

**COURSE DATA****Data Subject**

Code	36652
Name	Research methods and techniques in social communication
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	4	Second term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	11 - Optatividad	Optional

Coordination

Name	Department
MERCADO SAEZ, MARIA TERESA	340 - Language Theory and Communication Sciences

SUMMARY

This course introduces Journalism students to the methodological foundations to be able to carry out research in communication with the registration and validation techniques that have historically been defined and consolidated as analysis instruments. It is intended to provide students with basic tools to address, through adequate exploration, any research in communication, regardless of whether the object of study is the issuers, the audience, the content or the media and platforms.

The subject starts from the characterization of the scientific method, the phases in the research process and the objects of study of social communication to later introduce the main research techniques that are used, both quantitative and qualitative. At the same time, through the review of research published in the form of scientific articles that apply the techniques studied, the main lines of research and projects in communication in the academic environment will be known.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No previous knowledge is necessary.

OUTCOMES

1334 - Degree in Journalism

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

LEARNING OUTCOMES

- Apply the appropriate methodological tools to empirical research on the media and social networks.
- Establish relationships between available empirical evidence and theoretical or merely descriptive arguments.
- Recognize and value the influence of journalistic discourse in the articulation of power relations in the social system.

DESCRIPTION OF CONTENTS

1. Knowledge and scientific method

- 1.1. Characteristics of the scientific method
- 1.2. Phases of the investigation process

**2. Research in Social Communication**

- 2.1. Paradigms of communication research
- 2.2. Study objects

3. Quantitative Research Techniques

- 3.1. Content analysis
- 3.2. The polls
- 3.3. The experiments

4. Qualitative research techniques

- 4.1. Critical discourse analysis
- 4.2. In-depth interviews
- 4.3. Discussion groups
- 4.4. Participant observation

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	25,00	100
Theory classes	20,00	100
Development of group work	27,50	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	30,00	0
TOTAL	112,50	

TEACHING METHODOLOGY

- MD - Theoretical classes (lectures or expository with presentation of the students).
- MD - Practical classes, seminars and workshops in which exercises to resolve methodological questions and the reading and discussion of scientific articles will be proposed.
- MD - Study and individual autonomous work.
- MD - Study and autonomous group work.

EVALUATION



1st call:

Theoretical content exam: 50%

Evaluation of participation and workshops developed in class: 25%

Evaluation of work and group exposure: 25%

For the 3 evaluation elements to add up, the final theoretical exam must be passed with a minimum of 5 out of 10.

In case of not passing (not reaching 1 point out of 2.5) or not performing the exercises proposed in class, it is possible to examine the contents worked on them (complementary material used in the workshops).

In case of not passing or performing the group work, an individual directed work will be carried out and delivered for the second call.

In case of not passing the theoretical part, the qualifications obtained during the school period (workshops and group work) are saved until the second call.

2nd call

Examination of theoretical contents (50%) and examination of contents worked on in the workshops (25%).

Delivery of directed individual work if the group work was not passed or was completed: 25%

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Attention:

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.



REFERENCES

Basic

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- Wimmer, R. D. y Dominick, J. R. (1996): La investigación científica de los medios de comunicación. Una introducción a sus métodos. Bosch.

Additional

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- Barbour, R. (2013). Los grupos de discusión en investigación cualitativa. Ed. Morata.
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- Vallés, M.S. (1999). Técnicas de investigación cualitativa en investigación social. Síntesis.
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