SKPM09, Strategic Communication: Quantitative Methods, 7.5 credits

Strategisk kommunikation: Kvantitativa metoder, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2017-09-19 to be valid from 2017-09-21, autumn semester 2017.

General Information

The course is mandatory during the third semester within the Master Programme in Strategic Communication. The course takes place in Helsingborg.

Language of instruction: English

Main field of studies	Depth of study relative to the degree requirements
Strategic Communication	A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall be able to

Knowledge and understanding
- demonstrate in-depth understanding of the relationship between different components of the research design process and quantitative methods,
- demonstrate a basic level of knowledge about statistical analysis, such as cross tabulation, multivate analysis, correlation, regression and factor analysis.

Competence and skills

- demonstrate a basic level of ability to choose between and use different types of statistical analysis, including:

  •the ability to use and present descriptive and inferential statistics appropriately,

  •the ability to distinguish between various data types and to select modes of

  analysis accordingly.

- demonstrate an ability to design a research project based on quantitative methods, including:

  •situating the research problem in terms of perspective, focus, level and scope,

  •grounding the research problem in theory and reality,

  •presenting a research proposition based on conceptually and logically sound

  inferences,

  •developing a conceptually sound model based on testable hypotheses,

  •designing and assessing a survey according to scientific standards, including

  developing, modifying or adopting scientifically sound scales,

  •conprehensively and transparently present a methodological account of sample

  logic, analytical strategy and other relevant aspects,

  •clearly stating contribution/implication of the study for science and for practice.

Judgement and approach

- the ability to critically consider threats to internal, statistical, external and construct validities,
- critically reflect on the link between research question(s) and research strategy, including reflections about how the research proposition relates to other plausible alternatives as well as to status quo,
- the ability to perspectivize reflections abouts the choosen research design into a wider epistemic context.

Course content

The aim of this module is to provide the students with the opportunity to aquire skills necessary to design and carry out an individual research project based on quantitative methods. The course consists of three themes. The first theme focuses on research design. The students are introduced to research design based on quantitative methods. Initially, they are asked to reflect on what it means to do research in the social sciences and when quantitative methods are appropriate. The students are also introduced to tools to design and motivate quantitative study. The second theme is survey methods. The students are introduced to surveys as a data source. Apart from technical issues such as sampling, question design and data collection, the theme focuses on the relation between research question, survey design and data analysis. The third theme is data analysis. The students are introduced to different statistical methods such as cross tabulation, multivariate analysis, correlation, regression analysis and factor analysis, and learn how to use them in SPSS.

Course design

Teaching includes lectures, workshops and seminars. Students are expected to participate in group preparations between the activities. Active participation in workshops and seminars is expected.

Assessment

The assessment will take the form of three individual written tests (descriptive statistics, inferential statistics I and II) and an individual oral exam based on a written group assignment (research proposal).

In connection with the course students are offered three examinations, a regular examination, a re-examination and one additional re-examination. Within one year after the course, students are offered a minimum of two additional re-examinations. Thereafter, more examinations are offered but in accordance with current course content.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.
The highest grade is A, and the lowest passing grade is E. The grade for a non-passing result is F for Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The three written exams are exempted from the grading scale above. The grades awarded for this/these component/s is/are Pass or Fail. For the grade of Pass, the student must show acceptable results. For the grade of Fail, the student must have shown unacceptable results. The course grade is set by the grade on the oral exam (research proposal).

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

To be eligible for the course the student must have fulfilled course requirement of 60 credits in the Master Programme in Strategic Communication.

Further information

The course can not be part of a degree with SKOP33 Kvantitativa metoder, 7,5 credits.

Subcourses in SKPM09, Strategic Communication: Quantitative Methods

Applies from H17

1701   Research Proposal, 4,5 hp
       Grading scale: Fail, E, D, C, B, A
1702   Descriptive statistics, 1,0 hp
       Grading scale: Fail, Pass
1703   Inferential statistics I, 1,0 hp
       Grading scale: Fail, Pass
1704   Inferential statistics II, 1,0 hp
       Grading scale: Fail, Pass