

COMMUNICATION RESEARCH IN SPAIN: WEAKNESSES, THREATS, STRENGTHS, OPPORTUNITIES

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INTRODUCTION

Communication research
Quantitative and qualitative research, groups, lines, objects of study and methods. Scientific research Mapcom national.



Doctoral research and research projects
Comparative analysis from the perspective of the objects of study and the implemented methodologies.



Methods
Archives, discussion groups made by experts and surveys to Spanish researchers in Communication and scientific societies.



METHODOLOGY

National research project Mapcom. Distributes the mapping of their objects of study in four geographic areas.



Analysis of national research projects and doctoral research between 2007 to 2014.

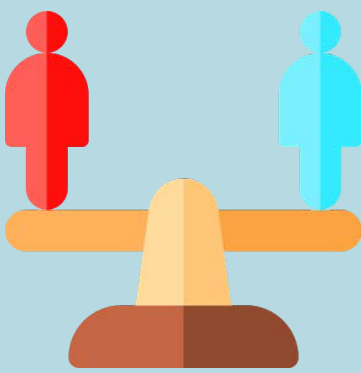


Discussion by experts in communication using the technique-method Phillips 66.



Mapping the results.

CONCLUSIONS



In relation to the authorship's gender, this is unbalanced in favour of men.



Doctoral research provides exploratory research or diagnoses (description and explanation)
The projects show assessment of objectives or therapy.



Updating the objects of study and trying exploration outside the comfort zone.

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