Communication Research Methods

Code: 103847
ECTS Credits: 6

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<th>Degree</th>
<th>Type</th>
<th>Year</th>
<th>Semester</th>
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<td>2501928 Audiovisual Communication</td>
<td>OB</td>
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**Contact**

Name: Amparo Huertas Bailén
Email: Amparo.Huertas@uab.cat

**Use of Languages**

Principal working language: **spanish (spa)**
Some groups entirely in English: **No**
Some groups entirely in Catalan: **No**
Some groups entirely in Spanish: **Yes**

**Prerequisites**

No comment

**Objectives and Contextualisation**

The objective of Communication Research Methods is that students obtain the knowledge and skills they need to be able to develop (or evaluate) a study with scientific rigor.

This is a compulsory subject.

The main objective is to help students to:

a) face up (and evaluate) a scientific research in the field of communication (Know how to act) and

b) develop critical and self-critical ability to analyse communicative practices (Know-how)
Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Demonstrate knowledge and skills to execute a practical and theoretical project with a scientific basis.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Be familiar with and apply scientific method in researching audiovisual communication.
2. Build a theoretical discourse around a research subject.
3. Demonstrate a critical and self-critical capacity.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Demonstrate ethical awareness as well as empathy with the entourage.
7. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
8. Disseminate the areas knowledge and innovations.
9. Generate innovative and competitive ideas in research and professional practice.
10. Manage time effectively.
11. Raise scientific questions and establish hypotheses regarding communication research.
12. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
13. Rigorously apply scientific thinking.

Content

Introduction: scientific activity and communication

- General characteristics of the scientific method (basic and applied)

- Thematic sections and communication: professional activity (production), legislation, audiovisual products (content analysis) and audiences (reception).

- Types and main lines of general research: social research and content analysis

- Spaces with scientific activity: academic, institutional and commercial

Stages of the scientific process

- Subject of study (What do we want to know? Cultural, social, historic and economic context)

- Developing theoretical framework (What do we know about that?)

- Developing methodological strategies (How can we get to know it?)

- Final Analysis and interpretation (what have we discovered with the research?)

Basic concepts in scientific methodology
- How to elaborate theoretical framework, theories and epistemology
- Hypothesis (or questions)
- Effects of variables (Typology)
- Univers - Sample / Corpus

Social Research (uses, consumption, reception, public opinion,...)

- Qualitative Methodology (ethnographic observation, digital ethnographi, focus group, interviewing,...)
- Quantitative Methodology (survey, questionnaires, experimental research).
- Triangulation: Qualitative and Quantitative Research

Content Analysis (speeches, representations, stereotypes,...)

- Qualitative Methodology: rhetorical questions, semiotic approach, narrative texts. Case study.
- Quantitative Methodology: Big Data.
- Triangulation: Qualitative and Quantitative Research

Research Trends in Catalonia and Spain

- Main lines of research and trends in international context
- Sources of information available

**Methodology**

The development of the subject includes three types of activities:

**Directed**
- Master Classes - explanation of the basics concepts
- Seminaris: the objective is to deepen the basic concepts through individual and group work
- Laboratory practical: the objective is to deepen the basic concepts through group research project

**Supervised**
- Personal interviews to check the evolution of learning and help students

**Autonomous**
- the students will have to make the readings indicated as obligatory and all the activities planned for a correct development of the seminars and laboratory practices

**Activities**

<table>
<thead>
<tr>
<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
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<tr>
<td>Type: Directed</td>
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3
Discussion seminars, Case Studies, Synthesis of scientific documents 15 0.6 2, 6, 7, 8, 9, 11

Laboratory practical 22.5 0.9 13, 12, 2, 6, 3, 9, 10

Master Classes 15 0.6 2, 7

Type: Supervised

Custom tracking 7.5 0.3 4, 5, 6, 3

Type: Autonomous

Laboratory practical preparation 15 0.6 13, 12, 6, 10

Reading and synthesis of scientific documents 37.5 1.5 12, 2, 4, 7, 9

Works for the development of seminars 30 1.2 13, 2, 1, 4, 5, 3, 7, 8, 9, 10, 11

Assessment

The subject will be evaluated from different procedures (the final grade will be the sum of all the scores):

- Written test: 30% (it can be repeated)
- Exercises in seminars: 20% (it can be repeated)
- Exercises in the master classes: 10%
- Laboratory practical: 40%

The last two weeks will be dedicated to recovery activities, which can accommodate students who have made a minimum of 2/3 of all evaluable activities and who have obtained a minimum score between 3.5 and 4.9. After a mandatory face-to-face individual interview and depending on the grade obtained, it will be decided which exercises can be repeated (exam and / or seminars). In these cases student can get a maximum of 5 and the note can not go down.

Students who have obtained a grade in 8 can choose to upload a grade from an oral test. In this case, the final grade may go down.

Assessment Activities

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<tr>
<th>Title</th>
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<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
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<tr>
<td>Exercises in seminars</td>
<td>20%</td>
<td>2</td>
<td>0.08</td>
<td>13, 2, 4, 3, 7, 10</td>
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<tr>
<td>Exercises in the master classes</td>
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<td>1</td>
<td>0.04</td>
<td>13, 12, 2, 1, 4, 5, 6, 3, 7, 10, 11</td>
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<tr>
<td>Laboratory practical</td>
<td>40%</td>
<td>2</td>
<td>0.08</td>
<td>13, 1, 5, 6, 3, 7, 9, 11</td>
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<tr>
<td>Written test</td>
<td>30%</td>
<td>2.5</td>
<td>0.1</td>
<td>13, 12, 4, 5, 6, 3, 7, 8, 9, 10, 11</td>
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Bibliography
Basic Bibliography


- Jensen, Klaus B. i Jankowski, Nicholas V. (1993). *Métodos cualitativos de investigación en comunicación de masas*. Barcelona: Bosch


- Tardivo, Giuliano (2016). *Aproximación a la sociología contemporánea*. Barcelona: UOC

Further reading


More information:

Observatori de la Comunicació a Catalunya (OCC InCom-UAB): observatoricomunicacio.cat