

Course unit title: RESEARCH METHODOLOGIES (TECHNIQUES OF EMPIRICAL RESEARCH) II

Course unit code: 1-1-03

Type of course unit: compulsory

Level of course unit: second cycle

Year of study: 1st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer: PhD Francisco Proença Garcia

Objectives

The Course of Methods and Techniques of Empirical Research intends to inform students about the methods and techniques essential Empirical Research, useful in modeling quantitative and qualitative data in Business Communication. It will exemplify models and techniques for processing data, collected through surveys or other means, in search of causal relations (or other) between variables. At the end, it is supposed that students have acquired skills and autonomy in the construction and analysis of models.

Learning outcomes of the course unit

1. Understand the fundamental concepts of modeling and relationship variables.
2. Apply the concepts of modeling and relationship variables in real contexts.
3. Analyze the structure of the phenomena modeled.
4. Analyze the structure of texts through content analysis.
5. Discriminate groups of data using techniques and factorial analysis of variance.
6. Differentiating variable groups by cluster analysis.
7. Identify correlations between variables using linear regression methods.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

Content Analysis

Analysis of Variance

Factor Analysis

Extraction Methods Factors

Rotation Methods Factors

Cluster Analysis

Simple Linear Regression Model

Multiple Linear Regression Model

Recommended Reading

Bardin: *Análise de Conteúdo*, Edições 70.

Reis, E. (1997): *Estatística Multivariada Aplicada*, Edições Sílabo.

Reis, E., P. Melo, R. Andrade, T. Calapez (2003): *Estatística Aplicada*, Vol. 1, 4^a Edição, Edições Sílabo.

Reis, E., P. Melo, R. Andrade, T. Calapez (2003): *Estatística Aplicada*, Vol. 2, Edições Sílabo.

Vala, J. (2005): “Análise de Conteúdo”, in A. S. Silva e M. Pinto (orgs.), *Metodologia das Ciências Sociais*, Afrontamento.

Planned learning activities and teaching methods: Theoretical-practical lessons.

Language of instruction: Portuguese/English