

**Epistemology and Methodology of Communication
Research**

Code: 42443
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OB	0	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

Name: Jaume Soriano Clemente

Email: Jaume.Soriano@uab.cat

Use of Languages

Principal working language: spanish (spa)

Prerequisites

No previous knowledge of the Official Master's Degree in Media, Communication and Culture modules is required.

Objectives and Contextualisation

Knowledge and usage of communication research methods and techniques.

Competences

- Apply advanced techniques in quantitative and qualitative research to the production and reception of communication.
- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan and lead basic and applied research projects in media communication and culture.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Apply procedures for data collection and analysis.
2. Assess the appropriateness of techniques of communication research.
3. Carry out fieldwork using quantitative and qualitative research techniques.
4. Construct instruments for data collection and analysis.
5. Construct research samples.
6. Continue the learning process, to a large extent autonomously.
7. Formulate hypotheses, research questions and objectives.
8. Identify the different possible research strategies.
9. Lead and work in interdisciplinary teams.
10. Programme the implementation of research projects.
11. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

1. Epistemology
 - 1.1 Inductivism
 - 1.2 Critical Rationalism
 - 1.3 Relativism
2. Media, communication and culture research methods
 - 2.1 Communication research structure. Types and areas of implementation
 - 2.2 Research standard designs
 - 2.2.1 Verification aimed
 - 2.2.2 Discovering aimed
 - 2.2.3 Methodology scope
 - 2.3 Research process. Basic elements
 - 2.3.1 Delimitating the object of study
 - 2.3.2 Sampling
 - 2.3.3 Data collection
 - 2.4 Outcome interpretation and analysis
3. Basic research procedures
 - 3.1 Interrogative methods (surveys, interviews, discussion groups)
 - 3.2 Experiments/nearly-experiments
 - 3.3 Ethnography/participant observation
 - 3.4 Content analysis and textual analysis

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the seminar 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. This teaching guide includes a gender perspective when addressing the module's content.

Methodology

1. Lectures
2. Case study
3. Readings
4. Tutoring
5. Projects and assignments

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Case study	5	0.2	7
Lectures	25	1	8, 2
Type: Supervised			
Tutoring	15	0.6	10
Type: Autonomous			
Reading, projects and assignments	105	4.2	8, 2

Assessment

1.Evaluation

The final grade will result of combining three ways of evaluating the academic performance:

- Carrying out essays that will be the 50% of the final grade.
- Taking a type test exam about the reading of Alan Chalmers book *¿Qué es esa cosa llamada ciencia?* The qualification of this test will be a 30% of the final grade.
- Class attendance and participating in debates and academic controversies that will take place in class. This will be a 20% of the final grade.

2.Reevaluation

Both the test and the essay can be retaken. Assistance and participation will be not evaluated a second time.

Only students who have failed the test or the essays previously will be suitable for retaking either one or both of them, as long as their final mark for the module is below 5 points. Students with a higher final grade than 4,9 will not be able to retake any activity.

3.Ordinary revision of the evaluation activities

In the case of not agreeing with the marks given to each different evaluation activity, the student will have the right to an ordinary revision of those with the professor. The date and time of this revision will be announced on the Virtual Campus module's class.

4.Extraordinary revision of the module's final mark

In case of not agreeing with the final qualification of the module, the student will have the right to ask for an extraordinary revision. He or she will have to fill a reasoned request to the Communication Sciences Faculty office within the fifteen days following the publication of the final mark. The revision will be carried out following the extraordinary revision instructions approved by the Faculty Board on the 5th of May of 2016, which can be found on the Faculty's web:

<http://www.uab.cat/web/estudiar/grados/informacion-academica/evaluacion/revision-extraordinaria-de-la-calificac>

PLAGIARISM: 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.

NOTE: The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Content follow-up tests	30%	0	0	8, 7, 2
Participating in classes and debates	20%	0	0	11, 6
Realization of assignments	50%	0	0	1, 4, 5, 3, 10, 9

Bibliography

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2011 [1986] Manual de escritura para científicos sociales Buenos Aires, Siglo XXI.

Chalmers, Alan F.

2000 ¿Qué es esa cosa llamada ciencia? (Tercera edición en España) Madrid, Siglo XXI.

Couldry, Nick and Hepp, Andreas

2017 The Mediated Construction of Reality, Cambridge, Polity Press.

Deacon, David, et al.

1999 Researching Communications London, Arnold.

Della Porta,, Donatella; Keating, Michael (eds.)

2013 Enfoques y metodologías en las ciencias sociales, Madrid, Ediciones Akal.

Gauntlett, David

2007 Creative Explorations. New approaches to identities and audiences New York, Routledge.

Goyanes, Manuel

2017 Desafío de la investigación estándar en comunicación. Crítica y alternativas, Barcelona, Editorial UOC.

Hansen, Anders and Machin, David

2019 Media and Communication Research Methods (2nd Edition), London, Red Globe Press

Igartua, Juan José

2006 Métodos cuantitativos de investigación en comunicación Barcelona, Bosch.

Íñiguez, Lupicinio (ed.)

2006 Análisis del discurso. Manual para las ciencias sociales Barcelona, Editorial UOC.

Soriano, Jaume

2007 L'ofici de comunicòleg Vic, Eumo Editorial.

2017 "Investigar la comunicación con métodos biográficos. Propuestas de estudio", en Historia y Comunicación Social vol. 22(1), pàgs. 157-171.

Wright Mills, Charles

2009 [1959] La imaginación sociológica México D.F., Fondo de Cultura Económica.

Verd, Joan M.; Lozares, Carlos

2016 Introducción a la investigación cualitativa Madrid, Editorial Síntesis.

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1973 La disputa del positivismo en la sociología alemana Barcelona, Grijalbo.