

## Metodologia per a la recerca i la innovació en mitjans

2014/2015

Code: 43075

ECTS Credits: 15

Degree	Type	Year	Semester
4310036 Màster Universitari en Recerca en comunicació i periodisme	OB	0	1

### Contact

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### Use of languages

Principal working language: espanyol (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

### Teachers

Marcial Murciano Martínez

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

- Adaptar-se a noves situacions, tenir capacitat de lideratge i iniciativa mantenint la creativitat
- Analitzar, sintetitzar, organitzar i planifica la informació.
- Asesorar, orientar y evaluar proyectos de investigación-acción en Periodismo y Ciencias de la Comunicación
- Assessorar, orientar i avaluar projectes de recerca-acció en Periodisme i Ciències de la ComunicacióCE
- Comunicar de forma oral i escrita coneixements en castellà, català i anglès.
- Dissenyar, crear i desenvolupar projectes bàsics de recerca en Periodisme i Ciències de la Comunicació
- Dissenyar, crear i desenvolupar projectes de recerca aplicada en Periodisme i Ciències de la Comunicació.
- Generar propostes innovadores i competitives en la recerca
- Posseir raonament crític, compromís ètic i social i tenir respecte a la diversitat i a la multiculturalitat.
- Treballar de forma autònoma, resolent problemes i prenent decisions.

- Treballar en equips de forma interdisciplinària.

## Learning outcomes

1. Adaptar-se a noves situacions, tenir capacitat de lideratge i iniciativa mantenint la creativitat
2. Analitzar, sintetitzar, organitzar i planificar la informació.
3. Aplicar el mètode científic de forma adequada, plantejant hipòtesis relatives a la comunicació, validant i verificant les idees i conceptes, i referir correctament les fonts bibliogràfiques.
4. Aplicar els coneixements científics d'altres àrees (psicologia, sociologia, economia, filologia, dret, estètica ...) per profunditzar en la pròpia àrea
5. Aplicar la planificació del treball científic per a la recerca i innovació en mitjans.
6. Aplicar la pràctica de la recerca
7. Comunicar de forma oral i escrita coneixements en castellà, català i anglès.
8. Contextualitzar els problemes metodològics
9. Contextualitzar els problemes metodològics (B)
10. Desenvolupar el procés d'elaboració d'un projecte de recerca
11. Generar propostes innovadores i competitives en la recerca
12. Posseir raonament crític, compromís ètic i social i tenir respecte a la diversitat i a la multiculturalitat.
13. Treballar de forma autònoma, resolent problemes i prenent decisions.
14. Treballar en equips de forma interdisciplinària.
15. Utilitzar els procediments i instruments metodològics per a la recerca i innovació en mitjans.
16. Utilitzar les tècniques de recerca quantitatives i qualitatives per a la recerca i innovació en mitjans

## Content

### Part I. The THEORETICAL RESEARCH AND INSTITUTIONAL CONTEXT IN MEDIA COMMUNICATION

#### Unit 1 Communication Sciences. Map.

1. Transformations communication paradigm. 2. Present trends in research. . 3 Research in media communication: conditioning. . 4 Policies to promote the knowledge society: digital literacy and media

#### Unit 2. Foundations of scientific method.

1. Motivations scientist. 2. Difference between thought and reality, facts and idea. 3 Logical research. Deduction, induction and abduction. 4 scientific output circuit. Research, publication and impact.

#### Unit 3. Methods of scientific research.

1.Theoretical and practical knowledge Knowledge.2. Motivations and research purposes. 3. Theoretical and applied research: institutional, corporate and social demands. 4. Fundamental views: observation, explanation and experimentation.

#### Practice

- Review and analysis of text: research in communication and journalism, information society, knowledge society.
- Analysis of the websites of research centers on communication.
- Selection based on a particular topic of major scientific journals.
  - Commentary and analysis or text: research motivations
  - Exploration or major scientific journals in the field
  - Analysis of the impact of media publications
  - Reading or institutional research.

### Part II. RESEARCH OBJECTIVES AND CHOICE OF TECHNIQUES

#### Unit 1. Conceptualization of research.

1. Statement of the problem. . 2 Initial Formulation: Objectives, questions, justification and finding solutions. 3. Conceptualization: general theoretical framework; specific theoretical framework. 4. Determine type of research. 5. Analysis of the state of affairs. 6. Confrontation initial questions arising from the state of affairs. 7. Formulation of views, specific concepts and hypotheses.

Unit 2. Selected research techniques.

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

Unit 3. Collection and presentation of results.

1. Discussion and evaluation of results. 2. Confrontation with previous results. 3. Exposure results. 4. Reviewing the scientific community. 5. Defense of results. 6. Strategies for publication and dissemination.

Practice

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

### Part III. PREPARING A RESEARCH PROJECT

Unit 1. Definition of a research project.

1 Models of research: academic and industrial and institutional. 2. Academic frameworks: Masters research, thesis 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 2. Phases of conducting a research project.

1. Statement of the problem and definition of the objectives and scope of study. 2. Strategy and tactics of research and methodology. 3. Theoretical framework and study of the issue. 4. Bibliographic and documentary sources. 5. Organization and research planning.

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

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## 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

TYPE OF ACTIVITY	ACTIVITY	HOURS	LEARNING RESULTS
Directed			
	Lectures	32	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.
	Seminaris	34	Present and discuss texts on methods and research in communication and journalism and present summaries readings and lectures. Case study research in communication and journalism.
	Laboratories	27,75	Apply theoretical knowledge and methods and research techniques to the research project.
Supervised			
	Tutoring	30	
	Eevaluation activity	7,25	
Autonomous			
	Study and information search	70	Achieve levels of self-learning and searching, selecting and analyzing information

Readings	90,25	Comprehensive reading of texts, interpretation and analysis databases studio, book reviews, short, doing outlines, concept maps and summaries Self-learning
Working individually or in teams	83,50	Apply the knowledge gained to communication research, international cooperation and development

## Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Lectures, seminars and laboratories practice	93.75	3.75	2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 15, 16
Type: Supervised			
Tutoring and Evaluation activity	36.75	1.47	2, 3, 7, 8, 9, 11, 12, 13, 14, 15, 16
Type: Autonomous			
Study and information search, readings and working individually or in teams	244	9.76	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16

## 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

Title	Weighting	Hours	ECTS	Learning outcomes
Exposition and debates about readings and presentation of summaries	20	0	0	2, 3, 6, 7, 8, 9, 12, 13, 15
Participation in class and tutorial sessions	20	0	0	2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16
Practical activities at the laboratory	20	0	0	2, 3, 4, 5, 6, 7, 8, 9, 13, 15, 16

## Bibliography

### Bibliography

#### BASIC

##### Communication Research

##### Manuals

McQuail, Denis (2000). Introducción a la teoría de la comunicación de masas. Barcelona, Paidós, 3ª ed. rev. y ampl.

Thompson, John B. (1998). Los medios y la modernidad. Una teoría de los medios de comunicación. Barcelona, Paidós, 1ª ed.

Wolf, Mauro (1991). La Investigación de la comunicación de masas. Barcelona, Paidós, 2ª ed.

##### Methodology and research techniques

##### Manuals

Ander-Egg, Ezequiel (1987). Técnicas de investigación social. Buenos Aires, Editorial Humanitas, 21è. ed.

Berganza, María Rosa y Ruiz san Román José Antonio (coords.) (2005). Investigar en Comunicación. Guía práctica de métodos y técnicas de investigación social en comunicación. Madrid. McGraw Hill

Eco, Umberto (1983). Cómo se hace una tesis: técnicas y procedimientos de estudio, investigación y escritura. Barcelona, Gedisa, 5ª ed.

García Ferrando, Manuel; Ibáñez, Jesús y Alvira, Francisco (comps.) (2001). El análisis de la realidad social. Métodos y técnicas de investigación. Madrid, Alianza Editorial

Jensen, Klaus Bruhn y Jankowski, Nicholas Warren (eds.) Metodología y técnicas de investigación social. Madrid, McGraw-Hill

Vilches, Lorenzo (coord.) (2011). La investigación en comunicación. Métodos y técnicas en la era digital. Barcelona, Gedisa

Wimmer, Roger D. y Dominick, Joseph R. (1996) La investigación científica de los medios de comunicación. Una introducción a sus métodos. Barcelona, Bosch Casa Editorial, S.A. Wimmer, Roger D. y Dominick, Joseph R. (2001). Introducción a la investigación de medios masivos de comunicación. México, International Thomson cop. 2001, 6ªed.

#### 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.abc.org.uk>

<http://www.auditel.it>

<http://www.beta.undp.org/undp/es/home.html>

<http://www.dircom.org>

<http://www.gfk.com>

[www.guionactualidad.uab.cat](http://www.guionactualidad.uab.cat)

<http://www.idescat.cat>

<http://www.ine.es>

<http://www.itu.int/ITU-D/ict/statistics>

<http://www.mediametrie.fr>

<http://www.mcu.es/cine/MC/CDC/index.html>

<http://www.ofcom.org.uk>

<http://www.ojd.es>

<http://www.ojd.com/observatoire>

<http://www.wan-ifra.org/es>

<http://www.statistics.gov.uk>

<http://www.uis.unesco.org>

<http://www.unesco.org>

<http://www.vincos.it/world-map-of-social-networks>

<http://oitve.wordpress.com>

<http://web.worldbank.org>

NOTE: The bibliography of consultation and the corresponding readings for topics for discussion in the classroom will be posted on the Virtual Campus course start.

