

Applied Research Design and Analysis

Code: 44709
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OB	0	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Other comments on languages

Se recomienda para las lecturas

Prerequisites

The first semester course of the Epistemology Module will be taken as a prerequisite, as a previous conceptual base. This module is linked to the application of method concepts to students' case studies.

The module addresses in a practical and applied way how to familiarize students with the communication research methods they will have to implement. The module also trains them in reflection, expression and dissemination of research results.

Objectives and Contextualisation

To learn to apply the different research methods and techniques. To be initiated in the use of resources and tools for documentation, collection, analysis, presentation and dissemination of research work. To reflect on the critique and ethics of research.

Competences

- Apply advanced techniques in quantitative and qualitative research to the production and reception of communication.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences
- Continue the learning process, to a large extent autonomously.
- Generate proposals that are innovative and competitive.
- Plan and lead basic and applied research projects in media communication and culture.
- Plan, direct and evaluate media communication strategies to construct complex informational topics.
- 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. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences
5. Construct instruments for data collection and analysis.
6. Construct research samples.
7. Continue the learning process, to a large extent autonomously.
8. Direct and edit proposals for social content for mass media
9. Formulate hypotheses, research questions and objectives.
10. Generate proposals that are innovative and competitive.
11. Produce journalistic discourses to facilitate the resolution of conflicts and coexistence.
12. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

- 1.- Structure of a research paper and its parts.
- 2.- Research databases
- 3.- Quantitative analysis: review and critique of cases
- 4.- Qualitative analysis: review and critique of cases
- 5.- Research in networks: tools and case analysis.
- 6.- Scientific discourse. Writing research papers
- 7.- Citation and reference systems
- 8.- Dissemination of research. Types of academic text
- 9.- Research ethics. Responsible research and innovation (RRI)

Methodology

1. Sessions
2. Cases study
3. Guided readings
4. Assessment
5. Practical sessions
6. Individual work

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			
Sessions	30	1.2	1, 12, 5, 6, 8, 3, 9, 10, 11, 4, 7, 2

Type: Supervised			
Assessing meetings	15	0.6	12, 8, 9, 10, 4, 2
Type: Autonomous			
Course tasks and final paper	105	4.2	1, 12, 5, 6, 8, 3, 9, 10, 11, 4, 7, 2

Assessment

In the evaluation process there will be the possibility of recovering the academic text, 50% of the grade is assumed. The rest is excluded from recovery. Any plagiarism detected will be cause for failure and evaluation of report to the coordination of the master.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Control reports	30%	0	0	1, 12, 5, 6, 8, 3, 9, 10, 11, 4, 7, 2
Score participation in the course	20%	0	0	1, 12, 5, 6, 8, 3, 9, 10, 11, 4, 7, 2
Writing an academic paper	50%	0	0	1, 12, 5, 6, 8, 3, 9, 10, 11, 4, 7, 2

Bibliography

Cómo se hace una tesis o un trabajo final de máster

Bell, Judith y Stephen Waters. 2014. *Doing your Research Project: A Guide for first-time Researchers*. McGraw Hill.

Blaxter, Loraine; Christina Hugues; Malcolm Tight. 2010. *How to Research*. McGraw Hill.

Codina, Lluís. 2019. *Introducción y conclusiones en una tesis doctoral: componentes, estructura y relación*.

Dunleavy, Patrick. 2013. *Authoring a PhD: How to plan, draft, write and finish a doctoral thesis or dissertation*. Macmillan.

James, E. Alana y Tracey H. Slater. 2014. *Writing your Doctoral Dissertation or Thesis Faster*. Sage.

Oliver, Paul. 2014. *Writing your Thesis*. London. Sage.

Winstanley, Carrie. 2009. *Writing a Dissertation for Dummies*. Wiley.

Cómo se lleva a cabo una revisión sistemática

Boland, Angela; M. Gemma Cherry; Rumona Dickson. 2014. *Doing a Systematic Review: A Student's Guide*. Sage.

Booth, Andrew; Diana Papaionnou; Anthea Sutton. 2012. *Systematic Approaches to a Successful Literature Review*. Sage.

Cooper, Harris. 2016. *Research Synthesis and Meta-Analysis*. Sage.

Fink, Arlene. 2014. *Conducting Research Literature Review*. Sage.

Gouch, David et al. 2012. *An Introduction to Systematics Reviews*. Sage.

Jesson, Jill K.; Lydia Matheson; Fiona M. Lacey. 2011. *Doing your Literature Review: Traditional and Systematic Techniques*. Sage.

Lawrence, Machi; Brenda T. McEvoy. 2012. *The Literature Review: Six Steps to Success*. Thousand Oaks.

Onwuegbuzie, Anthony; R. Frels. 2016. *7 Steps to a Comprehensive Literature Review: A Multimodel & Cultural Approach*. Sage.

Ridley, Diana. 2012. *The Literature Review*. Sage.

Shkedi, Asher. 2014. *Qualitative Data Analysis*. Contento De Semrik.

Metodologías

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Brinkmann, Sven. 2012. *Qualitative Inquiry in Everyday Life*. Sage.

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Creswell, John W. 2014. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage.

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Kara, Helen. 2015. *Creative Research Methods in the Social Sciences: A Practical Guide*. Policy Press.

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Meso; Koldobika; Irate Aguirreazkuenaga; Ainara Larrondo (Eds.). 2015. *Active Audiences and Journalism*. Servicio Editorial de la Universidad del País Vasco.

Miles, B.; A. Michael Huberman; Johnny Saldaña. 2014. *Qualitative Data Analysis. A Methods Sourcebook*. Sage.

Nagy Hesse-Biber, Sharlene (ed.). 2011. *Handbook of Emergent Technologies in Social Research* Oxford Univ. Press.

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Tracy, Sarah J. 2013. Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact. Wiley-Blackwell.

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Williams, David. Consulta septiembre 2016 Qualitative Inquiry in Daily Life: Exploring Qualitative Thought [sitio web]. Acceso: <https://qualitativeinquirydailylife.wordpress.com/>

Estudios de caso

Coller, Xavier. 2005. Estudios de Caso. CSIC.

Thomas, Gary. 2011. How to do your Case Study. Sage.

Yin, Robert K. 2014. Study Research. Design and Methods. Sage.

Análisis de datos cualitativos

Auerbach, Carl; Louise B. Silverstein. 2003. Qualitative Data: An Introduction to Coding and Analysis. NYU Press.

Bazeley, Patricia. 2013. Qualitative Data Analysis with NVivo. Sage.

Bazeley, Patricia. 2013. Qualitative Data Analysis: Practical Strategies. Sage.

Bernard, H. Russell; Amber Y. Wutich; Gery W. Ryan. 2016. Analyzing Qualitative Data: Systematic Approaches. Sage.

Cooper, Harris. 2016. Research Synthesis and Meta-Analysis. Sage.

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Grbich, Carol. 2012. Qualitative Data Analysis: An Introduction. Sage.

Harding, Jamie. 2013. Qualitative Data Analysis from Start to Finish. Sage.

Howell Major, Claire; Maggi Savin-Baden. 2012. An Introduction to Qualitative Research Synthesis: Managing the Information Explosion in Social Science Research. Routledge.

Saldaña, Johnny. 2015. The Coding Manual for Qualitative Researchers. Sage.

Software

Normal use of word, excel, search engines and database navigation.