

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

Code	44890
Name	Metodología de la investigación en comunicación y periodismo
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	1 - Metodología de la investigación en comunicación y periodismo	Obligatory

Coordination

Name	Department
LOPEZ GARCIA, GUILLERMO	340 - Language Theory and Communication Sciences

SUMMARY

In this topic of the module, we will study the different approaches and approximations that are currently carried out in communication and journalism research, in the main national and international reference centers. First, the concept of science, method and phases of scientific research will be addressed. Secondly, a perspective of the main research paradigms that exist in social science and communication science will be offered, in order to understand the epistemological bases on which quantitative and qualitative research methodologies are based. Thirdly, students will become familiar with the main quantitative research techniques applied in journalism and communication studies. And finally, the same will be done with the main qualitative techniques.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

OUTCOMES

2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.
- Be able to detect and analyse communication-related issues arising in different modes of social relations and political activity.
- Distinguish applied sociocommunicative research from basic or academic research aimed at the construction of theoretical knowledge.
- Identify, analyse and integrate the diversity of positions and interests of the actors involved in the communicative relations analysed, including the position and interests of the person carrying out the sociocommunicative research.
- Develop reliable, innovative and creative methodological responses for the analysis of and intervention in complex communicative situations.
- Be able to construct solid arguments that provide evidence on different communicative realities.
- Be able to detect and analyse issues related to communication in the form of information, propaganda, communicative action or publicity, among others.
- Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.
- Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.
- Know the traditional and current relationship between public opinion and the media, taking into account different social and political contexts, the implementation of the knowledge society and the relevance of ICTs.
- Be able to link information traditions and political traditions in contemporary democracies, but also in political systems of a different nature, in order to define the fields of public opinion, communicative action or social action.



- Be able to apply quantitative and qualitative sociocommunicative research methodologies and techniques in the field of new journalism and political communication.
- Be able to find, select, manage and synthesise bibliographic, newspaper and web information specialised in the field of social communication processes applied to the fields of sociocultural action and political action, both in its partisan aspect and in that of public policies, and always from the perspective of information and/or communication.
- Be able to define a transversal and multidisciplinary conceptual framework with the aim of determining the interconnections between society, politics and the media.
- Be able to conceptualise and analyse the relationship between social action, social movements and public information.

LEARNING OUTCOMES

English version is not available

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Development of individual work	50,00	0
Study and independent work	32,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	150,00	

TEACHING METHODOLOGY

English version is not available

EVALUATION

It is necessary to attend 80% of the classes in order to be evaluated for the course.

- Continuous evaluation 20%.
- Examination 40%.
- Coursework 40%.



ATTENTION: Work, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or improper use of artificial intelligence. The detection of plagiarism, as a serious offence, will result in the immediate suspension of the respective call of the course. Copying or facilitating the copying of work between students on the degree course, irregularly accessing or appropriating the content of a test or exam in advance, facilitating or procuring the appropriation, alteration or destruction of the content or results of an assessable activity and impersonation in exams will also be considered serious misconduct, and will therefore lead to immediate suspension from the exam session. When the serious misconduct mentioned in this point is detected, the lecturer must inform the degree coordination office.

ATTENTION: Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

REFERENCES

Basic

- Chalmers, Alan Francis (1976). ¿Qué es esa cosa llamada ciencia? Madrid: Siglo XXI.
- Corbetta, Piergiorgio (2007). Metodología y técnicas de investigación social.
- Corbetta, Piergiorgio (2007): Los paradigmas de la investigación social. En: Metodología y técnicas de investigación social, Madrid: Mc Graw Hill, pp. 3-29.
- Hernández Sampieri, R. (2014). Metodología de la investigación. McGraw Hill.
<https://www.uca.ac.cr/wp-content/uploads/2017/10/Investigacion.pdf>
- Igartua, Juan Jose & Humanes, María Luisa (2009). Teoría e investigación en comunicación social. Madrid: Síntesis
- Jensen, Klaus (ed.) (2016). La comunicación y los medios. Metodologías de investigación cualitativa y cuantitativa. México: Fondo de Cultura Económica.
- Kuhn, Thomas (1962/2013). La estructura de las revoluciones científicas. Madrid: Fondo de Cultura Económica.
- Wasserman, Stanley y Faust, Katherine (2014). Análisis de redes sociales: métodos y aplicaciones. Madrid: CIS.

Additional

- Arcila-Calderón, C., Barbosa-Caro, E., & Cabezuolo-Lorenzo, F. (2016). "Técnicas big data: análisis de textos a gran escala para la investigación científica y periodística". El Profesional de La Información, 25(4), 623. <http://doi.org/10.3145/epi.2016.jul.12>
- Bruhn Jensen, K. (dir): (2014): La comunicación y los medios. Metodologías de investigación cualitativas y cuantitativas. México. FCE.
- Conde Gutiérrez del Álamo, Fernando (2009). Análisis sociológico del sistema de discursos. Madrid: CIS.
- Herzog, D. (2016). Data Literacy: A Users Guide. Thousand Oaks, CA: SAGE Publications.



Téllez Valero, A., Montes Gómez, M., & Villaseñor Pineda, L. (2009). Using Machine Learning for Extracting Information from Natural Disaster News Reports. *Computación y Sistemas*, 13(1), 3344. Retrieved from <http://scielo.unam.mx/pdf/cys/v13n1/v13n1a4.pdf>

Treadwell, G., Ross, T., Lee, A., & Lowenstein, J. K. (2016). A numbers game: Two case studies in teaching data journalism. *Journalism and Mass Communication Educator*, 71(3), 297308. <http://doi.org/10.1177/1077695816665215>

Yu, Y., & Wang, X. (2015). World Cup 2014 in the Twitter World: A big data analysis of sentiments in U.S. sports fans tweets. *Computers in Human Behavior*, 48, 392400. <http://doi.org/10.1016/j.chb.2015.01.075>