



UNIVERSITY OF
GOTHENBURG

DEPARTMENT OF JOURNALISM, MEDIA AND COMMUNICATION

MK2302 Quantitative research methods for journalism, media and communication studies, 15 credits

Kvantitativa forskningsmetoder i journalistik, medier och kommunikation, 15 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Department of Journalism, Media and Communication on 2019-09-16 and was last revised on 2020-05-24 to be valid from 2020-09-01, autumn semester of 2020.

Field of education: Social Sciences 100%

Department: Department of Journalism, Media and Communication

Position in the educational system

The course is given either as a single subject course or as part of the Master's Programme in Political Communication (S2MKV), 120 hec.

The course can be part of the following programmes: 1) Master's program in political communication (S2MKG) and 2) Master's program in political communication (S2MKV)

<i>Main field of studies</i>	<i>Specialization</i>
Media and Communication Studies with Specialization in Political Communication	A1N, Second cycle, has only first-cycle course/s as entry requirements
Media and Communication Studies	A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

Degree of Bachelor, BA Bsc, 180 credits.

Applicants must prove their knowledge of English: English 6/English B from Swedish Upper Secondary School or the equivalent level of an internationally recognized test, for

example TOEFL, IELTS.

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

- Display comprehensive knowledge and understanding of theory-based quantitative research methods for media and communication studies.
- Display comprehensive knowledge about various methods for quantitative data collection such as content analysis and survey design.
- Display comprehensive knowledge about various methods for quantitative data analysis such as bivariate and multivariate statistics.

Competence and skills

- Demonstrate good ability to develop different quantitative research designs for media and communication studies.
- Demonstrate good ability to develop an appropriate sampling procedure and collect relevant data for content analyses and survey research.
- Demonstrate good ability to analyze, interpret and evaluate data and results obtained by methods of statistical analysis.
- Confidently deploy and use statistical packages/software for analyzing data.

Judgement and approach

- Assess the relevance of applied statistical methods in quantitative research.
- Assess conclusions from journalism, media and communication research based on quantitative research methods.
- Assess principles of operationalization, validity and reliability.
- Identify and assess ethical issues related to research on human behavior.

Course content

This course offers theoretical explanation and practical training in quantitative research methods for journalism, media and communication research, covering key parts of the research process including (1) research design, (2) quantitative data collection techniques such as survey research and content analysis, as well as (3) bivariate and multivariate statistical analysis. The course has a specific focus on applications of these methods relevant to the field of journalism, media and communication. In the course, it is also emphasized how to evaluate the relevance of applied statistical methods in relation to different theory-based research problems.

Form of teaching

The course consists of both lectures, compulsory seminars and instructor led hands on training.

Language of instruction: English

Assessment

Assessments:

1. Research design, data gathering and statistical analysis, individual, 7,5 credits. Fail or Pass.
2. Individual paper, 7,5 credits. Fail, Pass, Pass with Distinction.

The assessment of the course is based on the student's written assignments and oral presentations at seminars. The final paper will be presented in a compulsory separate seminar.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed. The same applies to work experience and VFU, although this is restricted to just one additional examination session.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U). In order to receive a passing grade (G) on the course, students must complete and receive a passing grade (G) on all compulsory assignments in the course. In order to receive a pass with distinction (VG) students must complete and receive a passing grade (G) on all compulsory assignments in the course and a Pass with Distinction (VG) in the individual paper.

Course evaluation

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.