



Faculty of Arts and Social Sciences  
Media and Communication Studies

# Syllabus

## Digital Analysis Methods

**Course Code:**

MKGB91

**Course Title:**

Digital Analysis Methods  
*Digitala analysmetoder*

**Credits:**

15

**Degree Level:**

Undergraduate level

**Progressive  
Specialisation:**

First cycle, has less than 60 credits in first-cycle  
course/s as entry requirements (G1F)

**Major Field of Study:**

MKA (Media and Communication Studies)

**Course Approval**

The syllabus was approved by the Faculty of Arts and Social Sciences 2021-02-15, and is valid from the Autumn semester 2021 at Karlstad University.

**Prerequisites**

Registration on the courses MKGA91 Media Audiences in the Digital Age, 7.5 ECTS credits, MKGA92 Social Media and Social Theory, 7.5 ECTS credits, and MKGA93 Strategic Communication and Organisation Analysis, 7.5 ECTS credits, or equivalent

**Learning Outcomes**

Module 1 Methods Introduction, 5 ECTS cr

Upon completion of the module, students should be able to:

1. give an account of research methods used in media and communication studies,
2. give an account of the steps of the research process, and
3. identify and give arguments for the most suitable method(s) to investigate research problems in media and communication studies

Module 2 Digital Research Methods, 10 ECTS cr

Upon completion of the module, students should be able to:

1. describe the possibilities and problems of conducting research-based analyses in digital environments,
2. plan, design, and carry out analyses in digital media based on clearly defined scholarly or strategic objectives,
3. collect and process internet data manually, or in partly or fully automated ways, with the use of basic script programming and data processing,
4. identify and employ relevant tools for accessing, processing, analysing, and visualising data,
5. assess the quality of analyses in terms of their technical configurations and analytical potential, and their contribution to deeper understanding of social interaction online, and
6. argue for the choice of analytical tools regarding both concrete research questions and a broader outlook on the philosophy of science.

## **Content**

Students develop skills in investigating research problems in media and communication studies. The focus is on the challenges of doing research in digital environments and practical questions such as the choice of analytical tools, accessibility of data, economic resources, and technological possibilities. An overarching question is how to combine several methods strategically in order to arrive at a deeper and more complex understanding of online phenomena. Students also reflect on the methodological aspects of data collection and data analysis from philosophical and historical perspectives.

The course comprises two modules:

### **Module 1 Methods Introduction, 5 ECTS cr**

Students acquire knowledge of the steps of the research process and methodological problems in media and communication research. The module introduces different methods in relation to all stages of the research process. The emphasis is on research design and methods for collecting data and presenting results, rather than analysis. Ethical issues relevant to research and development are treated throughout. The module is based on application opportunities and practical exercises.

### **Module 2 Digital Research Methods 10 ECTS cr**

The module introduces methods for investigating social interaction in digital environments. The focus is on accessing content (text, images, sound, films) on platforms, and measuring instruments and software designed to map and analyse social interaction in digital environments. Students develop skills in handling analytical tools, data sampling, basic statistics, network analysis, and data visualisation. The focus is on the explorative use of such approaches, with an emphasis on flexibility and adaptability in relation to shifting research perspectives and requirements. The module also provides an introduction to current methodological debates in fields such as digital methods, digital humanities, and Big Data. Instruction is in the form of lectures, workshops, seminars, and supervised group work.

## **Reading List**

See separate document.

## **Examination**

### **Module 1**

Learning outcome 1 is assessed on the basis of a written exam

Learning outcomes 2 and 3 are assessed on the basis of take-home exams completed in groups and presented orally and in writing in mandatory seminars, as well as written and oral performance as peer reviewer of the work of another group.

## Module 2

All learning outcomes are assessed on the basis of a written exam, two written take-home exams completed in groups, and one written individual take-home exam. All take-home exams are presented orally in mandatory seminars, and the examination includes written and oral performance as peer reviewer of both group and individual assignments.

The examiner may decide that a student who is very close to a passing grade can complete a supplementary assignment to receive a passing grade for a specific examination. If this is a possibility, the examiner must specify when and how such a supplementary assignment may be permitted.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

## Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

In order to receive a grade of Distinction (VG) for the entire course, students must receive a grade of Distinction (VG) for at least 7.5 ECTS cr out of 15 ECTS cr, and a grade of Pass (G) for the remaining 7.5 ECTS cr.

## Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

## Course Certificate

A course certificate will be provided upon request.

## Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.