

Introduction to Research

Code: 42437
ECTS Credits: 9

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OT	0	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: spanish (spa)

Teachers

Emili Prado Pico

Prerequisites

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Objectives and Contextualisation

This module attends to provide the particular tools for the approach of a scientific research project, to define its aims, to identify the appropriate methods and resources to cover them and to establish a work plan.

Competences

- Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Conceive, plan, and lead academic and/or professional research projects in audiovisual and advertising communication, applying criteria of quality, equality and ethical and social responsibility.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Take decisions and accept responsibility for their consequences.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
2. Define and mark out the limits of an object of study.
3. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
4. Design model research projects.
5. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
6. Keep the phases of the research project within the set time limits.
7. Know how to compile, systematise, conserve and disseminate information on women, works written by women, documents referring to equality policies and laws and those generated by research in gender studies, assessing the gender biases that may be included in existing search engines and descriptors.
8. Learn to make visible the contributions made by women in all areas of society and to consider their experience as a documentary source of primary importance.
9. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
10. Present and defend the projects created.
11. Produce, collect and interpret empirical data in a gender-sensitive way.
12. Seek out information in the scientific and technological context and learn practical ICT skills.
13. Select the appropriate methodological techniques to a standard project
14. Set the methodological stages of a research project.
15. Take decisions and accept responsibility for their consequences.
16. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

It is about helping to define the final project for the master and test its consistency through the debate of the most relevant aspects of the subject of study, the aims and the proper methodologies to reach them. The work on the different objects and methodologies proposed by the students allows the discussion of a wide range of approaches to research in communication. In addition, the teaching staff of the module includes other approaches to enrich the debate and the acquisition of knowledge.

Methodology

The curriculum of this module (9 ECTS credits) involves a total of 225 hours of work for the students, distributed as follows: 113 hours of autonomous work, 56 directed hours and 56 supervised hours. The teaching methodologies include master classes, case studies, seminars, readings of bibliography material, tutorships, executing and presenting written and oral papers.

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			
Seminars	44	1.76	6, 1, 12, 2, 3, 4, 14, 9, 10, 5, 13, 16
Theoric Sessions	12	0.48	2, 3, 4, 14, 5, 13, 16
Type: Supervised			
Development of projects and presentation and debating them	55	2.2	1, 3, 4, 14, 15, 10, 5, 13, 16

Type: Autonomous

Readings, development of projects, preparation of the presentations	110	4.4	6, 1, 12, 2, 4, 14, 9, 15, 5, 13, 16
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Assessment

The evaluation system considers the development of a module's paper, the presentation of that paper, the reading and assessment of another student's paper and the attendance and active participation of the students in class.

The topic of the paper is free, within the limits of the curriculum of the master and it will match with the chosen theme for the development of the master's final project

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	10%	0	0	1, 5, 16
Development of the project	50 %	0	0	6, 1, 8, 12, 2, 3, 4, 14, 9, 15, 10, 11, 5, 7, 13, 16
Oral presentation of a project	20%	4	0.16	6, 1, 12, 2, 3, 4, 14, 9, 15, 10, 13
Reading and assessment of another student's paper	20%	0	0	1, 12, 3, 15, 5

Bibliography

- Denscombe, Martyn (2010) Ground Rules for Social Research. Guidelines for good practice. New York: McGraw Hill,
- Hackley, Chris (2003) Doing Research Projects in Marketing, Management and Consumer Research. London: Routledge.
- Lynch, Patrick (2004), "Choosing the Appropriate Methodology: Understanding Research Philosophy", The Marketing Review, 4. pp. 397-409.
- Murray, Neil & Hughes, Geraldine (2008) Writing up your University Assignments and Research Projects. New York: McGraw Hill.
- Treadwell, Donald (2013) Introducing Communication Research: Paths of Inquiry . Thousand Oaks, Calif: SAGE.

Software

None.