



## COURSE SYLLABUS

# Media and Communication Research Methods, 15 credits

*Media and Communication Research Methods, 15 högskolepoäng*

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<b>Course Code:</b> LMRS28	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Director of Education Nov 30, 2017	<b>Disciplinary domain:</b> Social sciences
<b>Valid From:</b> Spring 2018	<b>Subject group:</b> MK1
<b>Version:</b> 1	<b>Specialised in:</b> A1F
<b>Reg number:</b> HLK 2017/4813-313	<b>Main field of study:</b> Media and Communication Science

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### Intended Learning Outcomes (ILO)

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

Knowledge and understanding

- 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

Skills and abilities

- 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

Judgement and approach

- 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

### Contents

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

### Type of instruction

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.

The teaching is conducted in English.

### **Prerequisites**

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 and grades**

The course is graded A, B, C, D, E, FX or 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.

Registration of examination:

<b>Name of the Test</b>	<b>Value</b>	<b>Grading</b>
Individual written assignment: quantitative methods <sup>I</sup>	2 credits	A/B/C/D/E/FX/F
Individual written assignment: ethnography <sup>I</sup>	2 credits	A/B/C/D/E/FX/F

Individual written assignment: critical discourse analysis <sup>1</sup>	2 credits	A/B/C/D/E/FX/F
Individual written assignment	9 credits	A/B/C/D/E/FX/F

<sup>1</sup> Only C, FX or F is awarded.

### Course evaluation

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.

### Course literature

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.

#### Reference literature

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>