

**Communication Research Methods**

Code: 103847  
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	3	1

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: Yes

**Prerequisites**

No comment

**Objectives and Contextualisation**

The objective of Communication Research Methods is that students obtain the knowledge and skills

they need to be able to develop (or evaluate) a study with scientific rigor.

This is a compulsory subject.

The main objective is to help students to:

- a) face up (and evaluate) a scientific research in the field of communication (Know how to act) and
- b) develop critical and self-critical ability to analyse communicative practices (Know-how)

## Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Demonstrate knowledge and skills to execute a practical and theoretical project with a scientific basis.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

## Learning Outcomes

1. Be familiar with and apply scientific method in researching audiovisual communication.
2. Build a theoretical discourse around a research subject.
3. Demonstrate a critical and self-critical capacity.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Demonstrate ethical awareness as well as empathy with the entourage.
6. Develop autonomous learning strategies.
7. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
8. Disseminate the areas knowledge and innovations.
9. Generate innovative and competitive ideas in research and professional practice.
10. Manage time effectively.
11. Raise scientific questions and establish hypotheses regarding communication research.
12. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
13. Rigorously apply scientific thinking.

## Content

Introduction: scientific activity and communication

- General characteristics of the scientific method (basic and applied)
- Thematic sections and communication: professional activity (production), legislation, audiovisual products (content analysis) and audiences (reception).
- Types and main lines of general research: social research and content analysis
- Spaces with scientific activity: academic, institutional and commercial

Stages of the scientific process

- Subject of study (What do we want to know? Cultural, social, historic and economic context)
- Developing theoretical framework (What do we know about that?)
- Developing methodological strategies (How can we get to know it?)
- Final Analysis and interpretation (what have we discovered with the research?)

Basic concepts in scientific methodology

- How to elaborate theoretical framework, theories and epistemology
- Hypothesis (or questions)
- Effects of variables (Typology)
- Univers - Sample / Corpus

Social Research (uses, consumption, reception, public opinion,...)

- Qualitative Methodology (ethnographic observation, digital ethnography, focus group, interviewing,...)
- Quantitative Methodology (survey, questionnaires, experimental research).
- Triangulation: Qualitative and Quantitative Research

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

- Qualitative Methodology: rhetorical questions, semiotic approach, narrative texts. Case study.
- Quantitative Methodology: Big Data.
- Triangulation: Qualitative and Quantitative Research

Research Trends in Catalonia and Spain

- Main lines of research and trends in international context
- Sources of information available

## Methodology

The development of the subject includes three types of activities:

Directed

- Master Classes - explanation of the basic concepts
- Seminars: the objective is to deepen the basic concepts through individual and group work
- Laboratory practical: the objective is to deepen the basic concepts through group research project

Supervised

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

Autonomous

- the students will have to make the readings indicated as obligatory and all the activities planned for a correct development of the seminars and laboratory practices

## Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Discussion seminars, Case Studies, Synthesis of scientific documents	15	0.6	2, 6, 7, 8, 9, 11
Laboratory practical	22.5	0.9	13, 12, 2, 6, 3, 9, 10
Master Classes	15	0.6	2, 7
Type: Supervised			
Custom tracking	7.5	0.3	4, 5, 6, 3
Type: Autonomous			
Laboratory practical preparation	15	0.6	13, 12, 6, 10
Reading and synthesis of scientific documents	37.5	1.5	12, 2, 4, 7, 9
Works for the development of seminars	30	1.2	13, 2, 1, 4, 5, 3, 7, 8, 9, 10, 11

## Assessment

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

- Written test: 30% (it can be repeated)
- Exercises in seminars: 20% (it can be repeated)
- Exercises in the master classes: 10%
- Laboratory practical: 40%

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). In these cases student can get a maximum of 5 and the note can not go down.

Students who have obtained a grade in 8 can choose to upload a grade from an oral test. In this case, the final grade may go down.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exercises in seminars	20%	2	0.08	13, 2, 4, 3, 7, 10
Exercises in the master classes	10%	1	0.04	13, 12, 2, 1, 4, 5, 6, 3, 7, 10, 11
Laboratory practical	40%	2	0.08	13, 1, 5, 6, 3, 7, 9, 11
Written test	30%	2.5	0.1	13, 12, 4, 5, 6, 3, 7, 8, 9, 10, 11

## Bibliography

## Basic Bibliography

- Casas, Jordi; Nin, Jordi; Julbe, Francesc (2019). *Big Data. Análisis de datos en entornos masivos*. Barcelona: UOC
- Igartua, Juan José (2006). *Métodos cuantitativos de investigación en comunicación*. Barcelona: Bosch
- Jensen, Klaus B. i Jankowski, Nicholas V. (1993). *Métodos cualitativos de investigación en comunicación de masas*. Barcelona: Bosch
- Medina, Alfons i Busquet, Jordi (2019). *La recerca en comunicació*. Barcelona: UOC
- Soriano, Jaume (2007). *L'ofici de comunicòleg: mètodes per investigar la comunicació*. Barcelona: Eumo
- Tardivo, Giuliano (2016). *Aproximación a la sociología contemporánea*. Barcelona: UOC

## Further reading

- Berger, Peter L. (2004). *Invitació a la sociologia. Una perspectiva humanística*. Barcelona: Herder
- Cuesta, Ubaldo (2000). *Psicologia social de la comunicació*. Madrid: Catedra
- Eguizabal, Raúl(2015). *Metodologías I*. Madrid: Fragua
- Eguizabal, Raúl (2016). *Metodologías II*. Madrid: Fragua
- Kellner, Douglas (2011). *Cultura mediática. Estudios culturales, identidad y política entre lo moderno y lo posmoderno*. Madrid: AKAL /Estudios Visuales

## More information:

Observatori de la Comunicació a Catalunya (OCC InCom-UAB):[observatoricomunicacio.cat](http://observatoricomunicacio.cat)