Methodology for Research and Media Innovation 2015/2016

Code: 43075
ECTS Credits: 15

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<tr>
<th>Degree</th>
<th>Type</th>
<th>Year</th>
<th>Semester</th>
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<tr>
<td>4310036 Research in Communication and Journalism</td>
<td>OB</td>
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</tbody>
</table>

Contact

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Email: Teresa.Velazquez@uab.cat

Teachers

José Manuel Pérez Tornero
Nuria Simelio Sola

Prerequisites

Basic training in research methodologies

Objectives and Contextualisation

Design, create and develop basic and applied projects in Journalism and Communication Sciences research. Apply scientific work planning for media research. Using quantitative and qualitative techniques for research in media research. Develop the process of developing a research project. Apply the scientific method properly, posing hypotheses concerning communication, validating and verifying ideas and concepts and correctly summarizing the literature.

Skills

- Adapt to new situations and show leadership skills and initiative while maintaining creativity.
- Analyse, summarise, organise and plan information.
- Communicate orally and in writing in Spanish, Catalan and English.
- Design, create and develop basic research projects in journalism and communication science.
- Display critical reasoning, ethical and social commitment and respect for diversity and multiculturalism.
- Guide and assess action research projects in journalism and communication science.
- Guide and assess projects in cyberjournalism, communication policies and andrological communication.
- Make innovative and competitive proposals within the research project.
- Work in interdisciplinary teams.
- Work independently: solving problems and taking decisions.

Learning outcomes

1. Adapt to new situations and show leadership skills and initiative while maintaining creativity.
2. Analyse, summarise, organise and plan information.
3. Apply scientific knowledge from other areas (psychology, sociology, economics, philology, law, aesthetics, etc.) in order to advance further into one’s own area.
4. Apply the practical work of the research.

Use of languages

Principal working language: spanish (spa)
5. Apply the scientific method appropriately, formulating hypotheses on communication, validating ideas and concepts, and using bibliographic sources correctly.
6. Communicate orally and in writing in Spanish, Catalan and English.
7. Contextualise methodological problems.
8. Contextualise methodological problems. (B)
9. Design a research project.
10. Display critical reasoning, ethical and social commitment and respect for diversity and multiculturalism.
11. Make innovative and competitive proposals within the research project.
12. Plan scientific research and innovation in the media.
13. Use methodological procedures and instruments for research and innovation in the media.
14. Use quantitative and qualitative research techniques for research and innovation in the media.
15. Work in interdisciplinary teams.

Content

Part I. THEORETICAL AND INSTITUTIONAL CONTEXT IN MEDIA RESEARCH COMMUNICATION

Unit I.1. The basics of scientific method.

1. Reasons scientist. 2. Difference between thought and reality, facts and idea. 3. Logic Research: deduction, induction and abduction. 4. The circuit scientific production: research, publication and impact.

Unit I.2. Methods of scientific research.

1. Theoretical knowledge and practical knowledge. 2. Reasons and purposes of the investigation. 3. Theoretical and applied research: institutional, business and social demands. 4. The fundamental perspectives: observation, explanation and experimentation.

Practice

• Review and analysis of text: communication and journalism research, information society, knowledge society.

• Analysis of the websites of research centers on communication.

• Selection according to a specific topic of the major scientific journals.
  • Text and Analysis: motivations of research
  • Exploration of the major scientific journals in the sector
  • Analysis of the impact of media publications
  • Reading an institutional research.

Part II. RESEARCH OBJECTIVES AND ELECTION OF TECHNICAL

Unit II.1 subject. Conceptualization of research.

1. Problem. 2. Initial Formulation: Objectives, questions, justification and search for solutions. 3. Concept: theoretical framework; specific theoretical framework. 4. Determine type of research. 5. Analysis of the state of affairs. 6. Comparison of the initial question with those derived from the state of affairs. 7. Formulation of views, specific concepts and hypotheses.

Unit II.2. Selection of research techniques.

1. Procedures for study and observation. 2. Methods of registration of observation. 3. Difference between qualitative and quantitative methods. 4. The value of the conceptual structures and statistical regularities. 5. universes and samples. 6. Polls and interviews. 7. Study and analysis of the contents: quantitative analysis and the semiotic and discourse analysis.

Unit II.3. Collection and presentation of results.
1. Discussion and evaluation of results. 2. Confrontation with previous results. 3. Presentation of results. 4. Review of the scientific community. 5. Defence of results. 6. Publication and dissemination strategies.

**Practice**

- Reading and discussion of some scientific articles with various methodologies
- Writing research summaries from reading the body of an article

**Part III. PREPARATION OF A RESEARCH PROJECT**

**Unit III.1. Definition of a research project.**

1. Research models: academic and industrial and institutional. 2. Benchmarks: Masters research, theses, papers, monographs and articles. Writing and defense. Academic regulations related research. 3. Industrial and Institutional Framework: applied research, research and development, demonstration and dissemination projects, innovation projects.

**Unit III.2. Implementation phases of a research project.**

1. Problem statement and delimitation of the objectives and scope of study. 2. Strategy and tactics of research and methodology. 3. Theoretical framework and study of the state of affairs. 4. bibliographical and documentary sources. 5. Organization and planning of research.

**Practice**

- Review and analysis of various types of research projects
- Confrontation and discussion with authors of research projects
- Preparation of a response to a call for tenders (tender project with public funding)

**Methodology**

**Teaching methods and learning activities**

15 ECTS: 375h

**DIRECTED ACTIVITIES: 25%**

- Lectures 32h
- Seminars: 34h
- Laboratories 27.75h
- Total: 93.75h

**AUTONOMOUS WORK: 60%**

- Self study 244h

**SUPERVISED ACTIVITY: 15%**

- Tutoring and evaluation activity 37.25h 37.25h
<table>
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<tr>
<th>Directed</th>
<th>Lectures</th>
<th>32</th>
<th>Identify and describe the process of scientific work and research in communication and journalism from mainstream theories and areas of research from a conceptual, methodological and research sight.</th>
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<tbody>
<tr>
<td></td>
<td>Seminaris</td>
<td>34</td>
<td>Present and discuss texts on methodology and research in communication and journalism and present summaries of readings and lectures. Case study research in communication and journalism.</td>
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<tr>
<td></td>
<td>Laboratories</td>
<td>27.75</td>
<td>Apply theoretical knowledge and methods and research techniques to the research project.</td>
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<tr>
<td>Supervised</td>
<td>Tutoring</td>
<td>30</td>
<td></td>
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<tr>
<td></td>
<td>Evaluation activity</td>
<td>7.25</td>
<td></td>
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<tr>
<td>Autonomous</td>
<td>Study and information search</td>
<td>70</td>
<td>Achieve levels of self-learning and searching, selecting and analyzing information</td>
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<tr>
<td></td>
<td>Readings</td>
<td>90.25</td>
<td>Comprehensive reading of texts, interpretation and analysis databases, studio, book reviews, short, doing outlines, concept maps and summaries.</td>
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<td></td>
<td>Working individually or in teams</td>
<td>83.50</td>
<td>Apply the knowledge gained to communication research, international cooperation and development</td>
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Activities

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<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning outcomes</th>
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<tbody>
<tr>
<td>Lectures, seminars and laboratories practice</td>
<td>93.75</td>
<td>3.75</td>
<td>2, 5, 3, 12, 4, 6, 7, 8, 9, 10, 16, 13, 14</td>
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<table>
<thead>
<tr>
<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning outcomes</th>
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<tr>
<td>Tutoring and Evaluation activity</td>
<td>36.75</td>
<td>1.47</td>
<td>2, 5, 6, 7, 8, 11, 10, 16, 15, 13, 14</td>
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<thead>
<tr>
<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning outcomes</th>
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<tr>
<td>Study and information search, readings and working individually or in teams</td>
<td>244</td>
<td>9.76</td>
<td>1, 2, 5, 3, 12, 4, 6, 7, 8, 9, 11, 10, 16, 15, 13, 14</td>
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Evaluation

Evaluation

Course work (40% of grade)
Presentation and discussion on class readings and providing summaries of seminars (20% of grade)
Supervised laboratory practice (20% of grade)
Participation in class and tutorials: 20% note.

Evaluation activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Weighting</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning outcomes</th>
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<tr>
<td>Course work</td>
<td>40</td>
<td>0.5</td>
<td>0.02</td>
<td>1, 2, 5, 3, 12, 4, 6, 7, 8, 9, 11, 10, 16, 15, 13, 14</td>
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<tr>
<td>Exposition and debate in class reading and presentation of summaries</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>2, 5, 4, 6, 7, 8, 10, 16, 13</td>
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<tr>
<td>Participation in class and tutorial sessions</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>2, 5, 3, 12, 4, 6, 7, 8, 9, 10, 16, 15, 13, 14</td>
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<tr>
<td>Supervised laboratory practice</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>2, 5, 3, 12, 4, 6, 7, 8, 16, 13, 14</td>
</tr>
</tbody>
</table>

Bibliography


Vilches, Lorenzo (coord.) La investigación en comunicación. Métodos y técnicas en la era digital. Barcelona, Gedisa.


**SPECIALIZED JOURNALS:**

Anàlisi. Quaderns de comunicació i cultura.

Anuario FUNDESCO

Anuario El País

Communication

Conexiones

deSigniS
European Journal of Communication
International Journal of Cultural Studies
NORDICOM
RAI.VQPT
SIGNA
TELOS
VARIETY
VERSUS

WEBSITE
http://www.accd.cat
http://www.aecid.es
http://ceusal2016.usal.es/es/
http://www.cis.es
http://www.clacso.org.ar/
http://www.csic.es/
http://divulgared.es/
http://www.eshorizonte2020.es/
http://www.francofil.net/es/inv_esp.html
http://www.investigacionyciencia.es
http://www.ird.fr/
http://www.mineco.gob.es/
http://www.mineco.gob.es/
http://www.oei.es/cursolicitaciones/contenedor.php?ref=presentacion

OTHERS WEBSITES:
http://www.abc.org.uk
http://www.auditel.it
http://www.dircom.org
NOTE: The bibliography and the corresponding readings topics for discussion in the classroom will be published in the Virtual Campus at the beginning of the course.