COURSE DATA

DATA SUBJECT

Code: 36602
Name: Research methodologies
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	3	Second quarter
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Complementos formativos de carácter optativo	ELECTIVES
1333 - Degree in Audiovisual Communication	Complementos formativos de carácter optativo	ELECTIVES

COORDINATION

GALAN CUBILLO ESTEBAN

SUMMARY

Research Methodologies is an elective course of the Degree in Audiovisual Communication.

The contents begin with the explanation of the scientific method and its techniques. It addresses the explanation of communication as an object of study and the characteristics of research in communication: human communication and mass communication. Current trends in communication research within the information society and research methods in communication are studied, classifying types of knowledge and epistemology. The section dedicated to methodologies focuses on the research process from the analysis of strategies and design; the types of research and the research problem. The beginning of the process: state of the art, objectives/hypotheses, object of study: review of existing knowledge, objectives and hypotheses: characteristics and delimitations of the object of study. Finally, research techniques, both qualitative and quantitative, are addressed. The subject also pays attention to research carried out on the Internet and digital platforms and current trends in communication research.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No other types of requirements are considered.

COMPETENCES / LEARNING OUTCOMES

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Students must be able to define research topics or innovative personal creation that could contribute to the knowledge or development of audiovisual languages and their interpretation. They must be able to adequately expose the results of their research either orally or through audiovisual and computerised means, according to the standards of the disciplines of communication.

Students must be able to develop their own work, both in terms of creation and research, whilst putting into practice the skills that they have acquired. They must know how to take responsibility for their own projects (although this would be under the guidance of a tutor).

Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.

Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

DESCRIPTION OF CONTENTS

Topic 1: Ideas and Beliefs

Exploration of the relationship between ideas, beliefs, and scientific knowledge. Analysis of how conceptual frameworks influence research development.

1.1. Concept of idea and belief in knowledge construction

1.2. Influence of beliefs on the scientific research process

Topic 2: How to Write a Doctoral Thesis

Process of selecting, designing, and writing an academic research project. Review of the essential phases of a doctoral thesis as an example of advanced research.

2.1. Topic selection and research problem formulation

2.2. Structure and phases of a doctoral thesis

Topic 3: Information, Science, and Wisdom

Reflection on the concepts of information, knowledge, and wisdom in the context of the knowledge society.

3.1. Differences between data, information, knowledge, and wisdom

3.2. Knowledge management in the information society context

Topic 4: The Scientific Method Applied to Media Communication Research

Presentation of the scientific method and its specific application to communication research.

4.1. Characteristics of the scientific method in social sciences

4.2. Application of the scientific method to media studies

Topic 5: Planning Research in Communication. Phases of the Process

Study of the essential phases of the research process: problem definition, literature review, objective formulation, method selection, and analysis planning.

5.1. Problem definition and literature review

5.2. Methodological design and selection of research techniques

Topic 6: Qualitative Techniques

Description and application of key qualitative techniques: in-depth interviews, focus groups, and participant observation.

6.1. In-depth interviews and focus groups

6.2. Participant observation and qualitative data analysis

Topic 7: Quantitative Techniques

Presentation of the most commonly used quantitative techniques in communication: surveys and statistical data analysis.

7.1. Design and implementation of communication surveys

7.2. Basic statistical analysis of quantitative data

Topic 8: Easy Statistics

Introduction to basic concepts of descriptive and inferential statistics applied to communication research.

8.1. Basic concepts of descriptive statistics

8.2. Introduction to inferential statistics in communication

Topic 9: Guide to Writing a Scientific Article

Structure, style, and writing phases of a scientific article following the IMRYD format.

9.1. IMRYD structure: introduction, methods, results, and discussion

9.2. Quality criteria and style in scientific writing

Topic 10: The Use of Artificial Intelligence in Research

Current applications of AI in communication research: data analysis, writing support, and literature review.

10.1. AI tools for data analysis in communication

10.2. AI applications in writing and reviewing research projects

Learning outcomes

These contents will be reflected in the following learning outcomes:

- Define innovative research topics or personal creative projects.
- Appropriately present research results orally or through audiovisual or computer media.
- Take responsibility for their own project.
- Develop a creative or research-based work.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
Total hours	**45,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	22,50
Independent study and work	22,50
Preparation of lessons	7,50
Preparation for assessment activities	7,50
Resolution of case studies	7,50
Total hours	**67,50**

TEACHING METHODOLOGY

Face-to-face activities

Face-to-face teaching will follow the following methodologies:

- **Lecture-based teaching.** Lectures will serve to introduce the fundamental concepts of the course.
- **Solving theoretical and practical problems.** Problem-solving activities will enable the application of methodological content to practical cases.
- **Classroom presentations and group work.** Group presentations will foster communication, argumentation, and teamwork skills.

Non face-to-face activities

Students will carry out the following non-face-to-face activities:

- **Preparation of individual or group assignments.**
- **Autonomous study and work.**
- **Class preparation.**
- **Preparation of evaluation activities.**
- **Resolution of practical cases.**

These activities will be carried out as follows:

Students will independently complete research assignments related to the course content, both individually and in groups. They are also expected to dedicate time to studying theoretical content, preparing classes for active participation, and reviewing materials for evaluation. Additionally, students will solve practical cases related to methodological issues raised in class.

Sustainable Development Goals

This course especially addresses the following Sustainable Development Goals:

- **SDG 4. Quality education:** Target 7: Ensure that students acquire the theoretical and practical knowledge needed to promote sustainable development, human rights, gender equality, a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity.
- **SDG 5. Gender equality:** Target 1: End all forms of discrimination against all women and girls everywhere.

EVALUATION

Assessment in the first examination period

The assessment in the first examination period will be carried out in the following way:

- **Final written exam (40%).** Individual written exam on the theoretical and practical content

covered throughout the course. It can be made up in the second session by submitting an individual theoretical and practical assignment. A minimum score of 4 out of 10 in this section is required to pass the course. It can be made up in the second examination period.

- **Presentation of outlines, summaries, and assigned texts through oral exposition (40%).** Group presentation of a research paper related to the course content. Clarity of presentation, appropriate use of methodological concepts, and teamwork skills will be assessed. A minimum score of 4 out of 10 in this section is required to pass the course. It can be made up in the second examination period.
- **Assessment of attitude and participation in class dynamics (20%)**. Includes class participation, resolution of methodological problems, and submission of practical exercises. It cannot be made up in the second examination period.

Assessment in the second examination period

The assessment in the second examination period will maintain, if applicable, the grades obtained in the blocks passed in the first examination period. The evaluation of the blocks failed or not presented will be carried out in the following way:

- **Final Written Exam (40%).** Individual written exam covering the theoretical and practical content addressed throughout the course. A minimum score of 4 out of 10 is required in this component for it to be averaged with the others.
- **Submission of Outlines, Summaries, and Assigned Texts (40%).** Individual research work related to the course content. Assessment will focus on clarity of exposition, appropriate use of methodological concepts, and the ability to work collaboratively. The teaching staff may require an in-person oral defense of the work if deemed necessary. A minimum score of 4 out of 10 is required in this component for it to be averaged with the others.
- **Assessment of Attitude and Participation in Class Activities (20%).** This component cannot be retaken during the second examination period**.** The grade obtained in the first examination session will be retained.

Remarks

- Spelling and grammatical correctness will be required in the exam as well as in the rest of the tests, exercises or written assignments. Each failure will result in a reduction of the grade obtained, which may even lead to failure.
- In the case of plagiarism in an evaluation work, this may be marked with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if appropriate, the appropriate sanction in accordance with current legislation.
- Intellectual honesty is vital in academic communities, and for the fair evaluation of student work. All papers presented in this course must be of original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if their use is part of the contents of the course or is authorized by the teaching staff.

REFERENCES

Basic references

- Busquet, D. J. & Medina, C. A. (2018). *La investigación en comunicación: ¿Qué debemos saber? ¿Qué pasos debemos seguir?* Barcelona: Editorial UOC.
- Berganza, M.R., y otros (2005). *Investigar en comunicación. Guía práctica de métodos y técnicas de investigación social en comunicación.* Madrid: McGraw-Hill.

Additional references

- Canales Cerón, M. (2018). *Metodologías de la investigación social.* Pearson Educación.
- Eco, U. (2010). *Cómo se hace una tesis.* Barcelona: Gedisa.
- Lamo de Espinosa, E., González, M., y López, C. (1994). *La sociología del conocimiento y de la ciencia.* Madrid: Alianza Editorial.
- Ortega y Gasset, J. (1940). *Ideas y creencias.* Madrid: Revista de Occidente.
- Sierra, F. (2007). *La investigación en comunicación social: guía práctica de métodos y técnicas de investigación social en comunicación.* Madrid: McGraw-Hill.
- Téllez, J.F., y otros (2021). *Guía práctica para redactar artículos científicos en ciencias sociales.* Valencia: Universitat de València.
- VV.AA. (2024). *Por dónde empezar con la Inteligencia Artificial en la investigación.* LSE Impact Blog.