

# Syllabus

for course at advanced level

**Method Project**  
**Method Project**

**7.5 Higher Education**  
**Credits**  
**7.5 ECTS credits**

<b>Course code:</b>	MK7004
<b>Valid from:</b>	Spring 2008
<b>Date of approval:</b>	2008-04-01
<b>Department</b>	Department of Media Studies
<b>Subject</b>	Media and Communication Studies
<b>Specialisation:</b>	A1N - Second cycle, has only first-cycle course/s as entry requirements

## Decision

This course plan has been approved by the board of directors of the Department for Journalism, Media & Communication (JMK) 2008-04-01.

## Prerequisites and special admittance requirements

### Course structure

Examination code	Name	Higher Education Credits
MEPR	Method Project	7.5

### Course content

The method project course builds upon the student's experience of method application from the course Methodology and Research Methods as well as from the earlier bachelor's course. This means that tuition and exercises are partially individualised, with varying focus on quantitative or qualitative methods. The course includes method exercises in the form of limited pilot studies based on research questions formulated by the students, and places combinations of methods in focus.

The overarching purpose is to offer increased practical abilities within at least two methods relevant to Media and Communication Studies.

### Learning outcomes

Having completed the course the student has demonstrated the ability to apply at least two methods for academic research to studies of media. The student has also demonstrated an ability to relate critically to these, and other methods, as well as to their own research results.

### Education

Tuition takes place in the form of tutoring, exercises, and seminars.

### Forms of examination

a. The course is examined through the writing of a project report based on the completed pilot study. The project report is submitted and discussed at a seminar. Peer assessment of another student's project report is also required.

b. Grades are given according to a criterion referenced seven-point scale:

A = Excellent  
B = Very Good  
C = Good  
D = Satisfactory  
E = Adequate  
Fx = Insufficient  
F = Fail

c. The grading criteria for this course are to be distributed at the beginning of the course.

d. A grade of at least E on the project report and a completed peer assessment of another student's project report is required in order to obtain a grade for the whole course.

e. In order to obtain at least a grade of E, a student who has received an F or Fx has the right to an additional four tests provided the course is still offered. A student who has received a grade of E or higher may not take the test again in order to get a higher grade. A student who has received the grade of Fx or F twice on a given test and by the same examiner can, on application, be granted a new examiner, unless there are specific reasons against it. The application should be addressed to the board of the department.

### Required reading

Philosophy of science Hacking, Ian (1999) *The Social Construction of What?* Cambridge, Mass & London: Harvard University Press. Ch 1-3 and one of ch 4, 5, 6, 7 or 8.

Harding, Sandra (1996) "Rethinking Standpoint Epistemology: What is 'Strong Objectivity'?" In Keller & Longino (eds) *Feminism and Science*. Oxford & New York: Oxford University Press.\*

Lau, Raymond (2004) "Critical realism and news production". *Media, Culture & Society*, Vol 26(5): 693-711.

\* Sayer, Andrew (2000) *Realism and Social Science*. London: Sage. Ch 1-2 and 3 or 4. Discourse analysis

Bell, Allan & Peter Garrett (1998) *Approaches to Media Discourse*, chap 2, 4, 5, 7 (140 pp) Oxford:

Blackwell. Jensen, Klaus Bruhn (ed) (2002) *A Handbook of Media and Communication Research*. London: Routledge. chap 7. Quantitative methods: Survey research

Bradburn, Sudman & Wansink (2004) *Asking Questions: The Definitive Guide to Questionnaire Design - For Market Research, Political Polls, and Social and Health Questionnaires*. San Fransisco: Jossey-Bass. or

Oppenheim, A N. (1992) *Questionnaire Design, Interviewing and Attitude Measurement*. London & New York: Pinter Publishers. Schröder, Kim, Kirsten Drotner, Steve Kline & Catherine Murray (2003).

*Researching Audiences*. London: Arnold. Ch 10-16. Content Analysis Neuendorf, Kimberley (2002) *The*

*Content Analysis Guidebook*. Thousand Oaks: Sage. or Krippendorff, Klaus (2004) *Content Analysis: An*

*Introduction to its Methodology*. 2nd ed. Thousand Oaks: Sage. Fieldwork Becker, Karin (2000). "Picturing a

Field: Relationships between visual culture and photographic practice in a fieldwork setting", in Pertti

Anttonen (ed.), *Folklore, Heritage Politics, and Ethnic Diversity: A Festschrift for Barbro Klein*. Botkyrka, Sweden: Multicultural Centre.\*\* Flick, Uwe (2006) *An Introduction to Qualitative Research*. 3rd ed. London:

Sage. Graffman, Katarina (nd) "The cruel masses: How producers at a Swedish commercial production

company construct their viewers". Uppsala university, Department of Cultural Anthropology. Jensen, Klaus

Bruhn (ed) (2002) *A Handbook of Media and Communication Research*. London: Routledge. chap 13-15.

Rubin, Herbert & Rubin, Irene (2005) *Qualitative Interviewing*. 2nd ed. Thousand Oaks: Sage. Schröder,

Kim, Kirsten Drotner, Steve Kline & Catherine Murray (2003). *Researching Audiences*. London: Arnold.

Silverman, David (ed) (2004) *Qualitative Research: Theory, Method and Practice*. 2nd ed. London: Sage. Ch

1, 7, 8, 10 *Organizational Communication research methods*. Johansson, Catrin (2007) "Research on

*Organizational Communication. The Case of Sweden*". *Nordicom Review*, Vol 28 (1): 93-110.\*\* Internet

research Foot, Kirsten A. (2006) "Web Sphere Analysis and Cybercultural Studies" i D. Silver & A.

Massanari (red.), *Critical Cyberculture Studies: Current Terrains, Future Directions*, New York: New York

University. <http://faculty.washington.edu/kfoot/Publications/WSA-CybCultStudies-dist.pdf> Herring, Susan. C.

(2007). A faceted classification scheme for computer-mediated discourse. *Language@Internet*.

<http://www.languageatinternet.de/articles/761> Rogers, Richard (2006). "Mapping Webspace with the Issue

Crawler", unpublished script, [http://govcom.org/publications/full\\_list/issuecrawler\\_1oct06\\_final.pdf](http://govcom.org/publications/full_list/issuecrawler_1oct06_final.pdf) Övrigt

Bryman, Alan (1995) *Quantity and Quality in Social Research*. London: Routledge. Denzin, Norman (1970,

1978 or 1989) *The Research Act: A Theoretical Introduction to Sociological Methods*. New York: McGraw-Hill or Englewood Cliffs, NJ: Prentice-Hall Flick, Uwe (2006) *An Introduction to Qualitative Research*.

London: Sage. Jensen, Klaus Bruhn (ed) (2002) *A Handbook of Media and Communication Research*.

London: Routledge. Ch. 15 K B Jensen, "The complementarity of qualitative and quantitative methodologies

in media and communication research". Sieber, S D (1973) "The integration of fieldwork and survey

methods". *American Sociological Review*, vol 78(6), p 1335-1359. *The Use of Mixed Methods in*

*Organizational Communication Research: An analysis of the last ten years (about 2004)*.