

STUDY OF THE **ACADEMIC PRODUCTION ON COMMUNICATION IN SPAIN AND LATIN AMERICA**

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INTRODUCTION



Meta-research

Two essential factors: the search for a system with which to bring order the theoretical findings in the field and, second, the mastery of techniques that enable the attainment of those findings



New research techniques

new tools for the quantitative (statistical) analysis of communication not only constitutes a technical advance but also substantially affects the development of communication as a scientific discipline



Communication

To X-ray the current state of research in communication through the analysis of papers published in major Spanish and Latin American journals

METHODOLOGY AND RESULTS

Quantitative Content Analysis
Journals in the field of Communication indexed in the first quartiles of the SJR-Scopus ranking

- «Comunicar» (Q1)
- «El Profesional de la Información» (Q1)
- «Communication & Society» (Q2)
- «Revista Latina de Comunicación Social» (Q2)
- «Cuadernos.info» (Q2)
- «Comunicación y Sociedad» (Q2)
- «Palabra Clave» (Q2)

N= 1.548 articles

8 multi-categorical variables:

- 1) Type of article (k=0,92).
- 2) What method ((k=0,83)
- 3) What type of sample (k=0,84)
- 4) Theory (k=0,70)
- 5) Main object of study (k=0,93).
- 6) Main means of communication or documentary support (k=0,87)
- 7) General topic (k=0,87)
- 8) Paradigm (k=0,96)

- H1: traditional media will have a greater role than digital media (accepted)
- H2: the works in the sample will exhibit a pronounced empirical approach (accepted)
- H3: Framing Theory will be the most recurring theoretical corpus (partially accepted)
- H4: quantitative methods will have a greater presence than qualitative methods (accepted).
- H5: the main object of study will be the audience (rejected).
- H6: the dominant paradigm to which studies adhere will be positivist (accepted).
- RQ1: What kind of samples will the authors of empirical papers use? Non-probability
- RQ2: What topics will be addressed most frequently? uses and motivations of the receivers

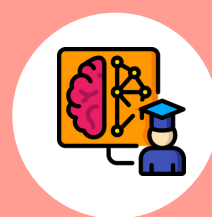
CONCLUSIONS



The most common methodologies are quantitative, although some shortcomings are evident in their more canonical application, especially with regard to the use of representative samples (an unusual practice)



Despite the fact that messages are the primary object of study, one theme stands out above the others: the uses and motivations of receivers in their interaction with media artifacts



Meta-research will therefore fulfill a fundamental mission in the eclectic field of Communication Sciences: to highlight the shortcomings of the discipline and to warn academics of the risks it will face if not addressed

Comunicar

www.revistacomunicar.com