

Communication Research Methods

Code: 103858
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	3	2

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

Luiz Peres Neto
Laura Cervi
Anna Tous Rovirosa

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.

The course will apply the gender perspective in a transversal way. Specifically in the following specific aspects:

- Knowledge on the inclusion of the gender perspective in all the processes of design and application of research, including methodologies and research techniques with a gender or feminist perspective.
- Reflection on the role of information and communication technologies in the transmission of gender stereotypes and in social transformation.
- Recognition of the contributions of women scientists to the discipline.

-Knowledge of the values of gender equity in professional practice.

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.

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.

Methodology

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

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

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			
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	14	0.56	4
Type: Autonomous			
Autonomous work	42	1.68	1, 9, 10, 2, 3, 5, 6, 8

Assessment

Evaluation

The subject consists of the following evaluation activities:

- Activity A: 3 practices, 30 % on the final grade.
- Activity B: research project, 20 % on the final grade
- Activity C: 1 exams 20 % on the final grade
- Activity D: In class activities, 20% on the final grade.

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in activities B 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
1 exam	30%	2	0.08	4, 8
3 practices	30 %	20	0.8	1, 9, 10, 3, 5, 8
In class activities	20%	10	0.4	1, 4, 5, 6, 7, 8
Research project	20%	10	0.4	1, 9, 10, 2, 3, 4, 5, 6, 7, 8

Bibliography

BERGER, Arthur Asa (2016) *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Thousand Oaks. Sage.

BORGATTI, Stephen. P., EVERETT, Martin G.; JOHNSON, Jeffrey C. (2013). *Analyzing Social Networks*. London: Sage.

CORBETTA, Piergiorgio (2007) *Metodología y técnicas de investigación social*. Madrid: Mc Graw Hill.

DOMÍNGUEZ, Marius y SOLSONA, Montserrat. (2003) *Tècniques d'investigació social quantitatives*. Barcelona, Edicions Universitat de Barcelona.

IGARTUA, Juan José (2006) *Métodos cuantitativos de investigación en comunicación*. Barcelona, Bosch

SIMELIO, Núria; GINESTA, Xavier; SAN EUGENIO, Jordi y CORCOY, Marta (2019) Journalism, transparency and citizen participation: a methodological tool to evaluate information published on municipal websites. *Information, Communication & Society*. 22 (3), 369-385

VILCHES, Lorenzo (coord.) (2011) *La investigación en comunicación. Métodos y técnicas en la era digital*. Barcelona, Gedisa

Software

Text editing software: Word or similar

Data analysis software: PSPP and Excel or similar