Description and Competences

The subject “Statistics applied to communication” is taught together in the first year of the degrees in Journalism, Audiovisual communication and Advertising and public relations. Together with the subject “Research Methods in Communication” taught in the second year of the degrees in Audiovisual Communication and Advertising and public relations, it forms the training in applied social research taught in these degrees.

The course focuses on the development of the following skills by students:

- Identifying the key research designs about the media, both quantitative and qualitative, and recognizing the different types of data that each design results.
- Analyzing and evaluating technical and methodological reports, projects or social work research.
- Selecting and using quantitative information available in existing data bases (media audiometry institutes, statistical institutes or public administration, national and international agencies, companies or research institutes, NGOs ...).
- Interpreting statistical results of their own or other analysis (reports, polls, surveys, assessments, evaluations ...) and present them properly for use in media.

Contents

THE PROCESS OF SOCIAL RESEARCH AND STATISTICAL RESEARCH

1. Introduction: Research applied to communication
   a. What is research? Why is it important?
   b. Why investigate communication: some examples

2. The process of research applied to communication
   a. Statement of the problem
   b. Objectives and hypotheses
   c. Methodology and research techniques

3. Production of quantitative data
   a. Primary vs. secondary data
   b. Secondary data sources

4. Quantitative data management
   a. Types of variables
   b. Organization of the variables: the data matrix
   c. Management of the data matrix: variable transformation

DESCRIPTIVE STATISTICS AND INTRODUCTION TO STATISTICAL INFERENCE

5. Analysis of quantitative data I: descriptive statistics
   a. Univariate descriptive statistics
   b. Bivariate descriptive statistics

6. Analysis of quantitative data II: introduction to inferential statistics
   a. Significance and confidence intervals
   b. Errors and degrees of confidence

QUANTITATIVE DATA DISSEMINATION AND MEDIA

7. Analysis and management of secondary data
   a. Absolute and relative magnitudes, and description of trends
   b. Indicators
   c. Presentation of results

8. Communication and dissemination of quantitative data
   a. Presentation of results
   b. Common errors in the presentation of data
Assessment and Evaluation

The course consists of lectures and computer practices, combining participatory methods with presentations by teachers.

EVALUATION:

WRITTEN TEST: 65%
INDIVIDUAL AND TEAM WORKS: 35%

REGULAR CALL: GUIDELINES AND RENUNCIATION

The evaluation of the regular call will be mixed and will consist of the following sections:
Final exam: 65% of the mark, choice test with some short questions to develop. The examination will take place on the date and time appointed by the Centre.
Continuous evaluation of the practical exercises: 35% of the mark. Evaluation of the work done during practice hours, both individually and in groups.

Note 1: People who do not attend class due to reasons set out in the rules will be entitled to an overall test, on the date and time appointed by the Centre, which will account for 100% of the evaluation. Persons wishing to use this situation must notify the teaching team during the first month of the subject.

Note 2: Failure to attend the final exam will involve giving up on the call.

EXTRA EXAM SESSION: GUIDELINES

The extra exam session will consist in an overall test.

Note 1: Those who have taken the subject during this course may request (up to a week before the date of the exam) that the extra exam session is carried out following the criteria established in the regular evaluation.

Sources


Zer. Revista de Estudios de Comunicación (http://www.ehu.es/zer/)
Revista Latina de Comunicación Social (http://www.revistalatinacs.org/)
Comunicación y Sociedad (http://www.unav.es/fcom/comunicacionysociedad/es/)
Comunicar (http://www.revistacomunicar.com/)
Estudios sobre el Mensaje Periodístico (http://www.ucm.es/info/emp/)
AIMC: Asociación para la investigación de medios de comunicación (Estudio General de Medios): http://www.aimc.es
SOFRES: http://www.sofresam.com
Instituto Vasco de Estadística (EUSTAT): http://www.eustat.es
Instituto Nacional de Estadística: http://www.ine.es
Kantar Media http://kantarmedia.es/
OJD: Oficina de Justificación de la Difusión: http://www.oid.es