DEGREE: **AUDIOVISUAL COMMUNICATION**

1. GENERAL DETAILS OF THE SUBJECT

Name: **RESEARCH METHODOLOGIES IN COMMUNICATION**

Level: Third   Term: Second
Type: ☐ Basic   ☒ Compulsory   ☐ Elective subject
Credits (LRU / ECTS): 6   Theoretical credits: 4   Practical credits: 2
Year: 2010

Lecturer: CONCEPCIÓN GIL DÍAZ
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2. DESCRIPTION

Course descriptor: This eminently practical course has been analytically designed better than descriptive and is intended to introduce students to the basics of quantitative and qualitative communication research. Essentially, it covers fundamental ideas in research theory, research design, research structure, literature review, hypothesis generation, instrumentation, data collection, and data analysis as well as the formulation of aims and objectives. Related topics on validity, reliability, triangulation and ethical issues in conducting research are also covered. Each student will conduct a research project design, putting into practice the theorizing, design, instrumentation, and analysis skills acquired throughout the class. Therefore, this course is designed to provide both a broad overview of the research process and practical experience in conducting quantitative and qualitative research in the communication field.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

There are no prerequisites for this course.

COURSE REQUIREMENTS:

You are required a **professional conduct** at any time of the course.

This course is designed to be interactive and requires the full and active participation of all students, including: assuming full responsibility for your performance in the course. Coming to class on time and fully prepared. "Prepared" means that you are expected to have done the assigned reading and reviewed your notes from the last class before coming to class, apart from following all instructions, including the first one: read the syllabus carefully.

It is also means fully participating in all activities and discussions during the class duration in an active way while being respectful and tolerant toward others. Regular attendance (75% minimum). Keeping up with the activities in and out class. Reading the due texts. Turning in assignments by the designated time. Attending tutorials. Using the new information and Communication Technologies applied to the learning process (Therefore, it will be essential for the students to use the Virtual Platform EUSA 2.0.). Presenting work in class and participating actively in discussions of the work of your classmates.

Please turn off your cell phones and other electronic devices before entering the classroom.

Remember that you are much more likely to succeed in the course if you start working as soon as possible.

In exchange for all that, **there will be no exams**.

*Important note: This syllabus is subject to change at any time during the semester.

RECOMMENDATIONS:

If you do not understand assignments, readings, etc., it is your responsibility to inform the lecturer. If you are having difficulty, please contact the instructor early so that you can resolve problems before your final grade is unchangeable.

ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

Exceptional situations will be contemplated with prior approval of the Head of Studies.

4. SKILLS

GENERAL SKILLS AND LEARNING OUTCOMES
- Demonstrate capacity for analysis and synthesis. - Demonstrate application of theory to practice. - Demonstrate information literacy skills. - Demonstrate effective written, oral, and visual communication skills and sensitivities. - Demonstrate effective critical thinking /problem solving skills. - Demonstrate life-long learning ability. - Demonstrate information/technology abilities. - Demonstrate ability to act in freedom and responsibility. - Demonstrate leadership qualities. - Demonstrate effective citizenship skills. - Demonstrate reflexive attitude in the exercise of your future work activity as producers, managers or trainers in the audiovisual media industries. - Demonstrate capacity building of understanding and intercultural dialogue. - Demonstrate capacity building of co-operative teamwork and interpersonal relations skills. - Demonstrate capacity for analysis the different methodologies for studying the media industry: structural analysis of industries, cultural discourse analysis, and data visualization. - Know how to effectively identify and communicate your understanding of the audiovisual industries in broader social contexts. - Be equipped to critically engage with audiovisual industries and intercultural communication and become more informed consumers of audiovisual products.

TRANSVERSAL/ GENERIC AND SPECIFIC COMPETENCES
Transversal / generic competences - G04 Decision making: the ability to make the right choice in situations of uncertainty, assuming responsibilities. - G06 Order and method: ability to organize and temporalize tasks, performing them in an orderly manner adopting with logical priority decisions in the different processes of audiovisual production. - G07 Solidarity conscience: solidarity respect for the different people and peoples of the planet, as well as knowledge of the great cultural currents in relation to individual and collective values and respect for human rights. - G09 Promotion of equality guarantees. **Specific competences** - E06 Ability to critically perceive the new visual and auditory landscape offered by the communicative universe that surrounds us, considering the iconic messages as the result of a specific society, product of the sociopolitical and cultural conditions of a certain historical epoch. - E20. Ability to analyze and define topics of interest within the field of communication that are related to the economic and business fields and alternative analysis perspectives proposed. - E72. Ability to identify the political, economic and cultural parameters involved in audiovisual communication.

ATTITUDINAL SKILLS
- Assessment of the audiovisual media and productions and their incidence in the audiovisual industry in today's society inside and outside Spain. - Reflection on the context of the current audiovisual industry and its socio-cultural effects on the local, national and international contexts. - Deploy a set of critical tools to assess audiovisual productions in its cultural, sensory, technological, metaphysical, ideological, and industrial intercultural contexts. - Critique discourses of the audiovisual industries. - Promotion of an intelligent, responsible and conscientious production in the audiovisual consumption. - Promotion of an ethical and accountable commitment in the exercise of the audiovisual communication activity. - Promotion of initiative and entrepreneurship within the audiovisual communication industry. - Promotion of intercultural dialogue through the audiovisual industries.

5. OBJECTIVES

This subject has as a general teaching objective, the training of its students of the fundamentals, methods, techniques and forms of organization and dissemination of research in Communication.

In turn, the subject responds to a series of particular purposes subordinated to the general objective of the subject.

Specific theoretical objectives (know).
1) Understand the fundamentals of scientific knowledge and research.
2) Understand communication as an object of scientific study.
3) Know the research methods and techniques applicable to communication.

Practical objectives (know how).
1) Acquire the theoretical concepts necessary for the understanding and analysis of media and audiovisual communication messages.
2) Master methodological tools of investigation, and apply them to the concrete study of topics related to audiovisual communication.
3) Learn the ways and mechanisms of regular dissemination and organization of scientific production in communication.

Attitudinal objectives (know how to be).
1) Develop attitudes of respect towards the expressions of others, and tolerance and openness towards the manifestations of other cultures.
2) Appreciate the contribution of these media to the conformation of the idiosyncrasies of cultures and their role in the social communication landscape.
3) Value the means of social communication as an integral part of cultural heritage, actively contributing to its respect, conservation and dissemination.

Unit 1. Compare the method used by social communicators for producing information with the method used by social researchers to produce knowledge so that the scientific method can be applied to media and communication research.
Unit 2. Know the numerous research designs that are appropriate for the different types of research projects in the communication field.
Unit 3. Describe the different philosophical positions and their attendant methodologies in research theory.
Unit 4. Define some kind of research problem in order to provide a reason for doing the research and structure the research project.
Unit 5. Reflect upon the ethics implications of research, regarding honesty, plagiarism, acknowledgment, citation, and data collection and interpretation.

Unit 6. Explain where to find the necessary information and how to analyse it and present it so that students can devise a solid basis for their research projects.

Unit 7. Explain the nature of data to come to conclusions about some issue.

Unit 8. Explain the importance of collecting and analyzing the types and sources of secondary data for the background of the research.

Unit 9. Describe the several basic methods used to collect primary data.

Unit 10. Approach the quantitative data analysis and its primary purposes.

Unit 11. Approach the qualitative data analysis of texts, documents and discourse.

Unit 12. Learn how to formulate a successful research proposal and writing up the research.

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

The training activities planned for this module adapted and carried out in full or partiality are:
1. Lectures of a theoretical nature, or master classes.
2. Elaboration of analysis practices of audiovisual, graphic, radio, photographic, ludographic and interactive works destined to the dissection of their elements and the discovery of their creative composition.

This course is an **inquiry-based course** and has no mid-term or final exam. To a large extent, students are responsible for their own learning, although we have **informal in-class tests** to make sure the reading is not too much for you and that you have been able to both do it and make sense of it.

Attendance and full participation in class are both essential in order to develop an active methodology.

The class is conceived as a place for activities and learning process for the following reasons:
- To discuss the material, share insights that each of us may have had while working through different materials.
- To present our research to one another.
- To review the work of others.
- To develop our abilities to express our thoughts in real-time, engaging in significant discussion and inquiry.
- To collaborate with each other in the creative process and share the sense of excitement and empowerment that comes from collectively producing work that you are proud of.

Engagement in the course includes:
- Preparation. You are responsible for your own learning
- Punctuality.
- Attendance.
- Discussion.
- Research.
- Collaborative and group work.
- Projects and Assignments
- Participation.

- **IMPORTANT**
- **Late Assignments** will not be accepted, unless you have made arrangements with the teacher ahead of time.
- **Plagiarism** and other forms of cheating will not be tolerated and will result in a failing grade for this course. Consequently, all written or audiovisual tasks and projects submitted in this class must be your original work. If you have any doubt, consult the lecturer before, not after you have included questionable material.
- **Required Readings, Assignments and Projects**: All of the required readings are articles, book chapters, together with additional references and multimedia resources referred to on the syllabus and they will be available on the Virtual Platform EUSA CAMPUS VIRTUAL 2.0.

<u>TEACHING TECHNIQUES</u>

☒ Master class and discussion ☒Tutorial session   ☒ Practical lessons

☒Visits and trips   ☒ Reading test   ☒   Others: _____

7. LIST OF TOPICS

CONTENTS

1. The Scientific Method applied to Media and Communication Research
2. Research Basic
3. Research Theory
4. Structuring the Research Project
5. Research Ethics
6. Finding and Reviewing Literature
7. The Nature of Data
8. Collecting and Analysing Secondary Data
9. Collecting Primary Data
10. Quantitative Data Analysis
11. Qualitative Data Analysis
12. Writing the Proposal and Writing up the Research

PART I: RESEARCH THEORY AND PRACTICE

1. The Scientific Method applied to Media and Communication Research
1.1. Communicators and Social Scientists: the Question of Method
1.2. The scientific status of Media Communication
1.3. The scientific method applied to Media Communication
1.4. Research in Media Communication
2. Research Basic
2.1. What you can research
2.2. Research Designs
2.3. Deciding on your type of research
3. Research Theory
3.1. Metaphysics and Epistemology
3.2. Inductive and Deductive reasoning
3.3. Hypothetico – Deductive reasoning or scientific method
3.4. Positivism, Relativism, Postmodernism and Critical Realism
4. Structuring the Research Project
4.1. The Research Process
4.2. The Research Problem
4.3. Defining the Research Problem
4.4. The Use of Argument
5. Research Ethics
5.1. Honesty in Your Work
5.2. Situations that Raise Ethical Issues
5.3. Carrying out the Research
6. Finding and Reviewing Literature
6.1. Lots of Information
6.2. Doing a Literature Review
6.3. Analysing the Text

6.4. Statistical Sources on Media Audience and on Advertising Investment

6.5. Statistical Sources for Social and Political Research in Spain

6.6. International Statistical Sources for Social and Political Research

6.7. Advantages and Disadvantages of Using Statistical Sources

PART II: THE MAIN RESEARCH METHODS IN COMMUNICATION

7. The Nature of Data

7.1. Levels of Abstraction

7.2. Primary and Secondary Data

7.3. Quantitative and Qualitative Data and Levels of Measurement

7.4. Measurement of Data.

8. Collecting and Analysing Secondary Data

8.1. Types and Sources of Secondary Data

8.2. Suitability of Data for your Project

8.3. Authentication and Credibility

8.4. Analysing Secondary Data

9. Collecting Primary Data

9.1. Sampling

9.2. Data Collection Methods

10. Quantitative Data Analysis

10.1. Creating a Data Set

10.2. Parametric and Non-Parametric Statistics

10.3. Statistical Tests (Parametric)

10.4. Multivariate Analysis

10.5. Statistical Tests (Non-Parametric)

11. Qualitative Data Analysis

11.1. Steps in Analysing the Data

11.2. Qualitative Analysis of Texts, Documents and Discourse

12. Writing the Proposal and Writing up the Research

12.1. Formulating a Successful Research Proposal

12.2. The Main Ingredients and Sequence

12.3. Writing the Proposal

12.4. Writing up a Dissertation on a Research Project

8. REFERENCES

NOTE:

- Specific literature, relevant web links and multimedia resources will be provided in each theme. Specific videos and web portals will be adapted to the contents and the characteristic of the students.
- Required Readings, Assignments and Projects: All of the required readings are articles, book chapters, website links, together with additional references and resources referred to on the syllabus and they will be available on the platform EUSA CAMPUS VIRTUAL 2.0.

BIBLIOGRAPHY

- ALCINA, J. (1994). Aprender a investigar: métodos de trabajo para la redacción de tesis doctorales (Humanidades y Ciencias Sociales). Madrid: Compañía Literaria.
- ARIAS, F. (2006). El Proyecto de Investigación, introducción a la metodología científica. Caracas: Episteme. Disponible en pdf:http://datateca.unad.edu.co/contenidos/202030/Fidias_G._Arias_El_Proyecto_de_Investigacion_5ta._Edicion-.pdf)

- BERGANZA CONDE, M. R., y RUIZ SAN ROMÁN, J.A. (2005): Investigar en comunicación: guía práctica de métodos y técnicas de investigación social en comunicación. McGraw-Hill Interamericana de España.
- WALLIMAN, N (2010). Research Methods: The Basics. Routledge Londond and New York.

OTHER RESOURCES

- Archivos de RTVE: http://www.rtve.es/television/archivo/
- Base de datos de Tesis Doctorales: https://www.educacion.gob.es/teseo/irGestionarConsulta.do
- Centro de Investigaciones Sociológicas, C.I.S.: http://www.cis.es/cis/opencms/ES/index.html
- Centro Reina Sofía sobre Adolescencia y Juventud: http://adolescenciayjuventud.org/
- Estudio General de Medios: http://www.aimc.es/-Que-es-el-EGM-.html
- European Audiovisual Observatory http://publi.obs.coe.int/en/web/obs-portal/publications/2015
- Fundación Telefónica: https://www.fundaciontelefonica.com/
- INJUVE: http://www.injuve.es
- Instituto Nacional de Estadística, I.N.E.: http://www.ine.es
- Kantar Media: http://www.kantarmedia.com/es
- Portal de la comunicación: http://www.portalcomunicacion.com/
- Quiosco Digital: http://kiosko.net/es

9. ASSESSMENT CRITERIA

Important: These criteria could be eventually modified attending the nature of the group or exceptional circumstances.

OPTION A

Attendance & Participation (10%) (> 75%) (minimum 75%)	Regular attendance (75% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Assignments (50%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day´s readings to the entire class.
Final Project (40%)	Individual / In pairs project.
Informal in-class tests	Knowledge and understanding. They might be considered for the final assessment.

OPTION B

Attendance & Participation (under75%)	Participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Final Project (50%)	Individual project.
Final Exam (50%)	Contents of assignments.

NOTE:
- **The teacher may use other evaluation systems according to her criteria**
- **This program is subject to changes depending on the nature of the group of students and / or circumstances that may arise.**

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students´ work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		
	Lessons	Students´ work	Lessons	Students´ work	Nº	Length	Students´ work	Exams	Students´ work	Units
Week 1ª	3,0	2,0	1,0	3,0						Unit 1
Week 2ª	3,0	2,0	1,0	3,0						Unit 2
Week 3ª	3,0	2,0	1,0	3,0						Unit 2
Week 4ª	2,0	2,0	2,0	3,0						Unit 3
Week 5ª	2,0	2,0	2,0	3,0						Unit 4
Week 6ª	2,0	2,0	2,0	3,0						Unit 5
Week 7ª	2,0	2,0	2,0	3,0						Unit 6
Week 8ª	0,0	0,0	0,0	0,0	4,0	16,0				Unit 7
Week 9ª	2,0	2,0	2,0	3,0						Unit 8
Week 10ª	2,0	2,0	2,0	3,0						Unit 9
Week 11ª	2,0	2,0	2,0	3,0						Unit 10
Week 12ª	2,0	2,0	2,0	2,0						Unit 11
Week 13ª	2,0	2,0	2,0	2,0						Unit 12
Week 14ª	0,0	0,0	0,0	0,0	4,0					
Week 15ª	0,0	0,0	0,0	0,0	4,0	16,0				
Week 16ª										
Week 17ª										
Week 18ª										
Week 19ª										
Week 20ª										
	(A)	(B)	(C)	(D)	(E)		(F)	(G)	(H)	TOTAL
Horas Totales	**27**	**24**	**21,0**	**34,0**	**12,0**		**32,0**			**150,0**

Activities	
Nº	**Description**
1	Oral Presentation Midterm. Team Project.
2	Oral Presentation Final. Individual Project.
3	Tutorials.
4	
5	
6	
7	
8	

Organization	
Theoretical and practical lessons **(A)+(C)** Activities developed in the class **(E)** Exams and test **(G)**	48,0 12,0
Attendance	**60**
Study (theory and practice) **(B)+(D)** Preparation of the activities **(F)** Study for exams **(H)**	58,0 32,0
Students´ work	**90**
TOTAL (STUDENTS´ WORK)	**150**