



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

2MK601 Vetenskapliga metoder B, 7.5 credits

Scientific Methods B

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 2021-11-23

The course syllabus is valid from autumn semester 2022

Prerequisites

At least 52.5 credits of passed courses within the main field of study, including a passing grade for the course 1MK609.

Objectives

After completing the course, the student should be able to

- identify and compare different methodological approaches to each other
- account for the different parts of the research process
- plan and describe an academic study focusing on qualitative content analysis, conversational interviews, and focus group discussions
- contrast different paths to knowledge, as well as applicable methods within the field of media and communication studies
- make research-ethical assessments in relation to qualitative data collection and analysis
- discuss the significance of research from a societal perspective, for instance, in relation to gender, sustainability and diversity, in academic research.

Content

The course provides students with advanced knowledge and skills that are needed to conduct an empirical study adhering to general academic standards. The difference between academic knowledge and other kinds of assumed knowledge is discussed, as are the practical prerequisites for choosing an appropriate research design.

The course focuses in particular on qualitative methods for data collection and analysis. Taking a qualitative approach to method, the course teaches basic skills in planning and conducting qualitative content analyses, conversational interviews, and focus group discussions, as well as in analysing empirical data, collected using these methods. The course also introduces biometrical analysis as a research method.

Type of Instruction

Teaching is delivered through lectures, exercises and seminars.

Examination

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

The course is examined through written and oral examination elements.

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 adapt the exam or to let the student conduct the exam in an alternative way.

Resit 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 should be conducted. The result and analysis of the course evaluation should be promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time should be informed of the result at the course introduction. The course evaluation is anonymous.

Required Reading and Additional Study Material

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

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

Rose, Gillian. (the latest edition). *Visual Methodologies – An introduction to researching with visual materials*. London: SAGE. 456 pages.

Vetenskapsrådet. (2017). *God forskningssed*. Stockholm, Vetenskapsrådet. ISBN 9789173073523. 84 pages.