

Degree	Type	Year
Media, Communication and Culture	OB	0

Contact

Name: Jaime Soriano Clemente
Email: jaume.soriano@uab.cat

Teaching groups languages

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

Prerequisites

No previous knowledge of the Official Master's Degree in Media, Communication and Culture modules is required.

Objectives and Contextualisation

Understanding the logics of knowledge and its application in methods and techniques for media communication research.

Competences

- Apply advanced techniques in quantitative and qualitative research to the production and reception of communication.
- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan and lead basic and applied research projects in media communication and culture.
- 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. Construct instruments for data collection and analysis.
5. Construct research samples.
6. Continue the learning process, to a large extent autonomously.
7. Formulate hypotheses, research questions and objectives.
8. Identify the different possible research strategies.
9. Lead and work in interdisciplinary teams.
10. Programme the implementation of research projects.

11. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

1. Epistemology of scientific knowledge
2. The debate on method in the social sciences. Paradigms
3. Mediated communication as an object of study.
4. The research process. Methodological dimensions
 - 4.1. Choice and delimitation of the object of study.
 - 4.2. Formulation and operationalisation of hypotheses and research questions.
 - 4.3. Sample construction: representativeness and validity
- 5 Introduction to basic methodological procedures in mediated communication
 - 5.1. Quantitative and qualitative content analysis
 - 5.2. Interviews
 - 5.3. Focus groups
 - 5.4. Ethnography/Participant Observation
 - 5.5. Survey
 - 5.6. Experiments/Quasi-experiments

The calendar with the content of the different sessions will be displayed on the day of the presentation of the course. In the module's Virtual Campus, the various teaching materials and any information necessary for the proper monitoring of the subject will be posted. In the event of a change of teaching modality for health reasons, the teaching staff will inform of the changes that will take place in the course programme and in the teaching methodologies.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case study	5	0.2	7
Lectures	25	1	8, 2
Type: Supervised			
Tutoring	15	0.6	10
Type: Autonomous			

1. Lectures
2. Case study
3. Readings
4. Tutoring
5. Projects and assignments

The theoretical aspects of the programme will be combined with learning through practical research cases. In all cases, processes of reflection on how we learn will be promoted, as is characteristic of any activity that seeks to delve deeper into the mechanisms of knowledge production.

Note: 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
Content follow-up tests	30%	0	0	8, 7, 2
Oral presentation	10%	0	0	11, 6
Participating in classes and debates	10%	0	0	11, 6
Realization of assignments	50%	0	0	1, 4, 5, 3, 10, 9

1. Evaluation

The final grade will result of combining four ways of evaluating the academic performance:

- 1.-Carrying out essays that will be the 50% of the final grade. 50%
- 2.-Taking a type test exam about the reading of a text. The qualification of this test will be a 30% of the final grade.
- 3.-Oral presentation to the class of one of the readings of the course, valued at 10% of the final grade.
- 4.-Class attendance and participating in debates and academic controversies that will take place in class. This will be a 10% of the final grade.

2. Reevaluation

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

Both the test and the essay can be retaken. Assistance and participation and oral presentation will be not evaluated a second time.

Only students who have failed the test or the essays previously will be suitable for retaking either one or both of them, as long as their final mark for the module is below 5 points. Students with a higher final grade than 4,9 will not be able to retake any activity.

3. Not evaluable

It will be considered non-assessable when less than 85% of the assessable evidence is provided.

4. Ordinary revision of the evaluation activities

In the case of not agreeing with the marks given to each different evaluation activity, the student will have the right to an ordinary revision of those with the professor. The date and time of this revision will be announced on the Virtual Campus module's class.

5. Extraordinary revision of the module's final mark

In case of not agreeing with the final qualification of the module, the student will have the right to ask for an extraordinary revision. He or she will have to fill a reasoned request to the Communication Sciences Faculty office within the fifteen days following the publication of the final mark. The revision will be carried out following the extraordinary revision instructions approved by the Faculty Board on the 5th of May of 2016, which can be found on the Faculty's web: <http://www.uab.cat/web/estudiar/grados/informacion-academica/evaluacion/revision-extraordinaria-de-la-cali>

6. Single assessment

This module does not include a single assessment system.

ARTIFICIAL INTELLIGENCE: For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for tasks such as bibliographic or information searches, text correction, or 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. Teachers will be able to use tools to detect similarities or plagiarism and tools to detect the use of generative artificial intelligence.

PLAGIARISM: The student who performs any irregularity (copy, plagiarism, identity theft) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

NOTE: The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Bibliography

Arroyo, Millán; Sádaba, Igor (coords.)

2012 *Metodología de la investigación social* Madrid, Editorial Síntesis.

Becker, Howard

2011 [1986] *Manual de escritura para científicos sociales* Buenos Aires, Siglo XXI.

Chalmers, Alan F.

2000 *¿Qué es esa cosa llamada ciencia?* (Tercera edición en España) Madrid, Siglo XXI.

Couldry, Nick and Hepp, Andreas

- 2017 *The Mediated Construction of Reality*, Cambridge, Polity Press.
- Della Porta, Donatella; Keating, Michael (eds.)
- 2013 *Enfoques y metodologías en las ciencias sociales*, Madrid, Ediciones Akal.
- Gauntlett, David
- 2007 *Creative Explorations. New approaches to identities and audiences* New York, Routledge.
- Goyanes, Manuel
- 2017 *Desafío de la investigación estándar en comunicación. Crítica y alternativas*, Barcelona, Editorial UOC.
- Hansen, Anders and Machin, David
- 2019 *Media and Communication Research Methods* (2nd Edition), London, Red Globe Press
- Igartua, Juan José
- 2006 *Métodos cuantitativos de investigación en comunicación* Barcelona, Bosch.
- Íñiguez, Lupicinio (ed.)
- 2006 *Análisis del discurso. Manual para las ciencias sociales* Barcelona, Editorial UOC.
- Kubitschko, Sebastian i Kaun, Anne
- 2016 *InnovativeMethods in Media and Communication Research* eBook, Springer
- Rose, Gillian
- 2019 *Metodologías visuales: una introducción a la investigación con materiales visuales* Murcia, Cendeac.
- Soriano, Jaume
- 2007 *L'ofici de comunicòleg* Vic, Eumo Editorial.
- 2017 "Investigar la comunicación con métodos biográficos. Propuestas de estudio", en *Historia y Comunicación Social* vol. 22(1), pàgs. 157-171.
- Wright Mills, Charles
- 2009 [1959] *La imaginación sociológica* México D.F., Fondo de Cultura Económica.
- Verd, Joan M.; Lozares, Carlos
- 2016 *Introducción a la investigación cualitativa* Madrid, Editorial Síntesis.
- VV.AA.
- 1973 *La disputa del positivismo en la sociología alemana* Barcelona, Grijalbo.

Software

This subject does not require knowledge of specific computer programmes other than those for writing university papers and for telematic communication.

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
(TEm) Theory (master)	40	Spanish	first semester	afternoon