

**Communication Research Methods**

Code: 103858  
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	2	2

**Contact**

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**Use of Languages**

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: Yes

**Prerequisites**

There are no prerequisites, but it is desirable that students have previously attended the course "Theories of Communication".

**Objectives and Contextualisation**

The course has the following main learning objectives::

- To explain the different ways of approaching the scientific knowledge
- To explain the quantitative and qualitative methods and techniques applied to the analysis of communication and journalism.
- To present and explain the most appropriate strategies for the planning and design of a research in communication and journalism.

**Competences**

- Adequately present the findings of the research process in oral, print, audiovisual or digital media forms, in accordance with the canons of journalism.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of the modern world and its recent historic development in terms of social, economic, political and cultural aspects.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Rigorously apply scientific thinking.

## Learning Outcomes

1. Apply knowledge of the research context.
2. Apply scientific research methods to the design of journalistic projects.
3. Apply survey analysis and qualitative research techniques.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
6. Disseminate the areas knowledge and innovations.
7. Generate innovative and competitive ideas in research and professional practice.
8. Identify and describe information and communication processes, as well as the main trends and theories that formalise and criticise them from a conceptual, methodological and research point of view.
9. Properly apply the scientific method in media research.
10. Rigorously apply scientific thinking.

## Content

1. Introduction to the research in journalism and communication: a) Research training, research institutions and companies. b) Importance, opportunity and efficiency of communication research. c) Paradigms and theories in communication sciences: the main orientations and areas of research in communication d) The investigation in communication and its social demands. e) Research centers in communication. d) Scientific journals and network resources e) Research in communication and journalism in the digital era.

2. The research process and its applications. a) Quantitative and qualitative research. b). Organization, planning and process of scientific work: stages and phases of the research process. c) Study object. d) Research strategy. e) Planning research: structure and contents

3. Research techniques for the analysis of communication. Quantitative techniques I. Databases.

4. Quantitative techniques II a) Experiment b) Content Analysis. c) Surveys

5. Qualitative techniques a) Interview in depth and Life histories. 2. Group techniques: focus groups and Delphi method. 3. Participant and non-participating observation. 4. Semiotics analysis and discourse analysis.

## Methodology

The teaching methodology will consist of in-class activities, lectures, laboratory activities, workshops and autonomous work.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory activities	22	0.88	1, 9, 2, 3, 4, 7
Lectures	15	0.6	9, 3, 5, 8
Workshops	15	0.6	1, 9, 10, 2, 3, 4, 5, 6, 7, 8
Type: Supervised			
Tutorials	16	0.64	4
Type: Autonomous			

## Assessment

### Evaluation

The subject consists of the following evaluation activities:

- Activity A: in-class activities, 24% on the final grade
- Activity B: research project, 36% on the final grade
- Activity C: two exams 40 % on the final grade

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in activities A and C

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.

The research project is excluded from the revaluation.

In the case of a second enrolment, students can do a single exam. The grading of the subject will correspond to the grade of the synthesis exam.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
In-class activities	24%	17	0.68	1, 9, 10, 3, 5, 8
Research project	36%	21	0.84	1, 9, 10, 2, 3, 4, 5, 6, 7, 8
Two exams	40%	2	0.08	4, 8

## Bibliography

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