UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Research Methods

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

COMMUNICATION AND MULTIMEDIA

3. Cycle

1st

4. Course Unit

Research Methods (L2127)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MARIA MANUELA MARQUES FAIA CORREIA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Develop analysis and scientific method skills in Social Sciences;

15. Specific Objectives

- Characterize the main methods and techniques inherent to Social Sciences research;
- Describe and use methods, techniques and tools for the development of applied research projects;

16. Skills to be acquired

- Research skills in research, namely involving objectification, the exploratory phase, problematization, modelling, collection, treatment and analysis of data, as well as the establishment of conclusions;
- Skills inherent in the ability to select the most appropriate methods, techniques and tools for the objectives of each research project

17. Teaching Methodology

-Theoretical-practical classes using didactic support technologies.
- Use of research techniques.

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18. Course Unit Program

1. Method. Concepts, approaches and procedures.
2. The scientific method and social facts.
3. The scientific method applied to Social Sciences.
 3.1. Research and social reality;
 3.2. The scientific method applied to research in Social Sciences;
  3.2.1. Main theoretical perspectives of the investigation
  3.2.2. The models;
  3.2.3. Methodological plurality;
  3.2.4. Quantitative techniques and qualitative techniques;
  3.2.5. Triangulation;
  3.2.6. Induction and deduction;
 3.3. Research planning - process phases
  3.3.1. Introduction;
  3.3.2. Conception of the idea;
  3.3.3. The research problem;
  3.3.4. The elaboration and construction of the theoretical stage;
  3.3.5. Typology of research to be adopted;
  3.3.6. Hypothesis system and its formulation;
  3.3.7. Research design and work methodology;
  3.3.8. Delimitation and design of the sample;
  3.3.9. Definition of the work plan, respective schedule and costing,

4. Methodology and strategic use of statistical sources and databases.
5. Computer tools for data analysis.
6. Research methods and techniques applied to Communication:
 6.1. The interview;
 6.2. The questionnaire;
 6.3. Observation;
 6.4. Experimental research;
 6.5. Content analysis in media;
 6.6. focus groups

19. Assessment Methods

- 2 written tests (weighting factor 3)
- A group research report (weighting factor 2.5) .

20. Didactic Resources

Referenced bibliographical elements.
Data base.
Films and documentaries.
Case studies.

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21. Sustainability Objectives

SDG 4: Quality Education
SDG 8: Decent work and economic growth

22. Keywords

- Scientific Method;
- Research methods and techniques;

- Scientific investigation.

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23. Main Bibliography

Author(s):	Bryman, A, Bell, E		
Title:	Business research methods		
Edition:	3	Year:	2011
Local:	NY		
Publisher:	Oxford University Press		

Author(s):	Quivy, Raymond, Campenhoudt, L.V.		
Title:	Manual de Investigação em Ciências Sociais		
Edition:	5ª	Year:	2008
Local:	Lisboa		
Publisher:	Gradiva		

Author(s):	Jensen, K.B.		
Title:	A Handbook of Media and Communication Research:Qualitative and quantitative methodologies		
Edition:	1	Year:	2002
Local:	London		
Publisher:	Routledge		

24. Complementary Bibliography

Author(s):	Gunter, Barrie		
Title:	Media research methods		
Edition:	1ª	Year:	2000
Local:	London		
Publisher:	SAGE		

Author(s):	Bryman, Alan , Duncan Cramer		
Title:	Análise de Dados em Ciências Sociais: introdução às técnicas usando o SPSS,		
Edition:	1ª	Year:	2003
Local:	Oeiras		
Publisher:	Celta		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'METODOLOGIA DE INVESTIGAÇÃO': Academic Year 2024/2025
Autor / Author	Prof. Doutora MARIA MANUELA MARQUES FAIA CORREIA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

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