



COURSE SYLLABUS

Research Methods 2 SusCom, 7.5 credits

Research Methods 2 SusCom, 7,5 högskolepoäng

Course Code: LRS225	Education Cycle: Second-cycle level
Confirmed by: Director of Education Nov 18, 2024	Disciplinary domain: Social sciences
Valid From: Spring 2025	Subject group: MK1
Version: 1	Specialised in: A1F
Reg number: 2024/4190-113	Main field of study: Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding

- explain the fundamental characteristics and use of specific qualitative and quantitative research methods in media and communication (1)
- explain the applicability of different methods for answering specific research problems (2)
- identify research problems within media and communication (3)

Skills and abilities

- formulate research questions that can be researched in an upcoming first year master's thesis (4)
- define appropriate research methods that can be applied in a coming thesis (5)
- write a research design for an upcoming first year master's thesis (6)

Judgement and approach

- critically reflect on the affordances of qualitative and quantitative research methods in media and communication (7)
- critically reflect on the relation between research problem, theory and methods in media and communication research (8)

Contents

- Research design and research process
- Quantitative and statistical research methods
- Qualitative research methods

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

A learning management system is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course instance to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

Passed second-cycle courses of at least 15 credits from the master's programme Sustainable Communication, or equivalent.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on the intended learning outcomes.

The course is examined through an individual written assignment (ILO 1, 2, 3, 4, 5, 6), a group presentation (ILO 1, 2) and a seminar (ILO 7, 8).

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided at the beginning of the course.

To receive the final grade of this course, the student needs to pass all of the examinations. In order to achieve grade A in the course, the student should have an A in the individual written assignment.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment	4.5 credits	A/B/C/D/E/FX/F
Group presentation ¹	2 credits	U/G
Seminar ¹	1 credit	U/G

¹ The examination is graded Fail (U) or Pass (G).

Course evaluation

The instruction is followed up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

Course literature

Bryman, Alan (2016). *Social research methods* (5th ed.). Oxford University Press. (selected parts, 150 pages)

Hansen, Anders & Machin, David (2019). *Media and communication research methods* (2nd ed.). Red Globe Press. 323 pages.

Kozinets, Robert (2015). *Netnography: Redefined*. Sage.

Machin, David & Mayr, Andrea (2012). *How to do critical discourse analysis: A multimodal introduction*. Sage. 240 pages.

Scharrer, E., & Ramasubramanian, S. (2021). *Quantitative Research Methods in Communication: The Power of Numbers for Social Justice*. Routledge. (Selected chapters)

Yin, R. K. (2009). *Case study research: Design and methods*. Sage. (Selected chapters)

Articles and extracts: appr. 150 pages

Own choice of literature: appr. 200 pages

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Reference literature

Citing Sources – How to Create Literature References

<http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

Sourcewise: A Student's Guide to Avoiding Plagiarism

Information about plagiarism at higher education institutions

Available in the learning management system