

## COURSE GUIDE

2022/23

**Faculty** 323 - Faculty of Social and Communication Sciences

**Cycle** Not Applicable

**Degree** GPERIO31 - Bachelor's Degree in Journalism

**Year** First year

## COURSE

27088 - Statistics Applied to Communication

**Credits, ECTS:** 6

## COURSE DESCRIPTION

The subject "Statistics applied to communication" is taught together to the first years 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 constitutes the training in applied social research in these degrees.

Given this, the course covers the three perspectives of social research in communication: 1) the one coming from journalism, which mainly emphasizes precision journalism; 2) the perspective developed in advertising through market research and marketing; and 3) the one derived from communication studies, mainly research on audiences, as well as on any component of the communication process.

## COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

- RA1. Identify the peculiarities of social research and statistics as a way of knowledge, as well as its applications in professional practice of the graduate in communication.
- RA2. Solve a research problem, properly formulating its objectives and identifying the different social research methodologies, their application, the need for information to which it responds and the type of results to which it gives rise.
- RA3. Apply the most appropriate univariate and bivariate descriptive statistics measures for each type of variable and research objective, selecting the most appropriate measure, calculating and interpreting it appropriately.
- RA4. Correctly interpret quantitative secondary data.
- RA5. Properly communicate the results of a social investigation

## CONTENIDOS TEÓRICO-PRÁCTICOS

1. Research applied to communication
  - a. What is Research and why is it important to conduct research on communication
  - b. The research process applied to communication
  - c. Producing and managing Primary Quantitative Data
2. Univariate Descriptive Statistics
  - a. Frequency Tables and graphical representations
  - b. Central Tendency Measures
  - c. Position and Dispersion
3. Bivariate Descriptive Statistics
  - a. Basic concepts about the association between variables
  - b. Association between Qualitative Variables
  - c. Correlation between Quantitative Variables
4. Introduction to Inferential Statistics
  - a. Estimates and Confidence Intervals
  - b. Statistical Significance
5. Quantitative Data in media.
  - a. Analysis and managing of Secondary Data
  - b. Dissemination of Quantitative Data

## TEACHING METHODS

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

## TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	39				21				
Horas de Actividad No Presencial del Alumno/a	58,5				31,5				

**Legend:** M: Lecture-based S: Seminar GA: Applied classroom-based groups  
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups  
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

## Evaluation methods

- Continuous evaluation
- End-of-course evaluation

## Evaluation tools and percentages of final mark

- 50% examen
- 50% ejercicios prácticas llevados a cabo en las clases de prácticas multimedia y en el aula. 100%

## ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Continuous assessment:

The evaluation of the those attending to classes will be mixed and will consist of the following sections:

Final written exam: 65% of the mark, multiple choice test with some other questions asking for short written answers. The examination will take place on the date and time set by the Centre.

Continuous evaluation of the practical classes: 35% of the mark. Assessment of the work done during practical hours and non face-to-face hours, both individually and in groups.

According to the article 12.2 of the Regulations of Evaluation of the students of the official degrees:

12.2.- In the case of continuous assessment, if the weight of the final mark is higher than 40% of the mark of the subject, it will be sufficient not to attend to the final exam so that the final mark of the subject is not presented. Otherwise, if the weight of the final exam is equal to or less than 40% of the mark of the subject, students may waive the call in a period that, at least, will be up to one month before the end date of the teaching period of the corresponding subject. This waiver must be submitted in writing to the faculty responsible for the subject.

Final assessment:

The evaluation of people who do not attend classes will be entitled to an overall exam, on the date and time appointed by the Centre, which will consist of the two parts:

Final written exam: 65% of the mark, multiple choice test with some other questions asking for short written answers.

Final practical exam: 35% of the mark. Giving a case study, analyse statistical data and write down a short report. It will be done in a computer room.

**IMPORTANT NOTE:** To pass this subject you should get a mark of 5 or more in the final mark, and 4 or more in the written exam.

## EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The extraordinary assessment will consist of an overall exam, split into two parts. First, the final written exam (60% of the final mark). And second, the final practical exam (40% of the final mark). Both will be carried out on the date and time appointed by the Centre.

According to the article 12.2 of the Regulations of Evaluation of the students of the official degrees:

12.2.- In the case of continuous assessment, if the weight of the final mark is higher than 40% of the mark of the subject, it will be sufficient not to attend to the final exam so that the final mark of the subject is not presented. Otherwise, if the weight of the final exam is equal to or less than 40% of the mark of the subject, students may waive the call in a period that, at least, will be up to one month before the end date of the teaching period of the corresponding subject. This waiver must be submitted in writing to the faculty responsible for the subject.

**IMPORTANT NOTE:** To pass this subject you should get a mark of 5 or more in the final mark, and 4 or more in the written exam.

## MANDATORY MATERIALS

During the course it will be mandatory to use computer, Excel (or similar) program and scientific calculator.

## BIBLIOGRAFÍA

### Basic bibliography

BERGANZA, M<sup>a</sup> Rosa y SAN ROMÁN, José A. (coord.s) (2005): Investigar en comunicación. Madrid: McGraw-Hill Interamericana.

BLAXTER, Lorraine; Hughes, Christina y Tigh, Malcolm (2000): Cómo se hace una investigación. Barcelona: Gedisa.

CEA D'ANCONA, M<sup>a</sup> Angeles (1996): Metodología cuantitativa. Estrategias y técnicas de investigación social. Madrid: Síntesis.

GAITAN, J.A. y PIÑUEL, J.L. (1998): Técnicas de Investigación en Comunicación Social. Elaboración y registro de datos. Madrid: Editorial Síntesis.

GARCÍA FERRANDO, M. (1985): Socioestadística, Madrid: Alianza Universal.

HERNÁNDEZ, R.; Fernández, C. y Baptista, Pilar (2003): Metodología de la investigación. México: McGraw-Hill.

SÁNCHEZ CARRIÓN, J.J. (2005): Manual de Análisis Estadístico de los Datos. Madrid: Alianza Universal.

WALKER, Melissa (2000): Cómo escribir trabajos de investigación. Barcelona: Gedisa.

WIMMER, R.D. y DOMINICK, J.R. (1996): La Investigación Científica de los Medios de Comunicación. Una Introducción a sus Métodos. Barcelona: Bosch.

### Detailed bibliography

BERGANZA, M<sup>a</sup> Rosa y SAN ROMÁN, José A. (coord.s) (2005): Investigar en comunicación. Madrid: McGraw-Hill Interamericana.

BLAXTER, Lorraine; Hughes, Christina y Tigh, Malcolm (2000): Cómo se hace una investigación. Barcelona: Gedisa.

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GAITAN, J.A. y PIÑUEL, J.L. (1998): Técnicas de Investigación en Comunicación Social. Elaboración y registro de datos. Madrid: Editorial Síntesis.

GARCÍA FERRANDO, M. (1985): Socioestadística, Madrid: Alianza Universal.

HERNÁNDEZ, R.; Fernández, C. y Baptista, Pilar (2003): Metodología de la investigación. México: McGraw-Hill.

SÁNCHEZ CARRIÓN, J.J. (2005): Manual de Análisis Estadístico de los Datos. Madrid: Alianza Universal.

WALKER, Melissa (2000): Cómo escribir trabajos de investigación. Barcelona: Gedisa.

WIMMER, R.D. y DOMINICK, J.R. (1996): La Investigación Científica de los Medios de Comunicación. Una Introducción a sus Métodos. Barcelona: Bosch.

### Journals

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/>)

### Web sites of interest

Estudio General de Medios: <http://www.aimc.es>

Nielsen NetRatings: <http://www.nielsen-netratings.com/intl.jsp?country=es>

SOFRES: <http://www.sofresam.com>

Instituto Vasco de Estadística (EUSTAT): <http://www.eustat.es>

Instituto Nacional de Estadística: <http://www.ine.es>

## OBSERVATIONS