

Subject card

Subject name and code	The Research Methods in The Theory of Media, PG_00152151						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		1.0		
Learning profile	practical		Assessment form		exam		
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Arkadiusz Kozłowski				
	Teachers		dr Arkadiusz Kozłowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		2.0		8.0	25
Subject objectives	Learning the methodology of conducting survey research.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student realistically assesses his/her own capabilities in conducting survey research.	[SK2] presentation/project/paper/report
	[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	The student recognizes difficulties in independently conducting survey research.	[SK2] presentation/project/paper/report
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student critically evaluates media coverage of the implementation and results of survey research.	[SK2] presentation/project/paper/report
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	The student collaborates with other team members to carry out a joint research project.	[SU2] presentation/project/paper/report
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	The student independently searches for information about the latest research methods.	[SU2] presentation/project/paper/report
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	The student selects a research method adapted to the research objectives and the possibilities of its implementation.	[SU2] presentation/project/paper/report
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	The student designs and conducts a survey, including determining the sampling method and data collection technique, designing a questionnaire, coding questions, and conducting a basic quantitative analysis of the obtained data.	[SU2] presentation/project/paper/report
	[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student identifies processes requiring the acquisition of knowledge from survey research.	[SW2] presentation/project/paper/report

Subject contents	1. Statistical description and statistical inference 2. Sample selection 3. Characteristics of survey measurement 4. Quality of survey research 5. Statistical description methods 6. Statistical estimation 7. Verification of statistical hypotheses		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	Babbie, E. R. (2009). <i>Podstawy badań społecznych</i> . Wydawnictwo Naukowe PWN. Balicki, A., & Makać, W. (2007). <i>Metody wnioskowania statystycznego</i> . Wydawnictwo Uniwersytetu Gdańskiego. Kozłowski, A., & Szreder, M. (2020). <i>Informacje spoza próby w badaniach statystycznych</i> . Wydawnictwo Uniwersytetu Gdańskiego. Szreder, M., & Kozłowski, A. (2024). <i>Wnioskowanie na podstawie prób losowych i nielosowych</i> . Wydawnictwo Uniwersytetu Gdańskiego.	
	Supplementary literature	Kaczmarczyk, S. (2002). <i>Badania marketingowe. Metody i techniki</i> . PWE. Makać, W., & Urbanek-Krzysztofiak, D. (2006). <i>Metody opisu statystycznego</i> . Wydawnictwo Uniwersytetu Gdańskiego.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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