



## KURSPLAN

# Media and Communication Research Methods, 15 högskolepoäng

*Media and Communication Research Methods, 15 credits*

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<b>Kurskod:</b>	LMRS28	<b>Utbildningsnivå:</b>	Avancerad nivå
<b>Fastställd av:</b>	Utbildningschef 2017-11-30	<b>Utbildningsområde:</b>	Samhällsvetenskapliga området
<b>Gäller fr.o.m.:</b>	Våren 2018	<b>Ämnesgrupp:</b>	MK1
<b>Version:</b>	1	<b>Fördjupning:</b>	A1F
<b>Diarienummer:</b>	HLK 2017/4813-313	<b>Huvudområde:</b>	Medie- och kommunikationsvetenskap

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### Lärandemål

On completion of the course, the student should be able to:

#### Kunskap och förståelse

- independently explain the fundamental characteristics and usage of specific qualitative and quantitative research methods used in media and communication
- independently explain the applicability of different methods for answering specific research problems
- identify research problems within media and communication

#### Färdighet och förmåga

- independently apply qualitative and quantitative research methods on data for media and communication research
- independently collect, summarize and account for existing media and communication research
- independently formulate research questions that can be researched in a coming thesis
- independently write a research design for a coming thesis

#### Värderingsförmåga och förhållningssätt

- critically reflect on the quality of media and communication studies
- critically reflect on ethical aspects on research
- critically reflect on the relation between research problem, theory and methods in media and communication research

### Innehåll

- Research design and research process
- Quantitative and statistical research methods, including SPSS
- Qualitative research methods such as ethnography and critical discourse analysis
- Library search

### Undervisningsformer

The teaching consists of lectures, seminars and exercises performed individually or in groups.

A digital learning platform is used.

Students who have been admitted to and registered on a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

Undervisningen bedrivs på engelska.

### **Förkunskapskrav**

Second-cycle courses equivalent to 15 credits in Media and Communication Sciences, for example Global Media Cultures, 15 credits, or Sustainable Communication, 15 credits.

### **Examination och betyg**

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

The grades A, B, C, D and E are all passing grades. For courses with more than one examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed.

The examination is based on instruction and course literature.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three examination occasions, including the regular occasion.

If a student has failed the same examination three times, the student is entitled to request that the next examination be assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the vice dean of education.

In case the course is terminated or significantly altered, examination according to the present course syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individuell skriftlig inlämningsuppgift: kvantitativ metod <sup>1</sup>	2 hp	A/B/C/D/E/FX/F

Individuell skriftlig inlämningsuppgift: etnografi <sup>†</sup>	2 hp	A/B/C/D/E/FX/F
Individuell skriftlig inlämningsuppgift: diskursanalys <sup>†</sup>	2 hp	A/B/C/D/E/FX/F
Individuell skriftlig inlämningsuppgift	9 hp	A/B/C/D/E/FX/F

<sup>†</sup> Only C, FX or F is awarded.

### Kursvärdering

At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s). The course evaluation, which is published on the relevant learning platform and submitted to the study administration, is to function as a basis for future improvements to the course.

### Kurslitteratur

Bruce, Nicola; Snelgar, Rosemary & Kemp, Richard (2012). *SPSS for Psychologists – Fifth edition*. 353 pages.

Hammersley, Martyn & Atkinson, Paul (1997). *Ethnography: Principles in Practice*. London: Routledge. 236 pages.

Hansen, Anders och Machin, David (2013). *Media & Communication Research Methods*. Basingstoke: Palgrave Macmillan. 300 pages.

Kozinets, Robert (2015). *Netnography – Redefined*. London: Sage. 320 pages.

Machin, David och Mayr, Andrea (2012). *How to Do Critical Discourse Analysis: A Multimodal Introduction*. London: Sage. 250 pages.

Seale, Clive (red.) (2017). *Researching society and culture*. 4th. ed. Thousand Oaks, CA: SAGE Publications. (selection, 200 pages)

Articles 200 pages.

Own choice of literature 400 pages.

Cleary Miller Linda (2013). *Cross-Cultural Research with Integrity*. Basingstoke: Palgrave MacMillan. 300 pages.

*Citing Sources – How to Create Literature References*. <http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

Information Material about Anti-Plagiarism at Universities. *The Interactive Anti-Plagiarism Guide – Jönköping University*. <http://pingpong.hj.se/public/courseId/10565/publicPage.do>