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5.00 credits	30.0 h	Q2
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Teacher(s)	Jacobs Thomas ;
Language :	English
Place of the course	Bruxelles Saint-Louis
Learning outcomes	
Evaluation methods	<p>Students are in the context of this course evaluated on the basis of a group work and an oral exam.</p> <p>Group work (60%)</p> <p>Students will work in small groups around a research object that interests them, and they will realise a series of small exercises around a chosen topic. These exercises focus on training students in making informed methodological choices and on critical reflecting on their scientific research. The research, data, analyses, and results produced this way constitute the portfolio.</p> <p>Oral exam (40%)</p> <p>Students are then interviewed about their portfolio during an oral exam, which aims to test their ownership of the portfolio as well as their capacity to explain, legitimate, and reflect on their own methodological choices.</p> <p>In the event of an unjustified failure to submit an assignment that is part of the portfolio or an unjustified absence from the oral exam, the student will receive a final mark of 0A/20 for the course at the first session.</p> <p>All assignments produced in the context of this class are a personal production. Students are expected to scrupulously respect the rules and the good practices when it comes to citation, referencing, and avoiding (self-)plagiarism. Students are expected to know and understand as to what these rules and practices comprise. Any failure to apply them may lead to an academic and/or disciplinary sanction for plagiarism and/or irregularity, in accordance with the general regulations for studies and examinations.</p> <p>“Reusing” a personal or group assignment carried out within the framework of any other teaching unit requires a great deal of caution. Such an approach may be considered, provided that the student requests explicit permission from the professor or the assistant; justifies this “reuse” in the assignment, which, as a whole, must obviously constitute an original contribution to the first work; and scrupulously applies the rules of citation and referencing to any use of this assignment. Failure to comply with these rules may be considered self-plagiarism and as such constitutes an irregularity.</p> <p>The use of generative AI is accepted as long as it is occasional and limited. The use of AI must be explicitly indicated and referenced. Any part of the work relying, in any way, on generative AI must be clearly identified (for example, by a footnote), specifying which generative AI tool was used, for what purpose, in what way, and to what extent. Failure to do so may constitute an irregularity.</p>

Teaching methods	This course is based on the following teaching methods: <ul style="list-style-type: none"> - general <i>ex cathedra</i> classes - the reading, presentation, and discussion of methodological texts or case studies in an interactive and collaborative fashion - a series of group works on the conception and the implementation of a methodological set-up related to a research question - individual work related to either one's own Master thesis or the group work.
Content	This course offers students an in-depth examination of the methodological aspects of communication-scientific research in the digital era. Students are taught how to conduct relevant and sound research on digital technologies, digital communication, and social media as well as their productions, their representation, their perception, and their social impact. The students will familiarize themselves with the techniques, the methods, the attitudes, the philosophies, and the research objects that inform the scientific analysis of digital communication. In doing so, the course proposes a broad conception of what constitutes methodology: it does not just focus on the methods and techniques necessary to conduct communication-scientific research, but also poses larger epistemological and ethical questions about knowledge production in the digital era. Among others, the following topics are covered in the course: <ol style="list-style-type: none"> 1) a general overview of what is understood when we talk about methodology in communication science and in the social sciences at large: what is a methodology in social science? How can we evaluate them? How are they linked to and part of a larger communication- or social-scientific approach or demarche? 2) a reflection about the position that methodology occupies in a broader research plan: how do we align research questions and methodologies? How can a methodology operationalise certain concepts covered in the state of the art? How can a methodology guarantee the coherence of a research project? 3) an overview of and an introduction to the different research methods that exist in the study of digital communication: interviews, ethnography, experimentation, discourse analysis, content analysis, surveys, creative analyses, participatory methods,.... 4) the conception and execution (on a small scale) of a research method linked to a research question. 5) a reflection on the stakes and the transversal debates involved in research on digital communication: the characteristics of the internet as an research object/environment and its methodological impact, <i>big data</i>, ethical questions (the status of the observer, informed consent, confidentiality, anonymisation,...), the opportunities and risks of online technologies as tools for data collection and tools for analysis. Throughout the course, guest lecturers may intervene to talk about their own experience in scientific research.
Bibliography	Ne sont repris dans la bibliographie que trois ouvrages généraux à titre indicatif. Les ouvrages spécifiques, traitant d'une technique spécifique ou d'un exemple seront vus en cours. La liste des références sera mise à jour au fur et à mesure sur moodle. <ul style="list-style-type: none"> - Mucchielli, A. (2004) Les sciences de l'information et de la communication (5e ed.), Paris, Hachette. - Olivier de Sardan, J.P. (2008) La rigueur du qualitatif. Les contraintes empiriques de l'interprétation socio-anthropologique, Louvain-La-Neuve, Academia. - Van Campenhoudt, L. & Quivy, R. (2011 [1988]) Manuel de recherches en sciences sociales (4e ed.), Paris, Dunod.
Other infos	This course is partially based on case studies and group exercises. Students who cannot attend classes in person are invited to contact the lecturer to discuss alternative pedagogical avenues. The powerpoints and reading materials used in this course will be available via Moodle.
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication Strategy and Digital Culture (shift schedule)	COMB2M	5		