

**COURSE DATA****DATA SUBJECT****Code:** 44890**Name:** Metodología de la investigación en comunicación y periodismo**Cycle:** Master's Degree**ECTS Credits:** 6**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Facultat de Filologia, Traducció i Comunicació	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Metodología de la investigación en comunicación y periodismo	COMPULSORY

**COORDINATION****SUMMARY**

In this topic of the module, we will study the different approaches and approximations that are currently carried out in communication and journalism research, in the main national and international reference centers. First, the concept of science, method and phases of scientific research will be addressed. Secondly, a perspective of the main research paradigms that exist in social science and communication science will be offered, in order to understand the epistemological bases on which quantitative and qualitative research methodologies are based. Thirdly, students will become familiar with the main quantitative research techniques applied in journalism and communication studies. And finally, the same will be done with the main qualitative techniques.

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

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

**OTHER REQUIREMENTS****COMPETENCES / LEARNING OUTCOMES**



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Be able to apply quantitative and qualitative sociocommunicative research methodologies and techniques in the field of new journalism and political communication.

Be able to conceptualise and analyse the relationship between social action, social movements and public information.

Be able to construct solid arguments that provide evidence on different communicative realities.

Be able to define a transversal and multidisciplinary conceptual framework with the aim of determining the interconnections between society, politics and the media.

Be able to detect and analyse communication-related issues arising in different modes of social relations and political activity.

Be able to detect and analyse issues related to communication in the form of information, propaganda, communicative action or publicity, among others.

Be able to find, select, manage and synthesise bibliographic, newspaper and web information specialised in the field of social communication processes applied to the fields of sociocultural action and political action, both in its partisan aspect and in that of public policies, and always from the perspective of information and/or communication.

Develop reliable, innovative and creative methodological responses for the analysis of and intervention in complex communicative situations.

Distinguish applied sociocommunicative research from basic or academic research aimed at the construction of theoretical knowledge.

Identify, analyse and integrate the diversity of positions and interests of the actors involved in the communicative relations analysed, including the position and interests of the person carrying out the sociocommunicative research.

Know the traditional and current relationship between public opinion and the media, taking into account different social and political contexts, the implementation of the knowledge society and the relevance of ICTs.

Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.

Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.

Ser capaz de vincular las tradiciones informativas y las tradiciones políticas en las democracias contemporáneas, pero también en sistemas políticos de otra naturaleza, para definir los campos de la opinión pública, la acción comunicativa o la acción social.

Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.



Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## DESCRIPTION OF CONTENTS

### 1.

In this topic, students will learn how to design and disseminate research and will become familiar with all the stages of the scientific research process: from the conception of the idea to its realisation, execution and dissemination. Specifically, key aspects such as the definition of a research project, the timeline, resources and the feasibility plan will be addressed, and the process of knowledge transfer and research dissemination will be explained. It will also introduce the basics of what a research career in Spain consists of, and define the main characteristics of the scientific method.

### 2.

In this module topic, the general characteristics of scientific research will be presented in order to subsequently address research in the field of communication and journalism. The main research paradigms that exist within the social sciences (and, more specifically, within the communication sciences) will be presented in order to understand the epistemological bases on which quantitative and qualitative research methodologies are based. It will also study the different approaches and approaches currently used in communication and journalism research in the main national and international centres of reference. An exhaustive comparison will also be made between the logic of quantitative research and the logic of qualitative research in order for students to understand what both approaches to social reality consist of. The quantitative and qualitative methodologies most commonly used in communication and journalism research will then be presented. Students will thus acquire the skills to construct the artefact that will enable them to carry out empirical scientific research using various qualitative and quantitative data collection techniques. Fieldwork will be approached in its connection with theory, so that students will acquire skills to relate academic literature on communication with the work of collecting and analysing data.

In this subject, the student will become familiar with various specific quantitative and qualitative research techniques: the sample survey, content analysis, the in-depth interview, and participant observation. Thus, the student will learn the main procedures that exist in the field of social and political communication to collect and analyse data from the social world that surrounds them. The module begins with a focus on quantitative research and data collection through sample surveys and content analysis, as well as the various statistical analysis techniques (bivariate and multivariate) used to test hypotheses. It includes content related to descriptive statistics (means, percentages, etc.) and inferential statistics (Chi-square, corrected residuals, multivariate analysis, etc.), as well as basic knowledge of reliability analysis. This is



**3.**

followed by an introduction to big data analysis techniques and concludes with a presentation of the qualitative logic of research through the fundamentals of two classic techniques: in-depth interviews and participant observation.

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	45,00
<b>Total hours</b>	<b>45,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	50,00
Independent study and work	55,00
Preparation of lessons	22,50
Preparation for assessment activities	0,00
Resolution of case studies	22,50
<b>Total hours</b>	<b>150,00</b>

**TEACHING METHODOLOGY**

**EVALUATION**

It is necessary to attend 80% of the classes in order to be evaluated for class participation.

The evaluation elements are as follows:

- 1) Examination: 50%.
- 2) Individual work: 40%.
- 3) Continuous assessment (participation in practical exercises in the classroom, activities proposed by the teacher, etc.): 10%.

The marks will be kept from first to second call (not from one year to the next), so that only those elements failed in the first call will need to be recovered.



**ATTENTION:** The papers, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism or improper use of artificial intelligence. The detection of plagiarism, as a serious offence, will result in the immediate suspension of the respective call of the course. Copying or facilitating the copying of work between students on the degree course, irregular access to or early appropriation of the content of a test or exam, facilitating or procuring the appropriation, alteration or destruction of the content or results of an assessable activity, and impersonation in exams will also be considered serious misconduct and will therefore lead to immediate suspension from the exam session.

## REFERENCES

- Alonso, Luis Enrique. (2016). La entrevista abierta como práctica social. En García Ferrando, M.; Alvira, F.; Alonso, L.E. y Escobar, M. (coord.), *El análisis de la realidad social: métodos y técnicas de investigación*. Madrid: Alianza (pp. 390-417). Beltrán, M. (2015). Cinco vías de acceso a la realidad social. En M. García Ferrando et al., *El análisis de la realidad social*. Madrid: Alianza (pp. 17-41). Busquet Duran, J. y Medina Cambrón, A. (coords.). *La investigación en comunicación: ¿Qué debemos saber? ¿Qué pasos debemos seguir?* Barcelona: UOC. Callejo Gallego, J. (Coord.). (2017). *Introducción a las técnicas de investigación social*. Ramón Areces. Chatfield, C. (1995) *Problem Solving: A Statistician's Guide*. Boca Ratón: Chapman & Hall/CRC Press. Conde Gutiérrez del Álamo, Fernando (2009). *Análisis sociológico del sistema de discursos*. Madrid: CIS. Corbetta, Piergiorgio (2007): *Metodología y técnicas de investigación social*. Madrid: McGraw Hill.
- Arcila-Calderón, Carlos; Barbosa-Caro, Eduar; Cabezuelo-Lorenzo, Francisco (2016). Técnicas big data: análisis de textos a gran escala para la investigación científica y periodística. *El profesional de la información*, v. 25, n. 4, pp. 623-631. <http://dx.doi.org/10.3145/epi.2016.jul.12>  
Lewis, S. C., & Molyneux, L. (2018). A decade of research on social media and journalism: Assumptions, blind spots, and a way forward. *Media and Communication*, 6(4), 11-23. Ispizua, Marian y Lavía, Cristina (2016). *La investigación como proceso: Planificación y desarrollo*. Madrid, Dextra. Valles, M.S. (2009). *Entrevistas cualitativas*. Cuadernos Metodológicos, 32. Madrid: CIS. Vilches, L. (Ed.). (2011). *La investigación en comunicación: métodos y técnicas en la era digital*. Editorial Gedisa. <https://www.uca.ac.cr/wp-content/uploads/2017/10/Investigacion.pdf>