

Degree	Type	Year
2501928 Audiovisual Communication	OB	1

## Contact

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

No comments

## Objectives and Contextualisation

The objective of Reserach Methods and Sources in Communication is that students obtain the knowledge and skills they need to develop a reserch.

The main objective is to help students to:

- a) Face up (and evaluate) a scientific research in the field of communication.
- b) Develop critical and self-critical ability to analyse communcative practices.

## Learning Outcomes

1. SM01 (Skill) To assess any kind of source or document that is useful for creating media products.
2. SM01 (Skill) To assess any kind of source or document that is useful for creating media products.

## Content

Introduction: scientific activity and communication

- General characteristics of the scientific method (basic and applied).
- Thematic sections and communication: professional activity (production), legislation, audiovisual products (content analysis), and audiences (reception).
- Types and main lines of general research: social research and content analysis.

- Main sources in communication: academia, institutions, and the 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, and epistemology.
- Hypothesis and questions.
- Effects of variables (Typology).
- Univers / Sample - Corpus / Case Study.

#### Social Research (uses, consumption, reception, public opinion,...)

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

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

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

#### Research Trends in Catalonia and Spain

- Main lines of research in the international context.
- Research Centers.

### Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Discussion seminars and debat	18	0.72	
Laboratory practical	15	0.6	
Master Classes	15	0.6	

Type: Supervised

Custom tracking	5	0.2
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Type: Autonomous

Laboratory practical preparation	15	0.6
Reading and synthesis of scientific documents	40	1.6

The development of the subject includes three types of activities:

#### Directed activities

- Master Classes: basic concepts.
- Discussion seminars and debate: The objective is to deepen the basic concepts through individual analysis and group reflection.
- Laboratory Practical: The objective is to deepen basic concepts through the design of an own research project (group project).

#### Supervised activities

- Personal interviews to check the evolution of learning and to help students

#### Autonomous activities

- The students will have to make the readings indicated as obligatory and all the activities planned for the correct development of seminars, laboratory practices, and written exams.

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.

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practice (research project design)	40%	15	0.6	SM01
Seminars (preparation and participation)	40%	18	0.72	SM01
Written exam	20%	9	0.36	

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. It can be repeated.

- Practice (research project design/group project: 40% in the final grade)
- Seminars (preparation and participation: 40% in the final grade). It can be repeated.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading. To have access to revaluation, the previous grades should be 3,5, at least.

The activity that is excluded from the revaluation process is the research project design.

## Bibliography

- Eiroa, M. y Barranquero, A. (2017). *Metodos de investigacion en la comunicacion y sus medios*. Madrid: Editorial Síntesis.
- 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
- Soriano, Jaume (2007). *L'ofici de comunicòleg: mètodes per investigar la comunicació*. Barcelona: Eumo

Further reading:

- Tuhiwai Smith, Linda (2017). *A descolonizar las metodologías. Investigación y pueblos indígenas*. Tafalla: Txalaparta.
- Eguizabal, Raúl(2015). *Metodologías I*. Madrid: Fragua
- Eguizabal, Raúl (2016). *Metodologías II*. Madrid: Fragua
- Casas, Jordi; Nin, Jordi; Julbe, Francesc (2019). *Big Data. Análisis de datos en entornos masivos*. Barcelona: UOC [[https://catalag.uab.cat/iii/encore/record/C\\_\\_Rb2085336?lang=cat](https://catalag.uab.cat/iii/encore/record/C__Rb2085336?lang=cat)]
- Igartua, Juan José (2006). *Métodos cuantitativos de investigación en comunicación*. Barcelona: Bosch

## Software

Not necessary

## Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	41	Spanish	first semester	morning-mixed
(PLAB) Practical laboratories	42	Catalan	first semester	morning-mixed

(PLAB) Practical laboratories	43	Catalan	first semester	morning-mixed
(SEM) Seminars	41	Spanish	first semester	morning-mixed
(SEM) Seminars	42	Catalan	first semester	morning-mixed
(SEM) Seminars	43	Catalan	first semester	morning-mixed
(TE) Theory	4	Spanish	first semester	morning-mixed