

**Introduction to Research**

Code: 42437  
ECTS Credits: 9

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OT	0	2

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)

**Teachers**

Emili Prado Pico

**Prerequisites**

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**Objectives and Contextualisation**

This module attends to provide the particular tools for the approach of a scientific research project, to define its aims, to identify the appropriate methods and resources to cover them and to establish a work plan.

**Competences**

- Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Conceive, plan, and lead academic and/or professional research projects in audiovisual and advertising communication, applying criteria of quality, equality and ethical and social responsibility.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Take decisions and accept responsibility for their consequences.

**Learning Outcomes**

1. Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
2. Define and mark out the limits of an object of study.

3. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
4. Design model research projects.
5. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
6. Keep the phases of the research project within the set time limits.
7. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
8. Present and defend the projects created.
9. Seek out information in the scientific and technological context and learn practical ICT skills.
10. Select the appropriate methodological techniques to a standard project
11. Set the methodological stages of a research project.
12. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
13. Take decisions and accept responsibility for their consequences.

## Content

It is about helping to define the final project for the master and test its consistency through the debate of the most relevant aspects of the subject of study, the aims and the proper methodologies to reach them.

## Methodology

The curriculum of this module (9 ECTS credits) involves a total of 225 hours of work for the students, distributed as follows: 113 hours of autonomous work, 56 directed hours and 56 supervised hours. The teaching methodologies include master classes, case studies, seminars, readings of bibliography material, tutorships, executing and presenting written and oral papers.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	44	1.76	6, 1, 9, 2, 3, 4, 11, 7, 8, 5, 12, 10
Theoric Sessions	12	0.48	2, 3, 4, 11, 5, 12, 10
Type: Supervised			
Development of projects and presentation and debating them	55	2.2	1, 3, 4, 11, 13, 8, 5, 12, 10
Type: Autonomous			
Readings, development of projects, preparation of the presentations	110	4.4	6, 1, 9, 2, 4, 11, 7, 13, 5, 12, 10

## Assessment

The evaluation system considers the development of a module's paper, the presentation of that paper, the reading and assessment of another student's paper and the attendance and active participation of the students in class.

The topic of the paper is free, within the limits of the curriculum of the master and it will match with the chosen theme for the development of the master's final project

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	10%	0	0	1, 5, 12
Development of the project	50 %	0	0	6, 1, 9, 2, 3, 4, 11, 7, 13, 8, 5, 12, 10
Oral presentation of a project	20%	4	0.16	6, 1, 9, 2, 3, 4, 11, 7, 13, 8, 10
Reading and assessment of another student's paper	20%	0	0	1, 9, 3, 13, 5

## Bibliography

- Denscombe, Martyn (2010) *Ground Rules for Social Research. Guidelines for good practice.* New York: McGraw Hill,
- Hackley, Chris (2003) *Doing Research Projects in Marketing, Management and Consumer Research.* London: Routledge.
- Murray, Neil & Hughes, Geraldine (2008) *Writing up your University Assignments and Research Projects.* New York: McGraw Hill.
- Treadwell, Donald (2013) *Introducing Communication Research: Paths of Inquiry .* Thousand Oaks, Calif: SAGE.