



1. General information

Course: COMMUNICATION RESEARCH METHODS

Type: CORE COURSE

Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM

Center: 12 - FACULTY OF COMMUNICATION

Year: 3

Main language: Spanish

Use of additional
languages:

Web site:

Code: 16325

ECTS credits: 6

Academic year: 2021-22

Group(s): 30

Duration: C2

Second language: English

English Friendly: Y

Bilingual: N

Lecturer: VANESA SAIZ ECHEZARRETA - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
2.09	DPTO. EN CONSTITUCIÓN		vanesa.saiz@uclm.es	Wednesday and Thursday from 10 to 12:30 and from 15 to 17:00

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

This subject belongs to the subject of Communication Theory and Journalistic Information. Its interest is twofold, on the one hand, in the academic field, it will prepare the students for the Final Degree Project, mandatory for obtaining the degree, offering them the necessary tools for its design and development. On the other hand, from a professional orientation, it familiarizes them with the investigative process and some of its main techniques which can be applied in journalism - investigative and data orientations, among others.

4. Degree competences achieved in this course

Course competences

Code	Description
E02	Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium.
E04	Capacity to read and analyse specialised texts and documents on any relevant topic, and to summarise or adapt them using language or vocabulary understandable to the general public.
E05	Basic capacity to understand informative or communicative production, either written or audiovisual, in standard English.
E07	Capacity and ability to express reasoned ideas by using rhetoric and contributions from new argumentation theories, as well as communicative techniques applied to persuasion.
E14	Capacity to experiment and innovate by learning and using techniques and methods applied to improvement of quality and self-assessment processes. Develop capacity for autonomous learning, adaptation to change and creativity-driven innovation.
E16	Critical knowledge of media influence on Education and of the relation of the media with schools, as well as of the potential of the new Information and Communication Technologies and multimedia systems for development of off-site learning and knowledge.
E18	Egalitarian awareness with regards to individuals and peoples, respect for international human rights, and knowledge of the great cultural or civilising trends related to individual and collective fundamental values.
G01	B1 level of a second foreign language, as per the Common European Framework of Reference for Languages
G04	Ethical commitment and professional ethics.
G05	Gain knowledge and understanding of Journalism by acquiring rational and critical knowledge of world current affairs in order to understand social phenomena that occur in society today.
G07	Interpret relevant data, such as key events and processes that take place in today's societies, from a synchronic perspective. The scope of this kind of knowledge should be as wide as possible, since it contributes to developing the ability to understand diversity and to fostering civic awareness and respect for alien value systems.
G09	Develop the abilities required for Journalism and Communications in general, in order to pursue further postgraduate and professional retraining studies.

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

Distinguish the specific characteristics of scientific research and assess the possibilities of application in the field of communication.

Contrast the different research methodologies and justify their suitability in relation to the objectives of each study and the research contexts.

Define an object of study and design a research project for its analysis.

Apply basic research techniques for the collection and production of information.

Use qualitative analysis techniques, fundamentally, discourse analysis.

Defend the importance of collective and collaborative work in research work.

Appreciate the ethical dimension of research and assess the impact of this activity on contemporary social and political life

6. Units / Contents

Unit 1: Introductory concepts

- Unit 1.1 Scientific knowledge
- Unit 1.2 Research processes
- Unit 1.3 Methodological strategies

Unit 2: QUANTITATIVE TECHNIQUES

- Unit 2.1 Data production and data analysis
- Unit 2.2 Surveys: sampling, design and application of questionnaires
- Unit 2.3 Audience analysis
- Unit 2.4 Analysis of social networks: Twitter as a case study of public debates

Unit 3: : OBSERVATION OF SOCIAL FACTS

- Unit 3.1 Observation and its categories
- Unit 3.2 Ethnography: field work
- Unit 3.3 Digital ethnography and adaptation of techniques

Unit 4: DIALOGICAL METHODS

- Unit 4.1 Characteristics of questionnaires and types of research interviews
- Unit 4.2 In-depth interviews and life stories
- Unit 4.3 Design, preparation and conduct of the interview

Unit 5: GROUP TECHNIQUES

- Unit 5.1 Focus group
- Unit 5.2 Other techniques: triangular groups, Delphi method Topic
- Unit 5.3 Design, dynamics and analysis of results

Unit 6: MATERIAL ANALYSIS: DOCUMENTS, OBJECTS AND DISCOURSES

- Unit 6.1 Quantitative content analysis techniques
- Unit 6.2 Qualitative discourse analysis techniques

Unit 7: DESIGN OF A RESEARCH PROJECT

- Unit 7.1 Definition of the topic, objectives and hypotheses
- Unit 7.2 Bibliography review and state of the question
- Unit 7.3 Methodological design and choice of techniques
- Unit 7.4 Field work and analysis

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Writing of reports or projects [OFF-SITE]	Practical or hands-on activities	E04 E07 E14 E17 E18 G04 G07 G09	1.2	30	Y	Y	
Class Attendance (practical) [ON-SITE]	Workshops and Seminars	E05 E17 E18 G04	0.96	24	N	-	
Class Attendance (theory) [ON-SITE]	Lectures	E05 E17 E18 G04	1.12	28	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	E04 E05 E14 G04 G09	1.28	32	N	-	
Final test [ON-SITE]	Assessment tests	E07 G04 G09	0.16	4	Y	Y	
Group tutoring sessions [ON-SITE]	Group tutoring sessions	E18 G04	0.16	4	N	-	
On-line debates and forums [OFF-SITE]	Online Forums	E05 E07 E18 G04 G09	0.08	2	N	-	
Analysis of articles and reviews [OFF-SITE]	Reading and Analysis of Reviews and Articles	E04 E05 G04 G09	1.04	26	N	-	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	40.00%	50.00%	The test will consist of two parts: theoretical and practical. A minimum of 4 must be obtained in each part to do an arithmetic mean.
Practicum and practical activities reports assessment	50.00%	50.00%	A minimum of 4 must be obtained in each part to do an arithmetic mean.
Assessment of active participation	10.00%	0.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Study and Exam Preparation [AUTÓNOMA][Self-study]	32
Final test [PRESENCIAL][Assessment tests]	4
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4
On-line debates and forums [AUTÓNOMA][Online Forums]	2
Unit 1 (de 7): Introductory concepts	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	2
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	2
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	2
Unit 2 (de 7): QUANTITATIVE TECHNIQUES	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	6
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	4
Unit 3 (de 7): : OBSERVATION OF SOCIAL FACTS	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	4
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	2
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	4
Unit 4 (de 7): DIALOGICAL METHODS	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	4
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	2
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	4
Unit 5 (de 7): GROUP TECHNIQUES	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	4
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	2
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	4
Unit 6 (de 7): MATERIAL ANALYSIS: DOCUMENTS, OBJECTS AND DISCOURSES	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	4
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	6
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	4
Unit 7 (de 7): DESIGN OF A RESEARCH PROJECT	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	6
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	6
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	4
Global activity	
Activities	hours
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	24
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	30
Class Attendance (theory) [PRESENCIAL][Lectures]	28
Final test [PRESENCIAL][Assessment tests]	4
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4
On-line debates and forums [AUTÓNOMA][Online Forums]	2
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	26
Study and Exam Preparation [AUTÓNOMA][Self-study]	32
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Portilla, Idoia	Técnicas de investigación on line http://dadun.unav.edu/bitstream/10171/21949/1/Te%CC%81cnicas%20de%20investigacio%CC%81n%20online.pdf				2009	
AIMC	Recursos de la Asociación para la Investigación de Medios de Comunicación https://www.aimc.es/descargas/descargas-gratuitas/	AIMC				
Portilla, Idoia	Fuentes de información en las áreas de comunicación y marketing en España	Universidad de Navarra			2017	

	http://dadun.unav.edu/bitstream/10171/23608/6/FUENTES_DE_INFORMACION_marzo2017.pdf			
Alonso, Luis Enrique	La mirada cualitativa en sociología : una aproximación inter	Fundamentos	84-245-0776-2	2003
Azofra, María José	Cuestionarios	Centro de Investigaciones Sociológicas	84-7476-272-3	1999
Callejo Gallego, Javier	El grupo de discusión, introducción a una práctica de invest	Ariel	8434428792	2001
Cea D'Ancona, María Ángeles	Metodología cuantitativa: estrategias y técnicas de investig	Síntesis	84-7738-420-7	1996
Conde, Fernando	Análisis sociológico del sistema de discursos	Centro de Investigaciones Sociológicas	978-84-7476-477-2	2010
Corbetta, Piergiorgio	Metodología y técnicas de investigación social	McGraw-Hill	978-84-481-5610-7	2007
Del fresno, M.	Netnografía	UOC	9788497883856	2011
Geertz, C.	La interpretación de las culturas	Gedisa	84-7432-333-9	2005
Gordo, Angel y Serrano, Araceli	Estrategias y prácticas cualitativas de investigación social	Pearson Educación	978-84-8322-420-5	2008
Jauset Berrocal, Jordi A. (1955-)	Estadística para periodistas, publicitarios y comunicadores	Editorial UOC	978-84-9788-589-8	2007
Lozano, Jorge	Análisis del discurso : hacia una semiótica de la interacció	Cátedra	978-84-376-0362-9	2007
Palacios, M. y Díaz Noci, J.	Ciberperiodismo. Métodos de investigación			
	https://web-argitalpena.adm.ehu.es/pdf/UWLGCI7246.pdf			
Velasco, Honorio	La lógica de la investigación etnográfica : un modelo de tra	Trotta	978-84-8164-628-3	2009
Vilches (Coord.)	a investigación en comunicación. Métodos y técnicas en la era digital	Gedisa	Barcelona 978-84-9784-669-1	2011
	El análisis de la realidad social : métodos y técnicas de in	Alianza	84-206-8663-8	2005
	Historia y fuente oral	Universitat de Barcelona	0214-7610	1989
	Investigar mediante encuestas : fundamentos teóricos y asp	Síntesis	84-7738-598-X	1998
	Métodos y técnicas cualitativas de investigación en Ciencias	Síntesis	978-84-7738-226-3	2007
Huertas Bailen, Amparo	Yo soy la audiencia: ciudadanía, público, mercado	UOC		2015
López, Guillermo (López García)	Periodismo digital : redes, audiencias y modelos de negocio	Comunicación Social,	978-84-15544-93-7	2015
	Análisis de audiencias y estrategias de visibilidad	UOC	9788490298152	2013
Callejo, Javier	Investigar las audiencias: un análisis cualitativo	Paidós Ibérica	84-493-1065-2	2001
Quintas, N. y Gonzalez, A.	Participación de la audiencia en la televisión	AIMC		2015
	http://ruc.udc.es/dspace/bitstream/handle/2183/16235/Gonzalez_Neira_Ana_2015_Participacion_Audiencias_Television.pdf?sequence=5&isAllowed=y			