., Insta360, Ricoh Theta); audio recorders
Interaction & Prototyping	Figma, Miro, WebXR tools
Collaboration & Workflow	Frame.io, Notion, cloud-based collaboration platforms

Bibliography (APA style)

1. Baños, R. M., Botella, C., Alcañiz, M., Liaño, V., Guerrero, B., & Rey, B. (2005). Immersion and emotion: Their impact on the sense of presence. *CyberPsychology & Behavior*, *8*(6), 734–741.
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MODULE 6: Immersive Technologies Overview

Course Syllabus

Course Information

Course Title	Immersive Technologies Overview (BSc)
Course Code	IM xxx
Course Prerequisites (recommended)	Foundations of Immersive Journalism
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This course introduces undergraduate students to the foundations and current trends shaping immersive journalism, with a focus on XR technologies (Virtual, Augmented, and Mixed Reality) and interactive media. Students first explore core concepts and technological principles underlying immersive experiences, before examining how these technologies are applied in contemporary news storytelling. The module develops foundational literacy in immersive journalism while addressing narrative strategies, audience engagement, and ethical considerations. By the end of the course, students will gain a critical understanding of how emerging immersive technologies can be integrated with journalistic values to support clarity, trust, and responsible storytelling.

Learning Objectives

Undergraduate students will develop foundational knowledge and conceptual awareness related to immersive technologies and their application to journalism. Specifically, the course has the following objectives:

Objective 1	Identify and explain core concepts and technologies underlying immersive media, including VR, AR, and XR, and their key differences from traditional media formats.
Objective 2	Understand the technological foundations of immersive experiences, such as presence, immersion, interactivity, and user perspective.
Objective 3	Analyze current trends and features in immersive journalism, including emerging formats and storytelling approaches, through selected case studies.
Objective 4	Recognize ethical, social, and audience-related implications of immersive journalism, with particular attention to trust, responsibility, and user experience.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Describe core immersive media concepts and technologies (VR, AR, XR) and explain how they differ from traditional journalistic formats.
LO 2	Identify and discuss key technological features and emerging trends in immersive journalism, using concrete examples from contemporary practice.
LO 3	Explain how immersive design elements influence audience experience and understanding of news.
LO 4	Recognize ethical and audience-related implications of immersive journalism, including issues of trust, responsibility, and user impact.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to immersive journalism and XR	Gynnild et al. (2020); Vohra (2025)	Reflection: what makes journalism “immersive”

			compared to traditional media.
2	Foundations of VR, AR, and XR technologies	Doerner et al. (2022); Vohra (2025)	Conceptual exercise: compare VR, AR, and XR use cases in media.
3	Presence, immersion, and first-person experience	de la Peña et al. (2010)	Case analysis: how first-person perspective shapes journalistic meaning.
4	Media evolution and immersive formats	Virginás (2023)	Short report: immersive media in the historical evolution of technology.
5	New media technologies and immersive ecosystems	Doerner et al. (2022)	Conceptual exercise: XR tools, platforms, and production pipelines.
6	Interaction, agency, and narrative perspective	Yang et al. (2025)	Short report: role of user agency in immersive news experiences.
7	Immersive journalism as storytelling practice	Sánchez Laws (2023)	Case study analysis of an immersive journalism project.
8	Ethics and responsibility in immersive journalism	Pavlik (2021); Sánchez Laws (2023)	Ethical analysis: risks, manipulation, and audience trust in immersive stories.
9	Audience impact and experiential value	Greber et al. (2025); Wu (2023)	Short report: Audience-focused reflection on engagement, empathy, and credibility.
10	Adoption, integration, and newsroom practices	Eskiadi & Panagiotou (2024)	Short report: barriers and opportunities for immersive journalism adoption.

11	Trends, research directions, and emerging technologies	Arik et al. (2024); Kuzmina & Kuzmin (2024)	Short report: identify and critically assess an emerging direction.
12	Synthesis and critical discussion	Nixon et al. (2024); GitHub AR/VR repositories	Final discussion connecting foundations, technologies, and trends.

Assessment and Grading

Assessment Component	Weight
Case Study Analysis	40%
Group Project	40%
Presentation and Discussion	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Case Study Analysis	40%	Accuracy in describing XR technologies and immersive features (15%); depth of analysis of narrative strategies and audience experience (15%); clarity of argumentation and use of course concepts (10%)
Group Project	40%	Identification and application of key immersive journalism concepts and trends (15%); coherence and feasibility of the proposed immersive concept or strategy (15%); consideration of ethical and accessibility issues (10%)
Presentation and Discussion	20%	Clarity and structure of the presentation (10%); quality of critical discussion, and response to questions (10%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Collaboration, Presentation & Evaluation	Miro, Figma, GitHub; PowerPoint / Keynote (with embedded 3D or video); Google Forms, Mentimeter, Wooclap
XR & Immersive Content Creation	Unity3D, Unreal Engine; A-Frame, WebXR frameworks; Reality Composer
360° Media Production	360° cameras (e.g., Insta360, GoPro MAX); Adobe Premiere Pro (VR editing tools); Adobe After Effects

3D Modeling & Spatial Media	Blender; photogrammetry and volumetric capture tools; spatial audio software (e.g., Reaper with ambisonic plugins)
Augmented Reality Development	ARKit, ARCore; Adobe Aero; Spark AR Studio
Journalism & Data Visualization Tools	Flourish, Tableau, Datawrapper; Knight Lab tools; Mapbox
AI & Automation for Prototyping	ChatGPT, Midjourney, Synthesia, Lumen5
Project Management & Organization	Notion, Trello

Bibliography (APA style)

1. de la Peña, N., Weil, P., Llobera, J., Spanlang, B., et al. (2010). Immersive Journalism: Immersive Virtual Reality for the First-Person Experience of News. *Presence: Teleoperators and Virtual Environments*, 19(4), 291–301.
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MODULE 7: UX and UI for immersive journalism

Course Syllabus

Course Information

Course Title	UX and UI for immersive journalism (BSc)
Course Code	IM....
Course Prerequisites	None
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to the transition from 2D screens to 3D spatial environments. This course teaches the core principles of User Interface (UI) and User Experience (UX) design specifically for XR. Students will explore how to maintain user comfort, ensure factual clarity, and design intuitive interactions that feel natural in 3D space. Through a maker-centric approach, students will develop an original news-based project concept, learn to give and receive professional-grade design feedback, and master the art of defending their creative choices using industry-standard frameworks.

Learning Objectives

By the end of this module, students will be able to:

Objective 1	Synthesize UI design principles and UX frameworks (such as the FIVE framework and spatial heuristics) within immersive and spatial environments.
Objective 2	Employ creative problem solving (CPS) methodologies to address 'wicked' problems in immersive media and journalism.
Objective 3	Develop high-fidelity project concepts that balance technical usability, user comfort, and ethical representation.

Objective 4	Engage in rigorous peer critique and evidence-based self-reflection to iteratively refine design outcomes.
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Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Analyze and Categorize: Identify spatial UI components and interaction patterns, evaluating their efficacy through the lens of presence, embodiment, and accessibility.
Learning Outcome 2	Design and Justify: Produce an original immersive project concept that demonstrates a clear rationale for chosen interaction models and sensory designs.
Learning Outcome 3	Critically Evaluate Ethics: Assess the ethical implications of immersive design, specifically regarding data privacy, user autonomy, and the emotional impact of factual narratives.
Learning Outcome 4	Iterate and Communicate: Formally communicate design strategies and adapt solutions based on structured peer feedback and methodological reflection.

Course Schedule

Week	Topic	Readings	Assignments
1	UX: Foundation What is Immersive UX? Intro to the Design Thinking process, Presence, and the FIVE Framework.	Slater & Wilbur (1997); Jerald, J. (2015)	Activity: Find 2 XR menus and identify which one helps "Presence" more. Portfolio entry 1: Define the Wicked Problem of your news-based XR experience: Select a news-based topic (e.g., Climate Crisis).

2	UX: Ethics Immersive Journalism & Empathy: Balancing factual accuracy with the emotional burden of the witness.	de la Peña, N. et al. (2010)	Activity: Look at 2 news apps: compare how they handle "breaking the fourth wall"? Portfolio entry 2: List 3 ethical considerations for the design of your news-based XR experience
3	UX: Human Factors Comfort & Affordance: How physical constraints (locomotion, sensory load) define the experience.	Hillmann, C. (2021). (Ch 2: Comfort).	Activity: Find a VR menu and critique its legibility/contrast at a distance. Portfolio entry 3: Design a locomotion strategy for your news story + visual mood board.
4	UX: Research Synthesizing Insights: Creating Personas and Journey Maps based on human influential factors.	Moinnereau et al. (2022)	Portfolio entry 4: User Journey: Map the user's emotional path through your story.
5	UI: Basics Introduction to UI Components: Designing buttons, panels, and indicators for 3D space.	Jerald (2015)	Activity: Identify the basic components (Headline, Image, Navigation, Fact-box). Portfolio entry 5: UI Component Map: List every button/indicator your story will need.
6	UI: Transition to 3D Designing for "Distance Interaction." This week covers Gaze-based selection (look-to-select) and Laser-pointer models	Shin, D. (2019); Xing et al. (2022)	Portfolio entry 6: Take a 2D component identified in the previous week and transform it into 3D space for your news-based XR experience. Where does the menu go if it's not

	(ray-casting). Learn how to position the UI in the "optimal viewing zone."		glued to a screen? Which items are "Diegetic" vs. "Non-diegetic".
7	UI: Interaction Models 2: Hand Tracking & Spatial UI: Direct manipulation and designing for physical gestures.	Chandramouli (2025)	Portfolio entry 7: Sketch a 3D layout showing what is in the "Content Zone" vs. the "Peripheral Zone." Where is the "Content" vs. the "Navigation"? for your news-based XR experience
8	UI: Cognitive Load & Feedback Systems & Error Prevention: Using audio, haptics, and visual cues to confirm actions.	Alves et al. (2021)	ASSIGNMENT 1: DESIGN READY. Submit your full Concept Visualization (AI, sketches, or mockups) for Peer Review. Ensure UI doesn't overload the user.
9	Critique: Heuristic Evaluation: Learning to use adapted UX checklists to find "Pain Points" in spatial design.	Alves et al. (2021)	Evaluation: Apply the Alves framework to your peer's project. Identify their biggest "Pain Point."
10	Inclusion: Inclusive Design & XR Accessibility: Designing for motion sickness mitigation and sensory barriers.	W3C XR Guidelines (2021)	ASSIGNMENT 2: PEER CRITIQUE. Submit your 1,000-word critical evaluation of your peer's work.
11	Iteration: The Pivot & Theoretical Defense: Assessing feedback and justifying why you will (or won't) change your design.	Jerald (2015)	The Response Log: Revisit Jerald to justify why you will (or won't) change your design based on peer feedback

12	Synthesis Final Presentation & Reflection: Summarizing the journey from "Problem" to "Solution."	Gibbs' Reflective Cycle	ASSIGNMENT 3: FINAL SUBMISSION. Present the journey from Wicked Problem to Iterated Solution. Final Portfolio handover (Analysis + Concept + Response Log).
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Assessment and Grading

Assignment 1: The Design Journey Portfolio	50%
Assignment 2: Critical Peer Review	30%
Assignment 3: Final Pitch Defense	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Assignment 1: The Design Journey Portfolio	50%	The Process Log: Students produce a cumulative digital portfolio documenting the transition from news-based research to UI mockups. It must include: (1) An Immersive UI Audit using the FIVE framework; (2) Creative Problem Solving (CPS) steps; and (3) A Final Project Pitch for a news-based XR experience featuring visual concept art/sketches.
Assignment 2: Critical Peer Review	30%	The Professional Audit: A 1,000-word academic critique of a peer's design. Students are expected to apply Alves, W3C (XAUR), and Ethics frameworks to provide actionable design improvements. Grading is based on the critic's ability to provide evidence-based feedback, not on the quality of the peer's work.
Assignment 3: Final Pitch Defense	20%	The Theoretical Defense: A presentation and Q&A session in Week 12. Students present their final concept and a Response Log. The log must justify why they chose to either adopt or reject specific peer feedback using the course's core theoretical texts (e.g., Jerald, Slater) as a shield for their design decisions.

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Technology Requirements

Visual Prototyping & Sketching:

Canva / Miro: For developing user journey maps during the early design phase.

Figma / Adobe Express (optional): For designing 2D UI components (buttons, icons) before they are "placed" into 3D environments rather than sketching.

Tilt Brush / Gravity Sketch (Optional): For students who prefer to sketch their 3D UI layouts directly in a headset.

Generative AI for Concept Art:

Midjourney / DALL-E 3: Used specifically to create vision boards and background environments for project pitches.

ChatGPT / Claude: To help summarize the W3C Accessibility guidelines into actionable Design To-Do Lists.

Documentation & Review:

Screen Recording (Quest/Mobile): Mandatory for capturing POV footage of existing apps for critique.

Loom / Zoom: For recording pitch walkthroughs if presenting asynchronously.

Evaluation Tools:

Standard Heuristic Checklists: Simplified usability sheets focusing on "Visibility of System Status" and "User Control and Freedom" in 3D space.

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MODULE 8: Genres and Formats in Immersive Journalism

Course Syllabus

Course Information

Course Title	Genres and Formats in Immersive Journalism (BSc)
Course Code	IM xxx
Course Prerequisites	History of Digital Media Media Literacy and Digital Communication Genres in Modern Journalism Introduction to Journalism Studies
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to contemporary journalistic genres and their transformation within immersive media. It presents key concepts, definitions, typologies, and the historical development of journalism, with attention to both informational and opinion forms. Students analyze how traditional genres evolve in immersive contexts and explore new narrative modes and hybrid formats characteristic of immersive journalism. Through text analysis and practical exercises, they develop skills in evaluating and creating journalistic forms. The course also traces the development of immersive journalism from early passive experiences, such as 360° video, to interactive, user-driven storytelling in VR and AR environments.

Learning Objectives

This module aims to provide students with a foundational understanding of journalistic genres and formats, with particular attention to their development in contemporary and immersive media environments. Students will explore the historical evolution of journalistic genres, their typologies, and their role within different narrative traditions and media contexts. The module also addresses the social and ethical dimensions of changing journalistic forms and examines emerging trends in digital and immersive journalism. Through analytical and practical activities, students will develop the ability to recognize, describe, and critically evaluate various journalistic genres and formats, as well as apply this knowledge in the creation of journalistic texts.

Objective 1	Identify key stages and turning points in the development of journalism genres, including the emergence of immersive journalism.
Objective 2	Recognize and describe the main classical and modern journalistic genres and their typologies.
Objective 3	Compare traditional journalistic formats with immersive forms (e.g., 360° video, VR, AR) and explain how technological progress—from 3DoF to 6DoF—has expanded narrative possibilities.
Objective 4	Analyze the evolution of immersive journalism within its broader social and ethical context, including debates on empathy, representation, and digital power structures.
Objective 5	Critically evaluate the typology and evolution of media genres, recognizing recurring patterns and cycles of media innovation.
Objective 6	Apply knowledge of journalistic genres by producing journalistic texts in selected forms.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Ability to outline the historical development of journalistic genres and identify major milestones that contributed to the emergence and growth of immersive journalism.
LO 2	Ability to classify and explain different journalistic genres and formats, distinguishing between classical and contemporary typologies used in modern journalism.

LO 3	Ability to analyze and compare different storytelling formats and explain how advances in immersive technologies influence narrative structure, audience engagement, and journalistic practices.
LO 4	Ability to discuss major ethical debates related to immersive journalism and evaluate how social, cultural, and technological factors shape its development.
LO 5	Ability to critically assess the development of media genres and identify patterns in the cyclical evolution of media formats and storytelling strategies.
LO 6	Ability to create journalistic content in selected genres, demonstrating an understanding of genre conventions, structure, and narrative techniques.

Course Schedule

Week	Topic	Readings	Assignments
1	The specificity and function of classical genres in journalism	Conboy, M. (2004)	Lecture and discussion
2	Errors of modern journalism: editorializing and infotainment	Chandler, D. (2004)	Case study analysis
3	Composing rules of informational structures, lead types and their function	Harcup, T. (2009)	Peer review
4	Concise genres of informative journalism: flash, press release, announcement, infographics – recognition and exercise	Frow, J. (2006)	Writing exercise
5	Report and feature – recognition and practice	Bawarshi, A. (2001)	Report draft
6	Forms of presenting people: résumé, biography, profile, portrait – recognition and practice	Devitt, A. J. (2004)	Case study analysis

7	Border genres: interview – methods, structure, and types	Adams, S., & Hicks, W. (2009)	Peer interviews
8	Feature and reportage – types, trends, and technological transformation	Briggs, M. (2011)	Concept refinement
9	Historical precursors of immersive media (panoramas, stereoscopy)	Bolter, J. D., & Grusin, R. (2000)	Concept mapping exercise
10	Proto-immersion, early 360° video, and the “empathy machine” concept	Pavlik, J. V. (2013); Grau, O. (2003)	Case study analysis
11	The shift to interactivity, volumetric formats, and immersive storytelling tools	Pavlik, J. V. (2019); Polydorou, D. (2024); Watson, Z. (2017)	Story pitch / tool exploration
12	Verification, ethics, and future trends in immersive journalism; adaptation of classical and non-classical genres	De la Peña, N. (2010); Newman, N., & Cherubini, F. (2025); Levinson, P. (2012)	Final presentations and essay submission

Assessment and Grading

Assessment Component	Weight
Case Study / Case Study Analysis	30%
Report Draft / Writing Exercises	20%
Analytical Essay	40%
Reflective Learning Journal	10%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Case Study / Case	30%	Clear identification of genre, format, and narrative structure; Insightful analysis of storytelling techniques and

Study Analysis		technological/ethical implications; Coherent structure, clarity, and use of supporting evidence/examples; Demonstrates understanding of course concepts and critical thinking
Report Draft / Writing Exercises	20%	Application of genre conventions in classical or immersive journalism; Clear, accurate, and structured writing; Creativity in presentation and storytelling approach; Effective use of language, style, and tone appropriate for the genre; Incorporates feedback from peers or previous exercises
Analytical Essay	40%	Depth of analysis and critical engagement with the topic; Integration of relevant literature and course materials; Originality and coherence of argument; Structured, clear, and well-organized writing; Proper referencing and academic rigor; Demonstrates synthesis of classical and immersive journalism perspectives
Reflective Learning Journal	10%	Thoughtful reflection on learning experiences, exercises, and discussions; Connection of practical exercises to theoretical concepts; Critical self-assessment of strengths, challenges, and growth; Consistent engagement and clarity in journal entries

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university’s digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university’s tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Analytical and Visualization Tools	TimelineJS / Knight Lab Tools; Miro; Figma
Repositories and Archives	Oculus/Meta Quest Store; Steam VR; App Store; Wayback Machine
Production Tools (Comparative and Analytical Purposes)	Unity; Unreal Engine; Meta Spark AR; Adobe Aero; Adobe Premiere Pro (with VR plugins)
Presentation and Visualization Tools	PowerPoint; Prezi; Canva; Keynote
AI-Assisted Narrative and Visualization Tools	ChatGPT; Runway
Workflow Organization and Collaborative Design Tools	Miro; Notion

Bibliography (APA style)

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MODULE 9: Research Methods

Course Syllabus

Course Information

Course Title	Research Methods (BSc)
Course Code	IM....
Course Prerequisites	IM xxx: Digital Storytelling & Narrative Design IM xxx: Immersive Technologies Overview
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This course equips students with advanced research skills for immersive journalism and media production. It covers qualitative and quantitative methods for analyzing media content and audience engagement, as well as techniques for conducting detailed target audience analysis using demographic, psychographic, and behavioral data. Students will learn to design and implement user testing protocols for immersive experiences, collect and interpret data, and apply analytical tools and visualization techniques to present findings effectively. The course also addresses ethical considerations and explores emerging trends in research practices, preparing students to integrate rigorous research into innovative media strategies.

Learning Objectives

Students will go beyond fundamentals to provide students with essential research and analytical skills for immersive journalism, focusing on audience analysis, user testing, data interpretation, and ethical considerations in emerging media contexts. Specifically, the course has the following objectives:

Objective 1	Explain and apply qualitative and quantitative research methods for analysing media content and audience engagement in immersive journalism contexts.
Objective 2	Conduct target audience analysis using demographic, psychographic, and behavioral data to inform media production strategies.
Objective 3	Design and implement user testing protocols for immersive media experiences, including data collection and interpretation.
Objective 4	Utilize analytical tools and visualization techniques to process and present research findings effectively.
Objective 5	Evaluate ethical considerations and emerging trends in research practices for immersive journalism and media production.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Design and justify a research framework for immersive journalism projects using appropriate qualitative and quantitative methods.
Learning Outcome 2	Conduct audience profiling and target analysis to inform immersive media production strategies.
Learning Outcome 3	Implement user testing protocols and analyze engagement data to evaluate media effectiveness.
Learning Outcome 4	Apply statistical and visualization tools to interpret and present research findings in a professional format.
Learning Outcome 5	Critically assess ethical implications and emerging trends in research practices for immersive environments.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Research in Immersive Media: Role of research in immersive journalism; overview of qualitative and quantitative methods.	Creswell, Research Design (Ch. 1)	Write a short reflection (300 words) on why research is critical in immersive journalism.

2	Qualitative Research Methods: Interviews, focus groups, thematic analysis.	Creswell, Research Design (Ch. 3) Braun, V., & Clarke, V. (2021). Thematic analysis: A practical guide.	Design 5 interview questions for a study on audience engagement in VR news.
3	Quantitative Research Methods: Surveys, experiments, statistical basics.	Creswell, Research Design (Ch. 3) Field, A. Discovering Statistics Using SPSS (Introductory chapters)	Draft a short survey (10 questions) to measure user experience in immersive media.
4	Audience Analysis: Demographic, psychographic, behavioral segmentation.	Kotler, P. Marketing Management (Audience segmentation sections – Chapter 4)	Create a persona for an immersive journalism audience based on given data.
5	Data Collection Techniques: Observation, digital analytics, eye-tracking.	Angrosino, M. Doing Ethnographic and Observational Research	Propose a data collection plan for testing an AR news app.
6	User Testing Protocols: Designing usability tests, pilot studies.	Nielsen, J. Usability Engineering (Testing chapters)	Outline a user testing protocol for a VR documentary.
7	Data Analysis Tools: SPSS, NVivo, visualization techniques.	Creswell, Research Design (Ch. 9) Tufte, E. The Visual Display of Quantitative Information	Create a simple data visualization (chart or graph) using sample data.
8	Mixed Methods Research: Combining qualitative and quantitative approaches.	Creswell, Research Design (Ch. 10)	Write a short plan for a mixed-methods study on immersive journalism engagement.

9	Ethical Considerations: Privacy, consent, bias in immersive media research.	Creswell, Research Design (Ch. 4) Association of Internet Researchers (AoIR) Ethics Guidelines	Identify 3 ethical challenges in conducting VR audience research.
10	Emerging Trends in Immersive Media Research: AI-driven analytics, neuro-media studies.	Slater, M., Di Dalmazi, M., Friedman, D., Galissaire, J., Isaac, H., Kobusinska, A., ... & Wannerberg, P. (2025). A multidisciplinary approach to understanding the technology, opportunities, challenges, and implications for society of the metaverse. <i>Frontiers in Virtual Reality</i> , 6.	Write a short commentary on how AI could transform immersive journalism research.
11	Applying Research to Media Production: Translating findings into design decisions.	Jenkins, H., & Jie, Y. (2024). The path from participatory culture to participatory politics: A critical investigation—An interview with Henry Jenkins. <i>Communication and the Public</i> , 9(1), 11-30.	Suggest 3 design improvements for an immersive news app based on hypothetical research findings.
12	Integrating all methods into a research proposal.	Creswell, J. W. Research Design (Proposal writing section -Ch. 4)	Submit a 2-page research proposal for an immersive journalism study.

Assessment and Grading

Research Proposal	20% (Assignment 12)
Assignments 1-11	20%
Final Exam	60%

Grading Rubric for Research Proposal (Assignment 12 -total 100 points)

Component	Weight	Criteria
Problem statement & relevance to immersive journalism	30%	Clarity of research question (10%), methodological rigor (10%), literature integration (10%)
Methods (mixed/qual/quant) & sampling	20%	Completeness of protocol (10%), execution quality (10%), ethical compliance (10%)
User testing protocol & data plan	20%	Correct application of statistical/AI tools (10%), interpretation of results (5%), discussion of limitations (5%)
Ethics & limitations	20%	Depth of ethical analysis (10%), integration of future trends (5%), scholarly writing quality (5%)
Clarity & structure	10%	Clarity and structure of the research proposal (10%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

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Library Resources

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Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

- **Data Collection & Survey Tools**
 - Qualtrics / SurveyMonkey – For designing audience surveys and collecting quantitative data.
 - Google Forms – Simple, free option for quick feedback and user testing.
- **Qualitative Analysis Tools**
 - NVivo – For coding and analyzing interviews, focus groups, and qualitative data.
 - Atlas.ti – Advanced qualitative data analysis for thematic research.
- **Quantitative & Statistical Tools**
 - SPSS / R / Python (Pandas, SciPy) – For statistical analysis and hypothesis testing.
 - Excel / Google Sheets – For basic data analysis and visualization.
- **Immersive Media Testing Tools**
 - Unity Analytics – For tracking user behavior in VR/AR prototypes.
 - Eye-tracking Systems (Tobii Pro) – For attention and engagement analysis in immersive environments.
 - Biometric Sensors – For emotional and physiological response measurement.
- **Visualization & Reporting**
 - Tableau / Power BI – For interactive dashboards and data visualization.
 - Canva / Adobe Illustrator – For creating professional research reports and infographics.

- **ChatGPT / Claude / Gemini**
 - Used for summarizing interviews, meeting transcripts, and large datasets, helping journalists quickly extract insights for immersive projects.

Bibliography

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8. Jenkins, H., & Jie, Y. (2024). The path from participatory culture to participatory politics: A critical investigation—An interview with Henry Jenkins. *Communication and the Public*, 9(1), 11-30.
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MODULE 10: European Media Systems and Global Perspectives

Course Syllabus

Course Information

Course Title	European Media Systems and Global Perspectives (BSc)
Course Code	IM....
Course Prerequisites (recommended)	IM xxx: Introduction to Journalism and Media Studies IM xxx: Media Ethics and Society
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This course provides an advanced and critical examination of European media systems within a globalized communication environment. It explores the political, economic, cultural, and technological forces shaping media landscapes across Europe, with particular attention to globalization, digital transformation, artificial intelligence, and multicultural societies. Students will engage in comparative analysis of European media models and assess the role of EU media regulation, public service media, and freedom of expression in a transnational context. The course emphasizes intercultural communication, representation, and media's role in fostering—or hindering—cross-cultural understanding and democratic participation.

Learning Objectives

Students will move beyond foundational knowledge to critically analyse and compare European media systems within a globalized communication environment. They will apply advanced comparative and policy-oriented frameworks to assess media structures, regulation, and journalistic practices, and will be able to synthesize their analyses into evidence-based, ethically informed, and policy-relevant perspectives. Specifically, the course has the following objectives:

Objective 1	Critically analyse European media systems in relation to global communication dynamics.
Objective 2	Apply advanced comparative frameworks to evaluate media models, governance structures, and regulatory environments.
Objective 3	Assess the impact of digitalization, platformization, and AI on journalism and media industries in Europe.
Objective 4	Examine intercultural and multicultural communication practices in contemporary media contexts.
Objective 5	Develop evidence-based and policy-oriented perspectives on media pluralism, diversity, and democratic values.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Demonstrate advanced and critical knowledge of European and global media systems.
Learning Outcome 2	Compare and evaluate national and regional media models using established theoretical frameworks.
Learning Outcome 3	Analyse media policies and regulatory instruments within the European Union.
Learning Outcome 4	Critically assess media narratives through intercultural and ethical perspectives.
Learning Outcome 5	Produce analytical, research-informed, and policy-relevant outputs addressing contemporary media challenges.

Course Schedule

Week	Topic	Readings	Assignments
1	European Media Systems in a Global Context	Hallin & Mancini (2004), Introduction	Identify key characteristics of two European media systems
2	Comparative Models of Media and Politics	Hallin & Mancini (2004), Chapters 1–3	Short comparative reflection (Nordic vs Mediterranean)
3	Media Ownership, Governance, and Public Service Media	Silverstone (2007), Chapters 2–3	Case study analysis on public service media
4	European Union Media Policy and Regulation	EU GDPR (2016); Digital Services Act (2022)	Policy analysis brief (GDPR or DSA)
5	Digital Transformation and Media Convergence	Reuters Digital News Report (latest edition)	Media convergence mapping exercise
6	Global Media Flows and Transnational Journalism	Beck (2019), selected chapters	Group discussion notes on transnational journalism
7	Streaming Platforms and Cultural Globalization	Selected academic articles on global streaming platforms	Critical commentary on platform-driven narratives
8	Media Pluralism, Disinformation, and Democracy	UNESCO (2023), selected sections	Draft outline for policy brief
9	Intercultural and Multicultural Communication in Media	Silverstone (2007), Chapter 6	Media text analysis (intercultural perspective)
10	AI, Automation, and Content Localization	EU AI Act (2024), selected articles	Analytical memo on AI and journalism
11	Inclusive Storytelling and Media Ethics	Selected readings on diversity and representation	Draft reflective essay

12	Student Presentations and Course Synthesis	No new readings	Final presentations and submission of written assignments
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Assessment and Grading

Comparative Media Systems Analysis	30%
Intercultural Media Project	30%
Policy Brief on European Media Challenges	20%
Critical Reflective Essay	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Comparative Media Systems Analysis	30%	Depth of comparative analysis (10%); use of theoretical frameworks and empirical evidence (10%); clarity, structure, and academic writing (10%)
Intercultural Media Project	30%	Relevance and originality of the topic (10%); integration of intercultural communication concepts (10%); analytical coherence and presentation quality (10%)
Policy Brief on European Media Challenges	20%	Understanding of the policy issue (8%); application of EU regulatory frameworks (6%); feasibility and clarity of recommendations (6%)
Critical Reflective Essay	20%	Critical reflection and argumentation (10%); integration of course concepts and readings (5%); coherence, referencing, and academic style (5%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Data Sources and Media Monitoring

- Students are expected to access and analyse European and international media datasets and reports. Recommended sources include Eurobarometer, Reuters Digital News Report, EBU Media Intelligence, and UNESCO databases.

Data Analysis and Visualization Tools

- Excel / Google Sheets – for basic comparative analysis and data organization.
- Tableau / Power BI – for visualizing cross-national media data and trends.

Qualitative Analysis Tools

- NVivo or Atlas.ti – for qualitative content analysis of media texts, policy documents, and narratives.

Collaboration and Project Management

- Google Workspace – for collaborative writing and document sharing.
- Miro / Trello – for group coordination and project planning.

AI and Digital Media Tools

- AI-based translation and content analysis tools may be used for academic purposes, in compliance with EU regulations and institutional academic integrity policies.

Bibliography (APA style)

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MODULE 11: AI & cybersecurity in immersive media

Course Syllabus

Course Information

Course Title	AI & cybersecurity in immersive media (BSc)
Course Code	IM....
Course Prerequisites	None
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module explores the collision between **Generative AI** and **Digital Integrity** in the modern media landscape. Students will first examine how AI tools are transforming the creation of 3D environments and interactive narratives, moving beyond passive analysis to practical experimentation with state-of-the-art generative workflows. In the second half of the module, the focus shifts to **Protection and Ethics**. Students will apply cybersecurity principles to these immersive technologies, learning to identify vulnerabilities in data privacy, biometric tracking, and asset authenticity. By the end of the course, students will be capable of both **creating** cutting-edge AI media and **auditing** it for safety, ensuring they are responsible innovators in a rapidly automating industry.

Learning Objectives

By the end of this module, students will be able to:

Objective 1	Examine the technical and creative role of Generative AI in the 3D production pipeline.
Objective 2	Analyze the cybersecurity landscape of immersive media, focusing on data privacy and biometric vulnerabilities.

Objective 3	Navigate the ethical and legal frameworks (like GDPR) that govern synthetic media and user data.
Objective 4	Develop the ability to communicate complex technological risks and creative choices to non-technical stakeholders.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Utilize generative AI tools to prototype 3D journalistic assets, critically evaluating their impact on production speed, visual fidelity, and narrative authenticity.
Learning Outcome 2	Conduct a vulnerability assessment on immersive media artifacts, identifying specific risks related to biometric data harvesting, deepfakes, and identity theft.
Learning Outcome 3	Synthesize legal frameworks (GDPR) and ethical guidelines to propose mitigation strategies for the storage and distribution of synthetic media.
Learning Outcome 4	Formulate clear, non-technical arguments regarding the "Provenance" of digital content, explaining the tension between AI automation and user privacy to a lay audience.

Course Schedule

Week	Topic	Core Readings	Assignments & Activity
1	Foundations: AI in 3D	Hemraj (2025)	Activity: Trialing 3D Generative AI prompts. Portfolio 1: Audit an AI environment for spatial/lighting artifacts.
2	Workflows: Automation	Ye et al. (2024)	Activity: Mapping "Prompt-to-Mesh" pipelines.

			Portfolio 2: Visual log of an AI production workflow
3	Authorship & Intent	McCormack et al. (2019)	Activity: Case study on AI bias in environmental datasets. Portfolio 3: Reflection on AI vs. Human authorship.
4	AI in the Newsroom	Thomson et al. (2024)	Activity: Designing an "Authenticity Checklist" for synthetic news assets. Formative portfolio submission: Submit portfolio for teacher review
5	AI-Assisted Narratives	Yu & Hu (2025)	Activity: Finalizing the 3D pipeline documentation.
6	The Pivot: Creativity vs. Integrity	Erickson (2024)	ASSIGNMENT 1 DUE (30%): AI WORKFLOW DECK. Activity: The "Poisoned Asset" Challenge. A simulated crisis where their AI assets are flagged for ethical/security breaches.
7	The Vulnerable User	<i>Chow et al. (2022) & Rittel (1973)</i>	Activity: Intro to "Wicked Problems" in XR security. Portfolio 4: Threat modeling an XR headset's data "leaks."

8	Privacy & The Law	Future of Life Institute (2026) & GDPR.eu	Activity: Disclosure Design. Applying "Transparency Obligations" to synthetic media.
9	Threats: Deepfakes	Qamar et al. (2023)	Activity: Avatar Identity Verification and "Synthetic Witness" trust. Portfolio 5: Identifying biometric risks in social VR.
10	Journalistic Safety	Global Cyber Alliance (2020)	Activity: Audit Prep. Mapping the "Wicked Problem" for the Assignment 2 memo. Portfolio: Students select their Top 3 Logs.
11	Mitigation Strategies	El-Hajj (2024)	ASSIGNMENT 2 DUE (30%): SECURITY AUDIT MEMO. 1,000-word professional briefing on platform risks.
12	The Synthesis: Trust	UNESCO (n.d.) & Cairo (2016)	ASSIGNMENT 3 DUE (40%): INTEGRITY PORTFOLIO. Submit 3 Curated Logs (chosen in week 10) with 1,500-word Synthesis Essay.

Assessment and Grading

Assignment 1: AI Workflow Deck	30%
Assignment 2: Security Audit Memo	30%
Cumulative Reflective Portfolio	40%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Assignment 1: AI Workflow Deck	30%	Students prepare a 10-slide visual deck documenting a "Prompt-to-Model" pipeline, showcasing the technical journey, prompt iterations, and final 3D asset quality. Evaluation focuses on technical proficiency in AI prompting (10%), the visual fidelity and narrative relevance of the 3D assets (10%), and a critical analysis of where the AI-human collaboration succeeded or failed (10%).
Assignment 2: Security Audit Memo	30%	Students write a 1,000-word professional briefing identifying specific vulnerabilities in an existing immersive platform. Marks are awarded for the accuracy of risk identification (10%), the depth of the impact analysis on both users and journalistic credibility (10%), and the practicality of the proposed mitigation strategies, such as policy changes or UI design fixes (10%).
Assignment 3: Digital Integrity Portfolio	40%	This is a curated collection consisting of three weekly reflective logs and a final 1,500-word synthesis essay. The essay must argue for a future of "Responsible Innovation" by connecting the AI production methods from Assignment 1 to the security risks identified in Assignment 2. Marks are based on reflective depth (10%), critical synthesis of AI and Cyber (20%), and scholarly writing quality (10%).

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Research & Analysis

Case Study Databases – Collections for exploring real-world examples of AI in storytelling.
Academic Search Tools – Google Scholar, JSTOR, and Scopus for sourcing literature on AI, creativity, and media ethics.

Media Monitoring Platforms – Tools like *Reuters Institute* reports to track emerging uses of AI in news and visual communication.

Ethics & Evaluation Frameworks

Hugging Face Model Cards – Reference materials outlining how AI models are trained and evaluated for bias and transparency.

AI Fairness and Accountability Guidelines – Frameworks from organizations such as the *Partnership on AI* and *OECD AI Principles*.

Creative Commons & IP Licensing Resources – For understanding ownership, attribution, and rights in AI-generated content.

Critical Inquiry & Reflection

Ethical Impact Assessment Templates – Simple tools for analyzing bias, representation, and ethical risk in AI-generated media.

Discourse Analysis & Media Critique Guides – For evaluating tone, framing, and credibility in AI-driven media narratives.

Creative Prototyping Toolkit:

3D Capture: Polycam, Luma AI, or RealityScan (Smartphone-based).

Generative 3D: Meshy.ai, CSM.ai, or Spline AI.

Collaboration: Miro or FigJam for workflow mapping.

Bibliography (APA style)

1. Cairo, A. (2016). *The truthful art: Data, charts, and maps for communication*. New Riders.
2. Chow, Y. W., Susilo, W., Li, Y., Li, N., & Nguyen, C. (2022). *Visualization and cybersecurity in the metaverse: A survey*. *Journal of Imaging*, 9(1), Article 11. <https://doi.org/10.3390/jimaging9010011>
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MODULE 12: Design Thinking & Project Management

Course Syllabus

Course Information

Course Title	Design Thinking & Project Management (BSc)
Course Code	IM xxx
Course Prerequisites	Foundations of Immersive Journalism
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces undergraduate students to the principles and practices of design thinking and project management within the context of immersive journalism. It focuses on human-centred problem framing, creative ideation, and structured project planning as applied to journalistic and media-based projects. Students learn to work collaboratively to define project goals, develop concepts, manage timelines and resources, and respond to constraints and stakeholder needs. Emphasis is placed on iterative design processes, teamwork, and reflective practice, enabling students to plan and manage projects that support innovation, journalistic purpose, and responsible media production.

Learning Objectives

Students will develop foundational knowledge and practical skills in design thinking and project management within the context of immersive journalism. Through guided analysis and collaborative, practice-based activities, they will learn to frame problems, generate ideas, and plan projects that respond to journalistic goals and audience needs. Students will be introduced to structured project planning methods and teamwork practices and will be encouraged to reflect on creative, organisational, and ethical considerations in the development of media projects. Specifically, the course has the following objectives:

Objective 1	Introduce students to the core principles of design thinking and human-centred problem solving in immersive journalism contexts.
Objective 2	Develop students' ability to frame problems, generate ideas, and translate concepts into structured project plans.
Objective 3	Familiarize students with basic project management tools and methods, including task planning, scheduling, and role allocation.
Objective 4	Encourage effective teamwork, communication, and collaboration within project-based learning environments.
Objective 5	Promote reflective practice by guiding students to evaluate project processes, outcomes, and ethical considerations.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Apply design thinking principles to identify and frame problems in immersive journalism and media-related projects.
LO 2	Generate and communicate project ideas using appropriate ideation and planning tools.
LO 3	Develop and manage basic project plans that define objectives, tasks, timelines, and team roles.
LO 4	Work collaboratively within project teams and contribute constructively to decision-making processes.
LO 5	Reflect on project development processes and outcomes, identifying lessons learned and areas for improvement.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to design thinking and project-based work	Lugmayr (2011); Brunetti et al. (2024)	Analyse a media project. How was the problem framed and addressed?
2	Human-centred design and problem framing	Polydorou (2024); Lugmayr (2011)	Define a problem statement. What assumptions shape the framing?
3	Ideation methods and creative thinking	Lugmayr (2011); Brunetti et al. (2024)	Generate and justify multiple project ideas. What criteria guide selection?
4	From ideas to concepts	Murray (2017); Polydorou (2024)	Develop a project concept. How does it address user and journalistic needs?
5	Introduction to project management principles	Hayes et al. (2022); Sissons & Cochrane (2019)	Analyse project constraints. How do time and resources shape outcomes?
6	Planning tasks, roles, and timelines	Hayes et al. (2022); Brunetti et al. (2024)	Create a basic project plan. How are responsibilities allocated?
7	Project proposal development	Lugmayr (2011); Uskali & Ikonen (2020)	Submit Project Proposal. How does the plan support feasibility and goals?
8	Collaboration, communication, and teamwork	Sissons & Cochrane (2019); Brunetti et al. (2024)	Reflect on team dynamics. What supports effective collaboration?
9	Managing change and iteration	Polydorou (2024); Hayes et al. (2022)	Revise the project plan. How does feedback inform changes?

10	Risk management and ethical considerations	Madary & Metzinger (2016); Taylor & Highfield (2020)	Identify risks and ethical issues. How can they be mitigated?
11	Project implementation and monitoring	Uskali & Ikonen (2020); Hayes et al. (2022)	Review project progress. Are objectives being met?
12	Project presentation and reflection	Veitch et al. (2025); Brunetti et al. (2024)	Submit Final Project and Reflective Report. What was learned from the process?

Assessment and Grading

Assessment Component	Weight
Project Proposal	20%
Project Plan and Documentation	20%
Final Project Output	40%
Reflective Report	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Proposal	20%	Assessed on clarity of problem definition (8%), feasibility and justification of the proposed approach (7%), and alignment with user needs and journalistic context (5%).
Project Plan and Documentation	20%	Assessed on the structure and organisation of the project plan (8%), realism of timelines and resource allocation (7%), and clarity and completeness of documentation (5%).
Final Project Output	40%	Assessed on achievement of project objectives (15%), application of design thinking principles (10%), coherence and effectiveness of execution (10%), and ethical and contextual awareness (5%).

Reflective Report	20%	Assessed on depth of critical reflection (10%), integration of learning and consideration of future development (5%), and scholarly writing quality (5%).
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Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
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Collaboration and Communication	Microsoft Teams, Zoom, or equivalent online communication platforms
Design and Ideation Tools	Miro, MURAL, FigJam, or equivalent digital whiteboarding tools
Project Planning and Management	Trello, Asana, Notion, or equivalent task and project management tools
Documentation and Presentation	Microsoft Word, PowerPoint, Google Docs, or equivalent productivity tools
File Sharing and Version Control	Cloud-based storage platforms (e.g., OneDrive, Google Drive)

Bibliography (APA style)

1. Brunetti, R., Ferrante, S., Avella, A. M., Indraccolo, A., & Del Gatto, C. (2024). Turning stories into learning journeys: The principles and methods of immersive education. *Frontiers in Psychology, 15*, 1471459. <https://doi.org/10.3389/fpsyg.2024.1471459>
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MODULE 13: Immersive Technologies in Practice

Course Syllabus

Course Information

Course Title	Immersive Technologies in Practice (BSc)
Course Code	IM xxx
Course Prerequisites	Foundations of Immersive Journalism Multimedia Design & Production Immersive Technologies Overview UX/UI for Immersive Media
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to the theory and practice of immersive technologies within the field of immersive journalism, with a strong emphasis on hands-on learning and critical reflection. It covers the basic foundations of design, development, post-production, and evaluation of immersive experiences across the virtuality continuum, including Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and 360° media. Students acquire practical basic skills in creating *low-complexity* interactive applications for head-mounted displays, mobile devices, and tablets using professional development and post-production tools, while engaging with computer-generated 3D environments, 360° video, and spatial audio. Through iterative design, editing, and testing, students explore how immersion, presence, embodiment, comfort, and spatial awareness emerge from the interaction between perceptual, cognitive, narrative, and technological factors. Conceptual distinctions are established among VR, AR, and MR: VR fully immerses users in computer-generated environments, AR overlays digital content onto the physical world, and MR enables real-time interaction between digital and physical elements.

The course is explicitly designed for Bachelor-level learners, prioritizing conceptual understanding, applied skills, teamwork, and reflective practice over programming or advanced system development

Learning Objectives

The learning objectives of this module are to introduce undergraduate students to the fundamental concepts and practical applications of immersive technologies in the context of immersive journalism. Students will develop a basic understanding of Virtual Reality, Augmented Reality, Mixed Reality, and 360° media, learning how these technologies differ and how they are used to create immersive journalistic experiences. The module aims to help students understand how immersion, presence, and user experience emerge from the interaction between narrative choices, perceptual and cognitive processes, and technological design, without requiring advanced technical or programming expertise.

Alongside this conceptual foundation, the module aims to build practical and collaborative skills through hands-on activities and guided workshops. By the end of the course, undergraduate students will be able to plan, create, and refine simple immersive journalism projects using industry-standard tools, work effectively in small production teams, and reflect critically on their design and storytelling choices.

Specifically, the course has the following objectives:

Objective 1	Understand the fundamental concepts and differences among Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and 360° media in the context of immersive journalism.
Objective 2	Explain how immersive experiences are designed and how narrative, perceptual, cognitive, and technological factors contribute to immersion, presence, and user comfort.
Objective 3	Plan and produce simple immersive journalism projects using industry-standard tools, applying basic interaction and post-production techniques.
Objective 4	Work effectively in small teams to develop immersive content, demonstrating collaboration, communication, and iterative problem-solving skills.
Objective 5	Critically assess immersive journalism experiences with respect to journalistic values, ethical responsibility, accessibility, and audience impact.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Design and deliver basic immersive media prototypes (VR, AR/MR, or 360° experiences) that demonstrate coherent interaction, stable performance, and meaningful user engagement in an immersive journalism context.
LO 2	Explain how design and production choices influence immersion, presence, spatial coherence, user comfort, and audience experience across different immersive media formats.
LO 3	Apply foundational immersive media workflows, including basic development and post-production processes, using industry-standard tools such as Unity or Unreal and professional video and audio editing software.
LO 4	Collaborate effectively within small, multidisciplinary teams, contributing to organized workflows, role definition, and the production of immersive journalism content from concept to final output.
LO 5	Critically reflect on ethical, social, and accessibility considerations in immersive media production, demonstrating awareness of journalistic responsibility, representation, and professional standards.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Immersive Technologies and Immersive Journalism	Uskali and Ikonen (2020); Pavlik (2013)	Short written analysis of an immersive journalism example
2	Immersion, Presence, and User Experience	Baños et al. (2005); Murray (2017)	Reflection on immersion and user experience in VR/360° media
3	Virtual Reality for Journalism: Concepts and Design	Murray (2017); Sissons and Cochrane (2019)	VR concept sketch and experience outline

4	Interaction Design and User Comfort in VR	Polydorou (2024); Stewart (2022)	Interaction storyboard for a VR journalism experience
5	Augmented and Mixed Reality in Journalism	Polydorou (2024); Brunetti et al. (2024), git-hub repo	AR/MR concept proposal (low-fidelity prototype or mock-up)
6	Ethics, Accessibility, and Responsibility in Immersive Media	Madary and Metzinger (2016); Taylor and Highfield (2020)	Ethics and accessibility review of a proposed project
7	360° Video Storytelling and Visual Grammar	Damme et al. (2019); Hayes et al. (2022) , git-hub repo	Analysis of a 360° journalistic video
8	Spatial Audio and Sound Design for Immersive Media	Baños et al. (2005); Sánchez Laws (2017) , git-hub repo	Audio planning exercise for a 360° story
9	Immersive Post-Production Workflows	Hayes et al. (2022); Lugmayr (2011) , git-hub repo	Practical editing exercise with 360° footage
10	User Testing and Iteration	Conrad et al. (2024); , git-hub repo Polydorou (2024)	Peer testing report and design iteration
11	Final Project Development	Uskali and Ikonen (2020); Pavlik (2013)	Final immersive project submission
12	Presentation, Critique, and Reflection	Veitch et al. (2025); Brunetti et al. (2024)	Project presentation and reflective essay

Assessment and Grading

Assessment Component	Weight
Research Essay	40%
Group Project	40%
Presentation and Discussion	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Essay	40%	Understanding of Concepts related to VR, AR, XR (15%), use of literature (10%), critical analysis (10%), structure and academic writing (5%)
Group Project	40%	Concept and journalistic relevance (10%), technical execution (15%), Immersive Design and User Experience (10%), Teamwork and Project management (5%)
Presentation and Discussion	20%	Clarity of presentation (10%), critical reflection (5%), engagement and discussion (5%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university’s digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university’s tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Collaboration, Presentation & Evaluation	Miro, Figma, GitHub; PowerPoint / Keynote (with embedded 3D or video); Google Forms, Mentimeter, Wooclap
Multimedia Production Software	Adobe Premiere Pro, Adobe Audition, Adobe After Effects, Adobe Photoshop / Illustrator
XR & Immersive Content Creation	Unity3D, Unreal Engine; A-Frame, WebXR frameworks; Reality Composer
360° Media Production	360° cameras (e.g., Insta360, GoPro MAX); Adobe Premiere Pro (VR editing tools); Adobe After Effects
3D Modeling & Spatial Media	Blender; photogrammetry and volumetric capture tools; spatial audio software (e.g., Reaper with ambisonic plugins)
Augmented Reality Development	ARKit, ARCore; Adobe Aero; Spark AR Studio
Journalism & Data Visualization Tools	Flourish, Tableau, Datawrapper; Knight Lab tools; Mapbox
AI & Automation for Prototyping	ChatGPT, Midjourney, Synthesia, Lumen5
Project Management & Organization	Notion, Trello

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MODULE 14: Marketing and Fundraising for Immersive Media

Course Syllabus

Course Information

Course Title	Marketing and Fundraising for Immersive Media (BSc)
Course Code	IM....
Course Prerequisites (recommended)	Digital Storytelling and Narrative Design; Immersive Technologies Overview; Introduction to Media Economics.
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This Bachelor-level course introduces the fundamental principles, tools, and practices of marketing and fundraising for immersive journalism and immersive media projects. The course focuses on audience-centred thinking, basic market positioning, and the identification of sustainable funding opportunities across public, private, and community-based sources. Students learn how to communicate the value of immersive experiences, design ethically responsible outreach strategies, and align impact, visibility, and financial viability.

Learning Objectives

Students will build on foundational knowledge to understand and apply core marketing and fundraising concepts within the context of immersive media and immersive journalism. They will analyse audiences, value propositions, and funding opportunities, and will learn to design introductory, ethically responsible, and sustainability-oriented marketing and fundraising strategies for immersive projects. Specifically, the course has the following objectives:

Objective 1	Understand core marketing concepts as applied to immersive journalism and creative media.
Objective 2	Analyse basic audience segments and market contexts for immersive media projects.
Objective 3	Design introductory marketing and fundraising strategies aligned with editorial goals.
Objective 4	Recognise ethical, social, and inclusivity considerations in marketing and fundraising activities.
Objective 5	Develop clear and accessible communication materials for stakeholders and potential funders.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Identify target audiences and define a basic value proposition for an immersive media project.
Learning Outcome 2	Apply introductory marketing tools to plan distribution and communication activities.
Learning Outcome 3	Map relevant funding opportunities and outline simple fundraising strategies.
Learning Outcome 4	Communicate project ideas effectively through written and oral presentations.
Learning Outcome 5	Reflect on ethical and sustainability issues related to marketing and fundraising in immersive contexts.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Marketing for Immersive Media	Kotler et al. (2021), Ch. 1	Short reflection on immersive media audiences
2	Audience Segmentation and Value Proposition	Ryan (2020), selected chapters	Define audience segments and value proposition
3	Go-to-Market Strategies and Distribution Channels	Course notes and case materials	Channel mapping exercise
4	Branding, Messaging, and Ethical Communication	Silverstone (2007), selected sections	Draft basic messaging framework
5	Monetization Models for Immersive Media	Kotler et al. (2021), selected sections	Overview of possible revenue streams
6	Introduction to Data, Analytics, and KPIs	Course slides and examples	Identify basic KPIs for an immersive project
7	Fundraising Landscape for Creative and Immersive Media	European Commission (2023), overview	Mapping of funding opportunities
8	Public and Community-Based Funding	EU Creative Europe MEDIA documentation	Draft outline of a funding proposal
9	Private Funding and Sponsorship Basics	Selected articles and case studies	Simple sponsorship concept note
10	Pitching and Proposal Writing Fundamentals	Course materials	Prepare short project pitch
11	Ethics, Inclusion, and Sustainability	UNESCO (2023), selected sections	Draft reflective essay

12	Case Study Presentations and Course Wrap-Up	No new readings	Final presentations and submission of assignments
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Assessment and Grading

Marketing Strategy Report	30%
Fundraising Proposal	30%
Case Study Presentation	20%
Reflective Essay	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria	
Marketing Strategy Report	30%	30%	Clear identification of target audience and value proposition (10%); appropriate use of basic marketing concepts and terminology (10%); clarity, structure, and coherence of the report (10%).
Fundraising Proposal	30%	30%	Identification of suitable funding sources (10%); alignment between project goals and funding strategy (10%); completeness, feasibility, and clarity of the proposal (10%).
Case Study Presentation	20%	20%	Understanding of the selected case (8%); ability to describe and analyse key marketing or fundraising elements (6%); clarity of oral presentation and visual materials (6%).
Reflective Essay	20%	20%	Ability to reflect on ethical, inclusion, and sustainability issues (10%); connection with course concepts and examples (5%); clarity of writing, structure, and basic academic conventions (5%).

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Marketing, Analytics, and Visualization Tools

- Google Analytics (introductory use) – to understand basic audience metrics and traffic patterns.
- Excel / Google Sheets – for simple data organization, budgeting, and KPI tracking.
- Canva / basic presentation software – for creating marketing and pitch materials.

Project Management and Collaboration

- Google Workspace – for collaborative writing, presentations, and file sharing.
- Miro / Trello / Notion – for basic project planning, brainstorming, and teamwork coordination.

Funding Platforms and Information Sources

- EU Funding & Tenders Portal and Creative Europe Desks – for exploring public funding opportunities.
- Crowdfunding platforms (donation or reward-based) – for understanding community fundraising models.

AI-Assisted Tools

- AI-based tools may be used at an introductory level for content ideation, copy support, or language assistance. Students must use such tools transparently and responsibly, respecting academic integrity, data privacy, and ethical communication principles.

Bibliography (APA style)

1. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
2. Ryan, D. (2020). *Digital marketing: Understanding digital campaigns in the data-driven era*. Routledge.
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MODULE 15: Capstone Project/Thesis

Course Syllabus

Course Information

Course Title	Capstone Project/Thesis (BSc)
Course Code	IM...
Course Prerequisites (recommended)	IM xxx: Research Methods
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This course equips students with the practical research skills needed to design and execute a thesis or project in immersive journalism. Through hands-on work, students will learn to select and apply appropriate research methodologies for their specific research question, profile audiences to understand engagement patterns, and design user testing sessions for immersive prototypes. They will also develop competence in analyzing and visualizing data to present findings clearly and accurately, while addressing ethical considerations throughout the research process. By the end of the course, students will be prepared to conduct structured, ethical, and audience-focused research that informs innovative immersive media storytelling.

Learning Objectives

The course will provide students with essential research and analytical skills for immersive journalism, focusing on audience analysis, user testing, data interpretation, and ethical considerations in emerging media contexts. Specifically, the course has the following objectives:

Objective 1	Understand and apply the right research methodology for a specific research question in immersive journalism.
Objective 2	Apply basic audience profiling techniques to identify target demographics and engagement patterns for immersive media for the underlying research question.
Objective 3	Design and conduct simple user testing sessions for immersive journalism prototypes, collecting and interpreting feedback.
Objective 4	Use fundamental data analysis and visualization tools to present research findings clearly and accurately for the underlying research question.
Objective 5	Recognize ethical considerations for the underlying research question.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Select and apply appropriate research methodologies for immersive journalism projects.
Learning Outcome 2	Perform basic audience profiling and interpret engagement patterns.
Learning Outcome 3	Design and execute user testing sessions and analyze feedback effectively.
Learning Outcome 4	Present research findings using basic data analysis and visualization tools.
Learning Outcome 5	Integrate ethical considerations into research design and reporting.

Course Schedule

Week	Topic	Activity	Assignments
1	Orientation & Project Proposal	Overview of capstone expectations and deliverables	Draft initial research question and project concept

		Discuss immersive journalism trends and project ideas	
2	Proposal Refinement & Ethics	Finalize research question and objectives Identify scope, feasibility, and resources	Review ethical considerations and submit ethics approval (if needed)
3	Literature Review & Contextual Analysis	Conduct focused literature review Position project within existing immersive journalism practices	Submit annotated bibliography
4	Audience Profiling & Engagement Strategy	Apply audience profiling techniques Define target demographics and engagement goals	Submit audience analysis report
5	Prototype Design Planning	Outline immersive experience concept (VR, AR, 360 video, etc.) Storyboarding and technical requirements	Submit prototype design plan
6	Development Sprint 1	Begin building prototype or immersive content	Weekly check-in on progress and challenges
7	Development Sprint 2	Continue development and integrate feedback	Prepare for initial user testing
8	User Testing & Feedback Collection	Conduct simple user testing sessions	Submit user testing report

		Collect qualitative and quantitative feedback	
9	Data Analysis & Visualization	Analyze user feedback and engagement data Create visualizations to support findings	Submit preliminary analysis
10	Refinement & Iteration	Revise prototype based on insights	Ensure alignment with research question and audience needs
11	Finalization	Complete final prototype or immersive experience	Prepare thesis/project report draft
12	Presentation & Submission	Present project to faculty and peers Submit final report and deliverables	Reflect on process and outcomes

Assessment and Grading

Thesis/Project report	80%
Presentation	20%

Grading Rubric for Thesis/Project

Component	Weight	Criteria
Problem statement & relevance to immersive journalism	30%	Clarity of research question (10%), methodological rigor (10%), literature integration (10%)
Methods (mixed/qual/quant) & sampling	20%	Completeness of protocol (10%), execution quality (10%), ethical compliance (10%)

User testing protocol & data plan	20%	Correct application of statistical/AI tools (10%), interpretation of results (5%), discussion of limitations (5%)
Ethics & limitations	20%	Depth of ethical analysis (10%), integration of future trends (5%), scholarly writing quality (5%)
Clarity & structure	10%	Clarity and structure of the report (10%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

- **Data Collection & Survey Tools**
 - Qualtrics / SurveyMonkey – For designing audience surveys and collecting quantitative data.
 - Google Forms – Simple, free option for quick feedback and user testing.

- **Qualitative Analysis Tools**
 - NVivo – For coding and analyzing interviews, focus groups, and qualitative data.
 - Atlas.ti – Advanced qualitative data analysis for thematic research.

- **Quantitative & Statistical Tools**
 - SPSS / R / Python (Pandas, SciPy) – For statistical analysis and hypothesis testing.
 - Excel / Google Sheets – For basic data analysis and visualization.

- **Immersive Media Testing Tools**
 - Unity Analytics – For tracking user behavior in VR/AR prototypes.
 - Eye-tracking Systems (Tobii Pro) – For attention and engagement analysis in immersive environments.
 - Biometric Sensors – For emotional and physiological response measurement.

- **Visualization & Reporting**
 - Tableau / Power BI – For interactive dashboards and data visualization.
 - Canva / Adobe Illustrator – For creating professional research reports and infographics.

- **ChatGPT / Claude / Gemini**
 - Used for summarizing interviews, meeting transcripts, and large datasets, helping journalists quickly extract insights for immersive projects.

Bibliography

1. Creswell, J. D., & John, W. (2018). *Creswell, Research Design. Qualitative, Quantitative, and Mixed Methods Approaches.*
2. Braun, V., & Clarke, V. (2021). *Thematic analysis: A practical guide.*
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Part 4: Master of Science in Immersive Journalism Syllabi

Module 1: Foundations of Immersive Journalism

Course Syllabus

Course Information

Course Title	Foundations of Immersive Journalism (MSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Journalism Studies Media Literacy and Digital Communication, Social Context of Immersive Journalism (BSc) or equivalent
Programme	iStream – Immersive Journalism
Course Title	Foundations of Immersive Journalism (MSc)

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module provides an advanced, critical introduction to immersive journalism, focusing on theoretical frameworks, ethical challenges, and strategic uses of immersive technologies in contemporary news environments. Building on undergraduate foundations, students examine immersive journalism as a research field, professional practice, and societal force. Emphasis is placed on analytical thinking, ethical

responsibility, and the evaluation of immersive storytelling within complex media ecosystems. The module also offers a critical examination of gatekeeping and news values in contemporary journalism, analyzing how these processes operate within media ecosystems shaped by platformization, algorithms, datafication, and immersive technologies. Students explore the societal and ethical implications of gatekeeping, including power, visibility, exclusion, public discourse, and audience trust. Finally, the module examines the social contexts of immersive journalism, emphasizing its role as a socio-technical practice embedded in cultural, political, and technological structures. Students critically assess issues of representation, inequality, participation, and public trust, evaluating the broader societal impact of immersive storytelling.

Learning Objectives

This module is designed to equip students with a critical and comprehensive understanding of immersive journalism, emphasizing conceptual foundations, ethical considerations, and the societal impact of emerging technologies. Students will develop advanced analytical competencies to evaluate immersive storytelling, design sophisticated immersive news concepts, and assess audience experience, engagement, and trust. Specifically, students will:

Objective 1	Critically analyze the conceptual, theoretical, and ethical foundations of immersive journalism, including classical and contemporary gatekeeping theories.
Objective 2	Evaluate immersive technologies, platforms, and formats in relation to journalistic values, societal impact, and ethical responsibilities.
Objective 3	Design advanced immersive journalism concepts and projects informed by research, ethical frameworks, and narrative principles.
Objective 4	Assess audience experience, cognition, trust, and participation in immersive news environments.
Objective 5	Analyze how immersive journalism constructs social reality, public meaning, and power relations, including issues of inclusion, exclusion, and representation.
Objective 6	Situate immersive journalism within broader media, technological, and cultural transformations, reflecting critically on its societal and political implications.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
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LO 1	Critically explain key theories and concepts of immersive journalism and gatekeeping, developing research-informed arguments on their role in democratic media systems.
LO 2	Evaluate immersive journalism projects using academic and professional criteria, analyzing complex gatekeeping processes and their ethical, cognitive, and societal implications.
LO 3	Design research-informed immersive journalism concepts that integrate ethical considerations, narrative strategies, and social responsibility.
LO 4	Assess audience experience, engagement, trust, and the ethical and societal implications of immersive journalism on public understanding and discourse.
LO 5	Critically analyze social theories and evaluate how immersive journalism shapes social visibility, voice, and the societal and political implications of storytelling practices.
LO 6	Position immersive journalism within evolving media ecosystems, assessing how news values are negotiated, transformed, and contested in digital and immersive environments.

Course Schedule

Week	Topic	Readings	Assignments
1	Immersive Journalism: Concepts, Scope, and Research Field	Pavlik (2013); Gynnild et al. (2020)	Discussion and concept mapping: defining immersive journalism at MSc level
2	History and Evolution of Immersive Media	Sánchez Laws (2017); Virginás (2023)	Short reflection paper: immersive media in historical context
3	Immersion, Presence, Empathy, and Cognition	Nielsen & Sheets (2019); de la Peña et al. (2010); Ahmed (2014)	Case study analysis: benefits and risks of immersive presence
4	Technologies: VR, AR, and 360° Video	Reuters Institute (2025); Doerner et al. (2022); Baía Reis & Coelho (2018)	Critical tool analysis: affordances and limitations for journalism

5	Narrative Design and Spatial Storytelling	Polydorou (2024); Sánchez Laws (2023); Pink (2015)	Research-based story pitch draft
6	Ethics, Responsibility, and Manipulation in Immersive Journalism	Pavlik (2021); Chouliaraki (2013); Pedersen (2021); Nash (2018)	Ethics position paper
7	Audience Engagement, UX, User Agency	Wu (2023); Hermida (2011); Jenkins et al. (2013); Kohring & Matthes (2007)	UX mapping and audience impact analysis
8	AI, Automation, and Synthetic Media in Immersive Reporting	Reuters Institute (2025); Nixon et al. (2024); Couldry & Mejias (2019)	Analytical brief: AI opportunities and risks
9	Verification, Accuracy, and Trust in Immersive News	Selected academic and industry reports; Tsftati & Cappella (2003); Carlson (2018)	Strategic analysis: barriers and adoption models
10	Newsroom Adoption, Strategy, and Organizational Change	Eskiadi & Panagiotou (2024); McManus (1994); Tuchman (1978)	Trend review paper
11	Emerging Trends and Future Directions	Arik et al. (2024); Kuzmina & Kuzmin (2024); Pavlik (2021); Thussu (2018)	Final project preparation
12	Final Presentations and Reflection	-	Final project submission

Assessment and Grading

Immersive Project Design & Proposal	35%
Analytical Research & Essays	25%
Social Context & Case Analysis	25%
Reflection & Presentation	15%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Immersive Project Design & Proposal	35%	Clarity and originality of concept; effective integration of immersive storytelling techniques; research-informed design; feasibility and technical coherence.
Analytical Research & Essays	25%	Depth of analysis; critical engagement with theory and literature; logical argumentation; quality of evidence and citations; clarity of writing.
Social Context & Case Analysis	25%	Understanding of social, cultural, and ethical dimensions; critical evaluation of case studies; application of research methods; insight into societal impact.
Reflection & Presentation	15%	Reflective insight and self-assessment; synthesis of learning; clarity and engagement in oral or written presentation; ability to respond to questions and discussion points.

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university’s digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university’s tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Immersive Environment Creation Tools	Unity / Unreal Engine – for building interactive and immersive VR/AR environments, designing, prototyping, and deploying complex virtual spaces for journalistic storytelling
360° Video Capture Tools	Insta360 / Ricoh Theta – to capture immersive video footage, record and share panoramic scenes, providing audiences with a first-person perspective and a heightened sense of presence within news environments
Post-Production Tools	Adobe Premiere Pro / After Effects – for video editing and visual effects, refining immersive content, enabling precise editing, color grading, and integrating motion graphics or special effects to enhance narrative impact
AI-Assisted Narrative & Visualization Tools	ChatGPT / Runway – for generating, summarizing, and visualizing journalistic content
Workflow Organization & Collaborative Design Tools	Miro / Notion – for organizing project workflows and facilitating collaborative design

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Module 2: Media Law, Ethics and Politics

Course Syllabus

Course Information

Course Title	Media Law, Ethics and Politics (MSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Media Studies Fundamentals of Communication Theory
Programme	iStream – Immersive Journalism
Course Title	Media Law, Ethics and Politics (MSc)

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module offers an advanced, critical exploration of media law, ethics, and policy in the context of digital, platform-based, and immersive media systems. Students examine media legislation and regulatory frameworks as dynamic, evolving fields shaped by technological innovation, political power, and global governance. The module emphasizes comparative legal analysis, ethical reasoning, and policy design, with particular focus on consumer and data protection, AI regulation, algorithmic media, and accountability in immersive journalism. Through engagement with real-world case studies, students critically analyze the normative, legal, and socio-technical dimensions of immersive journalism, VR/AR media, and AI-generated content. The module develops students' ability to assess ethical risks, interpret legal and regulatory requirements, and design responsible policy frameworks for data-intensive and immersive media environments. By the end of the module, students are equipped to evaluate regulatory approaches, propose

ethically grounded solutions, and advance responsible practices in contemporary media production and governance.

Learning Objectives

Master’s students will develop advanced analytical, normative, and strategic competencies in the field of media law, ethics, and policy. The module focuses on understanding complex legal frameworks, evaluating ethical challenges, and designing effective policy responses within digital, platform-based, and immersive media environments. Specifically, the course has the following objectives:

Objective 1	Critically interpret consumer, data protection, and media legislation in digital, immersive, and AI-driven media contexts.
Objective 2	Assess ethical, societal, and legal risks related to data-driven, immersive, and algorithmic media production.
Objective 3	Analyze regulatory, political, and institutional responses to platforms, AI, and immersive media.
Objective 4	Design data protection, consumer, and media policy strategies for organizations and emerging media environments.
Objective 5	Apply ethical theories and legal reasoning to immersive journalism and case-based media scenarios.
Objective 6	Evaluate normative, regulatory, and policy frameworks to develop responsible and evidence-based media practices.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Demonstrate comprehensive understanding of key legal frameworks (GDPR, DSA, AI Act); Identify relevant laws and regulations applicable to digital and immersive media; Analyze case studies to interpret how legislation governs media practices
LO 2	Recognize ethical dilemmas arising from AI, algorithms, and immersive media; Evaluate societal and user impacts of data-intensive media production; Apply risk assessment methods to identify potential harms and compliance issues
LO 3	Compare regulatory approaches across jurisdictions; Critically assess the role of political, economic, and institutional factors in

	shaping media governance; Examine how policy frameworks respond to emerging technologies
LO 4	Develop actionable policy recommendations to ensure legal compliance; Propose strategies to enhance user trust, transparency, and accountability; Integrate ethical and legal considerations into organizational policy design
LO 5	Apply normative ethical frameworks to immersive media scenarios; Analyze case studies to resolve ethical and legal challenges; Justify decisions using evidence-based ethical and legal reasoning
LO 6	Critically assess effectiveness of existing policies and regulations; Identify gaps and propose improvements in regulatory frameworks; Synthesize legal, ethical, and policy knowledge to support responsible media production

Course Schedule

Week	Topic	Readings	Assignments
1	Consumer and Data Protection as Governance	Solove & Schwartz (2024); Smuha (2025)	Conceptual analysis paper
2	GDPR, DSA, and AI Act in Media Production	EU legal texts (2016, 2022, 2024)	Critical reflection
3	Datafication, Platforms, and Power	Zuboff (2019); Couldry & Mejias (2019)	Analytical memo
4	Consent, Transparency, and Dark Patterns	Mathur et al. (2019)	Case study analysis
5	Data Protection Impact Assessments	Information Commissioner's Office (2021)	Applied policy exercise
6	Consumer Harm, Algorithmic Bias, and AI Regulation	O'Neil (2016); Crawford (2021)	Research brief
7	Immersive Media, XR, Biometrics, and Ethical Challenges	Madary & Metzinger (2016); Pavlik (2021); Sánchez Laws (2017)	Risk assessment / Case study analysis

8	AI Governance, Automation, and Accountability	Floridi et al. (2018); Smuha (2025); Crawford (2021)	Policy analysis memo / Short analytical report
9	Trust, Authenticity, and User Rights	Bailenson (2018); Ward (2015)	Reflection exercise / Analytical essay outline
10	Global and Comparative Media Regulation	OECD (2020); Barfield & Blitz (2018); Tambini et al. (2017)	Comparative report / Case study
11	Future Challenges in Digital and Immersive Media	Selected policy documents; Wardle & Derakhshan (2017)	Trend review / Critical reflection
12	Synthesis, Policy and Ethical Presentations	—	Final presentation / Final discussion

Assessment and Grading

Consumer & Data Governance	50%
Immersive Journalism	35%
Media Law & Policy	15%

Grading Rubric (Total: 100%)

Area	Weight	Criteria
Consumer & Data Governance	50%	Assessment focuses on the ability to critically analyze complex consumer and data protection issues in digital and immersive media; includes understanding of legal frameworks (GDPR, DSA, AI Act), platform governance, ethics, and societal, economic, and regulatory implications; also evaluates the design of policies and strategies for user protection.
Immersive Journalism	35%	Assessment covers identification and analysis of key ethical and legal issues in immersive journalism; application of ethical frameworks; understanding of risks related to

		immersion, affect, and audience manipulation; evaluation of regulatory approaches for XR, VR, and AI-driven media; and formulation of recommendations addressing user safety and professional responsibility.
Media Law & Policy	15%	Assessment focuses on critical analysis of media law, regulation, and policy; includes understanding the influence of political, economic, and global governance structures on media; and the ability to design informed policy and ethical recommendations in response to emerging challenges in digital and immersive media.

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Legal Research and Media Legislation Databases	LexisNexis; Eur-Lex
Journalistic Ethics and Professional Standards	Code of Ethics; EBU Editorial Guidelines
Analysis and Public Communication Tools	Datawrapper; Pol.is
Collaborative Research and Ethical Mapping	Notion; Miro

Bibliography (APA style)

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Module 3: Digital Storytelling & Narrative Design

Course Syllabus

Course Information

Course Title	Digital Storytelling & Narrative Design (MSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Multimedia Design Basic of Digital Storytelling, Principles of Media Production, New Trends & Features in Immersive Journalism, Social Context of Immersive Journalism
Programme	iStream – Immersive Journalism
Course Title	Digital Storytelling&Narrative Design (MSc)

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This advanced module provides an in-depth exploration of digital storytelling as a central skill in immersive journalism, combining narrative theory with multimedia design principles. Students develop the ability to create complex, interactive journalistic stories by integrating text, images, video, audio, animation, and user-centered design. Building on foundational knowledge from multimedia design, the module emphasizes visual composition, information hierarchy, usability, and interaction design, enabling students to produce sophisticated, audience-focused narratives across digital platforms. The module also offers an advanced examination of artificial intelligence (AI) in narrative production across film, digital media, games, and interactive platforms. Students learn to strategically integrate AI into professional storytelling workflows, including story development, world-building, character systems, and adaptive narratives. Through practical projects, case studies, and critical discussions, students address the creative,

ethical, and cultural implications of AI-driven narratives, preparing them to use AI as both a creative and analytical tool in contemporary narrative practice. In addition, the module explores storytelling as a strategic tool for social impact and community engagement. Students critically analyze how narratives influence public perception, drive social change, and mobilize audiences across media platforms. The course combines theoretical insights from media studies, communication, and social psychology with hands-on projects focused on designing, producing, and evaluating impactful storytelling campaigns. Emphasis is placed on ethical practice, inclusivity, cultural sensitivity, and the measurement of engagement outcomes. By the end of the module, students are equipped to develop innovative, evidence-based storytelling strategies that address social challenges, engage diverse audiences, and inspire meaningful action.

Learning Objectives

This module deepens students' understanding of digital storytelling as a critical and creative practice in advanced media and journalistic contexts. The learning objectives focus on developing the analytical, design, and ethical competencies required to produce, evaluate, and refine complex digital narratives. They define the advanced knowledge, skills, and critical abilities that students are expected to acquire at the master's level, emphasizing independent research, strategic thinking, and the effective integration of artificial intelligence within contemporary narrative production across multiple media platforms. These objectives guide students toward mastery in creating sophisticated, ethically grounded, and impactful storytelling experiences.

Objective 1	Critically analyze and apply advanced narrative structures and storytelling strategies to create complex, multi-platform digital narratives demonstrating coherence, creativity, and audience engagement in journalistic and media contexts.
Objective 2	Design, develop, and produce sophisticated digital storytelling projects that integrate multiple media forms, interactive elements, and AI-driven methods, applying research-informed techniques to enhance narrative impact and user experience.
Objective 3	Evaluate and implement ethical, cultural, and social considerations in both digital and AI-assisted storytelling, critically assessing credibility, bias, authorship, and potential social impact across diverse audiences and media platforms.
Objective 4	Apply advanced analytical and research methods to measure, interpret, and improve audience engagement, narrative effectiveness, and the societal outcomes of storytelling projects, producing evidence-based recommendations.
Objective 5	Communicate complex ideas and lead interdisciplinary projects effectively, presenting narrative strategies, AI applications, and social-impact initiatives clearly through written, visual, and project-based formats suitable for academic and professional practice.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Critically evaluate and apply sophisticated narrative structures and storytelling strategies to produce coherent, multi-platform digital narratives that demonstrate creativity, complexity, and high levels of audience engagement within journalistic and media contexts.
LO 2	Conceive, design, and execute advanced digital storytelling projects that integrate multiple media formats, interactive elements, and AI-assisted techniques, employing evidence-based approaches to maximize narrative effectiveness and user experience.
LO 3	Systematically assess and integrate ethical, cultural, and social considerations in digital and AI-assisted storytelling, critically examining issues of credibility, bias, authorship, and the potential societal impact across diverse audiences and media platforms.
LO 4	Employ rigorous analytical and research methodologies to evaluate, interpret, and enhance audience engagement, narrative efficacy, and societal outcomes of storytelling initiatives, producing substantiated, evidence-based recommendations.
LO 5	Effectively communicate complex concepts and lead interdisciplinary projects, articulating narrative strategies, AI applications, and social-impact interventions through written, visual, and project-based formats appropriate for academic and professional contexts.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Advanced Digital Storytelling	Barrett, H. (2005); Murray, J. H. (2023)	Story Analysis Reflection: Analyze an existing digital story and write a 500–700 word reflection.
2	Narrative Structures in Complex Digital Stories	Barrett, H. (2006); Ryan, M.-L. (2024)	Narrative Storyboard: Create a storyboard for a short digital story.

3	Multimedia Integration – Text, Image, and Video	Lambert, J. (2013); Sage, M., & Singer, J. B. (2018)	Multimedia Mini-Story: Produce a short multimedia story integrating text, images, and video.
4	Audio, Animation, and Interactive Elements	Robin, B. R. (2006); Sage, M., & Singer, J. B. (2018)	Interactive Story Prototype: Add audio and interactive elements to your mini-story.
5	Advanced Design Principles for Digital Narratives	Lambert, J. (2009); Sage, M., & Singer, J. B. (2018)	User-Centered Design Review: Conduct a brief usability test and revise your story.
6	Ethical Challenges and Credibility in Digital Storytelling	Barrett, H. (2005, 2006); Lambert, J. (2013); Murray, J. H. (2023)	Ethics Case Study: Write a 500–700 word ethical analysis of a digital story.
7	Project Development and Production Workshop	Lambert, J. (2013); Murray, J. H. (2023); Ryan, M.-L. (2024); Sage, M., & Singer, J. B. (2018)	Advanced Story Draft: Prepare a full draft of your final digital story.
8	Presentation, Evaluation, and Reflection	Barrett, H. (2005, 2006); Robin, B. R. (2006); Murray, J. H. (2023); Ryan, M.-L. (2024); Sage, M., & Singer, J. B. (2018)	Final Project Submission and Reflection: Submit final project and a short reflection (500–700 words).
9	AI and Contemporary Narrative Production	Bory, P. (2019); Hubbard, P. L. (2023); Arathdar, D. (2021)	Short critical reflection on selected examples of AI-assisted narratives.
10	AI Models, Story Development, and World-Building	Chubb, J., Reed, D., & Cowling, P. (2022); Guerini, F., et al. (2017); Thorne, S. (2020); Lucas-Moreira, O.	Comparative analysis of two AI tools/models; prototype an AI-assisted story world or narrative concept.

		D., & Núñez-Díaz, J. (2025); Ramesh, R., Venkatesh, M., & Girish, G. P. (2023/2024)	
11	Characters, Adaptive Narratives, and Ethical Implications	Lee, J. Y., & Kim, S. D. (2023); Cave, S., Dihal, K., Drage, E., & McInerney, K. (2023); Watts, T., & Bode, I. (2024); Walia, R., & Jain, K. (2023)	Design a character or narrative system demonstrating adaptive behavior; critical essay on ethical considerations of AI-driven narratives.
12	Integrating AI, Social Impact, and Final Presentation	Lucas-Moreira, O. D., & Núñez-Díaz, J. (2025); Chubb, J., Reed, D., & Cowling, P. (2022); Arathdar, D. (2021); Abounza, B., et al. (2019); Bublitz, M. G., Escalas, J. E., Peracchio, L. A., et al. (2016); Davidson, B. (2017); Manne, L., Cheyfitz, K., de Vries, M., et al. (2022); Potts, E., Lowell, D., & Manne, L. (2022)	Final AI-assisted narrative project: submit, present, and reflect on integration of AI, multimedia, and social-impact storytelling.

Assessment and Grading

Weekly Assignments	25%
Participation and Peer Feedback	15%
Critical Analysis and AI Reflection	25%

Final Digital Story Project & Presentation	35%
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Grading Rubric (Total: 100%)

Component	Weight	Criteria
Weekly Assignments	25%	Timely submission of all weekly assignments demonstrating comprehension of narrative structures, multimedia integration, and ethical considerations. Assignments should show effective use of text, images, audio, video, animation, and interactive elements, clarity and usability in design, and original storytelling that upholds journalistic integrity.
Participation and Peer Feedback	15%	Active engagement in discussions, workshops, and peer review sessions. Contributions must be meaningful, actionable, and respectful, reflecting professionalism, teamwork, and constructive communication in all class activities.
Critical Analysis and AI Reflection	25%	Written critical analysis evaluating the role, potential, and limitations of AI in contemporary narrative production, supported by theoretical frameworks, case studies, and research-informed insights. Demonstrates analytical thinking, ethical awareness, and understanding of AI applications in storytelling.
Final Digital Story Project & Presentation	35%	Production of an advanced, coherent narrative integrating text, images, audio, video, animation, and optional interactive elements. The project should demonstrate user-centered design, consistent layout, clear navigation, audience engagement, ethical storytelling, credible sources, and consideration of social impact. Accompanied by a presentation and reflection discussing conceptual decisions, AI integration, and ethical considerations.

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Hardware	Computer (Windows or macOS) with minimum 8GB RAM; Headphones or speakers; Webcam and microphone; Optional: VR headset or AR-enabled device
Software – Multimedia Creation	Adobe Premiere Pro; Adobe Photoshop; Adobe After Effects; DaVinci Resolve; GIMP; Blender; Audacity; Adobe Audition; Canva; Other graphic design tools
Software – Interactive / Immersive Storytelling	Twine; Unity; Unreal Engine; Insta360 Studio; Premiere Pro VR plugins

Collaboration & Communication	Canvas; Moodle; Zoom; Microsoft Teams; Google Meet; Google Drive; Dropbox; OneDrive
Web & Publishing	Chrome; Firefox; Edge; YouTube; Vimeo; Personal web hosting; WordPress or similar CMS
AI & Generative Tools	OpenAI ChatGPT / GPT-4; Sudowrite; AI Dungeon / NovelAI; Character.AI
Creative Production Tools	Final Draft; Celtx; Scrivener; Twine / Ink; Unity / Unreal Engine
Presentation & Collaboration	Microsoft PowerPoint; Google Slides; Canva; Miro; Figma; Google Drive; Dropbox; Notion
Other Requirements	Stable internet connection (minimum 10 Mbps); External storage or cloud backup; Basic knowledge of multimedia file formats and codecs

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Module 4: Immersive Media Psychology

Course Syllabus

Course Information

Course Title	Immersive Media Psychology (MSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Journalism Studies Media Literacy and Digital Communication Immersive Media Psychology (BSc)
Programme	iStream – Immersive Journalism
Course Title	Immersive Media Psychology (MSc)

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module provides a comprehensive examination of the psychological aspects of immersive experiences, exploring how immersive environments shape perception, emotion, and behavior. It offers systematic knowledge of key psychological concepts and theories relevant to immersive situations. The module covers the impact of emotions on the reception of immersive journalistic content, techniques for fostering empathy, understanding, engagement, and interaction, as well as addressing psychological needs in the creation and experience of immersive journalism products. Additionally, the module critically examines intercultural and multicultural communication from an interdisciplinary perspective, focusing on theoretical frameworks, power relations, identity, and discourse in culturally diverse contexts. Engagement with contemporary research, complex case studies, and ethical dilemmas related to globalization, migration, and transnational communication is emphasized. Analytical thinking, critical reflection, and the application of theory to professional, academic, and social contexts are central to the learning experience.

Learning Objectives

This module is designed to provide a comprehensive understanding of fundamental concepts in immersive media psychology, including the impact of modern technologies on cognition, emotion, and behavior. It explores the psychological mechanisms underlying immersive media and their influence on user experience, applying established theories and research methodologies. The module also situates immersive media psychology within multicultural and intercultural frameworks, fostering the ability to analyze, interpret, and critically reflect on the social and cultural dimensions of immersive experiences.

Objective 1	Critically describe and assess the psychological effects of immersive media on perception, emotion, and behavior.
Objective 2	Design and conduct research projects examining the psychological impact of immersive journalism experiences.
Objective 3	Apply psychological theories to analyze user engagement, empathy, and interaction within immersive environments.
Objective 4	Critically evaluate intercultural and multicultural communication, considering power, identity, and social context.
Objective 5	Develop strategies for effective and ethical intercultural communication in immersive media contexts.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Apply psychological theories and concepts to describe and interpret human behavior in immersive environments.
LO 2	Evaluate and interpret user experience and immersion quality, conducting research and analyzing behavioral and psychophysiological data.
LO 3	Demonstrate awareness of users' emotional vulnerability in VR/AR, and implement strategies to mitigate risks such as dissociation, sensory overload, and bio-data privacy violations.
LO 4	Critically discuss advanced concepts and theories in intercultural communication and analyze processes using scholarly frameworks.

LO 5	Assess ethical and political dimensions of multicultural interactions and propose theoretically grounded solutions to intercultural communication challenges.
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Course Schedule

Week	Topic	Readings	Assignments
1	Immersive Media Psychology: Concepts, Theories, Development	Nielsen, S. L., & Sheets, P. (2019)	Concept mapping
2	Qualitative and Quantitative Tools in Immersive Media Psychology	Sánchez Laws, A. L. (2017)	Tools review
3	Immersion and Telepresence	Baños, R. et al. (2005); Kang, S. et al. (2019)	Experimental mini-studies on presence/empathy
4	Empathy – Theories, Typology, Measures	de la Peña, N. et al. (2010); Sánchez Laws, A. L. (2023)	Experiential VR sessions
5	Advanced Theories of Intercultural and Multicultural Communication	Hall, E. T. (1976); Bennett, M. J. (2013)	Critical reading
6	Culture, Identity, and Intersectionality	Sánchez Laws, A. L. (2017)	Concept mapping
7	Immersive Media Behavioral Testing Tools	Zhao, Y. et al. (2025)	Applying tools in practice
8	Ethical Questions in Immersive Journalism Psychology & Intercultural Communication	Pavlik, J. V. (2021); Holliday, A., Hyde, M., & Kullman, J. (2017)	Oxford debate & scenario analysis
9	Intercultural Communication in Globalized Contexts	Martin, J. N., & Nakayama, T. K. (2022); Nakayama, T. K., & Halualani, R. T. (2010)	Case study analysis & debate
10	Immersive Media for Health and Wellbeing	Dębska, M. et al. (2019); Kruse, L. et al. (2021)	Study visit
11	Intercultural Competences in Immersive Journalism	Ting-Toomey, S., & Dorjee, T. (2019);	Group project preparation

		Samovar, L. A. et al. (2021)	
12	Emerging Trends and Reflection	Reuters Institute (2025); Nielsen, S. L., & Sheets, P. (2019)	Final project submission and presentation

Assessment and Grading

Group Presentation	20%
Project Scenario	30%
Research Report	30%
Reflective Learning and Research Journal	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Group Presentation	20%	Demonstrates collaborative synthesis of immersive media and intercultural concepts; clear communication, critical analysis, and application of theory to practical scenarios; engages peers effectively.
Project Scenario	30%	Develops a realistic immersive media scenario integrating psychological and intercultural perspectives; includes clear objectives, ethical considerations, and anticipated user impact.
Research Report	30%	Analytical and well-structured report applying psychological and intercultural theories; includes evidence-based interpretation of user behavior, experimental or observational data, and critical discussion.
Reflective Learning and Research Journal	20%	Systematic reflection on learning experiences, research processes, ethical considerations, and interdisciplinary insights; demonstrates self-awareness and development of critical thinking skills.

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Data Collection and Survey Tools	Qualtrics, SurveyMonkey, Google Forms

Qualitative Analysis Tools	NVivo, Atlas.ti
Quantitative and Statistical Tools	SPSS, R, Python (Pandas, SciPy), Excel, Google Sheets
Immersive Media Testing Tools	Unity Analytics, Eye-tracking Systems (Tobii Pro), Biometric Sensors, HTC Vive Pro 2 with Base Station 2.0 trackers, HP Reverb G2 Omnicept Edition, Virtual Reality Biofeedback Software Suite, Motion capture system Xsens, CleverPro, Stressonica, Emteq Labs, Insta360, Ricoh Theta
AI-Assisted Narrative & Visualization Tools	ChatGPT, Runway
Workflow Organization & Collaborative Design Tools	Miro, Notion

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MODULE 5: Multimedia Design & Production

Course Syllabus

Course Information

Course Title	Multimedia Design & Production (MSc)
Course Code	IM xxx
Course Prerequisites (recommended)	Foundations of Immersive Journalism; Genres and Formats in Immersive Journalism
Programme	iStream – Immersive Journalism
Course Title	Multimedia Design & Production (MSc)

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This graduate-level module develops advanced competencies in multimedia design and production for immersive journalism. Students manage complex multimedia workflows, integrate advanced visual effects and interactivity, and evaluate design decisions through research and audience testing.

Learning Objectives

Students will move beyond foundational multimedia production techniques to critically design, manage, and evaluate advanced immersive media workflows. They will lead complex multimedia productions, apply professional design standards, and integrate user testing and reflective evaluation into creative decision-making. Through iterative production and critique, students will synthesize technical, aesthetic, and ethical

considerations into coherent immersive journalism outputs. Specifically, the course has the following objectives:

Objective 1	Critically apply multimedia design theory across immersive platforms.
Objective 2	Lead advanced multimedia production workflows.
Objective 3	Integrate research, user testing, and analytics into design decisions.
Objective 4	Evaluate ethical, accessibility, and inclusivity considerations.
Objective 5	Produce professionally viable immersive journalism projects.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Design and produce an advanced immersive multimedia journalism project.
LO 2	Demonstrate leadership and critical judgment in production.
LO 3	Justify design decisions using evaluation and audience data.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to multimedia design & immersive journalism	Uskali & Ikonen (2020); Hayes et al. (2022)	Critical analysis of immersive multimedia project
2	Visual language & design principles	Murray (2017); Brunetti et al. (2024)	Theory-informed design rationale
3	Audio design & spatial sound	Baños et al. (2005); Sánchez Laws (2017)	Multimodal design analysis
4	Video & 360° capture techniques	Hayes et al. (2022); Damme et al. (2019)	Editorial & technical evaluation of immersive capture
5	Graphics, animation & motion	Pavlik (2013); Sissons & Cochrane (2019)	Interaction & motion design critique

6	Interactive elements & UX basics	Polydorou (2024); Brunetti et al. (2024)	UX journey & evaluation plan
7	Project concept & storyboard development	Lugmayr (2011); Hayes et al. (2022)	Advanced Project Proposal (graded)
8	Ethics, accessibility & representation	Madary & Metzinger (2016); Taylor & Highfield (2020)	Ethics, accessibility & risk analysis
9	Prototype development	Sissons & Cochrane (2019); Stewart (2022)	Prototype v1 with documentation
10	User testing & iteration	Hayes et al. (2022); Conrad et al. (2024)	User testing & evaluation report
11	Final production	Uskali & Ikonen (2020); Pavlik (2013)	Final Immersive Multimedia Project (graded)
12	Presentation, critique & reflection	Veitch et al. (2025); Brunetti et al. (2024)	Production & Research Report with critical reflection (graded)

Assessment and Grading

Research Proposal	30%
Practical User Testing Report	30%
Data Analysis Assignment	20%
Reflective Essay on Ethics & Trends	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Proposal	30%	Clarity of research question (10%), methodological rigor (10%), literature integration (10%)
Practical User Testing Report	30%	Completeness of protocol (10%), execution quality (10%), ethical compliance (10%)
Data Analysis Assignment	20%	Correct application of statistical/AI tools (10%), interpretation of results (5%), discussion of limitations (5%)

Reflective Essay on Ethics & Trends	20%	Depth of ethical analysis (10%), integration of future trends (5%), scholarly writing quality (5%)
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Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Multimedia Production Software	Adobe Premiere Pro, After Effects, Audition, Photoshop, Illustrator
Immersive Authoring Tools	Unity or Unreal Engine; Blender
Capture Equipment	360° cameras (e.g., Insta360, Ricoh Theta); audio recorders
Interaction & Prototyping	Figma, Miro, WebXR tools
Collaboration & Workflow	Frame.io, Notion, cloud-based collaboration platforms

Bibliography (APA style)

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MODULE6: Immersive Technologies Overview

Course Syllabus

Course Information

Course Title	Immersive Technologies Overview (MSc)
Course Code	IM xxx
Course Prerequisites	Foundations of Immersive Journalism
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This course critically examines the foundational principles, emerging technologies, and advanced trends shaping immersive journalism from a strategic and analytical perspective. Building on core concepts of XR (Virtual, Augmented, and Mixed Reality), students analyze how immersive media systems, interactive features, and new media technologies transform journalistic practice and audience experience. The module explores the implications of immersive storytelling for narrative authority, user agency, ethics, and media trust. Designed for Master's students, the course emphasizes critical evaluation of technological innovation and its societal and professional impact, equipping students to position immersive journalism within the broader evolving media ecosystem.

Learning Objectives

Master's students will develop advanced analytical and critical competencies for understanding immersive journalism within contemporary media ecosystems. Specifically, the course has the following objectives:

Objective 1	Critically analyze foundational XR concepts and technologies (VR, AR, XR) and their implications for journalistic practice and media innovation.
Objective 2	Evaluate emerging trends and advanced features in immersive journalism, considering their narrative, technological, and organizational impact.
Objective 3	Assess the role of user agency, interactivity, and immersive design choices in shaping audience perception, engagement, and interpretation of news.
Objective 4	Critically reflect on ethical, societal, and professional challenges of immersive journalism, including issues of credibility, manipulation, and long-term adoption.

Learning Outcomes

Upon successful completion of the course, Master's students will be able to:

Learning Outcome	Description
LO 1	Critically analyze foundational XR technologies (VR, AR, XR) and assess their implications for journalistic practice and media innovation.
LO 2	Evaluate emerging trends and advanced features in immersive journalism, considering their narrative, technological, and organizational relevance.
LO 3	Assess how immersive design choices shape audience perception, engagement, and interpretation of news.
LO 4	Critically examine ethical, societal, and professional challenges of immersive journalism, including credibility, manipulation risks, and long-term adoption.

Course Schedule

Week	Topic	Readings	Assignments
1	Immersive journalism and XR: scope, definitions, and research perspectives	Gynnild et al. (2020); Vohra (2025)	Short report: define immersive journalism as a research and professional domain.
2	Foundations of VR, AR, and XR technologies	Doerner et al. (2022); Vohra (2025)	Short report: assess affordances and limitations of VR vs AR vs XR for journalism.
3	Presence, immersion, and first-person experience	de la Peña et al. (2010)	Short report: benefits and risks of first-person perspective in news.
4	Media evolution and immersive formats	Virginás (2023)	Short report: immersive media within the historical evolution of screens and media forms.
5	New media technologies and immersive ecosystems	Doerner et al. (2022)	Short report: XR ecosystems, platforms, and production pipelines in journalism.
6	Interaction, user agency, and narrative perspective	Yang et al. (2025)	Critical analysis: how user agency reshapes narrative authority and meaning.
7	Immersive journalism as storytelling practice	Sánchez Laws (2023)	Comparative analysis of immersive journalism case studies.
8	Ethics, credibility, and responsibility	Pavlik (2021); Sánchez Laws (2023)	Ethical position paper: trust, manipulation risks, and professional responsibility.
9	Audience impact and experiential value	Greber et al. (2025); Wu (2023)	Short report: audience engagement, empathy, and credibility.
10	Adoption, integration, and newsroom strategy	Eskiadi & Panagiotou (2024)	Short report: organizational, economic, and technological barriers to adoption.

11	Trends, research directions, and emerging technologies	Arik et al. (2024); Kuzmina & Kuzmin (2024)	Trend review: critically assess one emerging research or industry direction.
12	Synthesis, positioning, and future outlook	Nixon et al. (2024); GitHub AR/VR repositories	Short report: position immersive journalism within future media ecosystems.

Assessment and Grading

Assessment Component	Weight
Research Essay	40%
Group Project	40%
Presentation and Discussion	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Essay	40%	Conceptual clarity and relevance to immersive journalism research questions (15%); depth of critical analysis of immersive technologies, features, and interaction models (15%); coherence of argumentation and integration of theory, literature, and course concepts (10%)
Group Project	40%	Identification and critical analysis of key immersive journalism trends and technologies (15%); informed evaluation of case studies, tools, or platforms within professional and organizational contexts (15%); consideration of ethical, societal, and accessibility implications (10%)
Presentation and Discussion	30%	Clarity, structure, and effectiveness of the presentation (10%); quality of the project or portfolio walkthrough and its alignment with stated objectives (10%); depth of critical discussion, and ability to respond to questions (10%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
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Collaboration, Presentation & Evaluation	Miro, Figma, GitHub; PowerPoint / Keynote (with embedded 3D or video); Google Forms, Mentimeter, Wooclap
XR & Immersive Content Creation	Unity3D, Unreal Engine; A-Frame, WebXR frameworks; Reality Composer
360° Media Production	360° cameras (e.g., Insta360, GoPro MAX); Adobe Premiere Pro (VR editing tools); Adobe After Effects
3D Modeling & Spatial Media	Blender; photogrammetry and volumetric capture tools; spatial audio software (e.g., Reaper with ambisonic plugins)
Augmented Reality Development	ARKit, ARCore; Adobe Aero; Spark AR Studio
Journalism & Data Visualization Tools	Flourish, Tableau, Datawrapper; Knight Lab tools; Mapbox
AI & Automation for Prototyping	ChatGPT, Midjourney, Synthesia, Lumen5
Project Management & Organization	Notion, Trello

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MODULE 7: Advanced UI for XR

Course Syllabus

Course Information

Course Title	Advanced UI for XR (MSc)
(MSc)Course Code	IM....
Course Prerequisites	IM xxx: UX for immersive media
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This MSc module teaches User Experience (UX) in the immersive media landscape through a "Consultancy Lifecycle" approach. Students initially master cognitive, sensory, and presence-based frameworks to build a high-level skills portfolio, which serves as the foundation for auditing professional-grade XR products. By identifying and resolving "wicked problems" in industry-standard software, students learn to translate data-driven research into professional design pitches. The course culminates in the development of institutional policies, requiring students to operationalize factual integrity, user safety, and accessibility as mandatory standards for the future of immersive journalism and corporate governance.

Learning Objectives

By the end of this module, students will be able to:

Objective 1	Synthesize foundational immersive UX theories (Presence, Five Framework, Cognitive Load) to bridge the gap between human perception and complex spatial interface design.
Objective 2	Critique professional-grade XR software through the rigorous application of international accessibility (W3C/XAUR) and usability

	(ALVES) frameworks.
Objective 3	Develop strategic, human-centered design solutions that resolve technical and ethical failures within the immersive journalism and media landscape.
Objective 4	Formulate institutional design policies that operationalize factual integrity and user safety as mandatory standards for corporate media environments.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Construct a skills portfolio demonstrating technical mastery in cognitive load mapping and the application of spatial UI components.
Learning Outcome 2	Produce a data-driven usability audit of an industry-standard product, identifying "Wicked Problems" related to ethics and user experience.
Learning Outcome 3	Design a professional-grade strategic pitch deck that justifies design interventions through measurable KPIs and cognitive load theory.
Learning Outcome 4	Author a set of corporate policy guidelines that translate specific design fixes into long-term organizational standards for future projects.

Course Schedule

Week	Topic	Reading	Assignments
1	Foundations: Presence	Slater & Wilbur (1997)	Portfolio 1: Audit 2 XR apps using the FIVE framework. Identify features that break/sustain presence.
2	Cognition: Attention	Cowan (2010)	Portfolio 2: Cognitive Friction Map. Identify 5 moments of confusion in a news app using Cowan's limits.

3	Ethics: Journalism	Uskali et al. (2021)	Portfolio 3: Ethical Risk Assessment. Analyze a "breaking news" VR experience for emotional manipulation.
4	Interaction: Multimodal	Pfeuffer et al. (2024)	Portfolio 4: Input Critique. Compare "Gaze-based" vs. "Hand-tracking." Which best suits high-stress contexts?
5	Innovation: AI in XR	Hirzle et al. (2023)	Portfolio 5: "Smart UI" Concept. Sketch an interface that uses AI to adapt to the user's attention.
6	Security & Privacy	Cheng et al. (2024)	ASSIGNMENT 1 (30%): FOUNDATIONS PORTFOLIO. Submit curated entries 1–5 demonstrating theory mastery.
7	Audit: The Framework	Alves et al. (2021)	Audit Phase: Select your Professional Target . Apply the Alves Framework to grade its "Immersive Quality."
8	Audit: Accessibility	W3C (2020/2021) Mott et al. (2019)	Audit Phase: The "Exclusion Check." Apply W3C guidelines to your target. Document violations.
9	Audit: Measurement	Hart & Staveland (1988)	Audit Phase: "Wicked Problem" Definition. Use NASA-TLX metrics to prove the software causes overload.
10	Benchmarks & Reality	Vona et al. (2025)	ASSIGNMENT 2 (40%): PROFESSIONAL AUDIT. Submit 2,500-word deep-dive report evaluating the target.

11	Strategy: Process	Kalmpourtzis (2022)	Pitch Prep: Define 3 Strategic KPIs. Draft your "One-Page Policy" using Kalmpourtzis's "Solve It" method.
12	Policy: Human Rights	Ex et al. (2025)	ASSIGNMENT 3 (30%): STRATEGIC PITCH. Submit Slide Deck + Policy Sheet.

Assessment and Grading

Assignment 1: Foundations & Skills Portfolio	30%
Assignment 2: Professional Usability Audit	40%
Assignment 3: Strategic Pitch & Policy Deck	30%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Assignment 1: Foundations & Skills Portfolio	30%	A portfolio of technical and theoretical exercises (e.g., Presence Audits, Cognitive Load Mapping, Component Sketching). Students must demonstrate mastery of core module frameworks (FIVE, HCD, CPS) and a readiness to transition from designer to auditor.
Assignment 2: Professional Usability Audit	40%	A 2,500-word deep-dive evaluation of a live, professional XR product (e.g., a news app or WebXR experience). Using ALVES, W3C (XAUR), and Mott et al., students identify a "Wicked Problem" regarding usability, inclusion, or ethics within the industry leader's design.
Assignment 3: Strategic Pitch & Policy Deck	30%	A 15–20 slide pitch deck proposing a strategic design fix for the product audited in Assessment 2. The deck must feature: (1) Strategic KPIs (success metrics); (2) Factual Integrity Justifications (how the UI protects journalistic truth); and (3) A One-Page

		Corporate Policy Sheet listing 5 mandatory internal standards derived from the proposed design fix to be applied to all future company projects.
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Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

User Research & Surveying:

Qualtrics / Google Forms: For building structured surveys to measure user experience metrics (presence, emotional response).

NASA-TLX (Digital/iOS): To measure mental workload and cognitive demand during user testing.

Analysis & Documentation:

Microsoft Excel / Google Sheets: For organizing audit data and calculating weighted usability scores.

XAUR (XR Accessibility User Requirements): Students will utilize the W3C's framework as a primary reference for inclusive design.

Visualization & Pitching:

Tableau / Canva / Power BI: For creating professional, board-room ready data visualizations and dashboards for the Final Pitch.

Figma (Optional/Advanced): For students wishing to prototype specific UI fixes rather than sketching them.

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MODULE 8: Genres and Formats in Immersive Journalism

Course Syllabus

Course Information

Course Title	Genres and Formats in Immersive Journalism (MSc)
Course Code	IM xxx
Course Prerequisites	Introduction to Journalism Studies Media Literacy and Digital Communication History of Digital Media Genres in Modern Journalism (BSc)
Programme	iStream – Immersive Journalism
Course Title	Genres and Formats in Immersive Journalism (MSc)

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module examines the evolution of journalistic genres and formats, with a particular focus on the factors driving these changes. Key drivers include technological advancements (e.g., the widespread availability of head-mounted displays, the development of game engines, and WebAR), shifts in funding models, the evolution of narrative language, and increasing ethical awareness. Rather than focusing solely on contemporary tools, the module emphasizes understanding why certain formats have gained prominence while others have become marginalized. The module aims to develop advanced skills in recognizing and using modern journalistic genres, while enhancing individual narrative style across multiple forms of journalism. Students will explore the definitions, typologies, and characteristics of journalistic genres, critically analyze and evaluate texts, and undertake practical exercises to create a variety of journalistic

expressions. Through this approach, participants gain both theoretical knowledge and applied experience in contemporary and immersive journalism.

Learning Objectives

This module is designed to develop a deep and critical understanding of journalism genres and formats, with a particular focus on immersive and contemporary media. Throughout the course, students will move beyond basic recognition and description to engage analytically with the historical development of journalistic forms, emerging trends, and new narrative approaches. The learning objectives reflect both theoretical and practical dimensions: students will acquire comprehensive knowledge of classical and modern genres, develop the ability to critically analyze and evaluate typologies, and apply this understanding to produce high-quality journalistic content. By integrating historical, technological, and ethical perspectives, the module aims to equip students with the skills to assess media products, synthesize complex information, and theorize about the future trajectories of journalism in a rapidly evolving media landscape.

Objective 1	Critically analyze the socio-economic, technological, and political factors that influenced the evolution of journalistic and immersive formats, including the impact of past experiments and technological “dead ends.”
Objective 2	Recognize, identify, and critically evaluate a wide spectrum of classical and modern journalistic genres, including immersive and emerging forms, and analyze their typologies and evolution.
Objective 3	Synthesize historical and contemporary trends to construct coherent theories about the evolution of journalistic and immersive genres and make evidence-based predictions about their future development.
Objective 4	Design, compose, and produce journalistic content across various genres, applying critical understanding of narrative conventions, formats, and typologies.
Objective 5	Plan and design research studies to explore the historical, cultural, and technological impact of immersive media, integrating critical reflection and analysis of emerging trends.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
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LO 1	Analyze the socio-economic, technological, and political factors shaping journalistic and immersive formats; evaluate the impact of past experiments and innovations on contemporary media.
LO 2	Identify, classify, and critically assess classical, modern, and immersive journalism genres; analyze typologies, conventions, and historical evolution.
LO 3	Synthesize historical and contemporary trends to theorize about genre evolution; formulate evidence-based predictions about future trajectories of journalism.
LO 4	Design, compose, and produce journalism content in multiple genres; apply appropriate narrative conventions, style, and format; demonstrate technical competence and creativity.
LO 5	Plan and execute research studies investigating the historical, cultural, and technological impact of immersive media; reflect critically on practical exercises and learning experiences.

Course Schedule

Week	Topic	Readings	Assignments
1	History, typology and structural characteristics of classical genres in journalism; Analysis of key stages of evolution and media trends	Bolter & Grusin (2000), Conboy (2004)	Lecture and discussion; Concept mapping
2	News theory – documentation, sources, obstacles and errors; Early history of immersion	Chandler (2004), Pavlik (2013), Harcup & O’Neill (2017)	Case study analysis; Presentation
3	Informational genres principles; The Google Cardboard Era – democratization of access and the birth of the “empathy machine” concept	Harcup (2009), Grau (2003)	Lecture and discussion; Case study analysis
4	POV journalism; Impact of room-scale tracking (room-scale VR) on user agency	Frow (2006), Pavlik (2019)	Presentation and role playing

5	Reportage – types, components, structure; Evolution of genres: from passive witness to active participant	Bawarshi (2001), Polydorou (2024)	Pitch draft; Case study
6	Art of interview – methods, structure, types; Further evolution: from simple filters to advanced visualization tools	Adams & Hicks (2009), Watson (2017)	Peer interviews; Case study
7	Trends in media technology and their influence on journalistic genres; Volumetric formats	Briggs (2011), Pavlik (2019)	Mapping and impact analysis; Concept refinement
8	Column journalism – commentaries and editorials; Journalism in the Metaverse	Polydorou (2024), Levinson (2012)	Cases review, writing and commenting; Tool exploration exercise
9	Non-classical genres, alternative genres; Live reporting and documentary, living interviews in social VR spaces	Selected case studies	Presentation and discussion; Timeline project pitch
10	Adaptation of classical and non-classical genres to immersive media; Cyclical nature of innovation	De la Peña (2010), Giltrow (2002)	Desk analysis; Presentation & discussion
11	New genres in classical and immersive media; Future trends in immersive journalism genres	Newman & Cherubini (2025)	Group presentation and peer assessment; Comparative analysis
12	Final Presentations and Discussion	—	Final essay submission; Festival project simulation

Assessment and Grading

Case Study / Case Study Analysis	30%
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Report Draft / Writing Exercises	20%
Analytical Essay	40%
Reflective Learning Journal	10%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Case Study / Case Study Analysis	30%	Clear identification of genre, format, and narrative structure; insightful analysis of storytelling techniques and ethical/technological implications; coherent structure and clarity; demonstrates understanding of course concepts.
Report Draft / Writing Exercises	20%	Application of genre conventions; clear, structured writing; creativity in presentation and storytelling; appropriate style and tone; incorporation of feedback.
Analytical Essay	40%	Depth of analysis and critical engagement; integration of literature and course materials; originality and coherence of argument; structured, well-organized writing; proper referencing; synthesis of classical and immersive journalism perspectives.
Reflective Learning Journal	10%	Thoughtful reflection on learning experiences; connection of practical exercises to theoretical concepts; critical self-assessment; consistent engagement and clarity.

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Analytical and Visualization Tools	TimelineJS / Knight Lab Tools; Miro; Figma
Repositories and Archives	Oculus/Meta Quest Store; Steam VR; App Store; Wayback Machine
Production Tools (Comparative and Analytical Purposes)	Unity; Unreal Engine; Meta Spark AR; Adobe Aero; Adobe Premiere Pro (with VR plugins)
Presentation and Visualization Tools	PowerPoint; Prezi; Canva; Keynote
AI-Assisted Narrative and Visualization Tools	ChatGPT; Runway

Bibliography (APA style)

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17. Pavlik, J. V. (2019). *Journalism in the age of virtual reality: How experiential media are transforming news*.
18. Polydorou, D. (2024). Immersive storytelling experiences: A design methodology. *Digital Creativity*, 35(4), 301–320.
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MODULE 9: Research Methods

Course Syllabus

Course Information

Course Title	Research Methods (MSc)
Course Code	IM....
Course Prerequisites	IM xxx: Digital Storytelling & Narrative Design IM xxx: Immersive Technologies Overview
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to essential research methodologies and analytical techniques used in immersive media production. It focuses on understanding audience behavior, preferences, and engagement through both qualitative and quantitative approaches. Students will learn how to design and conduct user testing, interpret data, and apply insights to optimize storytelling strategies. Emphasis is placed on target analysis for immersive journalism projects, including demographic profiling, psychographic segmentation, and usability evaluation. By the end of the module, students will be equipped to critically assess media performance and integrate evidence-based decisions into content development, ensuring relevance, impact, and ethical considerations in immersive environments.

Learning Objectives

Students will go beyond fundamentals to critically evaluate and compare advanced qualitative and quantitative research methodologies and design and execute complex studies. They will apply advanced statistical and computational tools and be able to

synthesize their findings into actionable strategies. Specifically, the course has the following objectives:

Objective 1	Critically evaluate and compare advanced qualitative and quantitative research methodologies for immersive media and audience analysis, including mixed-methods and experimental designs
Objective 2	Design and execute complex research studies integrating user testing, biometric data, and AI-driven analytics to assess immersive journalism experiences.
Objective 3	Apply advanced statistical and computational tools (e.g., predictive modeling, sentiment analysis) for interpreting large-scale audience engagement data.
Objective 4	Assess ethical, legal, and societal implications of immersive journalism research, including data privacy, algorithmic bias, and inclusivity.
Objective 5	Synthesize research findings into actionable strategies for innovation in immersive storytelling and media production, demonstrating scholarly and industry relevance.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Critically appraise and select advanced research methodologies for immersive journalism, demonstrating the ability to justify methodological choices in complex media contexts.
Learning Outcome 2	Design and execute comprehensive research studies incorporating mixed-methods, biometric data, and AI-driven analytics for audience engagement evaluation.
Learning Outcome 3	Apply advanced statistical, computational, and visualization techniques to analyze large-scale datasets and generate actionable insights for immersive media production.
Learning Outcome 4	Integrate ethical, legal, and societal considerations into research design, addressing issues such as data privacy, algorithmic bias, and inclusivity in immersive environments.
Learning Outcome 5	Produce scholarly outputs and industry-oriented reports that synthesize research findings into innovative strategies for immersive storytelling and media innovation.

Course Schedule

Week	Topic	Readings	Assignments
1	Advanced Research Paradigms in Immersive Media: Comparing qualitative, quantitative, and mixed-methods approaches.	Creswell, Research Design (Ch. 1–3)	Identify a research gap and draft a preliminary topic idea for your proposal.
2	Experimental & Mixed-Methods Designs: Designing experiments for audience engagement and empathy.	Creswell, Mixed Methods Research.	Submit a research question and proposed methodology (qualitative, quantitative, or mixed)
3	Ethics, Legal & Societal Implications: Data privacy, algorithmic bias, inclusivity in immersive journalism research.	Angelo Paura, The Ethical Challenges of Immersive Journalism, https://mediashift.org/2018/02/the-ethical-challenges-of-immersive-journalism/ ; Taylor, N., & Highfield, T. (2020). The ethical challenges of immersive journalism. <i>Digital Journalism</i> , 8(8), 1007-1023.	Add an ethics section to your proposal addressing privacy, bias, and inclusivity.
4	Literature Review & Gap Analysis: Synthesizing research for innovation in immersive storytelling	Fabiano, N., Gupta, A., Bhambra, N., Luu, B., Wong, S., Maaz, M., ... & Solmi, M. (2024). How to optimize the systematic review process using AI tools. <i>JCPP advances</i> , 4(2), e12234. Ugap, C., Yahaya, W. A. W., Balakrishnan, B., Hashim, M. E. A. H., Tochinai, F., & Nasir, S. M. (2025). Tech-Infused Narrative: A Systematic	Complete a mini literature review (5–7 sources) and integrate into your proposal draft.

		Review of Digital Storytelling in Education. <i>Journal of Advanced Research Design</i> , 131(1), 1-16.	
5	Qualitative Methods for Immersive Media: Advanced interviews, focus groups, and thematic analysis.	Braun, V., & Clarke, V. (2021). <i>Thematic analysis: A practical guide</i> . Baraldo, M., Dolcetti, F., & Di Franco, P. D. G. (2025). Enriching Qualitative Inquiry: Exploring Immersive Technologies in Place-Based Research. <i>International Journal of Qualitative Methods</i> , 24, 16094069251331352.	Design a user testing protocol (interview guide or observation plan) for your study.
6	Quantitative Methods & Audience Metrics: Surveys, engagement metrics, and experimental data collection.	Field, A. (2024). <i>Discovering statistics using IBM SPSS statistics</i> . Sage publications limited.	Develop a survey or experimental design for collecting engagement metrics
7	Biometric & Sensor-Based Data Collection: Eye-tracking, heart rate, and interaction logs in immersive environments.	Chen, H., Dong, Z., & Chan, I. Y. (2025). Biometric Evaluation and Immersive Construction Environments: A Research Overview of the Current Landscape, Challenges, and Future Prospects. <i>Journal of Construction Engineering and Management</i> , 151(7), 03125005.	Propose a data collection plan integrating biometric sensors and user testing.
8	AI-Driven Analytics & Predictive Modeling: Sentiment analysis, machine learning for audience engagement prediction.	Pattekari, S., Thiyagarajan, V. S., Rameshkumar, V. P., Purandare, P., Reka, R., & Md, R. Y. (2025, May). AI-Powered Sentiment Analysis for Future Social Media Engagement. In <i>International Conference on Sustainability Innovation in Computing and Engineering (ICSICE 2024)</i> (pp. 112-124). Atlantis Press.	Prepare a data analysis plan (tools, techniques, predictive modeling approach).

9	Advanced Statistical Analysis: Multivariate analysis, regression, and hypothesis testing.	Field, A. (2024). <i>Discovering statistics using IBM SPSS statistics</i> . Sage publications limited.	Conduct preliminary analysis on sample or pilot data (descriptive stats, coding).
10	Validity, Reliability & Bias: Ensuring rigor and minimizing bias in immersive journalism research.	Braun, V., & Clarke, V. (2021). <i>Thematic analysis: A practical guide</i> . Gunbayi, I. (2024). Rigor in qualitative research. <i>Journal of Action Qualitative & Mixed Methods Research (JAQMER)</i> , 3(2).	Submit your full Data Analysis Report with interpretation and discussion of limitations
11	Synthesizing Findings into Actionable Strategies: Translating research into innovation for immersive storytelling.	Polydorou, D. (2024). Immersive storytelling experiences: a design methodology. <i>Digital Creativity</i> , 35(4), 301-320. Mystakidis, S., & Lympouridis, V. (2024). Immersive Learning Design in the Metaverse: A Theoretical Literature Review Synthesis. <i>Application of the Metaverse in Education</i> , 55-71.	Draft your reflective essay outline focusing on ethics, trends, and societal impact.
12	Research Proposal & Presentation: Presenting scholarly and industry-relevant research.		Submit final Reflective Essay and present your research proposal and findings.

Assessment and Grading

Assignments 1-11	20%
Assignment 12 (Research Proposal)	20%
Final Exam	60%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Proposal	30%	Clarity of research question (10%), methodological rigor (10%), literature integration (10%)
Practical User Testing Report	30%	Completeness of protocol (10%), execution quality (10%), ethical compliance (10%)
Data Analysis Assignment	20%	Correct application of statistical/AI tools (10%), interpretation of results (5%), discussion of limitations (5%)
Reflective Essay on Ethics & Trends	20%	Depth of ethical analysis (10%), integration of future trends (5%), scholarly writing quality (5%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

- **Data Collection & Survey Tools**
 - Qualtrics / SurveyMonkey – For designing audience surveys and collecting quantitative data.
 - Google Forms – Simple, free option for quick feedback and user testing.

- **Qualitative Analysis Tools**
 - NVivo – For coding and analyzing interviews, focus groups, and qualitative data.
 - Atlas.ti – Advanced qualitative data analysis for thematic research.

- **Quantitative & Statistical Tools**
 - SPSS / R / Python (Pandas, SciPy) – For statistical analysis and hypothesis testing.
 - Excel / Google Sheets – For basic data analysis and visualization.

- **Immersive Media Testing Tools**
 - Unity Analytics – For tracking user behavior in VR/AR prototypes.
 - Eye-tracking Systems (Tobii Pro) – For attention and engagement analysis in immersive environments.
 - Biometric Sensors – For emotional and physiological response measurement.

- **Visualization & Reporting**
 - Tableau / Power BI – For interactive dashboards and data visualization.
 - Canva / Adobe Illustrator – For creating professional research reports and infographics.

- **ChatGPT / Claude / Gemini**
 - Used for summarizing interviews, meeting transcripts, and large datasets, helping journalists quickly extract insights for immersive projects.

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1. Creswell, J. D., & John, W. (2018). Creswell, Research Design. Qualitative, Quantitative, and Mixed Methods Approaches.
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3. Paura, A. (2018). The ethical challenges of immersive journalism. *Mediashift.org*.
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5. Baraldo, M., Dolcetti, F., & Di Franco, P. D. G. (2025). Enriching Qualitative Inquiry: Exploring Immersive Technologies in Place-Based Research. *International Journal of Qualitative Methods*, 24, 16094069251331352.
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10. Pattekari, S., Thiyagarajan, V. S., Rameshkumar, V. P., Purandare, P., Reka, R., & Md, R. Y. (2025, May). AI-Powered Sentiment Analysis for Future Social Media Engagement. In *International Conference on Sustainability Innovation in Computing and Engineering (ICSICE 2024)* (pp. 112-124). Atlantis Press.
11. Gunbayi, I. (2024). Rigor in qualitative research. *Journal of Action Qualitative & Mixed Methods Research (JAQMER)*, 3(2).
12. Polydorou, D. (2024). Immersive storytelling experiences: a design methodology. *Digital Creativity*, 35(4), 301-320.
13. Mystakidis, S., & Lympouridis, V. (2024). Immersive Learning Design in the Metaverse: A Theoretical Literature Review Synthesis. *Application of the Metaverse in Education*, 55-71.

MODULE 10: European Media Systems and Global Perspectives

Course Syllabus

Course Information

Course Title	European Media Systems and Global Perspectives (MSc)
Course Code	IM....
Course Prerequisites	Bachelor's degree in Journalism, Media Studies, Communication, Political Science, International Relations, or related disciplines. Solid foundational knowledge of media theory, media ethics, and contemporary political systems
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This Master-level course offers an in-depth, research-oriented, and critical examination of European media systems within an increasingly globalized, digitized, and geopolitically contested communication environment. The course interrogates how political power, economic structures, technological infrastructures, and cultural dynamics shape media institutions and journalistic practices across Europe and beyond. Students engage with advanced comparative media theory, EU media governance, platform regulation, artificial intelligence, and intercultural communication, developing the capacity to critically assess media systems as instruments of democracy, representation, and global influence.

Learning Objectives

Specifically, the course has the following objectives:

Objective 1	Critically interrogate European media systems using advanced theoretical, comparative, and policy-oriented frameworks.
Objective 2	Analyse the structural interaction between media, political power, economic interests, and digital platforms.
Objective 3	Evaluate the impact of globalization, artificial intelligence, and platform governance on journalism and public discourse.
Objective 4	Critically assess intercultural representation, diversity, and power relations in transnational media narratives.
Objective 5	Develop independent, research-informed, and policy-relevant perspectives on media pluralism and democratic governance.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Demonstrate highly advanced and autonomous knowledge of European and global media systems.
Learning Outcome 2	Apply and critically assess comparative media theories and governance models.
Learning Outcome 3	Critically evaluate EU and international media regulation within broader political and normative frameworks.
Learning Outcome 4	Produce sophisticated intercultural and ethical analyses of media narratives and representations.
Learning Outcome 5	Design and defend research-informed and policy-oriented arguments addressing complex media challenges.

Course Schedule

Week	Topic	Readings	Assignments
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1	European Media Systems and Global Power	Hallin & Mancini (2004), Intro; Beck (2019), Ch. 1	Critical system mapping memo
2	Advanced Comparative Media Theory	Hallin & Mancini (2004), Ch. 1–3	Advanced comparative analysis
3	Media Ownership, Governance, and Democracy	Silverstone (2007), Ch. 2–3	Governance case study
4	EU Media Policy and Platform Regulation	GDPR; DSA; AI Act (selected articles)	Policy analysis with normative critique
5	Digital Transformation and Platform Power	Reuters Digital News Report	Critical platform ecosystem analysis
6	Transnational Journalism and Global Media Flows	Beck (2019), selected chapters	Research-informed analytical synthesis
7	Streaming Platforms and Cultural Hegemony	Selected peer-reviewed articles	Scholarly critical commentary
8	Disinformation, Polarization, and Democratic Resilience	UNESCO (2023), selected sections	Policy brief framework
9	Intercultural Communication and Representation	Silverstone (2007), Ch. 6	Advanced media text analysis
10	AI, Automation, and Algorithmic Journalism	EU AI Act; selected research articles	Research memo on AI and media
11	Ethics, Diversity, and Inclusive Storytelling	Selected academic readings	Draft critical essay
12	Synthesis and Master-Level Presentations	No new readings	Final presentations and submissions

Assessment and Grading

Comparative Media Systems Research Paper	30%
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Intercultural Media Analysis Project	30%
Advanced Policy Brief	20%
Critical Research Essay	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Comparative Media Systems Research Paper	30%	Originality and depth of comparative analysis (10%); critical engagement with advanced theoretical frameworks and empirical evidence (10%); analytical coherence, argumentation quality, and academic writing at Master level (10%).
Intercultural Media Analysis Project	30%	Conceptual rigor and originality of the project design (10%); critical integration of intercultural communication theory and power analysis (10%); analytical depth, methodological soundness, and presentation quality (10%).
Advanced Policy Brief on European Media Challenges	20%	Sophisticated understanding of the policy problem and governance context (8%); critical application of EU regulatory frameworks and normative assessment (6%); feasibility, strategic vision, and clarity of recommendations (6%).
Critical Research Essay	20%	Depth of critical reflection and independent argumentation (10%); integration and synthesis of course literature and empirical insights (5%); academic rigor, structure, referencing, and writing quality (5%).

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Data Sources and Media Intelligence

Students are required to independently access, interpret, and critically assess European and international media datasets, institutional reports, and policy documents.

Core sources include Eurobarometer, Reuters Digital News Report, EBU Media Intelligence, UNESCO media and information literacy datasets, and official EU regulatory texts.

Data Analysis and Visualization Tools

- Excel / Google Sheets – for advanced comparative analysis, synthesis, and structured interpretation of cross-national data.
- Tableau / Power BI – for the development of analytical visualizations supporting comparative and policy-oriented arguments.

Qualitative and Textual Analysis Tools

- NVivo or Atlas.ti – for advanced qualitative content analysis of media texts, policy documents, and regulatory frameworks, with emphasis on intercultural representation, discourse analysis, and governance narratives.

Collaboration and Research Management

- Google Workspace – for collaborative academic writing and document management.
- Miro / Trello – for coordinating research-based group projects and managing complex analytical workflows

AI and Computational Media Analysis Tools

AI-based tools for translation, content analysis, and exploratory text mining may be employed at an advanced level, provided their use is transparent, critically assessed, and fully compliant with EU regulation, institutional policies, and academic integrity standards.

Bibliography (APA style)

1. Beck, U. (2019). *Global inequalities and cosmopolitan vision*. Polity Press.
2. Couldry, N., & Mejias, U. A. (2019). *The costs of connection: How data is colonizing human life and appropriating it for capitalism*. Stanford University Press.
3. European Parliament & Council of the European Union. (2016). Regulation (EU) 2016/679 (General Data Protection Regulation). *Official Journal of the European Union*.
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6. Hallin, D. C., & Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. Cambridge University Press.
7. Reuters Institute for the Study of Journalism. (Latest edition). *Digital News Report*.
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9. UNESCO. (2023). *Global media and information literacy report*

MODULE 11: AI & cybersecurity in immersive media

Course Syllabus

Course Information

Course Title	AI & cybersecurity in immersive media (MSc)
Course Code	IM....
Course Prerequisites	None
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This advanced MSc module bridges the critical gap between generative AI production and cybersecurity governance in the immersive media sector. As newsrooms and creative studios increasingly rely on "Black Box" AI tools to generate 3D environments and synthetic narratives, leaders must understand the systemic risks these technologies introduce—from biometric data leakage and "poisoned" datasets to the erosion of public trust.

Moving beyond technical training, this course adopts a consultancy & leadership model. Students will learn to audit state-of-the-art AI tools for vulnerabilities, apply high-level regulatory frameworks (such as the EU AI Act and GDPR) to creative workflows, and formulate enforceable policies for responsible innovation. The module culminates in an executive-level strategic proposal for newsroom governance and an Oral Defense, ensuring graduates are prepared to lead organizations through the complex ethical and legal landscapes of the algorithmic age.

Learning Objectives

By the end of this module, students will be able to:

Objective 1	Analyze the systemic relationship between generative AI workflows and cybersecurity vulnerabilities in immersive environments.
Objective 2	Evaluate the efficacy of current global regulations in mitigating the risks of synthetic media.
Objective 3	Synthesize theoretical frameworks from media ethics and data justice to address "Wicked Problems" in digital journalism.
Objective 4	Formulate strategic governance policies that protect institutional integrity and user safety in automated media pipelines.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Deconstruct a 3D AI production pipeline to identify specific points of biometric data extraction and algorithmic bias.
Learning Outcome 2	Critique existing immersive platforms based on their alignment with GDPR Article 9 and the EU AI Act's transparency requirements.
Learning Outcome 3	Construct a comprehensive Green Paper that translates complex technical risks into actionable editorial policy.
Learning Outcome 4	Justify strategic policy decisions during a live oral defense, demonstrating professional resilience and deep subject expertise.

Course Schedule

Week	Topic	Readings	Assignments
1	The Synthetic Reality Shift AI: From Capture to Generation (NeRFs/Gaussian Splats).	Hemraj (2025) <i>Focus: The "Algorithmic Turn."</i>	Seminar: Deconstructing a Deepfake News case study.

	<p><i>Cyber:</i> The death of "Optical Truth" in journalism.</p>		
2	<p>The Biometric Goldmine</p> <p><i>AI:</i> How headsets use eye-tracking for foveated rendering.</p> <p><i>Cyber:</i> Inference Attacks: Deriving health/emotion from gaze data.</p>	<p>Slater & Sanchez-Vives (2016)</p> <p><i>Focus:</i> Surveillance Capitalism.</p>	<p>Lab: Data Exhaust Map. What does a Meta Quest 3 know about you after 10 minutes?</p>
3	<p>Generative Archives & Hallucinations</p> <p><i>AI:</i> RAG (Retrieval-Augmented Generation) in 3D.</p> <p><i>Cyber:</i> Poisoned Datasets: How bad data creates biased history.</p>	<p>O'Neil (2016)</p> <p><i>Focus:</i> Algorithmic Bias.</p>	<p>Workshop: Auditing a dataset for representation gaps.</p>
4	<p>The "Black Box" Workflow</p> <p><i>AI:</i> Prompt Engineering & Latent Space.</p>	<p>Ye et al. (2024)</p> <p><i>Focus:</i> Third-Party Risk.</p>	<p>Milestone: Selection of Tool for Assessment 1 (Audit).</p>

	<p><i>Cyber:</i> Supply Chain Risk: Who owns the model? Who sees your prompts?</p>		
5	<p>Identity & The Avatar</p> <p><i>AI:</i> Generative Avatars & Digital Twins.</p> <p><i>Cyber:</i> Identity Theft: Deepvoice and Avatar Impersonation.</p>	<p>Qamar et al. (2023)</p> <p><i>Focus:</i> Right to Identity.</p>	<p>Seminar: Can we interview an AI avatar?</p>
6	<p>The "Wicked" Vulnerability</p> <p><i>AI:</i> Spatial Computing & World-Building.</p> <p><i>Cyber:</i> Spatial Phishing: Hacking the user's perception of gravity/space.</p>	<p>Hine et al. (2024)</p> <p><i>Focus:</i> Physical Safety in XR.</p>	<p>Activity: Regulatory Workshop: Mapping the Safety-Security Gap.</p> <p>Task: In-class "Policy Stress Test." If an AI-generated 3D news environment causes a user physical injury, who is liable? The Journalist, the Platform, or the AI Model creator?</p>
7	<p>Regulatory Frameworks I: Privacy</p> <p><i>Theme:</i> Protecting the user. <i>Lens:</i> GDPR & Biometric Consent.</p>	<p>GDPR Art. 9</p> <p><i>Focus:</i> Special Category Data.</p>	<p>Activity: Designing a consent flow that users actually read.</p>

8	<p>Regulatory Frameworks II: Transparency</p> <p><i>Theme:</i> Protecting the truth. <i>Lens:</i> EU AI Act (Art. 50).</p>	<p>EU AI Act (2024)</p> <p><i>Focus:</i> Watermarking & Disclosure.</p>	<p>Seminar: How to label AI without breaking immersion.</p>
9	<p>Corporate Governance & Secrets</p> <p><i>Theme:</i> Protecting the Newsroom. <i>Lens:</i> IP & Trade Secrets.</p>	<p>Erickson (2024)</p> <p><i>Focus:</i> AI in the Creative Industries.</p>	<p>Workshop: Drafting the Policy Pillars for assessment 2.</p> <p>SUBMISSION: ASSESSMENT 1 (Audit Report - 30%)</p>
10	<p>The Ethics of Automation</p> <p><i>Theme:</i> Protecting the worker. <i>Lens:</i> Labor displacement & "Human-in-the-Loop."</p>	<p>Thomson et al. (2024)</p> <p><i>Focus:</i> The Journalist's New Role.</p>	<p>Activity: Red teaming your own Policy. Students try to break each other's rules.</p>
11	<p>Crisis Management & Resilience</p> <p><i>Scenario:</i> A massive data leak occurs. How do you respond?</p> <p><i>Skill:</i> Communication under fire.</p>	<p>Global Cyber Alliance (2020)</p> <p><i>Focus:</i> Incident Response.</p>	<p>Rehearsal: Practice Q&A for the Colloquium.</p>
12	<p>The Executive Colloquium</p>	<p>UNESCO (n.d.)</p> <p><i>Focus:</i> Global Standards.</p>	<p>SUBMISSION: ASSESSMENT 2 (Green Paper - 50%)</p>

	<i>Synthesis: Defending the Human in the Machine Age.</i>		LIVE: ASSESSMENT 3 (Oral Defense - 20%)
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Assessment and Grading

Assessment 1: Forensic Algorithm Audit	30%
Assessment 2: Policy Framework	40%
Assessment 3: The Executive Colloquium (Oral Defense)	30%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Assessment 1: Forensic Algorithm Audit	30%	2,000-word Technical Report. Students select one specific AI/XR tool (e.g., <i>Luma AI</i> , <i>Meta Quest</i> , <i>Midjourney</i>) and perform an audit. They must identify: <ul style="list-style-type: none"> Data Leakage: What biometric/spatial data is extracted? Bias/integrity: Does the model hallucinate or stereotype? Legal Risk: Does it violate GDPR/EU AI Act transparency rules?
Assessment 2: Policy Framework	50%	2,500-word Strategic Policy Document. Students write the official "AI & Safety Guidelines" for a fictional media organization. They must choose one regulatory lens (e.g., <i>Transparency</i> , <i>Privacy</i> , or <i>Copyright</i>) and draft enforceable rules for how the organization will use immersive AI without compromising user safety or journalistic truth.

Assessment 3: The Executive Colloquium (Oral Defense)	20%	Live Presentation + Q&A. Students present their <i>Policy Framework</i> to a panel. They must verbally defend their policy choices against "Wicked Problem" scenarios (e.g., " <i>Your policy bans deepfakes, but how do we report on a deepfake scandal without showing it?</i> ").
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Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Technical Auditing & Risk Analysis

Algorithmic Impact Assessment (AIA) Frameworks: Tools for evaluating bias, representation, and ethical risk in AI-generated media.

EFF Security Education Companion: Resources for understanding online security, encryption, and risk awareness.

Threat Modeling Frameworks: Knowledge of methodologies (e.g., PASTA, STRIDE) used to structurally analyze system vulnerabilities.

Policy, Legal & Governance

GDPR and Data Ethics Guidelines (EU Commission / ICO): Key documents outlining data privacy obligations.

Academic Databases (Scopus, Web of Science): Required for deep literature reviews linking technical findings to critical theories and policy papers.

Hine, E. et al. (2024): Policy papers and academic literature specifically analyzing **XR regulatory challenges** and governance models.

Data Analysis & Biometric Inference

Biometric Sensor Documentation: Technical specifications and data sheets for common eye-tracking and physiological sensors, used to understand data capture limits.

Qualitative & Ethical Analysis Tools

Reflective Practice Frameworks: Models like Gibbs' Reflective Cycle used to structure ethical critique and policy reflection.

NVivo / Atlas.ti: Used for coding qualitative data collected during **Consent Efficacy User Testing** (Assessment B), specifically to analyze user responses to privacy notices.

Visualization & Reporting

Tableau / Power BI: For creating professional dashboards and visualizations of audit findings and policy impact metrics.

Canva / Adobe Illustrator: For creating professional research reports and infographics (required for the Strategic Security Audit).

Generative AI & Data Summarization

ChatGPT / Claude / Gemini: Used for summarizing legal documents, policy papers, or transcripts from user testing, helping students quickly extract and analyze insights for their strategic reports.

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MODULE 12: Design Thinking & Project Management

Course Syllabus

Course Information

Course Title	Design Thinking & Project Management (MSc)
Course Code	IM xxx
Course Prerequisites	Foundations of Immersive Journalism;
Programme	iStream – Immersive Journalism
Course Title	Multimedia Design & Production (MSc)

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module develops advanced competencies in design thinking and project management for immersive journalism and media innovation. It focuses on strategic problem framing, human-centred design methodologies, and the planning and management of complex, collaborative projects. Students engage in iterative design processes, apply structured project management approaches, and critically evaluate decisions in relation to organisational, ethical, and audience-centred considerations. Emphasis is placed on leadership, reflective practice, and the ability to manage uncertainty and change in the development of immersive and innovative journalistic projects.

Learning Objectives

Students will develop advanced knowledge and applied skills in design thinking and project management within the context of immersive journalism and media innovation. Through critical analysis and project-based practice, they will learn to frame complex

problems, design and manage iterative processes, and lead collaborative projects under conditions of uncertainty. Students will be expected to justify design and management decisions using theoretical, ethical, and contextual considerations, and to reflect critically on project outcomes and processes. Specifically, the course has the following objectives:

Objective 1	Develop students' advanced understanding of design thinking methodologies and their application to complex problems in immersive journalism and media innovation.
Objective 2	Enable students to plan, manage, and lead collaborative projects using structured project management approaches.
Objective 3	Strengthen students' ability to integrate strategic, ethical, and organisational considerations into design and project management decisions.
Objective 4	Encourage critical reflection on project processes, outcomes, and leadership practices in dynamic and uncertain environments.
Objective 5	Support the development of professional competencies in communication, coordination, and decision-making within multidisciplinary teams.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Critically apply design thinking methodologies to frame and address complex problems in immersive journalism and media innovation contexts.
LO 2	Design, manage, and lead complex projects by integrating strategic planning, resource management, and iterative development processes.
LO 3	Evaluate project decisions and outcomes in relation to organisational, ethical, and audience-centred considerations.
LO 4	Demonstrate leadership and effective collaboration within multidisciplinary project teams.
LO 5	Critically reflect on project processes and outcomes, synthesising insights to inform future professional and research-oriented practice.

Course Schedule

Week	Topic	Readings	Assignments
1	Design thinking and project management in media innovation	Lugmayr (2011); Brunetti et al. (2024)	Critically analyse a complex media project. How were design and management decisions aligned with strategic goals?
2	Advanced problem framing and human-centred design	Polydorou (2024); Murray (2017)	Develop a problem framing analysis. How do stakeholder and organisational contexts shape the problem?
3	Ideation, creativity, and innovation strategies	Lugmayr (2011); Brunetti et al. (2024)	Propose and justify alternative design strategies. What criteria guide strategic selection?
4	From concepts to project strategies	Murray (2017); Polydorou (2024)	Develop a project strategy document. How does it align design, goals, and constraints?
5	Project management frameworks and leadership	Hayes et al. (2022); Sissons & Cochrane (2019)	Critically compare project management approaches. Which is most suitable and why?
6	Planning, resources, and risk management	Hayes et al. (2022); Brunetti et al. (2024)	Develop a detailed project plan including risk assessment and mitigation strategies.
7	Advanced project proposal development	Lugmayr (2011); Uskali & Ikonen (2020)	Submit Advanced Project Proposal. How does it demonstrate strategic and ethical awareness?
8	Collaboration, leadership, and communication	Sissons & Cochrane (2019); Brunetti et al. (2024)	Analyse team dynamics and leadership practices. What

			challenges and solutions emerge?
9	Managing change, iteration, and uncertainty	Polydorou (2024); Hayes et al. (2022)	Revise project strategy based on feedback. How is change managed effectively?
10	Ethical, organisational, and societal considerations	Madary & Metzinger (2016); Taylor & Highfield (2020)	Evaluate ethical and organisational risks. How do they influence project decisions?
11	Project implementation and evaluation	Uskali & Ikonen (2020); Hayes et al. (2022)	Assess project progress and outcomes. What evaluation criteria are most appropriate?
12	Project presentation, evaluation, and reflection	Veitch et al. (2025); Brunetti et al. (2024)	Submit Final Project and Critical Reflective Report. How does reflection inform future practice?

Assessment and Grading

Advanced Project Proposal	20%
Project Strategy & Management Plan	20%
Final Project Output	40%
Critical Reflective Report	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Advanced Project Proposal	20%	Assessed on clarity and depth of problem framing (8%), strategic and ethical justification of the proposed approach (7%), and integration of organisational, audience, and journalistic context (5%).
Project Strategy & Management Plan	20%	Assessed on coherence and feasibility of the project strategy (8%), rigour of planning, resource allocation,

		and risk management (7%), and evidence of leadership and coordination in project design (5%).
Final Project Output	40%	Assessed on achievement of stated project objectives (15%), critical application of design thinking methodologies (10%), strategic coherence and quality of execution (10%), and ethical and contextual awareness (5%).
Critical Reflective Report	20%	Assessed on depth of critical reflection and evaluation (10%), integration of theory, practice, and leadership insights (5%), and scholarly writing quality and clarity of argumentation (5%).

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university’s tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Collaboration and Communication	Microsoft Teams, Zoom, or equivalent online communication platforms
Design and Ideation Tools	Miro, MURAL, FigJam, or equivalent digital whiteboarding tools
Project Planning and Management	Trello, Asana, Notion, or equivalent task and project management tools
Documentation and Presentation	Microsoft Word, PowerPoint, Google Docs, or equivalent productivity tools
File Sharing and Version Control	Cloud-based storage platforms (e.g., OneDrive, Google Drive)

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1. Brunetti, R., Ferrante, S., Avella, A. M., Indraccolo, A., & Del Gatto, C. (2024). Turning stories into learning journeys: The principles and methods of immersive education. *Frontiers in Psychology, 15*, 1471459. <https://doi.org/10.3389/fpsyg.2024.1471459>
2. Hayes, A., Kaplan-Rakowski, R., Archibald, A., Bland, D., Lucke, H., Heap, T., & Taylor, D. (2022). Implementing low-cost immersive 360° video technology to promote core skills in journalism courses. *Journal of Applied Instructional Design, 11*(1). <https://doi.org/10.59668/423.8390>
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MODULE 13: Immersive Technologies in Practice

Course Syllabus

Course Information

Course Title	Immersive Technologies in Practice (MSc)
Course Code	IM xxx
Course Prerequisites	Foundations of Immersive Journalism Multimedia Design & Production Immersive Technologies Overview UX/UI for Immersive Media
Programme	iStream – Immersive Journalism

Instructor Details

Instructor Name	[Instructor Name]
Email	[Email]
Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This module introduces students to the theory and practice of immersive technologies within the field of immersive journalism, with a strong emphasis on hands-on learning and critical reflection. It covers the basic foundations of design, development, post-production, and evaluation of immersive experiences across the virtuality continuum, including Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and 360° media. Students acquire practical basic skills in creating *low-complexity* interactive applications for head-mounted displays, mobile devices, and tablets using professional development and post-production tools, while engaging with computer-generated 3D environments, 360° video, and spatial audio. Through iterative design, editing, and testing, students explore how immersion, presence, embodiment, comfort, and spatial awareness emerge from the interaction between perceptual, cognitive, narrative, and technological factors. Conceptual distinctions are established among VR, AR, and MR: VR fully immerses users in computer-generated environments, AR overlays digital content

onto the physical world, and MR enables real-time interaction between digital and physical elements.

The course is explicitly designed for Bachelor-level learners, prioritizing conceptual understanding, applied skills, teamwork, and reflective practice over programming or advanced system development

Learning Objectives

The learning objectives of this module are to introduce undergraduate students to the fundamental concepts and practical applications of immersive technologies in the context of immersive journalism. Students will develop a basic understanding of Virtual Reality, Augmented Reality, Mixed Reality, and 360° media, learning how these technologies differ and how they are used to create immersive journalistic experiences. The module aims to help students understand how immersion, presence, and user experience emerge from the interaction between narrative choices, perceptual and cognitive processes, and technological design, without requiring advanced technical or programming expertise.

Alongside this conceptual foundation, the module aims to build practical and collaborative skills through hands-on activities and guided workshops. By the end of the course, undergraduate students will be able to plan, create, and refine simple immersive journalism projects using industry-standard tools, work effectively in small production teams, and reflect critically on their design and storytelling choices.

Specifically, the course has the following objectives:

Objective 1	Understand the fundamental concepts and differences among Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and 360° media in the context of immersive journalism.
Objective 2	Explain how immersive experiences are designed and how narrative, perceptual, cognitive, and technological factors contribute to immersion, presence, and user comfort.
Objective 3	Plan and produce simple immersive journalism projects using industry-standard tools, applying basic interaction and post-production techniques.
Objective 4	Work effectively in small teams to develop immersive content, demonstrating collaboration, communication, and iterative problem-solving skills.
Objective 5	Critically assess immersive journalism experiences with respect to journalistic values, ethical responsibility, accessibility, and audience impact.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome	Description
LO 1	Design and deliver basic immersive media prototypes (VR, AR/MR, or 360° experiences) that demonstrate coherent interaction, stable performance, and meaningful user engagement in an immersive journalism context.
LO 2	Explain how design and production choices influence immersion, presence, spatial coherence, user comfort, and audience experience across different immersive media formats.
LO 3	Apply foundational immersive media workflows, including basic development and post-production processes, using industry-standard tools such as Unity or Unreal and professional video and audio editing software.
LO 4	Collaborate effectively within small, multidisciplinary teams, contributing to organized workflows, role definition, and the production of immersive journalism content from concept to final output.
LO 5	Critically reflect on ethical, social, and accessibility considerations in immersive media production, demonstrating awareness of journalistic responsibility, representation, and professional standards.

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to Immersive Technologies and Immersive Journalism	Uskali and Ikonen (2020); Pavlik (2013)	Short written analysis of an immersive journalism example
2	Immersion, Presence, and User Experience	Baños et al. (2005); Murray (2017)	Reflection on immersion and user experience in VR/360° media

3	Virtual Reality for Journalism: Concepts and Design	Murray (2017); Sissons and Cochrane (2019)	VR concept sketch and experience outline
4	Interaction Design and User Comfort in VR	Polydorou (2024); Stewart (2022)	Interaction storyboard for a VR journalism experience
5	Augmented and Mixed Reality in Journalism	Polydorou (2024); Brunetti et al. (2024), git-hub repo	AR/MR concept proposal (low-fidelity prototype or mock-up)
6	Ethics, Accessibility, and Responsibility in Immersive Media	Madary and Metzinger (2016); Taylor and Highfield (2020)	Ethics and accessibility review of a proposed project
7	360° Video Storytelling and Visual Grammar	Damme et al. (2019); Hayes et al. (2022) , git-hub repo	Analysis of a 360° journalistic video
8	Spatial Audio and Sound Design for Immersive Media	Baños et al. (2005); Sánchez Laws (2017) , git-hub repo	Audio planning exercise for a 360° story
9	Immersive Post-Production Workflows	Hayes et al. (2022); Lugmayr (2011) , git-hub repo	Practical editing exercise with 360° footage
10	User Testing and Iteration	Conrad et al. (2024); , git-hub repo Polydorou (2024)	Peer testing report and design iteration
11	Final Project Development	Uskali and Ikonen (2020); Pavlik (2013)	Final immersive project submission
12	Presentation, Critique, and Reflection	Veitch et al. (2025); Brunetti et al. (2024)	Project presentation and reflective essay

Assessment and Grading

Assessment Component	Weight
Research Essay	40%
Group Project	40%
Presentation and Discussion	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Essay	40%	Understanding of Concepts related to VR, AR, XR (15%), use of literature (10%), critical analysis (10%), structure and academic writing (5%)
Group Project	40%	Concept and journalistic relevance (10%), technical execution (15%), Immersive Design and User Experience (10%), Teamwork and Project management (5%)
Presentation and Discussion	20%	Clarity of presentation (10%), critical reflection (5%), engagement and discussion (5%)

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions, workshops, and production activities.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions may incur penalties unless prior arrangements have been approved.

Academic Integrity

Academic honesty is essential. All submitted work must be original and properly referenced in accordance with institutional policies.

Library Resources

Students are encouraged to utilize the university’s digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university’s tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Category	Tools / Platforms
Collaboration, Presentation & Evaluation	Miro, Figma, GitHub; PowerPoint / Keynote (with embedded 3D or video); Google Forms, Mentimeter, Wooclap
Multimedia Production Software	Adobe Premiere Pro, Adobe Audition, Adobe After Effects, Adobe Photoshop / Illustrator
XR & Immersive Content Creation	Unity3D, Unreal Engine; A-Frame, WebXR frameworks; Reality Composer
360° Media Production	360° cameras (e.g., Insta360, GoPro MAX); Adobe Premiere Pro (VR editing tools); Adobe After Effects
3D Modeling & Spatial Media	Blender; photogrammetry and volumetric capture tools; spatial audio software (e.g., Reaper with ambisonic plugins)
Augmented Reality Development	ARKit, ARCore; Adobe Aero; Spark AR Studio
Journalism & Data Visualization Tools	Flourish, Tableau, Datawrapper; Knight Lab tools; Mapbox
AI & Automation for Prototyping	ChatGPT, Midjourney, Synthesia, Lumen5
Project Management & Organization	Notion, Trello

Bibliography (APA style)

1. Uskali, T., & Ikonen, P. (2020). Teaching immersive journalism. In A. Gynnild & T. Uskali (Eds.), *Immersive journalism as storytelling* (pp. 261–275). Routledge. <https://doi.org/10.4324/9780429437748-18>
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4. Murray, J. H. (2017). *Hamlet on the holodeck: The future of narrative in cyberspace* (2nd ed.). MIT Press.
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<https://doi.org/10.1007/s10055-025-01106-3>

MODULE 14: Marketing and Fundraising for Immersive Media

Course Syllabus

Course Information

Course Title	Marketing and Fundraising for Immersive Media (MSc)
Course Code	IM....
Course Prerequisites (recommended)	Digital Storytelling and Narrative Design; Immersive Technologies Overview; Introduction to Media Economics.
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	[Location]

Course Description

This Master-level module provides an advanced and practice-oriented exploration of marketing and fundraising strategies for immersive journalism and immersive media projects. Students learn to design analytics-informed audience strategies, position immersive experiences within competitive and transnational markets, and architect sustainable funding mixes combining public, private, and community-based instruments. The course emphasizes ethical, inclusive, and data-driven decision-making, enabling students to align editorial impact, financial viability, and long-term sustainability across XR ecosystems.

Learning Objectives

Students will build on foundational knowledge to understand and apply core marketing and fundraising concepts within the context of immersive media and immersive journalism. They will analyse audiences, value propositions, and funding opportunities, and will learn to design introductory, ethically responsible, and sustainability-oriented marketing and fundraising strategies for immersive projects. Specifically, the course has the following objectives:

Objective 1	Develop advanced, analytics-informed marketing campaigns and brand narratives for immersive media projects.
Objective 2	Architect comprehensive funding strategies integrating public, private, and community-based instruments.
Objective 3	Evaluate marketing and fundraising performance using KPIs and data-driven iteration.
Objective 4	Embed ethics, accessibility, and inclusivity throughout marketing and fundraising strategies.
Objective 5	Synthesize business, communication, and editorial objectives across immersive media ecosystems.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Design and justify market entry and growth strategies for immersive journalism ventures.
Learning Outcome 2	Prepare competitive grant applications and investor pitch decks supported by credible financial models.
Learning Outcome 3	Critically analyse audience data, performance metrics, and funding models to optimize outcomes.
Learning Outcome 4	Demonstrate strategic leadership and decision-making in marketing and fundraising contexts.
Learning Outcome 5	Integrate ethical, legal, and social considerations into advanced marketing and funding strategies.

Course Schedule

Week	Topic	Readings	Assignments
1	Advanced Marketing for Immersive Media	Kotler et al. (2021), Ch. 1–2	Analytical memo on immersive media markets
2	Audience Segmentation and Value Proposition Design	Ryan (2020), selected chapters	Advanced audience and value proposition analysis
3	Go-to-Market Strategies and Channel Architecture	Selected case studies	Channel and partnership strategy brief
4	Branding, Narrative Framing, and Ethical Communication	Silverstone (2007), selected sections	Brand and messaging framework
5	Monetization Models and Unit Economics	Kotler et al. (2021), selected sections	Revenue model and break-even analysis
6	Data, Analytics, and Audience Growth Strategies	Course readings and reports	KPI framework and growth plan
7	Public and EU Funding Instruments	European Commission (2023), documentation	Grant opportunity analysis
8	Private, Impact, and Community-Based Funding	Selected articles and case studies	Hybrid funding strategy outline
9	Investor and Grant Readiness	Course materials	Draft pitch deck and budget
10	Governance, Compliance, and Risk Management	GDPR; DSA; AI Act (selected articles)	Compliance and risk assessment memo
11	Ethics, Inclusion, and Sustainability	UNESCO (2023), selected sections	Draft critical reflective essay

12	Case Study Presentations and Strategic Synthesis	No new readings	Final presentations and submission of written assignments
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Assessment and Grading

Marketing Strategy Report	30%
Fundraising Proposal	30%
Case Study Presentation	20%
Reflective Essay	20%

Grading Rubric (Total: 100%)

Component	Weight	Criteria	
Marketing Strategy Report	30%	30%	Strategic coherence and depth of analysis (10%); effective use of audience data, market insights, and KPIs (10%); clarity, structure, and professional quality of the report (10%).
Fundraising Proposal	30%	30%	Appropriateness and integration of funding instruments (10%); robustness of budget, financial logic, and feasibility (10%); alignment between editorial impact, ethics, and sustainability (10%).
Case Study Presentation	20%	20%	Depth of critical analysis and use of evidence (8%); ability to connect theory, practice, and market context (6%); clarity and professionalism of presentation and visual materials (6%).
Reflective Essay	20%	20%	Critical reflection and independent argumentation (10%); integration of course concepts, ethics, and inclusivity (5%); academic rigor, coherence, and referencing (5%).

Academic Policies

Attendance

Students are expected to attend all scheduled sessions and actively participate in discussions and activities. Absences should be communicated in advance and may affect participation grades.

Late Submissions

Assignments must be submitted by the stated deadlines. Late submissions will incur a penalty of **10% per day**, unless prior arrangements are made for exceptional circumstances.

Academic Integrity

Academic honesty is essential. Plagiarism, unauthorized collaboration, or any form of misconduct will result in disciplinary action in accordance with university regulations. All work must be original and properly referenced following APA guidelines.

Library Resources

Students are encouraged to utilize the university's digital and physical library resources for research and assignments. Access to academic journals, databases, and e-books is available through the library portal.

Tutoring Services

Academic support is available through the university's tutoring center. Students can schedule one-on-one or group sessions for assistance with research methods, writing, and data analysis.

Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

Analytics, Data, and Visualization

- Google Analytics / GA4 – for advanced audience analysis and conversion tracking.
- HubSpot or similar CRM tools – for funnel analysis, segmentation, and retention strategies.

- Tableau / Power BI – for visualization of KPIs, funding scenarios, and audience insights.

Marketing, Communication, and Design

- Canva / Adobe Creative Cloud / Figma – for professional-grade communication assets, pitch decks, and campaign materials.
- Social media analytics dashboards – for monitoring engagement and campaign performance.

Project Management and Collaboration

- Miro – for strategy mapping, audience personas, and journey design.
- Notion / Asana / Trello – for structured project management, milestones, and documentation.
- Slack / Google Workspace – for team communication and collaborative writing.

Funding Intelligence and Proposal Development

- EU Funding & Tenders Portal – for analysis of calls, eligibility criteria, and deliverables.
Creative Europe Desks and national funding portals – for contextualizing funding strategies.
- Spreadsheet tools – for budgeting, cash-flow modelling, and financial projections.

AI-Assisted Tools

- AI-based tools may be employed for advanced ideation, localization, scenario analysis, and exploratory audience insights. Their use must be transparent, critically assessed, and fully compliant with EU regulation (GDPR, DSA, AI Act), institutional policies, and academic integrity standards.

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MODULE 15: Capstone Project & Thesis

Course Syllabus

Course Information

Course Title	Capstone Project & Thesis (MSc)
Course Code	IM...
Course Prerequisites	IM xxx: Research Methods and Target Analysis
Instructor Name	[Instructor Name]
Email	[Email Address]

Instructor Details

Office Hours	[Days/Times]
Office Location	Location

Course Description

Building on the skills acquired and the research proposal of the course IM xxx Research Methods and Target Analysis course, this advanced module enables students to apply and extend their expertise through a focused research topic or project. Students will critically evaluate and select appropriate research methodologies, develop comprehensive audience analysis strategies integrating demographic, psychographic, and behavioral data with predictive modeling, and design sophisticated user testing protocols incorporating biometric feedback, eye-tracking, and AI-driven analytics. The course emphasizes the use of advanced statistical and computational tools to analyze large-scale datasets and generate actionable insights. Ethical, legal, and societal considerations—including algorithmic bias, data privacy, and inclusivity—are integrated throughout the research design process to ensure responsible and innovative practices in immersive environments.

Learning Objectives

In this course, students will go beyond fundamentals to critically evaluate and compare advanced qualitative and quantitative research methodologies and design and execute complex studies. They will apply advanced statistical and computational tools and be able to synthesize their findings into actionable strategies. Specifically, the course has the following objectives:

Objective 1	Critically evaluate and select an appropriate advanced research methodology for the underlying research question.
Objective 2	Develop and execute comprehensive audience analysis strategies, integrating demographic, psychographic, and behavioral data with predictive modeling.
Objective 3	Design and conduct sophisticated user testing protocols, incorporating biometric feedback, eye-tracking, and AI-driven analytics for immersive prototypes.
Objective 4	Apply advanced statistical and computational tools to analyze large-scale datasets and generate actionable insights.
Objective 5	Assess and integrate ethical, legal, and societal considerations into research design, addressing issues such as algorithmic bias, data privacy, and inclusivity in immersive environments.

Learning Outcomes

Upon successful completion, the students will be able to:

Learning Outcome 1	Apply appropriate research methodologies to address specific immersive journalism questions with clear justification.
Learning Outcome 2	Conduct basic audience profiling to identify target demographics and engagement patterns for their immersive media project.
Learning Outcome 3	Design and execute user testing sessions for immersive prototypes, collect feedback, and interpret results effectively.
Learning Outcome 4	Analyze and visualize research data using fundamental tools to present findings accurately and professionally.
Learning Outcome 5	Integrate ethical considerations into research design, data collection, and reporting for immersive journalism projects.

Course Schedule

Week	Topic	Activity	Assignments
1	Review submitted proposals: refine research questions and objectives.	Peer feedback workshop.	Submit revised research proposal (1–2 pages).
2	Advanced Methodology Selection: Deep dive into advanced methods suited to each project.	Methodology mapping exercise.	Write a justification for chosen methodology (500 words).
3	Audience Analysis Framework: Integrating demographic, psychographic, behavioral data; predictive modeling.	Apply framework to your project.	Develop an audience analysis plan for your research.
4	Predictive Modeling & Data Sources: Machine learning basics for audience prediction.	Identify relevant datasets for your project.	Outline predictive modeling approach for your study.
5	Designing User Testing Protocols: Biometric feedback, eye-tracking, AI-driven analytics.	Draft protocol for immersive prototype testing.	Submit user testing design for your project.
6	Data Collection & Management: Handling large-scale datasets; ethical data management.	Create a data collection timeline.	Submit detailed data collection plan.
7	Advanced Statistical & Computational Tools: Using R/Python/SPSS for analysis; visualization techniques.	Practice with sample data.	Produce one visualization relevant to your project.
8	AI-Driven Analytics: Applying AI for pattern	Explore AI tools for your research.	Write a short analysis of how AI

	detection and personalization.		will be integrated into your project.
9	Ethics, Privacy & Inclusivity: Algorithmic bias, GDPR, inclusivity in immersive environments	Ethical risk assessment for your project.	Submit an ethics compliance checklist.
10	Legal & Societal Considerations: IP rights, accessibility, societal impact.	Discuss legal implications for immersive media.	Add legal and societal considerations to your proposal.
11	Integrating Findings into Design: Translating research insights into design decisions.	Workshop on applying findings to prototypes.	Draft a section on expected design implications.
12	Final Project Presentation: Present refined research proposal and preliminary findings.	Peer review and Q&A.	Submit final research report and/or prototype testing summary.

Assessment and Grading

Research Proposal	10%
Practical User Testing Report	20%
Data Analysis Assignment	30%
Research Report	40%

Grading Rubric (Total: 100%)

Component	Weight	Criteria
Research Proposal	10%	Clarity of research question (4%), methodological rigor (3%), literature integration (3%)
Practical User Testing Report	20%	Completeness of protocol (7%), execution quality (6%), ethical compliance (7%)
Data Analysis Assignment	30%	Correct application of statistical/AI tools (15%), interpretation of results (7%), discussion of limitations (8%)

Research Report	40%	Depth of research report and ethical analysis (20%), integration of future trends (10%), scholarly writing quality (10%)
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Disability Accommodations

The university provides reasonable accommodations for students with documented disabilities. Please contact the Disability Services Office early in the semester to arrange necessary support.

Technology Requirements

- **Data Collection & Survey Tools**
 - Qualtrics / SurveyMonkey – For designing audience surveys and collecting quantitative data.
 - Google Forms – Simple, free option for quick feedback and user testing.
- **Qualitative Analysis Tools**
 - NVivo – For coding and analyzing interviews, focus groups, and qualitative data.
 - Atlas.ti – Advanced qualitative data analysis for thematic research.
- **Quantitative & Statistical Tools**
 - SPSS / R / Python (Pandas, SciPy) – For statistical analysis and hypothesis testing.
 - Excel / Google Sheets – For basic data analysis and visualization.
- **Immersive Media Testing Tools**
 - Unity Analytics – For tracking user behavior in VR/AR prototypes.
 - Eye-tracking Systems (Tobii Pro) – For attention and engagement analysis in immersive environments.
 - Biometric Sensors – For emotional and physiological response measurement.
- **Visualization & Reporting**
 - Tableau / Power BI – For interactive dashboards and data visualization.
 - Canva / Adobe Illustrator – For creating professional research reports and infographics.
- **ChatGPT / Claude / Gemini**
 - Used for summarizing interviews, meeting transcripts, and large datasets, helping journalists quickly extract insights for immersive projects.

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