



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MK709 Vetenskapliga metoder A för Medieentreprenörer, 7.5 credits

Scientific methods A for Media entrepreneurs

Main field of study

Media and Communication

Subject Group

Media and Communication Studies

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2021-06-08

Revised 2022-09-09 by Faculty of Arts and Humanities. Revised prerequisites.

The course syllabus is valid from spring semester 2023

Prerequisites

At least 22.5 credits within media and communication studies or the equivalent and English 6.

Objectives

After completing the course, the student should be able to

- account for what is meant by "method", and how methods are used in research in the field of media and communication, as well as in creating statistic support to be used as professional tools in the media trade
- account for basic research ethical norms and considerations
- describe quantitative methods, contrast them with qualitative methods, and explain how they are used to answer research questions
- independently formulate research questions for which a quantitative method may be used, and account for scientific principles of selection that are compatible with this method
- use methodological knowledge to design, conduct, present and discuss a small quantitative study.

Content

This course includes an introduction to method along with a discussion of how established methods for collecting and investigating data are used, and how research ethical considerations are made in media and communication studies. The students are taught about the application of quantitative methods and the basics of statistical software, as well as about scientific criteria for selection. The various elements of the quantitative method, along with its pros and cons as a method of investigation, are discussed in lectures and seminars. The students carry out a small research project, which includes collection and methodological processing of quantitative data, as well as presentation of results in accordance with established academic principles.

Type of Instruction

Lectures, seminars and exercises.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Presentation at a seminar, a written assignment and a research project.

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluations are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Barmark, Mimmi och Djurfeldt, Göran. (2020). *Statistisk verktygslåda - att förstå och förändra världen med siffror*. Lund, Studentlitteratur. Second edition. ISBN: 978-91-44-14090-2. 188 p.

Bryman, Alan. (2018). *Samhällsvetenskapliga metoder*. Stockholm, Liber AB. ISBN: 978-91-47-11206-7. 455 p. (Chapters 7–16).

Vetenskapsrådet. (2017). *God forskningssed*. Stockholm, Vetenskapsrådet. ISBN 978-91-7307-352-3. 84 p.

A selection of book chapters and academic articles, ca 200 pages.