

Research Methods in Persuasive Communication

Code: 104899
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	2	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

Name: Amparo Huertas Bailén
Email: Amparo.Huertas@uab.cat

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

Prerequisites

No prerequisites.

Objectives and Contextualisation

The subject is part of the Communication Research area, along with Market and Consumer Research.

The main objective is to help students to:

- Face up (and evaluate) a scientific research in the field of persuasive communication and advertising (know how to act)
- Develop critical and self-critical ability to analyze communicative practices (know how)
- Learn to make oral presentations (know how to defend own ideas)

Competences

- Relay complex concepts and data simply, using conventional tools for presenting and publicly disclosing research findings.
- Use the different analysis methods and tools that are common in communication research.

Learning Outcomes

- Describe the characteristics that differentiate quantitative studies from qualitative studies in the analysis and resolution of communication problems.
- Develop public presentations to defend case studies on advertising and public relations campaigns.
- Distinguish the methods and techniques of auditing organisational communication.
- Identify and select the object of study, the most relevant sources, hypotheses, variables, analysis protocols and the validation-verification of results.
- Lead group discussions.
- Use oral presentation techniques in presenting research.

Content

Introduction: scientific activity and persuasive communication

- General characteristics of the scientific method (basic and applied)
- Thematic sections: content analysis (semantic-aesthetic / visual elements, audiovisual, sound, graphic design), audiences (reception and effects), legislation and professional activity.
- Types and main lines of general research: attitudes, behavior and consumption; credibility and empathy; evidence and effectiveness.
- 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? Why does it important?)
- Developing theoretical framework (What do we know about that? Theories and Background)
- Developing methodological strategies/Fieldwork Planning (How can we get to know it? Information obtained)
- Descriptive analysis of the results (what do we know after doing the fieldwork?)
- Interpretative analysis of the results (conclusions)

Basic concepts in scientific methodology

- How to elaborate theoretical framework, theories (social psychology and corporate social responsibility) and epistemology (concepts)
- Hypothesis and questions
- Effects of variables (Typology)
- Universe / Sample - Corpus / Case Study

Social Research (experiences, interpretation, evaluation)

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

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

- Qualitative Methodology: Languages and narratives / Aesthetics and Symbols
- Quantitative Methodology: Big Data.
- Triangulation: Qualitative and Quantitative Research

Research Trends in Catalonia and Spain

- Main lines of research at international context
- The study of new phenomena (pinkwashing, persuasive communication and covid-19 and programmatic advertising)

Methodology

The development of the subject includes three types of activities:

Directed activities

- Theory Class: basic concepts (online)
- Discussion seminars and debates: The objective is to deepen about the basic concepts through individual analysis and group reflection (individual final delivery)
- Laboratory Practical: The objective is to deepen about basic concepts through the design of 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, laboratory practical and written exam.

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.

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			
Discussion seminars and debates	18	0.72	1, 5, 3, 4, 6
Laboratory practical	15	0.6	1, 5, 3, 4, 2, 6
Theory Class	15	0.6	1, 3, 4
Type: Supervised			
Custom tracking	5	0.2	1, 3, 4
Type: Autonomous			
Laboratory practical preparation	15	0.6	4
Reading and synthesis of scientific documents	40	1.6	1, 3

Assessment

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

- Written exam: 20% in the final grade. Individual - It can be repeated.
- Practice (Research project design/group work: 30% in the final grade and oral presentation of the practice: 10% in the final grade)
- Seminars (Preparation work and participation: 40% in the final grade). 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
Exam	20%	9	0.36	1, 3, 4

Oral presentation of the practice	10%	3	0.12	2, 6
Practice (research project design)	30%	12	0.48	1, 5, 3, 4, 2, 6
Seminars (preparation and participation)	40%	18	0.72	1, 5, 3, 4, 6

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]
- García López, Javier (2015). *Publicidad, comunicación y cultura. Perspectivas teóricas para el estudio de la publicidad*. Barcelona: UOC.
- 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

Further reading

- Cuesta, Ubaldo (2000). *Psicología social de la comunicación*. Madrid: Catedra
- Eguizabal, Raúl (2015). *Metodologías I*. Madrid: Fragua
- Eguizabal, Raúl (2016). *Metodologías II*. Madrid: Fragua
- Huertas Bailén, Amparo (2006). *De la medición de la audiencia al conocimiento de los públicos*. [https://incom.uab.cat/portacom/wp-content/uploads/2020/01/22_esp.pdf]
- Kellner, Douglas (2011). *Cultura mediática. Estudios culturales, identidad y política entre lo moderno y lo posmoderno*. Madrid: AKAL /Estudios Visuales
- Merino Bobillo, María y Sánchez Valle, María (2020). *Comunicación corporativa: estrategia e innovación*. Madrid: Síntesis
- Tardivo, Giuliano (2016). *Aproximación a la sociología contemporánea*. Barcelona: UOC

More information

- Autocontrol [<https://www.autocontrol.es/>]
- Col·legi del Màrqueting i la Comunicació de Catalunya [<https://www.marquetingcomunicacio.cat/>]
- Portal de la Comunicació (InCom-UAB): [<https://incom.uab.cat/portacom/?lang=es>]

Software

No comment