

Research Methods in Persuasive Communication

Code: 104899
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	OB	2

Contact

Name: María Desamparados Huertas Bailén

Email: amparo.huertas@uab.cat

Teachers

Oriol Figuera Godoy

Priscila Cumanda Alvarez Cueva

Teaching groups languages

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

Prerequisites

No prerequisites.

Objectives and Contextualisation

The subject is part of Communication Research area.

The main objective is to help students to:

- a) Face up (and evaluate) a scientific research in the field of persuasive communication and advertising (know how to act)
- b) Develop critical and self-critical ability to analyze communicative practices (know how)
- c) Learn to make oral presentations (know how to defend own ideas)

Learning Outcomes

1. CM18 (Competence) Plan market studies and research in the field of persuasive communication for social transformation and in line with the SDGs.

2. CM19 (Competence) Contrast the results of research in advertising and public relations with evidence from professional practice to correct inequalities of all kinds.
3. CM20 (Competence) Interpret the results of research to provide innovative solutions to problems in the field of advertising and public relations.
4. KM22 (Knowledge) Identify the distinct stages of the scientific method followed by the resolution of a knowledge problem in the field of persuasive communication.
5. KM23 (Knowledge) Select the object of study and the relevant documentary sources to establish the state of the art and the theoretical framework in persuasive communication research.
6. KM25 (Knowledge) Distinguish the main quantitative and qualitative research techniques for solving research problems in persuasive communication.
7. SM17 (Skill) Operate using the most appropriate methodology according to the questions or hypotheses posed in research on persuasive communication.
8. SM19 (Skill) Defend the methodology, results, and conclusions of a communication research project orally and in writing, using effective and inclusive language.

Content

Introduction: scientific activity and persuasive communication

- General characteristics of the scientific method (basic and applied)
- Thematic sections: content analysis (semantic-aesthetic / visual elements, audiovisual, sound, graphic design), audiences (reception and effects), legislation and professional activity.
- Types and main lines of general research: attitudes, behavior and consumption; credibility and empathy; evidence and effectiveness, interactivity and engagement.
- Main sources in communication: academia, institutions and 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 (social psychology and corporate social responsibility) and epistemology (concepts)
- Hypothesis and questions
- Effects of variables (Typology: independent, dependent and control)
- Universe / Sample - Corpus / Case Study

Social Research (experiences, interpretation, evaluation)

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

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

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

Research Trends in Catalonia and Spain

- Main lines of research at international context
- The study of new professional practices

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Discussion seminars and debates	19.5	0.78	
Laboratory practical	18	0.72	
Theory Class	15	0.6	
Type: Supervised			
Custom tracking	7.5	0.3	
Type: Autonomous			
Laboratory practical preparation	15	0.6	
Reading and synthesis of scientific documents	66	2.64	

The development of the subject includes three types of activities:

Directed activities

- Theory Class: basic concepts
- Discussion seminars and debates: The objective is to deepen about the basic concepts through individual analysis from academic texts and group reflection (individual or group work)
- Laboratory Practical: The objective is to deepen about basic concepts through the design of an own research project (group work)

Supervised activities

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

Autonomous activities

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

Schedule: A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Gender perspective: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	3	0.12	CM18, KM22, KM23, KM25, SM17
Oral presentation of the practice	10%	0.5	0.02	SM19
Practice (research project design)	20%	2.5	0.1	CM18, CM19, KM22, KM23, KM25, SM17, SM19
Seminars (preparation and participation)	40%	3	0.12	CM19, CM20

OPTION 1: CONTINUOUS ASSESSMENT

The subject will be evaluated from different procedures (the final grade will be the sum of all the scores):

- Written exam (30% in the final grade). Individual - It can be repeated.
- Practice: Research project design/group work (20% in the final grade) and oral presentation of the practice (10% in the final grade). This activity is not recoverable because it involves a collective work and an oral presentation related to the group's dynamics, which cannot be reproduced individually.
- Seminars (40% in the final grade). Individuals and group work - It can be repeated

Recovery

The last two weeks will be dedicated to recovery activities, which can accommodate students who have made a minimum of 2/3 of all evaluable activities and who have obtained a minimum score between 3,5 and 4.9. After a mandatory face-to-face individual interview and depending on the grade obtained, it will be decided which exercises can be repeated (exam and/or seminars). This activity will allow for a maximum grade of 5, but the grade will never decrease. Students who have obtained a final overall grade higher than 8 will be able to opt to raise their grade by completing a specific test. This activity may result, if applicable, in a decrease in the final grade.

Not applicable: In case of not submitting 2/3 of the total assessable activities, considering that the individual exam is mandatory.

OPTION 2: SINGLE ASSESSMENT

- Written exam (50% in the final grade). Individual - It can be repeated
- Seminar 1 (25% in the final grade). Individual - It can be repeated
- Seminar 2 (25% in the final grade). Individual - It can be repeated

Recovery

The last two weeks will be dedicated to recovery activities, which can accommodate students who have made three activities and who have obtained a minimum score between 3 and 4.9. After a mandatory face-to-face individual interview and depending on the grade obtained, it will be decided which exercises can be repeated (exam and/or seminars).

Not applicable: In case none of the indicated activities are carried out.

OPTION 3: Students in the second or more convocations

Synthesis test, in which only and exclusively the learning outcomes defined in the course guide of the subject are evaluated.

OTHER OBSERVATIONS

Restricted use of AI: For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for documentation tasks (bibliographic or information searches) text correction, and translations. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

PLAGIARISM: In the event that the student commits any irregularity that could lead to a significant change in the grade of an assessment act, this assessment act will be graded with 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessment acts of the same subject, the final grade for this subject will be 0.

FINAL GRADE: To pass the course, it is necessary to obtain a minimum final grade of 5 out of 10. This grade is derived from the weighted average of the different evaluation activities planned in the course's assessment system.

Bibliography

- Cuesta, Ubaldo (2000). *Psicología social de la comunicación*. Madrid: Catedra
- Escobar Fuentes, Sílvia; Montalbán Peregrín, Manuel Francisco (2024). *La práctica de la metodología cualitativa*. Madrid: Dykinson:
<https://www.dykinson.com/libros/la-practica-de-la-metodologia-cualitativa/9788410707276/>
- Hellín Ortuño, Pedro Antonio; Contreras, Fernando, R.; Pérez, Clotilde; San Nicolás Romera, Cesar (2023). *Cultura Global Publicitaria. Una epistemología visual sobre estética y consumo en la era digital*. Salamanca: Comunicación Social.
- Jiménez Gómez, Isidro; Eguizabal Jiménez, Luis; Rivero Estevez, Francisco Javier (2023). *Nuevos retos metodológicos en el estudio de la comunicación*. Madrid: Fragua
(<https://fragua.es/producto/nuevos-retos-metodologicos-en-el-estudio-de-la-comunicacion-pdf/>)
- Lemus Pool, Maria Consuelo; Carro Pérez, Ennio Hector (2025). *Investigar la comunicación: estrategias prácticas para formalizar un objeto de estudio*. Libros UAT.
(<https://libros.uat.edu.mx/index.php/librosuat/catalog/book/405>)
- Medina, Alfons i Busquet, Jordi (2019). *La recerca en comunicació*. Barcelona: Editorial UOC
- Morales i Gras, Jordi (2022). *Hackear la ciencia social. Una invitación a la investigación social en entornos digitales*. Barcelona: Editorial UOC

Enllaços d'interès:

Autocontrol [<https://www.autocontrol.es/>]

Col·legi del Màrqueting i la Comunicació de Catalunya [<https://www.marquetingicomunicacio.cat/>]

Portal de la Comunicació (InCom-UAB): [<https://incom.uab.cat/portacom/?lang=es>]

Observatori de la Comunicació a Catalunya (InCom-UAB): [

Software

No comment

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon
(PLAB) Practical laboratories	53	Catalan	second semester	afternoon
(SEM) Seminars	51	Catalan	second semester	afternoon
(SEM) Seminars	52	Catalan	second semester	afternoon
(SEM) Seminars	53	Catalan	second semester	afternoon
(TE) Theory	5	Catalan	second semester	afternoon