



Faculty of Arts and Social Sciences
Media and Communication Studies

Syllabus

Independent research project: Digital analysis

Course Code:	MKGC90
Course Title:	Independent research project: Digital analysis <i>Självständigt arbete: Digital analys</i>
Credits:	30
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree proj. for B.A./B.Sc. (G2E)

Major Field of Study:
MKA (Media and Communication Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2018-08-27, and is valid from the Spring semester 2019 at Karlstad University.

Prerequisites

Admission to the programme Media and Communication: Digital Media and Analysis (SGMKV-SGDM) and

Media and Communication Studies 75 ECTS credits, including:

- MKGA02 Introduction to Media and Communication Studies 15 credits
- MKGA03 Text, Communication and Organization 15 credits
- MKGB91 Digital Analysis Methods 15 credits
- MKGB92 Data, Power and Ethics 15 credits
- MKGB93 Data Visualisation and Communication 7.5 credits, and
- MKGB94 Project in Media Analysis 7.5 credits , or equivalent.

Learning Outcomes

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

- problematise and synthetise the main features in a theoretical field in media and communication studies,
- assess the analytical potential of a theoretical area of media- and communication studies,
- give an account of and practically apply central research methods in media and communication studies, with a focus on data analysis in digital environments,
- critically review research designs, theories and methods in media and communication research, and

Alt. A

- independently plan, design, carry out and present a theoretically founded, methodologically advanced and ethically justified research project in media and communication studies.

Alt. B

- independently plan, design, carry out and present a theoretically founded and ethically justified research project, based on data analysis.

Content

The course comprises two modules.

Module 1 Research Survey and Research Design 15 ECTS cr.

Current research approaches in communication theory are treated and students develop skills in writing a research overview. Also treated are different qualitative and quantitative research methods in the field of media- and communication studies, with an emphasis on data processing, analysis and the links between theory and methods. Ethical issues of relevance to research and investigative projects are treated throughout the course. Module content is applied in practical exercises.

Module 2 Independent project 15 ECTS cr.

Students carry out an independent project in one of two suggested alternative areas:

Alt. A

Students develop skills in writing an independent study in a chosen problem area with thematic links to the profile area Digital Media and Analysis, thus providing students the opportunity to enhance theoretical and methodological abilities, including the ability to conduct a research analysis.

Alt. B

Students develop skills in independently planning, designing, realising and presenting a practical research project based on data analysis. Students enhance their ability to critically review and assess processes of analysis and strategies for mapping social interaction in digital environments.

The module also deals with how to act and perform in an essay seminar. Supervision is only provided for the course duration. Reregistered students are offered additional supervision if circumstances permit.

Reading List

See separate document.

Examination

Module 1 is assessed on the basis of several group assignments, presented orally and in writing at mandatory seminars, and on individual, written hand-in assignments, of which at least one is presented orally and in writing at a mandatory seminar. Assessment is also based on group performance as reviewers and individual oral and written review of a fellow-student's project.

Module 2

Alternative A is assessed on the basis of an independent project, discussed in seminar and on the student's performance as a peer reviewer. Seminar participation is mandatory.

Alternative B is assessed on the basis of a practical project and a research report. Assessment includes presenting their own project and peer reviewing another student's project.

Seminar participation is mandatory. The number of examination opportunities is limited to five.

Grades

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

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.