

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Metode raziskovanja v strateškem komuniciranju  
**Course title:** Research Methods in Strategic Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje in menedžment, tretja stopnja	Strateško komuniciranje	Prvi	Prvi
Strategic Communication and Management, 3rd level	Strategic Communication	First	First

**Vrsta predmeta / Course type**

Obvezen / Mandatory

**Univerzitetna koda predmeta / University course code:**

MRSK / RMSC

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
10	30	0	0	0	410	15

**Nosilec predmeta / Lecturer:**

Red. prof. dr. Matej Makarovič / Prof. Matej Makarovič, Ph.D  
 Red. prof. dr. Borut Rončević / Prof. Borut Rončević, Ph.D  
 Izr. prof. dr. Tea Golob / Assoc. Prof. Tea Golob, Ph.D  
 Izr. prof. dr. Zoran Levnajič / Assoc. prof. Zoran Levnajič, Ph.D  
 (nosilci so v vlogi koordinatorjev, ker pri izvajanju predmeta sodeluje več visokošolskih učiteljev / the lecturers play the role of coordinators since several lecturers participate in the course)

**Jeziki /  
Languages:**

**Predavanja /  
Lectures:** slovenski, angleški (tudi za seminar) /  
Slovenian, English (also for the seminars)  
**Vaje / Tutorials:** /

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Vpis v 1. letnik doktorskega študija.

**Prerequisites:**

Enrolment in the first year of doctoral study.

**Vsebina:**

V okviru predmeta je delo usmerjeno k nadgradnji že pridobljenega metodološkega znanja na podlagi povezovanja in kombinacije različnih metod in tehnik zbiranja in obdelave podatkov. Poleg predstavitve širšega metodološkega okvira pristopov k triangulaciji se izvaja tudi samostojno raziskovalno delo študentov z uporabo metodološke triangulacije (mešani metodološki pristop), predvsem v okviru razširjene raziskovalne naloge.

Vključeni so naslednji tematski vidiki:

- interpretativna in pozitivistična paradigma;
- post-positivizem kot nova epistemološka sinteza;
- obnovitev in nadgradnja predhodnih raziskovalnih znanj (predempirične raziskovalne faze, pregled ključnih metod kvantitativne analize, pregled ključnih metod zbiranja in analize kvalitativnih podatkov);
- kombinacija kvalitativnih in kvantitativnih metod;
- analiza mehkih množic;
- problemi vzorčenja pri kvantitativnih, kvalitativnih in mešanih metodah;
- metodološki problemi mednarodnih primerjalnih raziskav;
- osnove in uporaba analize socialnih omrežij;
- povezava nacionalnih študij primera in mednarodnih, makro-regionalnih (EU) in globalnih raziskav.

**Content (Syllabus outline):**

Within the course, the work is oriented toward the upgrading of the already achieved methodological knowledge based on the connections between different methods and techniques of data collection and analysis. Besides the presentation of the broader methodological framework of triangulation approaches autonomous research work of students is implemented applying triangulation (mixed methods approach), especially within the extended research paper.

The following thematic aspects are included:

- interpretative and positivist paradigm;
- post-positivism as a new epistemological synthesis;
- refreshing and upgrading of the previous research knowledge (pre-empirical research phases, overview of the key methods of quantitative analysis, overview of the key methods of collecting and analysing qualitative data);
- combination of qualitative and quantitative methods;
- fuzzy sets analysis;
- the issues of sampling in quantitative, qualitative and mixed methods;
- methodological problems of crossnational comparative research;
- basics and applications of social network analysis;
- connecting national case studies with crossnational, macro-regional (EU) and global studies research.

## Temeljna literatura in viri / Foundational literature and sources:

Cresswell, J. (2021): *A Concise Introduction to Mixed Methods Research*, 2nd Edition. Los Angeles, London, New Delhi, Singapore: Sage Publications.

Rončević, Borut; Makarovič, Matej; Tomšič, Matevž; Cepoi, Victor (2018): Methodological solutions for comparative research on transformations. V: Vihalemm, Peeter (ur.), Masso, Anu (ur.), Opermann, Signe (ur.). *The Routledge International Handbook of European Social Transformations*. Abingdon; New York: Routledge.

Tashakkori, Abbas M.; Johnson, Robert Burke; Teddlie, Charles B. (2020): *Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences*, 2nd Edition. Sage Publications.

Menczer, Filippo, Santo Fortunato and Clayton A. Davis (2020): *A First Course in Network Science*, 1st Edition. Cambridge University Press.

Ragin, C. (2008): *Redesigning Social Inquiry: Fuzzy Sets and Beyond*. Chicago, London: Chicago University Press.

Dodatni najnovejši viri po izbiri predavateljev / Additional most recent sources selected by the lecturers.

## Cilji in kompetence:

Pridobitev poglobljenega znanja, ki omogoča:  
- samostojno izvirno znanstveno in raziskovalno delo na področju strateškega komuniciranja.

Pridobitev spretnosti, potrebnih za:  
- načrtovanje, vodenje in izvajanje najzahtevnejših znanstveno raziskovalnih projektov;  
- posredovanje rezultatov raziskav znanstvenikom in odločevalcem.

Pridobitev splošnih kompetenc:  
- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;  
- ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;  
- sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja oziroma

## Objectives and competences:

Acquisition of in-depth knowledge that enables:  
- autonomous original scientific and research work in the field of strategic communication.

Acquisition of skills, necessary for:  
- planning, leading and implementing the most demanding scientific-research projects;  
- communication of results of research to scientists and decision-makers.

Acquisition of general competences:  
- ability to identify a given research problem, its analysis and possible solutions;  
- creation of new knowledge which represents a relevant contribution to the development of science;  
- ability to master standard methods, procedures and processes of research work in the field of strategic communication or

menedžmenta;

- sposobnost za reševanje konkretnih raziskovalnih problemov na področju strateškega komuniciranja oziroma menedžmenta;
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja oziroma menedžmenta;
- zavezanost profesionalni etiki;
- sposobnost inovativne uporabe in kombiniranja raziskovalnih empiričnih metod (metode triangulacije);
- sposobnost kompleksnega pridobivanja, selekcije, ocenjevanja in umeščanja novih znanj in zmožnost interpretacije v kontekstu družboslovja nasploh;
- sposobnost oblikovanja in implementacije izvernih znanstvenih rešitev danih družbenih problemov;
- sposobnost kompleksnega systemskega pogleda na družbo in interdisciplinarnega pristopa, ki se kaže kot razumevanje splošne strukture družbenih ved ter povezanosti med njenimi posameznimi disciplinami in poddisciplinami;
- sposobnost predstavitve pridobljenih znanstvenih izsledkov v obliki publikacij v mednarodni znanstveni periodiki.

Pridobitev predmetno specifičnih kompetenc:

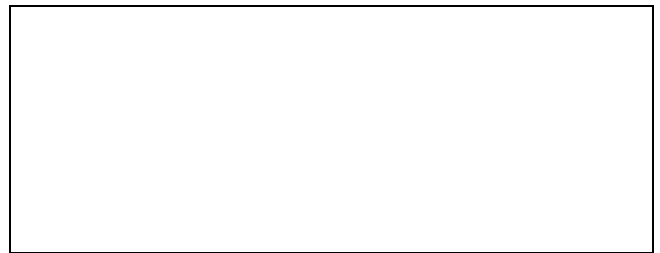
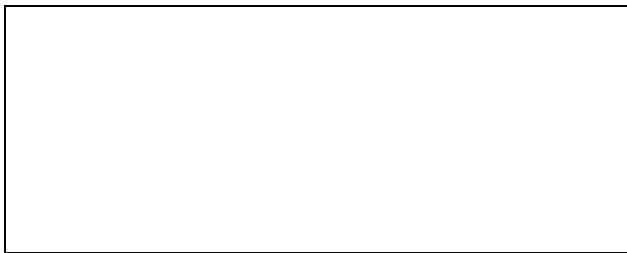
- sposobnost samostojnega raziskovalno-razvojnega dela in vodenje raziskovalne skupine;
- poznavanje pomena kakovosti in prizadevanje za kakovost znanstvenega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje pri znanstvenem delovanju;
- sposobnost oblikovanja in implementacije izvernih znanstvenih rešitev komunikacijskih problemov;
- sposobnost za reševanje konkretnih raziskovalnih problemov na različnih področjih komuniciranja v sodobni družbi.

management;

- ability to solve concrete research problems in the field of strategic communication or management;
- development of skills and abilities in the application of knowledge in the research field of strategic communication or management;
- commitment to professional ethics;
- ability of innovative use and independent combination of empirical research methods (triangulation of methods);
- the ability to complexly acquire, select, evaluate and situate new knowledge and the ability to interpret it in the context of social science in general;
- ability to design and implement the original scientific solutions to given social problems;
- ability of a complex systemic view of society and an interdisciplinary approach, which manifests itself as an understanding of the general structure of the social sciences and the connections between their individual disciplines and subdisciplines;
- ability to present the obtained scientific results in the form of publications in international scientific journals.

Acquisition of course-specific competences:

- ability of independent research and development work and leading a research group;
- knowledge of the importance of quality and striving for the quality of professional work through autonomy, (self) criticality, (self) reflexivity and (self) evaluation in professional work;
- ability to design and implement original scientific solutions to communication problems;
- ability to solve concrete research problems in different fields of communication in contemporary society.

**Predvideni študijski rezultati:**

Znanje in razumevanje:

Študent/študentka:

- demonstrira obvladovanje ključnih raziskovalnih metod, ki so relevantne za preučevanje kompleksnih problemov s področja strateškega komuniciranja;
- demonstrira poznavanje najnovejših pristopov k kombiniranju metod kvalitativne in kvantitativne analize;
- izraža sposobnost samostojnega raziskovalnega dela na področju strateškega komuniciranja;
- je sposoben/sposobna prezentacije svojih raziskovalnih rezultatov na znanstvenih srečanjih ali v znanstvenih publikacijah;
- je sposoben/sposobna artikulacije ključnih vprašanj in problemov v sodobnih družboslovnih metodoloških razpravah.

**Intended learning outcomes:**

Knowledge and understanding:

The student:

- demonstrates his/her mastering of the key research methods relevant to study complex problems in the field of strategic communication;
- demonstrates her/his understanding of the most recent approaches toward combining methods of qualitative and quantitative analysis;
- indicates the ability of autonomous research work in the field of strategic communication;
- is capable of the presentation of her/his research results in scientific meetings or scientific publications;
- is capable to articulate key questions and issues in contemporary methodological discussions in social science.

**Metode poučevanja in učenja:**

- *predavanja* z aktivno udeležbo doktorandov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- *seminarsko delo* (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, dodatna razlaga);
- *uporaba spletne učilnice* oziroma drugih sodobnih IKT orodij;
- *individualno delo študentov* (samostojen študij literature, priprava razširjene

**Learning and teaching methods:**

- *lectures* with active participation of doctoral students (explanations, discussion, cases, problem-solving);
- *seminar work* (reflecting experience, project work, team work, methods of critical thinking, discussions, reporting feedback information, additional explanations);
- *use of online classroom* or other contemporary ICT tools;
- *individual students' research work* (independent study of literature,

raziskovalne naloge).

preparing the extended research paper).

Delež (v %) /

Weight (in %)

Assessment:

Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Assessment:
<p>Razširjena raziskovalna naloga (cca. 5000 besed), ki se lahko poteguje za objavo v mednarodni recenzirani reviji/ monografiji ali za prezentacijo na mednarodni znanstveni konferenci/ delavnici.</p> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	100 %	<p>Type (examination, oral, coursework, project):</p> <p>Extended research paper (cca. 5000 words) able to compete for publication in an international peer reviewed journal/monograph or for the presentation at the international scientific conference/workshop.</p> <p>The grading scale is harmonized with the Rules for verification and evaluation of knowledge.</p>

Reference nosilca / Lecturer's references:

- GOLOB, Tea, MAKAROVIC, Matej, REK, Mateja. Meta-reflexivity for resilience against disinformation = Meta-reflexividad para la resiliencia contra la desinformación. *Comunicar*, ISSN 1134-3478, 2021, str. 1-10.
- GOLOB, Tea, MAKAROVIC, Matej. From consciousness to behaviour: individual, social, and environmental responsibility among Slovenian youth. *Socijalna ekologija: časopis za ekološko misao i sociološka istraživanja okoline*, ISSN 1330-0113, 2021, vol. 30, no. 1, str. 27-43.
- GOLOB, Tea, MAKAROVIC, Matej. Reflexivity and structural positions : the effects of generation, gender and education. *Social sciences*, ISSN 2076-0760, 2019, vol. 8, no. 9, str. 1-23.
- RONČEVIĆ, Borut, MAKAROVIC, Matej, TOMŠIČ, Matevž, CEPOI, Victor. Methodological solutions for comparative research on transformations. V: VIHALEMM, Peeter (ur.), MASSO, Anu (ur.), OPERMANN, Signe (ur.). *The Routledge International Handbook of European Social Transformations, (Routledge international handbooks)*. Abingdon; New York: Routledge. 2018.
- MAKAROVIC, Matej, MIKULAN KILDI, Janja. Towards a model explaining the political (in)stability and variety of regimes in the post-Soviet region. *Comparative sociology*, ISSN 1569-1322, 2017, vol. 16, iss. 1, str. 66-101.
- RONČEVIĆ, Borut. Cultural political economy of Europe 2020: Jean Monnet chair CPE 2020 and its impact. *Research in social change*, ISSN 1855-4202, 2019, vol. 11, iss. 2, str. 5-13.

- RONČEVIĆ, Borut. Technology and innovations in regional development for Europe 2020: Jean Monnet Centre of Excellence TIR 2020 for smart, inclusive and sustainable growth. *Research in social change*, ISSN 1855-4202, Sep. 2020, vol. 12, iss. 3, str. 5-14.
- RONČEVIĆ, Borut, BESEDNJAK VALIČ, Tamara. How to think about regional development agencies as a sociologist. *The social sciences*, ISSN 1993-6125, 2019, vol. 14, iss. 9, str. 326-33.
- RONČEVIĆ, Borut, MAKAROVIC, Matej, TOMŠIČ, Matevž, CEPOI, Victor. Methodological solutions for comparative research on transformations. V: VIHALEMM, Peeter (ur.), MASSO, Anu (ur.), OPERMANN, Signe (ur.). *The Routledge International Handbook of European Social Transformations*, (Routledge international handbooks). 2018. Abingdon; New York: Routledge.
- CRNKIĆ, Aladin, POVH, Janez, JAĆIMOVIĆ, Vladimir, LEVNAJIĆ, Zoran. Collective dynamics of phase-repulsive oscillator solves graph coloring problem. *Chaos*. 2020, vol. 30, str. 033128-1-033128-10, ilustr. ISSN 1054-1500.
- ZORKO, Albert, FRÜHWIRTH, Matthias, GOSWAMI, Nandu, MOSER, Maximilian, LEVNAJIĆ, Zoran. Heart rhythm analyzed via shapelets distinguishes sleep from awake. *Frontiers in physiology*. 2020, vol. 10, str. 1-16.
- GRAU LEGUIA, Marc, LEVNAJIĆ, Zoran, TODOROVSKI, Ljupčo, ŽENKO, Bernard. Reconstructing dynamical networks via feature ranking. *Chaos*. 2019, vol. 29, no. 9, str. 09310-1-093107-15. ISSN 1054-1500.
- GROTE, Vincent, LEVNAJIĆ, Zoran, PUFF, Henry, OHLAND, Tanja, GOSWAMI, Nandu, FRÜHWIRTH, Matthias, MOSER, Maximilian. Dynamics of vagal activity due to surgery and subsequent rehabilitation. *Frontiers in neuroscience*. 2019, vol. 13, no. 1116, str. 1-12. ISSN 1662-453X.
- LEGUIA, Marc Grau, MARTÍNEZ, Cristina G. B., MALVESTIO, Irene, TAUSTE CAMPO, Adrià, ROCAMORA, Rodrigo, LEVNAJIĆ, Zoran, ANDRZEJAK, Ralph G. Inferring directed networks using a rank-based connectivity measure. *Physical review*. 2019, vol. 99, iss. 1, str. 012319-1-012319-10. ISSN 2470-0045.
- GUAZZINI, Andrea, STEFANELLI, Federica, IMBIMBO, Enrico, VILONE, Daniele, BAGNOLI, Franco, LEVNAJIĆ, Zoran. Humans best judge how much to cooperate when facing hard problems in large groups. *Scientific reports*. 2019, vol. 9, art. no. 5497, str. 1-9.