

Applied Statistics in Advertising and Public Relations

Code: 103132
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	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: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

David Badajoz Dávila
Sara Vinyals Mirabent

Prerequisites

This course has no prerequisites; however, it is advisable to review the notes of the second year methodology course (104899 Research Methods in Persuasive Communication).

Objectives and Contextualisation

General Objectives

- Og1. Losing the fear of statistics
- Og2. Gain confidence to ask for an appointment
- Og3. Be able to perform a whole experiment applied in the field of advertising and public relations.
- Og4. To be able to think in the future in an experimental TFG.

Specific objectives

- Oe1. To provide students with the basic statistical techniques and tools for the treatment, collection, analysis and presentation of data.
- Oe2. To know the use, possibilities and limits of statistics as a tool for data analysis.
- Oe3. Promote the ability to interpret statistical reports derived from an investigation.
- Oe4. To know the Jamovi program and its application in advertising and public relations research.

Competences

- Use the different analysis methods and tools that are common in communication research.

Learning Outcomes

1. Apply the basic principles of audience measurement to a specific case study using the most relevant tools for effective media planning.
2. Use statistical analysis tools.

Content

1. Presentació
2. Variables i mesures
3. Estadística descriptiva
4. Metodologia experimental
5. Estadística inferencial: comparacions (t-test & Anova); associacions (Khi quadrada i correlacions); GLM.

Methodology

- m1. Theoretical classes and exercises
m2. Practical classes with Jamovi
m3. Viewing of videos and readings.
m4. Tutorials on the experimental project.
m5. Gender issues will be taken care of*.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical exercises	37	1.48	1, 2
Theory	15	0.6	1, 2
Type: Supervised			
Tutoring, exercise review, etc.	7.5	0.3	1, 2
Type: Autonomous			
Data analysis, group work, video viewing, mind mapping, etc.	82.5	3.3	1, 2

Assessment

- a1. Theoretical knowledge tests ($\pm 50\%$ of the grade).
a2. Tests and/or exercises of practical knowledge and/or subject project: ($\pm 50\%$ of the grade).
a3. Re-evaluation: all evaluation activities (tests, exercises, assignments) that have not achieved a grade of 5 can be made up.

Note: depending on the evolution of Covid-19 and of the course, these tests could be modified.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Projects (presentation)	50%	5	0.2	1, 2
Theoretical Tests	25%	1.5	0.06	1, 2
Theoretical tests	25%	1.5	0.06	1, 2

Bibliography

BIBLIOGRAFIA Jamovi

Badiella, L., Blasco, A., Boixadera, E., Valero, O., Vázquez, A.(2021). Manual de Introducción a Jamovi: una interfaz gráfica para usuarios de R. Barcelona: SEA (UAB).

Elosua Oliden, P., & Egaña, M. (2020). Psicometría aplicada. Guía para el análisis de datos y escalas con jamovi. EHU.

Navarro, D., & Foxcroft, D. (2019). Learning statistics with jamovi: A tutorial for psychology students and other beginners (Version 0.70). *Tillgänglig online: <http://learnstatswithjamovi.com> [Hämtad 14 december]*.

Quesada, M., Ajenjo, M., & Grier, O. (2021). MUJADES: Manual d'us de jamovi per anàlisi de dades en estudis socials. Barcelona: UAB.

Software

Jamovi