

Challenges and opportunities for Communication Research in Spain

Content analysis of research projects and PhD theses

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Our Research Project - MapCom (www.mapcom.es)

- ▶ The Spanish research system about social practices of Communication. Map of Projects, Groups, Lines, Objects of Study and Methods
- ▶ Four teams, comprising 60+ researchers and covering the 55 universities currently offering Communication Studies in Spain



Mapping exercises are useful resources to strengthen the disciplinary position and to internally consolidate the community of researchers



General Research Process and Goals

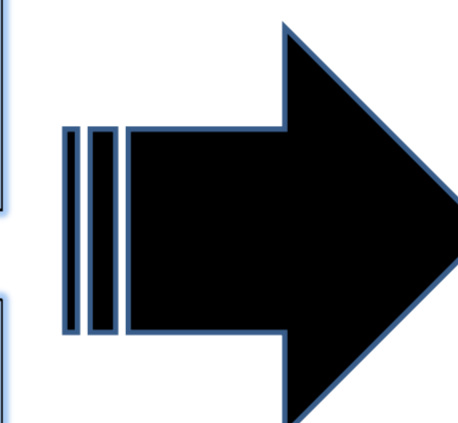
- ▶ Produce an open-access database of the Spanish production of Communication Research projects and dissertations (2015-16)
- ▶ **Identify main trends in research projects and PhD theses (Content Analysis)**
- ▶ Explore and cross discourses of researchers by means of Phillips 66 approaches
- ▶ Survey to Communication researchers based in Spain (2017)
- ▶ Integrate the outcomes in a wider effort of AE-IC to contribute to better evaluation procedures (2018)

Starting point

There is a need to understand how our field is being developed and established

Fast processes of transformation at media landscapes influence the way Communication Research is conducted

Communication Research is a field deeply defined by its interdisciplinarity



Research question

Have research topics and methods adapted to this new scenario?

Method

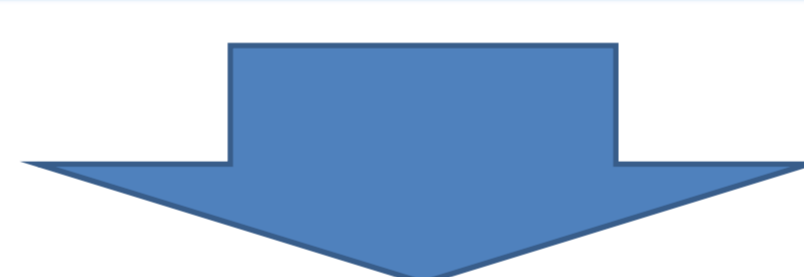
Quantitative and qualitative Content Analysis

Data Corpus

All presented PhD dissertations and granted public-funded research projects in the field of Communication Spain from 2007 till 2013
979 PhD dissertations
143 research projects

Coding Book

Composed by 27 categories
Added 9 post-coding categories



An Open Access Database with all the available units of analysis can be found at:

<http://www.mapcom.es/bases-de-datos>

FINDINGS – FEATURES OF SPANISH COMMUNICATION RESEARCH

Prevalence of Research on traditional mass media

Main research objectives are predominantly descriptive and explanatory

Content and discourse analyses are the most common research methods

Communication Research as a field mainly dealing with documents

There is a low, but growing, presence of mixed methodologies

There are usually neither contrasting fields nor interdisciplinary dialogue



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