



SUBJECT: Research Methodology in the Field of Media Communication

MASTER DEGREE: Master in Applied Research to Mass Media

ECTS: 6

QUARTER: 1º

TIMETABLE FOR THE SUBJECT

WEEK	SESSIONS	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1	1 and 2	Presentation of topic #1: What is Research? Conduction of practice corresponding to topic #1: "El método científico aplicado a la investigación en comunicación social", de J.J. Igartua y M.L. Humanes	X	X	Classroom	Reading material for the practice corresponding to topic #1	3	3
2	3 and 4	Presentation of topic #2: The Research Process Conduction of practice corresponding to topic #2: "Planificación de la investigación en Comunicación: fases del proceso", de O. Del Río y T. Velázquez	X	X	Classroom	Reading material for the practice corresponding to topic #2	3	3
3	5 and 6	Presentation of topic #3: Quantitative Research Methods Viewing of some parts of the workshop by Prof. Gil de Zúñiga for a better understanding of some key concepts in quantitative methodology	X	X	Classroom	Viewing of workshop by Prof. H. Gil de Zúñiga	3	3



4	7 and 8	Presentation of topic #4: Survey Research Conduction of practice corresponding to topic #4: "La senda tortuosa de la 'calidad' de la encuesta" de M.A. Cea D'Ancona	X	X	Classroom	Reading material for the practice corresponding to topic #4	3	3
5	9 and 10	Presentation of topic #5: Content Analysis Conduction of the first practice corresponding to topic #5: Design of a code	X	X	Classroom		3	3
6	11 and 12	Presentation of topic #5: Content Analysis Conduction of the second practice corresponding to topic #5: Extracting frequencies and cross tabs and learning how to read results	X	X	Computer classroom	Coding of 400 messages in order to practice with SPSS to extract frequencies and crosstabs	3	4
7	13 and 14	Presentation of topic #6: Experimental Research Conduction of the practice corresponding to topic #6: "La investigación mediante experimentos. El reto de estudiar causas y efectos", de J.A. Ruiz San Román	X	X	Classroom	Reading material for the practice corresponding to topic #6	3	3
8	15 and 16	Presentation of topic #7: Qualitative Research Methods Conduction of the practice corresponding to topic #7	X	X	Classroom	Reading material for the practice corresponding to topic #7	3	3
9	17 and 18	Presentation of topic #8: Intensive interviews Conduction of the practice corresponding to topic #8	X	X	Classroom	Reading material for the practice	3	3



						corresponding to topic #8		
10	19 and 20	Presentation of topic #9: Focus groups Conduction of the practice corresponding to topic #9 "La metodología de investigación mediante grupos de discusión"	X	X	Classroom	Reading material for the practice corresponding to topic #9	3	3
11	21 and 22	Presentation of topic #10: Field observation Conduction of the practice corresponding to topic #10	X	X	Classroom	Reading material for the practice corresponding to topic #10	3	3
12	23 and 24	Presentation of topic #11: How to Present the Results of a Scientific Research Conduction of the practice corresponding to topic #11	X	X	Classroom	Reading material for the practice corresponding to topic #11	3	3
13	25 and 26	Exam Solving doubts on the final works	X	X	Classroom	Writing of the final works	3	4
14	27 and 28	Exposure and critical comments on the final works	X	X	Classroom	(Re)writing of the final works	3	4
TOTAL HOURS							45	48