

Degree	Type	Year
4316493 Journalism and Digital Content Innovation	OB	0

## Contact

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## Teachers

Nuria Simelio Sola

## Teaching groups languages

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

## Prerequisites

Students must have previous training in techniques and processes of journalistic production, as well as in the basic language of information for media and research methodology in the field of social sciences.

## Objectives and Contextualisation

The course aims to bring the student closer to the design, creation and development of basic and applied research projects in the area of journalism and innovation in digital content.

The main learning objectives are:

- Learn to plan scientific work for research and innovation in the media.
- Learn to plan a digital innovation project.
- Use quantitative and qualitative research techniques in the area of digital communication.
- Apply the design of the scientific method appropriately.
- Learn to design, create, develop and evaluate innovation and research projects in the field of journalism and digital communication.

## Competences

- Apply tools of management, analysis, organisation and planning of information in accordance with objectives and specific information projects.
- Be able to evaluate inequalities for reasons of sex or gender to design solutions.
- Design, create and carry out projects of innovation and research in the area of journalism and digital communication.
- Generate innovative and competitive proposals for applied research.
- Know and evaluate the management and production processes for digital information content, proposing innovative solutions which involve the use of ICT.
- Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
- That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
- Understand and analyse the trends and dynamics of change in the communicative, informative and regulatory ecosystem of the media company in the twenty-first century.

## Learning Outcomes

1. Apply interactive digital-narration formats to the analysis and study of different news-production systems.
2. Apply technologies for producing and managing digital content in order to solve particular problems in the journalism profession.
3. Conduct and present an applied research project.
4. Identify the contributions of gender study to the research topic.
5. Implement and evaluate a research project whose results propose solutions applied to the management and production of digital news content.
6. Integrate the tools and processes acquired within a simulated production environment, shouldering new responsibilities.
7. Integrate working groups within the news company by offering new solutions to specific problems and situations.
8. Know and use the contributions of women and gender studies in the discipline.
9. Know how to carry out a research project with a gender perspective.
10. Know how to create and use qualitative and quantitative indicators including statistics to gain a better understanding of gender inequalities and differences in the needs, conditions, values and aspirations of women and men.
11. Know how to distinguish in theoretical and empirical analyses the effects of sex and gender variables.
12. Know how to identify the role of ICT in the transmission of gender stereotypes and apply measures to avoid them.
13. Know how to make an inclusive and non-sexist use of language.
14. Know the formats of digital content and narrative, and the types of cooperation in building news stories.
15. Know the new consumer environments for journalistic content so as to propose alternatives for producing and positioning content.
16. Produce, compile and interpret empirical data in a gender-sensitive manner.
17. Propose alternative news-telling strategies that integrate the use of innovation in the management and production of digital content that targets a specific audience.
18. Propose alternatives for using narrative cooperation in the production of news content.
19. Recognise the evolution of digital narratives to propose creative solutions on the basis of technological possibilities and narrative cooperation.
20. Recognise the role of the media, audio-visual productions and advertising in the construction of gender relations and sexual and gender identity.
21. Use digital narration structures to communicate news stories effectively.
22. Use knowledge, methods and different analyses to extract information, organise it, analyse it and use to solve a research problem.
23. Use news-content positioning and digital-marketing tools to gather information for taking strategic decisions in a specific journalism environment.

## Content

Theoretical and institutional context of research in media communication

The foundations of the scientific method

Research trends on journalism and digital content

Innovation trends in the field of journalism and digital communication

Bibliographic databases, digital library and academic and research resources

The design and presentation of a research and innovation project

The research and innovation project in digital communication

The design, development and evaluation of innovation projects in the field of journalism and digital communication.

Master's final project

Artificial Intelligence and communication research

Research objectives and choice of techniques

Research conceptualization

Selection of technical methodologies for research and innovation in digital journalism. Quantitative methodologies.

Selection of research and innovation methodologies and techniques in digital journalism. qualitative techniques.

Obtaining and presenting results.

Generation of innovative and competitive proposals for applied research.

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. It will also be posted on the Virtual Campus where students will be able to find a detailed description of the exercises and practices, the various teaching materials and any information necessary for proper follow-up of the subject.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom activities	15	0.6	1, 2, 3, 5, 14, 17, 22
Participation in exhibitions and debates	10	0.4	3, 5, 14, 15, 22
Teachings' expositions	15	0.6	3, 14, 15
Type: Supervised			

Realization of the research project	20	0.8	1, 2, 3, 5, 22
Tutor sessions	5	0.2	3, 5, 22
Type: Autonomous			
Reading	10	0.4	14, 15, 19
Realization of the research project	25	1	1, 2, 3, 5, 14, 15, 22
Search for information	14	0.56	3, 5, 14, 15, 17, 18, 22

The course will use different active methodologies and student participation will be encouraged.

It will mainly focus on the study and resolution of practical-real cases.

At the beginning of each session, the theory will be explained to complement

the different practical applications that aim to solve specific problems in communication research.

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
In-class activities	60%	15	0.6	1, 2, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23
Participation in presentations and debates	10%	6	0.24	1, 2, 3, 4, 5, 8, 11, 12, 13, 14, 15, 20, 22
Research project	30%	15	0.6	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22, 23

The subject consists of the following evaluation activities:

-Activity A, Realization of an individual research/innovation project supervised and guided by the teaching staff:  
30% % on the final grade

-Activity B, Group practices in the classroom related to quantitative and qualitative research techniques 60 % on the final grade

-Activity C, Participation in presentations and face-to-face debates 10% on the final grade

To pass the course it is necessary to have a 5 in activity A and to have attended 80% of the practical activities. The practical activities cannot be delivered outside the established deadline. In the case of justifiable reasons (illness or medical treatment with proof), the student will be able to recover the practical activity during the recovery period established in the calendar.

Second-chance Examination:

Students will have the right to retake the course if they have been assessed for the set of activities, the weight of which is at least 2/3 of the total grade for the subject. To be able to retake the subject, it will be necessary to have obtained a minimum grade of 3.5 in the theoretical content exam.

## PLAGIARISM

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

## Bibliography

Bellotti, E. (2015) *Qualitative Networks. Mixed methods in sociological research*. New York: Routledge.

Berger, A.A. (2016). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Thousand Oaks, California: Sage.

Borgatti, S. P., Everett, M. G.; Johnson, J. C. (2013). *Analyzing Social Networks*. London: Sage.

Corbetta, Pierorgio. (2010) *Metodologías y técnicas de investigación social*. Madrid, McGraw Hill.

Fernández Manzano, E.; Neira, E; Clarés-Gavilán, J. (2016). Data management in audiovisual business: Netflix as a case study. *El Profesional de la Información*, 25 (4), 568-576.

Freixa, P.; Pérez-Montoro, M.; Codina, L.I. (2017). Interacción y visualización de datos en el periodismo estructurado. *El Profesional de la Información*, 26(6), 1076-1090.

Lis Gindin, Irene; Patricia Busso, Mariana. (2018) Investigaciones en comunicación en tiempos de big data: sobre metodologías y temporalidades en el abordaje de redes sociales. *AdComunica. Revista Científica de Estrategias, Tendencias e Innovación en Comunicación*, 15, 25-43

Hine, C. (2004). *Virtual Ethnography*. London: Sage.

Jenkins, H. (2006). *Convergence Culture. Where old and new media collide*. New York University Press.

Ruiz Olabuenaga, J. I., et al. (2002). *Cómo elaborar un proyecto de investigación social*. Bilbao: Universidad de Deusto.

Simelio, N. et. al. (2019) Journalism, transparency and citizen participation: a methodological tool to evaluate information published on municipal websites. *Information, Communication & Society*, 22 (3), 369-385

Vilches, L. (coord.) (2011). *La investigación en comunicación. Métodos y técnicas en la era digital*. Barcelona: Gedisa.

## Software

PSPP

Netlytic or equivalent

## Language list

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	60	Spanish	first semester	morning-mixed