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|------------------|------------------------------|----------------|--|
| Course Unit      | Research Methodologies       | Field of study | Business Sciences                                      |
| Bachelor in      | Communication and Journalism | School         | School of Public Management, Communication and Tourism |
| Academic Year    | 2023/2024                    | Year of study  | 1  |
| Type             | Semestral                    | Semester       | 1  |
| Workload (hours) | 162                          | Contact hours  | T - , TP 60 , PL - , TC - , S - , E - , OT - , O -     |
|                  |                              | Level          | 1-1  |
|                  |                              | ECTS credits   | 6.0  |
|                  |                              | Code           | 9662-657-1103-00-23                                    |

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Carlos Alberto de Mesquita Pinto Bessa

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Know the methodological procedures of the social and human sciences.
2. Know how to develop a bibliographic and digital research.
3. Understand and develop quantitative and qualitative research.
4. Know how to structure a research paper.

#### Prerequisites

Not applicable

#### Course contents

1. Introduction to scientific research; 2. Fundamental principles of the researcher/journalist; 3. Sources of information; 4. Research methodologies; 5. Methodology of writing and presentation of papers and preparation of references.

#### Course contents (extended version)

1. Principles of Research Methodology in Social Sciences and Humanities
2. Steps of scientific research
  - The problem of research (hypotheses)
  - Literature Review (Finding Sources and Reading Cards)
3. The digital research (academic sources and advanced searches)
4. Quantitative Research
  - Variables, sample and data collection
  - Analysis and interpretation of results
5. Qualitative Research
  - Content Analysis and Text Hermeneutics
6. Methodology of writing and presentation of papers and preparation of references

#### Recommended reading

1. Carvalho, J. (2002). Metodologia do Trabalho Científico: Saber Fazer da Investigação para dissertações e teses. Lisboa: Escolar Editora.
2. Coutinho, C. P. (2014). Metodologia de Investigação em Ciências Sociais e Humanas: Teoria e Prática. Lisboa: Almedina.
3. Gageiro, J. e Pestana, M. (2008). Análise de dados para Ciências Sociais: a complementaridade do SPSS (5.ª Ed). Lisboa: Edições Sílabo.
4. Punch, K. F. (2013). Introduction to social research: Quantitative and Qualitative Approaches (3.ª Ed). London: Sage publications.

#### Teaching and learning methods

Presentation of theoretical concepts and case studies, taking advantage of existing resources or library visits, with a critical discussion with students. Implementation of practical research exercises, for a direct monitoring of theoretical concepts. Supplementary readings, as well as other exercises will be proposed.

#### Assessment methods

1. Final Evaluation - (Regular, Student Worker) (Final)
  - Practical Work - 60%
  - Final Written Exam - 40%
2. Final Evaluation 1 - (Regular) (Supplementary, Special)
  - Final Written Exam - 100%
3. Final Evaluation 2 - (Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100%
4. Exchange Students - (Regular) (Final, Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

|  |                                   |                                    |                              |
|--|-----------------------------------|------------------------------------|------------------------------|
| Carlos Alberto de Mesquita Pinto Bessa | Manuela Dolores Ferreira Carneiro | Catarina Alexandra Alves Fernandes | Luisa Margarida Barata Lopes |
| 28-10-2023                             | 30-10-2023                        | 30-10-2023                         | 01-11-2023                   |