



## **MASTER IN STRATEGIC COMMUNICATION AND PUBLIC RELATIONS UNIVERSITY OF STIRLING-UNIVERSITAT POMPEU FABRA**

### **COURSE SYLLABUS**

<b>Course Title:</b>	Research and Evaluation for Practice
<b>Course code:</b>	31793
<b>Number of credits:</b>	5 ECTS
<b>Student workload:</b>	125 hours
<b>Course instructor:</b>	Laura Aymerich-Franch

#### **1. Course description**

One of the current research trends in strategic communication and public relations -and in the field of social sciences in general- is the use of quantitative research techniques. The emergence of new forms of communication that allow far greater access to data of objects (messages) and subjects (audience), the large amount of data that we can process, and the dominance of quantitative over qualitative research in the vast majority of academic journals, makes it imperative that future professionals and scholars of strategic communication and public relations know the main data analysis techniques. This is precisely the aim of this course: to equip students with the knowledge that will allow them to conduct analyses which apply quantitative methods and draw conclusions from the results of such analyses. Focusing on the area of strategic communication and public relations, the student will be able to plan a research project with data analysis, perform the corresponding analyses, and draw relevant conclusions from it.

#### **2. Content**

##### **2.1. Introduction to quantitative and experimental research**

- 2.1.1. The scientific method
- 2.1.2. The quantitative vs. the qualitative approach
- 2.1.3. Ethical concerns in social sciences research

##### **2.2. Planning a quantitative research project**

###### **2.2.1. Theoretical framework**

- 2.2.1.1. Literature Review
- 2.2.1.2. Scientific Papers
- 2.2.1.3. Research Databases



#### 2.2.2. Object of Study

#### 2.3. Research Questions and Hypotheses

#### 2.4. Experiments

##### 2.4.1. Variables

##### 2.4.2. Experimental design

##### 2.4.3. Conducting an experiment

##### 2.4.4. Measures

#### 2.5. Data analysis with SPSS

##### 2.5.1. Descriptive Statistics

##### 2.5.2. Inferential Statistics

##### 2.5.2.3. Correlation

##### 2.5.2.4. Mean Comparisons

##### 2.5.2.5. Parametric and non-parametric tests

##### 2.5.2.6. Scales: factor analysis and reliability

#### 2.6. Results report

### 3. Assessment

- Class activities (statistical analyses with SPSS, total of four, 10% each) – 40%
- Group (2-3 people) project (Object of study, RQ & Hypotheses, 10%– Experimental design & Variables, 10% – Measures, 10% – Procedure, 10% - Analysis and Results, Discussion - 10%) – 50%
- Oral presentation of the project – 10%

### 4. Calendar

Day	Content
1	Intro Quantitative Research Quali. vs Quanti. approach Principal Research Methods Research Ethics
2	Theoretical Framework, Literature review, databases, scientific journals, Object of study
3	Research Questions & Hypotheses How to conduct experiments Variables Experimental designs

4	Experimental Research Practice
5	Statistical Analysis I Tutoring final project III
6	Statistical Analysis II Tutoring final project IV
7	Statistical Analysis III Tutoring final project V
8	Statistical Analysis IV Tutoring final project VI
9	Final Project Presentation

## 5. Textbooks, readings and learning resources

Allen, M., Titsworth, S., & Hunt S. K. (2009). *Quantitative Research in Communication*. London: Sage.

Berger, A. A. (2000). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. London: Sage.

Griffith, A. (2009). *SPSS for Dummies*. John Wiley & Sons.

Lewis-Beck, Michael S. (ed.) (1993). *Experimental design and methods*. London: Sage.

Pallant, J. (2005). *SPSS survival manual: A step by step guide to data analysis using SPSS for Windows (Version 12)*. Maidenhead : Open University Press

Van Ruler, B., Vercic, A. T., & Vercic, D. (Eds.). (2008). *Public relations metrics: research and evaluation*. New York: Routledge.

Wagner, W. E. (2011). *Using IBM SPSS Statistics for Social Statistics and Research Methods*. London: Sage.

Sauro, Jeff; Lewis, James R. (2012). *Quantifying the user experience: Practical statistics for user research*. Elsevier.

### 5.1. Web resources



- STATISTICAL TESTS STEP BY STEP

Laerd Statistics <https://statistics.laerd.com/>

- COMMUNICATION WEBSITES

The media and communication studies site <http://www.aber.ac.uk/media/>

- COMMUNICATION RESEARCH JOURNALS

Communication Monographs <http://www.tandf.co.uk/journals/rcmm>

Communication Research <http://crx.sagepub.com/>

Communication Theory <http://www.wiley.com/bw/journal.asp?ref=1050-3293>

Critical Studies in Media and Communication <http://www.tandf.co.uk/journals/rcsm>

Discourse and Communication <http://dcm.sagepub.com/>

European Journal of Communication <http://ejc.sagepub.com/>

Journal of Applied Communication Research <http://www.tandf.co.uk/journals/rjac>

Journal of Broadcasting & Electronic Media <http://www.tandf.co.uk/journals/HBEM>

Journal of Communication <http://www.wiley.com/bw/journal.asp?ref=0021-9916>

Media Culture & Society <http://mcs.sagepub.com/>

Political Communication <http://www.tandf.co.uk/journals/titles/10584609.asp>

- PUBLIC RELATIONS RESEARCH JOURNALS

Journal of Public Relations Research <http://www.tandfonline.com/toc/hpr20/current>

Public Relations Review <http://www.journals.elsevier.com/public-relations-review/>

Public Relations Quarterly <http://www.highbeam.com/publications/public-relations-quarterlyp138888>

- RESEARCH CENTRES AND ASSOCIATIONS

International Public Relations Association: IPRA <http://www.ipra.org>

The International Association for Media and Communication Research <http://iamcr.org>

International Communication Association <http://www.icahdq.org>

Asociación Española de Investigación de la Comunicación <http://www.ae-ic.org/esp/home.asp>

European Communication Research and Education Association (ECREA) <http://www.ecrea.eu>

- JOURNAL DATABASES, DIRECTORIES AND RANKING

JCR. Journal Citation Reports <http://www.accesowok.fecyt.es/jcr>

ERIH. European Reference Index for the Humanities <http://www.esf.org/research-areas/humanities/>

LATINDEX <http://www.latindex.unam.mx/index.html?opcion=2>

WOS. Web of Science (SCI, SSCI, A&HCI) <http://science.thomsonreuters.com/mjl/>

IBSS. International Bibliography of Social Sciences <http://www.proquest.co.uk/en-UK/catalogs/databases/detail/ibss-setc.shtml>



IPSA. International Political Science Abstracts

<http://www.ovid.com/site/catalog/DataBase/110.jsp?top=2&mid=3&bottom=7&subsection=10>

PsycINFO. Psychological Abstracts <http://www.apa.org/pubs/databases/psycinfo/coverage.aspx>

SA. Sociological Abstracts <http://www.csa.com/factsheets/socioabs-set-c.php>

SCOPUS <http://www.scopus.com/home.url>

Google Scholar <http://scholar.google.es/>

EBSCOhost <http://search.ebscohost.com/>

## **6. Teaching and learning methods**

- Lectures
- Seminars
- Self-learning
- Tutorials
- Individual assignments