

63061 - Analysis methods for information and communication

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	565 - Master's in Digital Information and Communication Consulting
ECTS	6.0
Course	1
Period	First semester
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

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

5.2.Learning activities

- Theoretical lectures.
- Practical lectures.

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- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

1. The research process: 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.Planning and scheduling

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.