



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

2MK102 Vetenskapliga metoder B i medie- och kommunikationsvetenskap, 7,5 högskolepoäng

Scientific methods B, 7.5 credits

Main field of study

Media and Communication

Subject Group

Media and Communication Studies

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by Faculty of Arts and Humanities 2017-09-11

The course syllabus is valid from spring semester 2018

Prerequisites

60 credits in Media and Communication Studies from the following or equivalent courses:

Introduction to Media and Communication Studies, 15 credits (1MK141), Media and Society, 7.5 credits (1MK143), Scientific Methods A, 7.5 credits (1MK142), Strategic Communication, 7.5 credits (1MK148), Media, power and culture, 7.5 credits (1MK145) Profile course: Creative communication and media design, 7.5 credits (1MK146) or Profile course: Media Management, 7.5 credits (1MK147), Scientific Report, 7.5 credits (1MK151).

Objectives

After completing the course, the student should be able to:

- account for the different parts included in the research process,
- choose a relevant research design in relation to practical conditions,
- choose a relevant research method in relation to the research questions,
- plan and conduct quantitative studies focusing on surveys and studies of communicative content,
- plan and conduct qualitative studies focusing on interviews and focus-group discussions,
- assess the scientific quality of empirical studies in media and communication studies.

Content

In this course the student develops knowledge and skills necessary to conduct an empirical study which meets fundamental scientific requirements. The difference between scientific knowledge and other types of knowledge is discussed, as well as practical conditions for choosing a feasible research design. An important aspect is the choice of method in relation to the level of generalisation of the research questions.

The course discusses both quantitative and qualitative methods for data collection and analysis. In terms of quantitative methods, the student develops in-depth knowledge of selection methods, the design of instruments for data collection, methods for data collection, non-response analysis, and statistical correlation analysis including basic statistical inference. Concerning qualitative methods, the student develops basic knowledge of the planning and implementation of qualitative interviews and focus-group discussions, and basic skills in analysing empirical data collected using these methods.

The course includes a number of compulsory seminars in which the student presents assignments on the application of various methods and on the review of previous degree projects in media and communication studies.

Participation in seminars is compulsory.

Type of Instruction

Teaching is delivered in the form of lectures, exercises and seminars.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The grades of A–E mean that the student has passed the course. The grade A is the highest grade and the grade E is the lowest grade for passing the course. The grade of F means that the student has failed the course. The grade of Fx can be used if a student is given the opportunity to supplement a failed examination.

Grading criteria will be specified when the course starts.

For students who do not pass the first examinations, retake examinations are provided in accordance with local regulations at the university.

Supplementary examination of compulsory seminar exercises is carried out in the form of an oral or written assignment.

The course is examined through assignments which are presented in writing as well as in speech in compulsory seminars, and an individual written examination.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Required Reading and Additional Study Material

Required Reading

Bryman, Alan: *Samhällsvetenskapliga metoder* (the latest edition). Malmö: Liber. ca. 680 p.

Esaiasson, Peter, Mikael Gilljam, Henrik Oscarsson, Ann Towns & Lena Wägerud (the latest edition): *Metodpraktikan*. Stockholm: Wolters Kluwer. ca. 420 p.