Introduction

This Poster presents the results of the national research project MapCom “The Research Structure on the Social Practices of Communication in Spain. Mapping of Projects, Groups, Lines, Objects of Study and Methods” Reference Code CSO2013-47334-C1-P, funded by the Research Excellence Programme at the Ministry of Economy and Competitiveness of Spain within the period of 2013 to 2016. We present the analysis of Phase I, PhD-Dissertations (DT) and National Research Projects (NRP) in the areas of Social Sciences and Humanities whose object of study comprised any socially relevant dimension of the practices of «Communication» between the 1st of January 2007 to the 31st of October 2014, undertaken within Spanish Universities. This poster provides synthetic results of the Mapcom and main links, its’ methodological approach and the longitudinal and internationalization potential it embodies in becoming an advanced research tool and method for the analysis of the state of the art of research within Universities and other Research Institutions in varied areas of scientific knowledge.

Research methodologies and practices in communication in our cultural context date back to the late twentieth century sponsored among others by the AICE (Association of Communication Researchers in Spain) one of the promoters of todays AEIC (Spanish Association for Communication Research. www.aeic.org). Researchers like Caffarel, Domínguez and Romano (1989), Caffarel and Caceres (1993) Jones (1994, 1998-2000) had examined at the occasion of the twenty-fifth anniversary of the creation of the first faculties of Informations Sciences and Communication in Spain the manner of the who, what, how and where communication research did take place. Subsequent investigations have been carried out by among others Alina and Jiménez (2010) on the paradigmatic case of communication research in this socio-humanistic discipline. Arcila and Piñuel(2013) extended the spectrum to the communication and practices of Latin American researchers. The framework of bibliometric analysis of doctoral theses in Spain was investigated by the work of Delgado et al (2008), Castillo and Xifra (2008), Sources and Argimburgo(2010), Repiso et al (2011) and more recently Blazquez (2015). Regarding the analysis of research on communication relevant investigation has been carried out by Fernandez, Masip (2013) Martinez and Saperas (2009, 2011), Lopez and Vicente (2011) and Repiso et al (2011) on methods and techniques of dominant research Spanish scientific journals and mainly works by Piñuel, Lozano, Gaitán Garcia et al (2011, 2015, 2016) on research in communication, developing a methodological and theoretical mapping of the Spanish and Latin American sphere.

In order to investigate the profiles of teaching of communication/information and resource conditions, routines and approaches to research on communication as an object of study in Europe and Latin American universities, the Research Group MDCS at the Complutense University (Madrid, Spain), and sponsored by the AE-IC, FELAFACS (Latin American Federation of Social Communication Faculties) and ECERA, promoted two surveys on teaching and Communication Research as a study in 2012. These surveys analysed framed research activity, objects and general criteria of research, research methodology and objects of study, the theoretical paradigms involved and dissemination of results and transferring them (Piñuel et al, 2011). The results of these investigations were completed with two symposia held in Spain under the direct responsibility of José Luis Piñuel as Scientific Director of the Commission for Scientific Policy at the AE-IC. These events were held in Madrid at the Rey Juan Carlos University in 2013, and more recently at the University of Valladolid in 2013, bringing together almost all relevant R&D running Researchers and Projects, as well as the AEIC as principal Research Groups within Spanish Universities in this field of work.

Methods

The “Research Scenario” on the social practices of communication is an object of study poorly analysed in our scientific context. The quantitative and qualitative analysis of Research Projects, Groups, Objects and lines of Research and Methods, is an area of analysis which has been recently institutionalized as a disciplinary field under the research partnerships of the AE-IC and ECERA. It has not yet been done as an objective analysis with methodological rigor of scientific projects, research groups, lines, objects and methods which shape the state of the art of “Communication” as an area of R&D in Spain or Europe. The MapCom distributes the “mapping” of the objects of study in Four Geographical Areas, - see map above-. The project is divided in Three Phases and Methodological Research Techniques: We present Phase 1 “Coding DT & NRP” results. Phase 2 is based upon the “Phillips 66” group discussion technique (201604-2017Q1 “underway”), Phase 3 (2017Q2&Q3).

The analysis is presented in the relative entire definitive universe (1122 documents) distributed in DT (979 items) and NRP (143 items). (n.b. See Table 1 a.f. for percentage-split). The following URL -https://goo.gl/XTqEFb- shows registration guide and document analysis methodology implemented within Phase 1. The questionnaire used for the mapping (39 questions and their respective coding categories of analysis), it was run by researchers in a secured digital survey environment at URL http://www.e-encuesta.es/encuestas.datosMapCom. The coding was conducted between the months of September to December 2016 by previously trained researchers, quality control coding was undertaken between January to February 2016 on the total sample in order to minimize inaccuracies.

Results @ Mapcom.es

The following URL gives you access to the Final Report of Phase 1 Mapcom – i.e. https://goo.gl/49U1L - this provides document data from the Four Research Groups and the Analysis of the website split the distributed geographical loci of research. Please visit www.mapcom.es for full access to database, reports and analysis.

1. See full research outcomes, reports, full database and articles at www.mapcom.es or contact directly Prof. Dr. Félix Ortega; forttega@usal.es

Conclusions

1. In relation to the gender of authorship there exists a decompartment in favour of men for DT and NRP.

2. Research objects are similar in DT and NRP, however objectives differ significantly. DT faces preferably exploration or diagnostic targets (description and explanation) while NRP gives preference to evaluative objectives (evaluative and intervention strategies).

3. It is relevant to note that within DT and NRP we have detected a prime axis of research concentrated in Mass Communication (traditional or online) prior to other objects of study.

4. Research in Communication is an object of study which will be analysed in diverse academic spheres following the trends that are consolidated in a society and economy which is increasingly more digital and interconnected. The data derived from the work of many represents a significant contribution in the analysis of research in Communication in Spain and Europe. The theoretical and methodological innovations implemented in this project should be fostered and promoted in other regions like Latin America (Piñuel et al, 2016) and Europe in order to be able to shed light on the state of the-art and prospective research in an area of knowledge increasingly central to our society, economy, politics, ... and future, our dear Communication Research Studies.

5. This work also provides a discussion and analysis of past and current national and EU legal, regulatory and policy directions in the field of Research in Communication and Media at the EU, including an analysis of European communication and media research, regulation and policy.

MapCom-EU Proposal for analysis within H2020 and after: i) R&D Policy Analysis, National and EU perspective. ii) Research Data and Indicator Construction. iii) Consortium Construction under way, contact: forttega@usal.es for more information and collaboration.

Bibliography & Poster: goo.gl/Cmosees