

## 63061 - Analysis methods for information and communication

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 63061 - Analysis methods for information and communication

**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

This subject is part of the subject "Methods and tools in information and communication". Its purpose is to present the social research process and its main techniques used in information and communication. Objectives: to know and understand the main methods and techniques of social research used in information and communication; to plan and design a research process on the state of information and communication management in an organization; to select and apply the main techniques.

These goals are aligned with the following Sustainable Development Goals: Quality Education (SDG 4); Gender Equality (SDG 5); Reducing Inequalities (SDG 10); Sustainable Cities and Communities (SDG 11); Peace, Justice and Strong Institutions (SDG 16); Partnerships to Achieve the Goals (SDG 17).

### 2. Learning results

- 1 -To analyse the situation of the management of digital information and communication in an organization.
- 2- To integrate different analysis techniques in the work methodology.
- 3- To acquire new knowledge that will enable the students to generate new ideas and solutions for problems related to the management and implementation of document management and strategic communication system projects.

### 3. Syllabus

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

### 4. Academic activities

Theoretical classes; practical classes; personal work and study; tests or assessment activities. More information on this issue will be provided on the first day of class.

### 5. Assessment system

First call:

- Academic work: delivery of portfolios with exercises referring, respectively, to the contents of each of the parts (qualitative methods and quantitative methods). Assessment criteria: correct exercise solving, quality of the contents, systematization of the information, correct use of the tools, adequacy to the formal aspects, precision in the use of terminology and expository clarity. Value of each of the portfolios: 30% of the final grade.

- Written test: it will take place in person and will consist of multiple-choice and essay questions related to the subject's syllabus. Value: 40% of the final grade.

The portfolios will be delivered through the digital teaching platform on the date shown in the exam calendar. On the first day of the subject, a recommended timetable for the completion of the portfolio will be presented.

Students must obtain a grade equal to or higher than 5 in the three parts indicated above. In case the student does not pass the subject, the grades obtained in those parts passed will be saved for the second call.

Second call: identical to the global assessment test of the first call.