

## 63061 - Analysis methods for information and communication

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	565 - Master's in Digital Information and Communication Consulting
ECTS	6.0
Year	1
Semester	First semester
Subject Type	Compulsory
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

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### 5.2.Learning tasks

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

### 5.3.Syllabus

1. The nature of quantitative research: major steps in quantitative studies, study design, sampling, variables and levels of measurement, questionnaires and surveys.
2. Statistical analysis: descriptive statistics and hypothesis testing.
3. Qualitative analysis techniques: study design, data collection and systematization of information.
4. In-depth interviews, focus group, panel and Delphi study.

### 5.4.Course planning and calendar

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes*: <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; *Examination schedule*: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

### 5.5.Bibliography and recommended resources

More information will be provided on the first day of class. Specific bibliography will be included in the didactic units.