

Research Methods and Sources in Communication

Code: 105014
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	1	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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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: No

Prerequisites

No comments

Objectives and Contextualisation

The objective of Reserach Methods and Sources in Communication is that students obtain the knowledge and skills they need to develop (or to evaluate) a reserch.

The main objective is to help students to:

- Face up (and evaluate) a scientific research in the field of communication (know how to act)
- Develop critical and self-critical ability to analyse communcative 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.
6. Develop autonomous learning strategies.
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. Implement various research methodologies of communicative phenomena.
11. Manage time effectively.
12. Raise scientific questions and establish hypotheses regarding communication research.
13. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
14. 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
- Main sources in communication: academia, institutions and economic sector

Stages of the scientific process

- Subject of study and context (What do we want to know?)
- 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 after doing framework?)

Basic concepts in scientific methodology

- How to elaborate theoretical framework, theories and epistemology
- Hypothesis and questions
- Effects of variables (Typology)
- Univers / Sample - Corpus

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

- Qualitative Methodology: Ethnographic observation, Digital ethnographic, focus group, interviewing.
- Quantitative Methodology: Survey and questionnaires
- Triangulation: Qualitative and Quantitative Research.

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

- Qualitative Methodology: Languages and narratives. Case Study.
- Quantitative Methodology: Big Data.
- Triangulation: Qualitative and Quantitative Research

Research Trends in Catalonia and Spain

- Main lines of research at international context
- Research Centers

Methodology

The development of the subject includes three types of activities:

Directed activities

- Master Classes: basic concepts (online)
- Seminars: The objective is to deepen about the basic concepts through analysis and reflection (individual and group work. individual final delivery)
- Laboratory Practical: The objective is to deepen about basic concepts through an own research project (group work)

Supervised activities

- Personal interviews to check the evolution of learning and to help students (online)

Autonomous activities

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

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Discussion seminars and debat	18	0.72	14, 13, 2, 4, 5, 6, 3, 7
Laboratory practical	15	0.6	14, 13, 2, 1, 4, 5, 6, 3, 7, 9, 11, 10, 12
Master Classes	15	0.6	2, 1, 3, 7, 8
Type: Supervised			
Custom tracking	7	0.28	
Type: Autonomous			

Laboratory practical preparation	15	0.6	14, 13, 2, 1, 4, 5, 6, 7, 9, 11, 10, 12
Reading and synthesis of scientific documents	30	1.2	14, 13, 2, 4, 5, 3, 7, 8
Works for the development of seminars	22	0.88	14, 13, 2, 4, 5, 6, 3, 7, 8, 11

Assessment

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

- Works (70%): solving individual exercises (35% - It can be repeated) and group research (35%)
- Participation in seminaris (10%)
- Written exam (20%). Individual - It can be repeated

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

Title	Weighting	Hours	ECTS	Learning Outcomes
Works (resolution of exercises and research work)	70%	15	0.6	14, 13, 2, 4, 5, 6, 7, 8, 10
Participation in seminaris	10%	4	0.16	14, 13, 2, 1, 5, 3, 7, 9, 11, 10, 12
Written exam	20%	9	0.36	14, 13, 4, 5, 3, 9

Bibliography

- Casas, Jordi; Nin, Jordi; Julbe, Francesc (2019). *Big Data. Análisis de datos en entornos masivos*. Barcelona: UOC [https://cataleg.uab.cat/iii/encore/record/C__Rb2085336?lang=cat]
- Igartua, Juan José (2006). *Métodos cuantitativos de investigación en comunicación*. Barcelona: Bosch
- Jensen, Klaus B. i Jankowski, Nicholas V. (1993). *Métodos cualitativos de investigación en comunicación de masas*. Barcelona: Bosch
- Medina, Alfons i Busquet, Jordi (2019). *La recerca en comunicació*. Barcelona: UOC
- Soriano, Jaume (2007). *L'ofici de comunicòleg: mètodes per investigar la comunicació*. Barcelona: Eumo
- Tardivo, Giuliano (2016). *Aproximación a la sociología contemporánea*. Barcelona: UOC

Further reading:

- Berger, Peter L. (2004). *Invitació a la sociologia. Una perspectiva humanística*. Barcelona: Herder

- Cuesta, Ubaldo (2000). *Psicología social de la comunicación*. Madrid: Catedra
- Eguizabal, Raúl(2015). *Metodologías I*. Madrid: Fragua
- Eguizabal, Raúl (2016). *Metodologías II*. Madrid: Fragua
- Kellner, Douglas (2011). *Cultura mediática. Estudios culturales, identidad y política entre lo moderno y lo posmoderno*. Madrid: AKAL /Estudios Visuales

More information:

Observatori de la Comunicació a Catalunya (OCC InCom-UAB): [<https://incom.uab.cat/occ/>]

Portal de la Comunicación (InCom-UAB): [<https://incom.uab.cat/portalcom/?lang=es>]