

## **DIGITAL RESEARCH**

### **Basic details**

- Fall semester.
- Number of teaching hours per week: 2.
- Credits: 3
- Teaching language: English.
- Lecturer: Cristina Zurutuza-Muñoz (PhD). ([czurutuza@usj.es](mailto:czurutuza@usj.es))

### **Seminar description**

The aim of the “Digital Research Project” seminar is for students to become familiar with researching through digital contents (mainly social networks) in order to develop a small research project by themselves.

The first half of the semester, students will learn through practical exercises the basic tools to research and obtain information from social networks, mainly Twitter and Facebook. They will also become familiar with the basic guidelines to make a content analysis of that information, in order to obtain useful conclusions.

The second half of the semester, students will carry out a small project with the research tools they will have previously learnt and practiced. The project will consist of researching a topic of their interest through Twitter or Facebook. They will have to define the aim of the research, collect the data, analyse it and reach conclusions. At the end of the project, they must write a brief report and show the main conclusions to their colleagues.

### **Learning outcomes**

At the end of the seminar, students should be able to:

- Apply digital tools to collect data from social networks.
- Carry out a basic analysis of the content published in social networks from a quantitative and/or a qualitative perspective.
- Design and develop a minimum research project.
- Interpret data and reach useful conclusions.