

**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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## Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

## 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.

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

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Cómo se lleva a cabo una revisión sistemática

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Metodologías

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

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#### Análisis de datos cualitativos

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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.