

Academic Year/course: 2021/22

## 63061 - Analysis methods for information and communication

### Syllabus Information

**Academic Year:** 2021/22

**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

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 4. Methodology, learning tasks, syllabus and resources

#### 4.1. Methodological overview

See " learning tasks" and "Syllabus".

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

#### 4.2. Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work.
- Assessment.
- Tutorials.

#### 4.3. Syllabus

The course will address the following topics:

1. The nature of quantitative research: major steps in quantitative studies, 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.

#### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, assessment dates and other details regarding this course, will be

provided on the first day of class or please refer to the Faculty of Arts website  
<https://fyl.unizar.es/master/master-en-consultoria-de-informacion-y-comunicacion#overlay-context=>

#### **4.5. Bibliography and recommended resources**

More information will be provided on the first day of class. Specific bibliography will be included in the didactic units.