



DEPARTMENT OF JOURNALISM, MEDIA AND COMMUNICATION

JU30003 Quantitative Methods for Media and Communication Research, 7.5 credits

Kvantitativa forskningsmetoder för medie- och kommunikationsvetenskap, 7,5 högskolepoäng

Third-cycle level / Forskarnivå

Confirmation

This syllabus was confirmed by the Department of Journalism, Media and Communication on 2019-09-16, and is valid from Autumn semester 2019.

Responsible Department

Department of Journalism, Media and Communication, Faculty of Social Sciences

Entry requirements

To enter the course students have to be registered in a PhD programme.

Learning outcomes

After completing the course the students shall reach the following learning outcomes:

Knowledge and understanding

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

Competence and skills

- Demonstrate good ability to develop and discuss 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.
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- Demonstrate good ability to analyze, interpret and evaluate data and results obtained by methods of statistical analysis.

Judgement and approach

- Independently and critically assess and evaluate the relevance of applied statistical methods in quantitative research.
- Independently and critically assess and evaluate conclusions from media and communication research based on quantitative research methods.
- Independently and critically assess and evaluate principles of operationalization, validity and reliability.

Course content

This course focuses on quantitative research methods for 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 media and communication.

Types of instruction

The course is taught with a mix of lectures, workshops and individual work.

Language of instruction

The course is given in Swedish but can be given in English if necessary.

Grades

The grade Pass (G) or Fail (U) is given in this course.

The grades are "fail" or "pass". To pass the student needs to pass all assignments. A student who has failed has the right to make the test again. The new test is normally conducted a period after the ordinary examination. If a student fails a test twice, he or she may ask for a new examiner. This request must be sent in writing to the head of department.

Types of assessment

The assessment of the course is based on the student's written assignments and oral presentations at seminars.

Course evaluation

Written course evaluation (and where appropriate oral) course evaluation will be carried out at the end of the course (or when appropriate near the final exam). The results of the evaluation will be communicated to the students and will function as a guide for the development of the course.