Research methodologies for journalism

Academic Year: (2019 / 2020) **Review date: 21-04-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: EIROA SAN FRANCISCO, MATILDE

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

OBJECTIVES

Instrumental skills: capacity planning, and organization apprehension of basic general knowledge of the research methodology.
Interpersonal skills: teamwork.
Systemic skills: ability to apply knowledge in practice, research, design and project management, initiative and entrepreneurship, objectives skills.

DESCRIPTION OF CONTENTS: PROGRAMME

Lesson 1-Introduction to research.
Lesson 2- Planning of the research and design of a project.
Lesson 3.- Quantitative methods in communication.
Lesson 4.- Analysis of content
Lesson 5.- Qualitative methods in communication (I)
Lesson 6.- Qualitative methods in communication (II), Observation and Case studies
Lesson 7.- Experimental and digital methods.
Lesson 8.- Trends in communication research

LEARNING ACTIVITIES AND METHODOLOGY

Active methodology through the development of a research project about a topic selected by the students.

ASSESSMENT SYSTEM

Learning outcomes will be measured based on the following criteria:
1. 60% for Final Exam. To pass the course, every student need to obtain 3 points, at least, in final exam. 2. 40% of the grade for continuous assessment. Here, students need to divide into groups of three to five. Continuous assessment implies design, conduct and report a research project by applying ONE research methodology, at least, taught on lectures. Grading for continuous assessment will be distributed as follows: 1) Blueprint or Research proposal (5%); 2) Final Research Report (25%); 3) Class attendance, frequency and quality of contribution to class discussion and uploading weekly assignments (10%). Besides this, because we are in communication studies, you should miss tends points or full points because of awkward, semantic and syntactical improprieties and colloquialisms. In the Final Exam the percentage of the qualifications will be the 60% of the theoretic issues and the 40% of the practical tasks. In the Extraordinary Exam the theoretic issues will be the 100% of the qualifications.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- ROGERS, R. Digital methods, , The MIT Press, Cambridge, 2013
- WHITE, P, Developing research questions. A guide for social scientists, , Palgrave Macmillan, 2009