

**COURSE DATA****DATA SUBJECT****Code:** 36652**Name:** Research methods and techniques in social communication**Cycle:** Undergraduate Studies**ECTS Credits:** 4.5**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	3	Second quarter
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Optatividad	ELECTIVES
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COORDINATION

MERCADO SAEZ MARIA TERESA

SUMMARY

This subject, belonging to the elective module, introduces Journalism students to the methodological foundations necessary to carry out communication research using recording and validation techniques that have historically been defined and consolidated as analytical tools. Its aim is to provide students with basic tools to approach any communication research through an appropriate methodological exploration, regardless of whether the object of study is the sender, the audience, the content, or the media and platforms.

The course begins by addressing the scientific method, the stages of the research process, and the objects of study specific to social communication, and then introduces the main research techniques used, both quantitative and qualitative. At the same time, by reviewing published studies in the form of scientific articles that apply the techniques covered, students will become familiar with the main lines of research and projects in the academic field of communication.

This subject contributes to the Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), and also to SDGs 5 (Gender Equality), 9 (Industry, Innovation and Infrastructure), and 13



(Climate Action), through the topics addressed in the classroom research projects.

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 previous knowledge is necessary.

COMPETENCES / LEARNING OUTCOMES

1334 - Degree in Journalism

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

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.

DESCRIPTION OF CONTENTS

1. Methodological approaches: the scientific method, objects of study, research designs and techniques

This unit introduces the foundations of scientific knowledge and its application in academia. It explains how scientific knowledge is constructed and how it differs from other forms of knowledge.

- Characteristics of the scientific method
- Research process stages.

2. Quantitative methodologies: characteristics, typologies and uses

This unit presents the main methods for measuring and analysing communicative phenomena with numerical data using examples from research in Social Communication.



- Content analysis
- Surveys
- Experiments

3. Qualitative methodologies: characteristics, typologies and uses

This unit focuses on techniques aimed at understanding meanings, experiences and communicative processes from an interpretative and contextual perspective, using examples from Social Communication research.

- Critical discourse analysis
- In-depth interviews
- Discussion groups
- Participant observation

4. Main lines of research in communication

This unit contextualises the use of the scientific method in the study of communicative phenomena. It analyses the specificity of the field of Communication as a research object.

- Research paradigms in communication
- Objects of study

5. Data recording techniques, standards and validation

This unit addresses the essential procedures for collecting, storing, organising and validating data in communication research.

- Data recording techniques
- Quality standards in data collection
- Validation of techniques and instruments

This content plan will be reflected in the following learning outcomes:

- Apply appropriate methodological tools to the empirical research of the media and social networks.
- Establish connections between available empirical evidence and theoretical or merely descriptive arguments.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	20,00
Computer classroom practice	25,00
Total hours	45,00

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	27,50
Independent study and work	40,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	67,50

TEACHING METHODOLOGY

MD5 Seminars and workshops

MD7 Problem-solving classes and case studies

MD8 Individual study and autonomous work

MD9 Group study and autonomous work

MD1 Theoretical classes (lectures or presentations with student participation)

Teaching for this course combines theoretical and workshops delivered in person.

- The theoretical sessions focus on presenting the conceptual foundations outlined in the content section. To reinforce these concepts, real research studies are used as examples to contextualize knowledge and foster critical thinking.
- The workshops are aimed at developing skills through exercises addressing methodological issues, as well as reading and discussing published scientific articles that apply the research techniques explained in the theoretical classes.

Both types of sessions are complemented by individual and group self-directed study and work, the latter including public presentations in class.

In addition, guest experts may participate through keynote lectures, provided the schedule allows.

EVALUATION

The general grading system will follow the Evaluation and Grading Regulations of the University of Valencia for undergraduate and master's degrees, approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).



- Examination of theoretical content (and reflection): 50%
- Assessment of complementary training activities (participation in workshops, seminars, etc.) through submitted reports: 10%
- Evaluation exercises and resolution of practical cases, problems and activities: 15%
- Evaluation of individual and/or group assignments: 25%

First call

- Test exam on theoretical content: 50%
- Evaluation of exercises and workshops completed in class: 25%
- Evaluation of group work and presentation (maximum 3 people): 25%

In order for all three assessment components to count, the final theoretical exam must be passed with a minimum score of 5 out of 10.

If the proposed class exercises are not completed, it is possible to take an exam on the content covered in them (supplementary material used in the workshops).

If the group work is not completed, a supervised individual project may be submitted in the second call. If the theoretical part is not passed, grades obtained in class (workshops and group project) will be kept for the second call.

Second call

Exam on theoretical content (50%)

If the proposed class exercises or group work are not passed:

- Exam on the content covered in workshops in class (25%)
- Submission of a supervised individual project if the group work was not completed: 25%

Academic honesty

Intellectual honesty is essential in academic communities and for the fair assessment of students' work. All assignments submitted for this course must be original work. Assignments that involve fraudulent collaboration or are composed with the help of artificial intelligence (ChatGPT or others) will not be accepted, unless their use is part of the course content and is authorized by the instructor.

Plagiarism or any other form of academic dishonesty may result in a grade of zero and the suspension of the exam session, without prejudice to any sanctions established by current regulations.

The following are also considered serious offenses and may result in immediate suspension of the exam



session: copying or allowing the copying of assignments, appropriating the content of an exam, altering or destroying evaluable results, or impersonating someone in an exam. These offenses must be reported to the Degree Coordination.

Assignments and exams containing spelling, syntactic, coherence, or writing errors may be penalized and, in severe cases, lead to failing the corresponding exam or task.

REFERENCES

Basic references

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Díaz-Noci J. (2020). Guía de métodos de investigación aplicados al entorno digital. En C. Lopezosa C., J. Díaz-Noci y L. Codina (eds.) *Methodos. Anuario de Métodos de Investigación en Comunicación Social* (pp. 4-19). Universitat Pompeu Fabra.

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Ruiz Olabuénaga, J. I. (2012). *Metodología de la investigación cualitativa*. Universidad de Deusto.

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Complementary references

Berganza Conde, M. R. y Ruiz San Roman, J.A. (2005). *Investigar en comunicación*. McGraw-Hill.

Brennen, B. (2017). *Qualitative Research Methods for Media Studies*. Routledge.

Callejo, J. (2002) Observación, entrevista y grupos de discusión: el silencio de tres prácticas de investigación. *Revista Española de Salud Pública*, 76, 409-422.

Jensen, K.B. y Jankowski (eds.) (1993). *Metodologías cualitativas de investigación en comunicación de masas*. Bosch.

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Gómez-Escalonilla, G. y Caffarel-Serra, C. (2022). *Mapa de los grupos de investigación en comunicación en*



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Taylor, S.J. y Bodgan, R. (2000). Introducción a los métodos cualitativos de investigación. Paidós

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Vilchez, L. (Coord.) (2011). La investigación en comunicación. Métodos y técnicas en la era digital. Gedisa.