

Degree	Type	Year	Semester
4310036 Research in Communication and Journalism	OB	0	1

Contact

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Use of languages

Principal working language: spanish (spa)

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.
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.
16. Work independently: solving problems and taking decisions.

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 ideas. 3. Logic Research: deduction, induction and abduction. 4. The circuit scientific of the production: research, publication, development 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.

Seminars and practices

Discussion of a text and drawing individual critical summary.

Scientific journals

Analysis of several research center in communication

Part II. RESEARCH OBJECTIVES AND ELECTION OF TECHNICAL

Unit II.1 subject. Conceptualization of research.

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

Unit II.2. Selection of research methodologies and techniques. Quantitative methodologies.

1. Difference between qualitative and quantitative methods. 2. Quantitative methodologies. 3. The value of the conceptual structures and statistical regularities. 5. Universes and samples. 6. Survey and procedures. 7. The quantitative content analysis and procedures. 8. Experiment.

Unit II.3. Selection of research methodologies and techniques. Qualitative techniques.

1. Study and observation procedures. 2. Modalities of registration of observation. 3. The analysis of the qualitative content: the semiotic and discourse analysis. 4. Instruments for qualitative analysis. 5. Interrogation techniques qualitative: qualitative interview, the focus group. Other qualitative techniques for obtaining information.

Unit II.4. 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. Defense of results. 6. Strategies for publication and dissemination.

Seminars and Practices

Design of one research project as course work.

The survey. SPSS applied to the survey

The content analysis. SPSS applied to content analysis

The experiment and observation. The practice of experiment and observation

Qualitative content: The semiotic and discourse analysis

Interviews, discussion groups.

Computer programmes for qualitative methodologies. The Atlas'ti /other Programme

Part III. PREPARATION OF A RESEARCH PROJECT

Unit III.1. The research and innovation.

1. Research models: academic, 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, technical reports.

Unit III.2. The presentation of the research project.

1. Parts of the introduction. 2. The structuring of the project and its theoretical framework. 3. Strategy and tactics of the research and its methodology. 4. Bibliographical and documentary sources.

Seminars and practices

Progress and development of the research project

Presentation of the research project and its dissemination

Methodology

Teaching methods and learning activities

15 ECTS: 375h

DIRECTED ACTIVITIES: 25%

- Lectures 32h
- Seminars: 34h
- Laboratories 28.15h
- Total: **94,15h**

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.
	Seminars	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	28,15	Apply theoretical knowledge and methods and research techniques to the research project.
Supervised			
	Tutoring	30	

Evaluation 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, 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	94	3.76	2, 5, 3, 12, 4, 6, 7, 8, 9, 10, 16, 13, 14
Type: Supervised			
Tutoring and Evaluation activity	37	1.48	2, 5, 6, 7, 8, 11, 10, 16, 15, 13, 14
Type: Autonomous			
Study and information search, readings and working individually or in teams	243.5	9.74	1, 2, 5, 3, 12, 4, 6, 7, 8, 9, 11, 10, 16, 15, 13, 14

Evaluation

Evaluation

Course work (40% of grade)

Presentation and discussion on class readings and providing summaries of seminars (25% of grade)

Supervised laboratory practice (25% of grade)

Participation in class and tutorials: 10% of grade.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Course work	40	0.5	0.02	1, 2, 5, 3, 12, 4, 6, 7, 8, 9, 11, 10, 16, 15, 13, 14
Exposition and debate in class reading and presentation of summaries	25	0	0	2, 5, 4, 6, 7, 8, 10, 16, 13
Participation in class and tutorial sessions	10	0	0	2, 5, 3, 12, 4, 6, 7, 8, 9, 10, 16, 15, 13, 14
Supervised laboratory practice	25	0	0	2, 5, 3, 12, 4, 6, 7, 8, 16, 13, 14

Bibliography

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

Berganza Conde, 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.

Burgos, Campo Elías (2009). "La lógica de la investigación. Primera parte" En: La lámpara de Diógenes, revista de filosofía, número 18-19: 161-174. Disponible en <http://www.redalyc.org/pdf/844/84418400011.pdf>

Campanario, José Manuel (2006). "El factor de impacto de las revistas académicas:

Preguntas y respuestas". Disponible en <http://www2.uah.es/jmc/factordeimpacto.pdf>

Corbetta, Piergiorgio (2003). Metodología y técnicas de investigación social. 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; Jesús Ibañez y Francisco Alvira. (comps.) (1994). El análisis de la realidad social. Métodos y técnicas de investigación. Madrid, Alianza Editorial, 2ª ed., rev. y ampl.

Hernández, Raúl (2013). "¿Quién escribe más y sobre qué? Cambios recientes en la geopolítica de la producción científica". En Revista Argumentos, año 7, nº 5. Disponible en http://revistargumentos.org.pe/geopolitica_cientifica.html ISSN 2076-7722

Hernández Sampieri, Roberto, Fernández Collado, Carlos y Baptista Lucio, Pilar (2003). Metodología de la investigación. México, McGraw Hill, 3ª Edición.

Igartúa, Juan José (2012). "Tendencias actuales en los estudios cuantitativos en comunicación". En: Comunicación y Sociedad, Nueva época, núm. 17, enero-junio: 15-40. Disponible en https://www.academia.edu/1171844/Tendencias_actuales_en_los_estudios_cuantitativos_en_comunicacion

Jiménez Soler, Ignacio (2007). Comunicación e innovación : atributos de la innovación y claves para darla a conocer. Madrid, Fragua.

Ponti, Franc (2001). La Empresa creativa: metodologías para el desarrollo de la innovación en las organizaciones . Barcelona, Granica.

Ponti; Franc y Langa, Lucía (2013). Inteligencia creativa : 7 estrategias para descubrir y potenciar tu creatividad. Barcelona, Amat.

REBIUM (2010). Ciencia 2.0: aplicaciones de la web social a la investigación. Accesible en: eprints.rclis.org/3867/1/Ciencia20_rebiun.pdf

Ruíz Olabuénaga, José Ignacio (2007). Metodología de la investigación cualitativa. Bilbao, Universidad de Deusto, 4ª ed.

Vilches, Lorenzo (coord.) 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.

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://ceisal2016.usal.es/es/>

<http://www.cis.es>

<http://www.clacso.org.ar/>

<http://www.csic.es/>

<http://divulgared.es/>

http://cordis.europa.eu/news/rcn/18921_es.html

<http://www.ecuaderno.com/guia-de-recursos-en-internet-para-investigadores/>

<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.beta.undp.org/undp/es/home.html>

<http://www.dircom.org>

<http://www.gfk.com>

<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 and the corresponding readings topics for discussion in the classroom will be published in the Virtual Campus at the beginning of the course

