

**1. General information****Course:** COMMUNICATION RESEARCH METHODS**Code:** 16325**Type:** CORE COURSE**ECTS credits:** 6**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Academic year:** 2023-24**Center:** 12 - FACULTY OF COMMUNICATION**Group(s):** 30**Year:** 3**Duration:** C2**Main language:** Spanish**Second language:** English**Use of additional languages:****English Friendly:** Y**Web site:****Bilingual:** N**Lecturer:** VANESA SAIZ ECHEZARRETA - Group(s): 30

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**2. Pre-Requisites**

Not established

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

This subject belongs to the Theory of Communication and Journalistic Information. Its interest is twofold, on the one hand, in the academic field, it will prepare students for the elaboration of the Final Degree Project, mandatory for obtaining the degree, offering them the necessary tools for its realization. On the other hand, from a professional orientation, it familiarizes them with the investigative process and some of its main techniques that can be applied in journalistic practice -both investigative and precision journalism itself, as well as any other type of specialized journalism. Finally, this course provides transversal sociological knowledge regarding the functioning of communicative processes in contemporary societies, and generates a constant reflection and approach to the idea of scientific rigor in the investigation of social processes, which is especially useful in a context of growing fear of disinformation and the dissemination of false or fake news.

**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**

Learning and implementing rigorous research processes in social sciences, by developing mental processes aimed at formulating and answering research questions, selecting appropriate instruments, and incorporating theoretical and practical knowledge of a range of research techniques commonly used in social sciences.

Distinguishing the specific characteristics of scientific research and assessing its possibilities of application in the field of communication.

Contrasting different research methodologies and justifying their suitability in relation to the objectives of each study and the research contexts. Defining a research subject and designing a research project for its analysis.

Applying basic research techniques for data collection and production of information.

Using qualitative analysis techniques, primarily discourse analysis, with an approach to the discursive dimension of cultural processes.  
 Learning to identify and mitigate biases in research processes.  
 Advocating for the importance of collective and collaborative work in research endeavors.  
 Appreciating the ethical dimension of research and assessing its impact on contemporary social and political life.

## 6. Units / Contents

### Unit 1: Introductory concepts

Unit 1.1 Scientific knowledge

Unit 1.2 Research processes and methodological strategies

### Unit 2: DESIGN A RESEARCH PROJECT (CROSS-SECTIONAL)

Unit 2.1 Definition of the topic, objectives and hypotheses

Unit 2.2 Bibliography review and state of the question

Unit 2.3 Operationalization of variables and research biases

Unit 2.4 Methodological design and choice of techniques

Unit 2.5 Field work and analysis

### Unit 3: MATERIAL ANALYSIS: DOCUMENTES, DISCOURSES AND OBJETCS

Unit 3.1 Principles of communication as transmission and reproduction of culture

Unit 3.2 Qualitative discourse analysis

Unit 3.3 Quantitative content analysis techniques

### Unit 4: DIALOGICAL METHODS

Unit 4.1 Characteristics of questionnaires and types of research interviews

Unit 4.2 semi-structured, 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: OBSERVATION OF SOCIAL FACTS

Unit 6.1 Ethnography: a complex research method Observation and its categories

Unit 6.2 Ethnography: nondirective interviews, observation, fieldwork, fieldwork diary

Unit 6.3 Digital ethnography and adaptation of techniques

### Unit 7: QUANTITATIVE TECHNIQUES

Unit 7.1 Surveys: sampling, design and application of questionnaires

Unit 7.2 Audience analysis

Unit 7.3 Analysis of social networks: Twitter as a case study of public debates

## ADDITIONAL COMMENTS, REMARKS

This teaching guide is intended as a working tool, a planning proposed by the teacher of the subject but that, once the work and dialogue in the classroom has begun, it should function as a living, modifiable and flexible instrument.

For this, in the development of the subject there will be room for the negotiation of its execution that will take into account the needs, feelings, projects and expectations shared by the group (teacher-students) during the teaching-learning process. The reformulations, incorporations, etc. that may occur will be established throughout the course and will be fixed in writing in the shared space of the virtual campus.

## 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 E18 G04 G07 G09	2.2	55	Y	Y	Autonomously applied exercises will be carried out, with support through group tutorials: definition of objects of study, data analysis, focused observation, methodological design, interview role-playing, interviews, etc.
Class Attendance (practical) [ON-SITE]	Workshops and Seminars	E05 E18 G04	0.96	24	N		The evaluable exercises will be worked on and oriented in groups. Approaches, definition of the objects of study, difficulties in the implementation of different methodologies, etc. will be discussed.
Class Attendance (theory) [ON-SITE]	Lectures	E05 E18 G04	1.04	26	N		Presentations will be made on the most relevant concepts and issues of the syllabus. The theoretical sessions will also include the discussion of texts that students must have previously prepared independently and that will be provided through the virtual campus.
Study and Exam Preparation [OFF-SITE]	Self-study	E04 E05 E14 G04 G09	1.32	33	N		The materials on the theoretical classes will be read beforehand, in addition to their study for the final theoretical test.

Final test [ON-SITE]	Assessment tests	E07 G04 G09	0.24	6	Y	Y	The characteristics of the evaluation tests will be detailed through the virtual campus. There will be two tests, one of the tests will deal with the theoretical contents and the other one will consist of a practical exercise that demonstrates the acquisition of competences in social research design.
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	-	Complementary materials. As the course progresses, both teachers and students will be able to post complementary materials that will serve mainly to exemplify or expand on issues that have been discussed in the classroom. The general forum will be used for this purpose. Questions and doubts about the subject - of all kinds - will be asked through the General Forum. Questions about the subject will not be answered by e-mail. The use of the Forum allows that the doubts of a student can be answered and, from this, the rest of the group benefits, since the questions or problems are usually collective.
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%	During the official evaluation period, two tests will be conducted. A theoretical test of 1.5 hours duration and a practical test of 1.5 hours duration, with a break in between. As stated in the regulations, in order to be averaged with the rest of the grades of the course, each of the tests must reach a 4.
Practicum and practical activities reports assessment	50.00%	50.00%	It will include the evaluable exercises carried out throughout the four-month period and the final group work that will be developed throughout the course. A minimum of 4 must be obtained in this part to do an arithmetic mean.
Assessment of active participation	10.00%	0.00%	This evaluation will be based on the results of exercises performed in the classroom, knowledge tests, etc.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

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).

#### Evaluation criteria for the final exam:

##### Continuous assessment:

This course will apply the evaluation criteria agreed upon in the UCLM Evaluation Regulations, as well as the specific evaluation rules approved by the Faculty Board of the center.

Grades from previous courses will not be kept.

A 4 out of 10 must be obtained to pass each evaluable item in order to be averaged. If the arithmetic average is higher than 5 but any of the parts does not reach 4, the grade will be 4.5.

This schedule may be adapted and slightly modified in the event of any extraordinary measures related to the COVID-19 health pandemic. However, even in an unforeseen scenario, we will try to maintain the evaluation percentages as closely as possible to what is indicated in this guide.

##### Non-continuous evaluation:

This course will apply the evaluation criteria agreed upon in the UCLM Evaluation Regulations, as well as the specific evaluation rules approved by the Faculty Board of the center.

Grades from previous courses will not be kept.

A 4 out of 10 must be obtained to pass each evaluable item in order to be averaged. If the arithmetic average is higher than 5 but any of the parts does not reach 4, the grade will be 4.5.

#### Specifications for the resit/retake exam:

The grade of the group work of previous courses is not maintained, students must retake the entire subject.

This course will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation rules approved by the Faculty.

A 4 out of 10 must be obtained to pass each evaluable item to be averaged. If the arithmetic average is higher than 5 but any of the parts does not reach 4, the grade will be 4.5.

**Specifications for the second resit / retake exam:**

The same items will be applied as in the non-continuous evaluation (50% final exam, 50% internship report).

This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation rules approved by the Faculty.

Grades from previous courses will not be kept.

A 4 out of 10 must be obtained to pass each evaluable item in order to be averaged. If the arithmetic average is higher than 5 but any of the parts does not reach 4, the grade will be 4.5.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	27
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	2
Final test [PRESENCIAL][Assessment tests]	6
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4
On-line debates and forums [AUTÓNOMA][Online Forums]	2
<b>General comments about the planning:</b> This planning can be modified according to the development and needs of the course. Also, it should be noted that topic 2 will be seen with a cross-sectional logic throughout the course.	
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
Unit 2 (de 7): DESIGN A RESEARCH PROJECT (CROSS-SECTIONAL)	
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]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 3 (de 7): MATERIAL ANALYSIS: DOCUMENTES, DISCOURSES AND OBJETCS	
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
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Unit 4 (de 7): DIALOGICAL METHODS	
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
Study and Exam Preparation [AUTÓNOMA][Self-study]	5
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
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 6 (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
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 7 (de 7): QUANTITATIVE 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
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Global activity	
Activities	hours
Class Attendance (practical) [PRESENCIAL][Workshops and Seminars]	24
Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities]	55
Class Attendance (theory) [PRESENCIAL][Lectures]	26
Final test [PRESENCIAL][Assessment tests]	6
On-line debates and forums [AUTÓNOMA][Online Forums]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	33
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4
<b>Total horas: 150</b>	

## 10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Portilla, Idoia	Fuentes de información en las áreas de comunicación y marketing en España <a href="http://dadun.unav.edu/bitstream/10171/23608/6/FUENTES_DE_INFORMACION_marzo2017.pdf">http://dadun.unav.edu/bitstream/10171/23608/6/FUENTES_DE_INFORMACION_marzo2017.pdf</a>	Universidad de Navarra			2017	
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	
AIMC	Recursos de la Asociación para la Investigación de Medios de Comunicación <a href="https://www.aimc.es/descargas/descargas-gratuitas/">https://www.aimc.es/descargas/descargas-gratuitas/</a>	AIMC				
Del fresno, M.	Netnografía	UOC		9788497883856	2011	
Geertz, Clifford	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; Peñamarín, Cristina; Abril, Gonzalo	Análisis del discurso : hacia una semiótica de la interacción	Cátedra		978-84-376-0362-9	2007	
Palacios, M. y Díaz Noci, J.	Ciberperiodismo. Métodos de investigación <a href="https://web-argitalpena.adm.ehu.es/pdf/UWLGC17246.pdf">https://web-argitalpena.adm.ehu.es/pdf/UWLGC17246.pdf</a>					
Velasco, Honorio	La lógica de la investigación etnográfica : un modelo de tra	Trotta		978-84-8164-628-3	2009	
Vilches (Coord.)	La 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	
Touri, Maria, & Koteyko, Neyla	Using corpus linguistic software in the extraction of news frames: towards a dynamic process of frame analysis in journalistic texts <a href="https://doi.org/10.1080/13645579.2014.929878">https://doi.org/10.1080/13645579.2014.929878</a>				2015	
Bednarek Monika y Carr Georgia	Computer-assisted digital text analysis for journalism and communications research: introducing corpus linguistic techniques that do not require programming <a href="https://journals.sagepub.com/doi/10.1177/1329878X20947124">https://journals.sagepub.com/doi/10.1177/1329878X20947124</a>				2021	
Noorjite, Marres	Digital Sociology: The Reinvention of Social Research	Polity Press			2017	
Howard, Becker	Datos, pruebas e ideas: Por qué los científicos sociales deberían tomárselos más en serio y aprender de sus errores	Siglo XXI			2019	
Becker, Howard	Trucos del oficio: cómo conducir su investigación en ciencias sociales	Siglo XXI			2009	