

# Beyond Methodological Duality in Information and Communication Sciences: Towards a Hybridization of Qualitative and Quantitative Approaches

Samir Ardjoun<sup>1</sup>

## Abstract

*The focus of this research is to examine the duality of language and identity within contemporary Arab culture, particularly in terms of their civilizational interrelation and their influence by emerging social and cultural phenomena. This analysis is situated within a global context where cultural boundaries between societies have become increasingly blurred. Although the history of the Arabic language demonstrates its effective dialogue with surrounding elements and its capacity to assimilate various scientific and intellectual activities over an extended period, including the Abbasid and Andalusian eras, observations indicate that contemporary Arabic is no longer capable of meeting the cognitive needs of its speakers. This is especially evident in its diminished role in scientific advancement and its reduced prevalence in everyday speech. Numerous indicators highlight this trend, such as the declining presence of Arabic in academic research, the widespread use of colloquial dialects, and their strong competition with Modern Standard Arabic (Fusha) in fields like art and education. Considering that the Arabic language, like other languages, serves as a vessel for elements of Arab identity, there is no doubt that the decline of its presence in the domains of communication and scientific research has a direct impact on the formation of that identity. This situation urgently calls for careful management of our relationship with our language. In this regard, what we observe is the necessity to enhance the presence of Arabic in our daily and scientific lives. This is achievable by diversifying Arabic teaching methodologies for both native and non-native speakers to ensure that it keeps pace with all current and future scientific developments.*

**Keywords:** *Information and Communication Sciences, Mixed Methods Research, Methodological Plasticity, Interdisciplinarity, Epistemological Convergence, Humanities and Social Sciences.*

Received: 01 Feb2025

Accepted: 01 Nov2025

Published: 20 March2026

## Introduction

This research aims to analyze the methodological framework of research in information and communication sciences. Indeed, to ensure the rigor and nuance of the analysis, it is important to highlight the systematic borrowing by the discipline of information and communication sciences from the methods proposed by the humanities and social sciences in general, for adapted use.

The main approach of our research theme aims to emphasize the various aspects of research in information and communication sciences, its principles of hybridization, and the structural changes it has undergone due to its proximity to and direct connections with the methodological tools of the humanities and social sciences.

Through an examination of the relevant scientific literature and drawing on a corpus of research dedicated to this theme, we will aim to identify and analyze the methodological specificities inherent to information and communication sciences. More broadly, the scientific research process in the humanities and social sciences, of which our study topic is an essential component, relies on a hybrid investigative system that closely integrates qualitative and quantitative approaches.

This inevitable transition for all scientific research has encountered a certain resilience and sparked lively debate among the various components and categories of researchers: is adopting a qualitative methodology essential? Or should one opt for a quantitative approach?

---

<sup>1</sup> Associate Professor National Higher School of Journalism and Information Sciences, Algiers, Algeria., Email: [ardjoun.samir@ensjsi.dz](mailto:ardjoun.samir@ensjsi.dz), <https://orcid.org/0009-0006-4237-3608>.

The proportional relationship between the two dimensions of the inquiry and the scientific validity of the results obtained from one method or the other remain legitimate questions within the scientific community today, and these will be extensively addressed and developed in our research.

Our analysis is built upon our prior research findings and the methodological appraisal derived from our experience in supervising academic and research projects.

This contribution will address a topic that is highly unstable scientifically; the growth of research and initiatives in this field aims to establish a well-defined framework specific to information and communication sciences. However, numerous exogenous factors, notably the dominance of digital technology, further prolong this epistemological question and push it into a different realm of scientific debate. Our analytical approach will test this reality!

#### *The Scientific Value of the Methodological Approach:*

The maturation and implementation of a methodological approach resembles a dialectical process, requiring the problematization of theoretical knowledge in order to reconfigure it through fieldwork. Indeed, a set of scientific rules and practices must be respected in order to develop highly appropriate research objectives.

Designing a research framework is a continuous process that structures all methodological steps. Far from being a simple technical execution, this approach constitutes an evolving and structured system, capable of adapting flexibly to the contingencies of the field while respecting the established research objectives.

The methodological approach in the humanities (Savoie, A., 1994, 9) refers to the set of rational procedures aimed at providing evidence and explaining human and social realities. Each method is rooted in a tradition of inductive, deductive, and dialectical analysis, as well as in thematic orientations linked to specialties and models or paradigms. The author asserts that this methodological framework offers us a passage from the world of shadows to that of realities.

For his part, Gérard Derize argues that research methods are indispensable, crucial, and fundamental, as they allow research to be conducted in a reflective, concrete, adapted, and controlled manner (Derize, G. 2009, 14).

In order to understand an object of study within the field of information and communication sciences, we must first, using a dual qualitative and quantitative approach, illuminate the different phases and aspects of the object, then identify all the technical procedures that led to its emergence, and finally, gain a better understanding of the atmosphere surrounding this framework.

Serge Moscovici and Fabrice Buschini highlight the importance of scientific research tools and believe that every researcher is aware of implementing a method, on the one hand to arrive at the most accurate representation of a phenomenon in social or physical life, and on the other hand to translate a theoretical concept into practical activity. (Moscovici, S., Buschini, F. 2003, 5).

Research in information and communication sciences requires continuous information and bibliographic monitoring, as well as careful observation of the evolution of targeted themes and content. Within this research field, the central challenge lies in the dialectical confrontation between theoretical frameworks and empirical realities. By mobilizing a significant amount of field data, the researcher is able to refine their analytical framework, thus facilitating a clear and profound interpretation of the object of study.

Generally speaking, the methodological framework in information and communication sciences is part of the common tradition of research in the humanities and social sciences. This methodological approach is part of a rigorous process which, according to the systemic approach, is structured around inseparable, structuring phases (Mucchielli, A., 2002, 68).

This approach begins with a comprehensive analysis of the problem, allowing for the establishment of the study's general objectives, before embarking on a preparatory study essential for reformulating the research question. The researcher then selects the method, defined as a programmed set of techniques, while ensuring the relevance of the sampling and the meticulous preparation of the field tools. The operational phase of data collection leads to appropriate qualitative and quantitative analyses, the validity of which is tested through a return to the field for validation. This research cycle culminates in the drafting of summaries, reports, and recommendations, thus ensuring the transmission and scientific dissemination of the research results.

#### *Methodological Framework and Research Tools:*

Research in information and communication sciences is traditionally structured around two main research paradigms: quantitative and qualitative approaches. However, these two categories are not contradictory; they often align and complement each other in the field of investigations and research. The development of methodologies (Moscovici, S., Bushini, F., 2003, 143) and their alignment with the rigorous requirements of the scientific approach stem from a dual movement, both practical and theoretical. Quantitative methods are defined by measurements where, unlike qualitative methods, numbers are important and lend themselves to mathematical functions.

While qualitative research is primarily grounded in empirical immersion and field analysis, the quantitative approach relies more on the formalization of numerical data and statistical processing to validate its hypotheses. Edgar Morin argues that the human sciences fail to recognize their own inhumanity, not only in disintegrating what is naturally integrated, but also in retaining only the quantitative and the deterministic (Morin, E., 2001, 15). Therefore, an exclusively mono-methodological approach proves restrictive; privileging one methodology at the expense of another would limit the scope of the analysis and the richness of the research conclusions and results.

#### *The Qualitative Approach and Field Immersion:*

Qualitative analysis cannot be reduced to a mere intuitive interpretation of data ; while it does not involve calculations of frequencies and correlations, it remains true that it is necessary to code, prioritize, and then compare the presence or absence of a theme before interpreting it (Guibert, J., Jumel, G. 1997, 6). In many cases, the quantitative and qualitative aspects are simultaneously involved. Indeed, the reality of phenomena in the humanities and social sciences, and systematically in information and communication sciences, consists of both qualitative and quantitative data, since they rely on figures and, at the same time, on the description of the field. Thus, an increase or decrease in quantity leads to a change in state and quality.

In their book, *\*Qualitative Data Analysis\**, Matthew Miles and Michael Huberman, two leading figures in social science research, internationally recognized for formalizing and structuring the methodology of qualitative data analysis, indicate that, contrary to what you may have heard, qualitative research frameworks do exist.

Some are more structured than others. During the phases of developing research proposals, preliminary planning, and the research process, numerous decisions regarding the research framework are made. Some are made explicitly and precisely, others implicitly or unconsciously, and still others by default. The qualitative researcher begins by focusing on the research questions, the cases to be studied, the data to be collected, and how to process and analyze this data (Miles, M., Huberman, M., 2005, 37). The qualitative approach, which uses in-depth interviews, participant observation, and content analysis, is considered a genuine technique for gathering and sampling information, allowing for the collection of facts and opinions on a given subject.

Combining quantitative and qualitative methods is emerging as a suitable research strategy, compensating for their respective weaknesses. As Madeleine Grawitz points out, the specificity of qualitative research lies not in statistical frequency, but in the intrinsic relevance of the themes: it involves evaluating the value of

an idea and its significance within the corpus, rather than simply counting its occurrences (Grawitz, M., 2000, 536).

#### *The Approach Using Measurable and Quantitative Indicators:*

This statistical approach is typically symbolized by questionnaires, survey techniques, and various statistical research methods. The strength of this method lies in its ability to make variables operational, thus enabling their processing using precise and reproducible measurement tools. Furthermore, as Karl Popper emphasizes, quantification allows for falsifiability, which is considered a condition of scientific rigor. Quantity does not accept plus or minus; its fundamental characteristic is equal or unequal, equivalence or inequality, unlike quality, which admits plus or minus and proceeds in terms of similarity and resemblance (Popper, K., 1973, 37-39).

The rapid development of information and communication technologies and the constant improvement of metric tools have undeniably contributed to the predominance of the quantitative approach. This approach has thus acquired a certain methodological maturity and a significant conceptual advantage in the development of its indicators. However, this ambition to replicate the model of the so-called "hard" sciences encounters obstacles of ethics and practical realities: despite the precision of the instruments, many dimensions of the social resist quantification. Ultimately, the very essence of a phenomenon remains a qualitative property that measurement cannot fully capture (Bourdieu, 1968, 11).

Any organization or individual seeking to study a phenomenon inevitably relies on perception. Perception calls upon the senses and therefore the subjectivity of the researcher, whereas quantitative methods distance themselves from subjectivity. Indeed, each individual, whether knowledgeable or uninformed, perceives objects and phenomena in a subjective and unique way. If one had to choose a single phrase that could summarize this approach and illustrate the complementarity between quantitative and qualitative methods, it would be: quantify to better qualify, and conversely, qualify well to better quantify.

Ultimately, qualitative and quantitative approaches represent the two inseparable sides of the same scientific reality. While their methodological approaches may differ in their analysis of a given object, they consistently converge in their ambitions and ultimate goals: a rigorous understanding of the phenomena under study and the design of appropriate research tools.

#### *Methodological Triangulation:*

The robustness of research in information and communication sciences relies on a hybrid research strategy. This synergy between the analysis of numerical data and the study of discourse allows for a comprehensive grasp of the complexity of communicational phenomena. Gina Philogène and Serge Moscovici argue that, an investigation implies the application of various techniques to observe, measure, and describe regularities concerning the object of investigation. (Philogène, G., & Moscovici, S., 2003, pp. 43-44).

On another note, it appears that quantitative data are not superior to qualitative data and, by extension, the quality of data collection techniques is independent of the types of data they allow us to gather (Dorvil, H., 2007, 394).

Answering research questions requires a methodological triangulation that combines qualitative fluency with quantitative rigor. By jointly employing empirical immersion (observation and interviews, in particular) and statistical surveys (questionnaires and polls as essential tools), the researcher achieves controlled objectivity. This systemic approach to social reality allows for the treatment of topics with greater objectivity, thus meeting the multidisciplinary requirements inherent in information and communication sciences.

Ultimately, beyond this methodological divide; Studying the dynamics of a media, informational, or communicational phenomenon means highlighting the changes that occur in the structures, organizations, and interaction systems that define and shape it, given that the component elements are interdependent.

Every research project aims to address a central problem and test theoretical conjectures. To confirm or refute these hypotheses, the use of a rigorous conceptual framework adapted to the object of study is essential. In this respect, combining qualitative and quantitative approaches is crucial: it allows us to leverage the respective strengths of each method to achieve a comprehensive understanding of the environment under investigation. Francis Balle asserts that the complementarity of these two methods is evident when it comes to measuring or evaluating all behaviors, attitudes, or general satisfactions (Balle, F., 2001, p. 502).

To summarize the foregoing developments in this methodological dualism, we argue that the qualitative approach provides the necessary tools for the concrete analysis of the representations, uses, and behaviors of the various actors and stakeholders. Simultaneously, the quantitative component allows us to assess access conditions, compile statistical data, and model, through numerical indicators, the dynamics of transformation of the object of study. This coexistence thereby facilitates a dual understanding of the phenomenon, encompassing both its structural and semantic dimensions.

#### *Research Areas in Information and Communication Sciences*

Research projects in information and communication sciences address highly dynamic and significantly evolving human and sociotechnical phenomena, whose dispersion within complex environments necessitates a rigorous scientific approach. This cross-cutting nature of the themes requires researchers to maintain constant vigilance over these perpetually changing phenomena.

This is more than just a general observation of a society where informational, media, and communicational systems are increasingly governed by a technical system based on the automatic processing of forms. The information society is not quite an ideology; it is something both more fluid and more rigid (Goujoun, F., & Lavelle, S., 2007, pp. 321-322).

The lines of inquiry and the mapping of research in information and communication sciences (Laramée, A., & Vallée, B., 2014, pp. 18-25) are fundamentally organized around the following key axes:

#### *The Sociocultural Axis: An Identity Anchor:*

This aspect highlights the existence of an intellectually dynamic community of practice, whose cultural heritage permeates informational and communicational phenomena. This historical anchor constitutes the foundation of the epistemological specificity and authenticity of this disciplinary field.

#### *The Linguistic and Technical Pillar: Between Heritage and Transformation:*

Here, the linguistic factor is understood as a symbolic heritage structuring all forms of mediation. However, the advent of information and communication technologies intensifies the debates, highlighting the challenges of adapting research to the multiplicity of semiotic systems, signage, and new digital codes.

#### *The Political and Economic Dimension: A Field Under Influence:*

Operating within a strategic ecosystem, information and communication research is closely correlated with political and economic circumstances. It benefits from sustained growth, making information a crucial issue.

#### *The Geographic and Territorial Mainstay: Situated Interdisciplinarity:*

This axis focuses on the physical and symbolic space of research, a crucial element for defining the research method and tools to be employed.

Other variables come into play in the research process in information and communication sciences; their multidisciplinary nature and their role as a crossroads of knowledge place this discipline at the heart of the interests of many other scientific fields. This interface position generates considerable covetousness, making ICS a prominent space for convergence and scientific debate within the humanities and social sciences.

*Determining The Study Population, Sampling, And Methodological Targeting:*

In information and communication sciences, sample composition cannot be based on a universal model or a permanent rule. As Benoît Gauthier emphasizes, the choice of a sampling protocol depends on a multitude of variables; There is no standardized protocol; each survey requires its own unique architecture. (Gauthier, B., 2008, 280).

Once the research objectives are defined, the central issue lies in identifying the empirical target population. This question has two aspects: defining the reference population and determining the method for selecting subjects. While questions of sample size and technique (the "how") benefit from proven statistical solutions, the very definition of the population (the "who") often remains less formalized, or even omitted, in research reports. (Ghiglione, R., Matelon, B., 1998, 25).

*The Appropriateness and Exhaustiveness of the Sample*

The ambition of total exhaustiveness in the study of a research population invariably clashes with the material, temporal, and financial constraints of fieldwork. Therefore, the information and communication researcher is confronted with the major challenge of representativeness. As François Dépelteau points out, a perfect match between the sample and its reference population is a theoretical ideal: a margin of uncertainty, known as sampling error, always remains. This reality necessitates methodological caution, as the sample is never an exact mirror of the target population (Dépelteau, F., 2010, 214).

Traditionally, the representativeness of a sample relies on the neutrality of the selection process, guaranteeing each statistical unit an equivalent probability of being included. As Luc Albarello indicates, once the panel size has been determined, the researcher must define the operational methods of sampling (Albarello, L., 2007, 114). The central issue then shifts to the recruitment strategy: according to what criteria and by what methods will the prospective subjects be concretely integrated into the study design?

The diversity of objects of study in information and communication sciences, and their multidisciplinary nature, require researchers to be highly rigorous in selecting their field of study. Three main approaches are generally distinguished (Yadolah, D., 2010, 216).

*Cluster or Location-Based Sampling (Spatial)*

Contrary to popular belief, an exhaustive study is not always the most relevant. In information and communication sciences, a medium-sized sample, but one that is geographically or institutionally limited, is often preferred. This approach allows for a more nuanced analysis of social and media interactions, producing results that are often more precise and actionable than overly broad observation, which would dilute the specificities of the field.

*Non-Random Quota Sampling (Structural Representativeness):*

This is the primary method for studying media phenomena and opinion polls. It consists of constructing a "miniature" of the parent population (Laramée, A., Vallée, B., 2014, 152).

- **The logic:** The researcher defines key criteria (age, sex, geographic location, etc.) and reproduces the exact proportions of these variables in their sample.
- **The requirement:** It necessitates a thorough knowledge of the reference population. The sample then becomes a faithful scaled-down model, guaranteeing that the observed opinions or behaviors can be extrapolated to the entire group studied.

*Purposive Or Empirical Sampling (Strategic) :*

Often used in qualitative approaches, purposive sampling shifts the focus from the law of numbers to that of relevance.

- **Selection:** The units are chosen manually by the researcher based on their ability to illuminate the working hypotheses.
- **Objective:** To eliminate chance in order to focus on exemplary cases, experts, or specific target groups. This method requires considerable expertise to avoid any bias or arbitrary subjectivity, thus ensuring that the sample directly serves the scientific demonstration.

The reasoned selection of the sample must demonstrate a direct correlation with the object of study; it requires in-depth knowledge of the field in order to neutralize any subjectivity or selection bias that could compromise the neutrality of the research.

*The Methodological Framework and the Investigative Approach:*

While the common understanding of the term "investigate" refers to the simple collection of data or the gathering of testimonies, often perceived from the perspective of control or diagnosis, fieldwork in information and communication sciences takes on a much more strategic dimension. It constitutes a decisive phase of the scientific process, acting as the essential validation mechanism for confronting the research problem and hypotheses with empirical reality.

Survey research is considered one of the main areas of measurement in applied social research. The term "survey," in its broadest sense, refers to the systematic collection of data from a sample. Today, it is often used conveniently to designate the method of collecting information from a specific sample of individuals (Moscovici, S., Buschini, F., 2003, 41).

In terms of data collection, a survey is defined as an investigative approach aimed at filling an information gap. The methodological literature lists a wide variety of survey typologies: from qualitative approaches using interviews to journalistic investigations, including parliamentary inquiries and statistical intelligence gathering methods. Furthermore, a distinction is made between exhaustive surveys, such as demographic censuses or institutional inventories (trade registers, customs records, agricultural statistics), which aim to cover the entire target population.

In the field of information and communication, the use of proximity surveys is frequent. This approach employs various measurement and description techniques applied to a target population. As Marc Legrain establishes, this approach consists of submitting the research protocol to individuals in their usual places of residence. Conducting such a scientific investigation, however, requires adherence to a rigorous methodological process (Legrain, M., 2007, 22).

The design phase must imperatively address the definition of objectives, the identification of the reference population, the nature of the data required, as well as the frequency and level of detail of the analyses (Dussaix, J.-M., Grosbras, J.-M., 1992, 9).

We consider this fundamental axis of research, the survey, as a theoretical conjecture applied to an object of study. Its purpose is to identify the determinants of a situation or the explanatory factors of a social phenomenon. For the researcher, it is imperative to give their investigation analytical scope and semantic coherence, as fieldwork requires prior immersion and a nuanced understanding of the sociocultural ecosystem of the objects and phenomena being studied.

*Methodological Framework and Research Instruments in ICS :*

To meet the requirements of research in Information and Communication Sciences, a hybrid approach combining four fundamental tools is necessary. This methodological mix combines immersion through participant observation, discourse exploration via semi-structured interviews, message decoding through semio-discursive analysis, and finally, statistical measurement through questionnaires.

This triangulation strategy (Denzin, N. K., 1978, 291) ensures a comprehensive view of the object, reinforced, if necessary, by more contemporary approaches such as the analysis of different digital platforms or the analysis of digital traces on these social platforms.

## Foundations of Information and Communication Research



Figure 1: Research Process in the Humanities and Social Sciences

Source: Created By Us with Napkin

### *The Observation Method:*

The study of socio-media phenomena relies on an approach that is both empirical and explanatory. Within this framework, investigation through observation emerges as a major exploratory tool. According to Sandra Charreire Petit and Florence Durieux, this technique allows for the detection or in-depth exploration of the structural and functional logics of an organization or a communication system. It pursues a dual purpose: elucidating causes and providing explanations, and grasping meaning.

Fundamentally, observation is defined as a contemplative and analytical immersion in a given situation, taking care to preserve the integrity of the observed environment without altering its spontaneous dynamics (Sandra Charreire, P., Durieux, F., 2007, 57-82).

### *The Interview-Based Approach*

Analyzing certain communicational and media complexities requires the use of qualitative interviews, particularly when the subject of study necessitates addressing cross-cutting issues. This approach places discursive interaction at the heart of the research process. As Blanchet and Gotman theorize, the interview resembles a "structured improvisation": it is a unique enunciative situation capable of generating specific knowledge through constant adjustment between the researcher and the interviewee. This methodological

agility, far from being accidental, constitutes the technical foundation guaranteeing the validity of the knowledge produced (Blanchet, A., Gotman, A., 2015, 19).

### *The Content Analysis Tool:*

Methodical research and investigation of content allow the researcher to trace the trajectory of a problem and synthesize its major transformations. However, as Serge Courrier points out, the emergence of digital technology necessitates a reassessment of existing practices. This new information architecture, characterized by a certain technical fluidity, requires in-depth learning. It would be illusory to think that one can master this new informational and communicational environment without genuine computer literacy and without any hasty simplification. Exploring this complex ecosystem requires expertise and technical mastery that are inseparable from the researcher's logical analysis (Courrier, S., 2004, 15).

### *Investigation Using Questionnaires:*

For Serge Moscovici, the questionnaire is a key tool for empirical data collection. The author emphasizes that the drafting phase must be preceded by strategic reflection on the administration method. The researcher is thus led to choose between several operational methods: mailing to reach a large population, group administration to an established group, or direct delivery to respondents' homes (Moscovici, S., Buschini, F., 2003, 212). Nowadays, it seems that things are becoming increasingly accessible, thanks to the various direct and indirect communication tools offered by digital technology.

Before initiating data collection, the researcher must familiarize themselves with the realities on the ground and establish connections with the relevant stakeholders. As Stéphane Beaud and Florence Weber recommend, the relevance of research depends on the prior establishment of a foundation of relationships. This approach (Beaud, S., Weber, F., 2010, 125), where the research progresses hierarchically, allows the researcher to stabilize their research design and navigate confidently within their object of study.

According to Roger Mucchielli, a questionnaire is defined as an ordered arrangement of statements designed to elicit an individual's judgment (Mucchielli, R., 1978, 84). The value of this tool lies in its strict standardization: the wording and order of the questions must remain unchanged.

As Ghiglione and Matalon emphasize, this rigidity is the essential condition for data comparability (Ghiglione, R., Matalon, B., 1998, 25). To avoid any bias, the interviewer must remain detached from the protocol, refraining from any reformulation or glossing that could influence the subject's perception.

To produce research that is both original and rigorous, methodological choices should not be seen as mere constraints, but as levers that structure the scientific approach. The excellence of impartial work rests on a threefold requirement: the suitability of research tools, the accuracy of the representation of the field, and scrupulous adherence to ethics, professional standards, and research objectivity. It is in this alliance between quantitative and qualitative research tools that the value of scientific research is forged.

## **Conclusion**

The relevance of scientific research in information and communication sciences lies in its organization, which hybridizes diverse methodological approaches to serve the object and the case study. In a disciplinary landscape marked by a certain theoretical fragility, empirical grounding becomes imperative.

By prioritizing a complementarity between qualitative and quantitative tools, we have attempted, in this scientific contribution, to propose an operational model appropriate for objective and balanced research.

We maintain that the triangulation of qualitative and quantitative data constitutes a robust analytical framework and the most optimal methodological arrangement for objective and robust scientific results. This protocol, specific to information and communication sciences, offers the possibility of structuring and utilizing research while rigorously circumscribing the researcher's fieldwork experience.

To conclude this article on research methodology, we argue that the mixed-methods approach appears to be the most relevant method for ensuring the scientific validation of research in information and communication sciences, even in the face of major upheavals within the discipline.

## References

- ALBARELLO Luc (2007), *Learning to Research: The Social Actor and Scientific Research*, 3rd edition, De Boeck, coll. *Methods in the Human Sciences*, Brussels, 208 pages.
- BALLE Francis (2001), *Media and Society*, 10th edition, Montchrestien, Paris, 786 pages.
- BEAUD Stéphane, WEBER Florence (2010), *Guide to Fieldwork: Producing and Analyzing Ethnographic Data*, 4th edition, *La Découverte*, coll. *Key References*, Paris, 336 pages.
- BLANCHET Alain, GOTMAN Anne, *The Survey and its Methods: The Interview*. Publisher: Armand Colin, Paris, 128 pages.
- BOURDIEU Pierre (1968), *The Craft of Sociology; Epistemological Vigilance in the Face of the Illusion of Immediate Knowledge from Numbers*, Publisher: Bordas, The Hague, 430 pages.
- CHARREIRE PETI Sandra, DURIEUX Florence (2007), "Exploring and Testing: The Two Voices of Research," in: *Research Methods in Management*, (ed.) coordinated by R.A. Thietart, Publisher: Dunod, Paris, 584 pages.
- COURRIER Serge (2004), *Internet for Journalists*, Publisher: Victoires Editions, *Journalism Professions series*, Paris, 192 pages.
- DEPELTEAU, François (2010), *The Research Process in the Human Sciences: From the Initial Question to the Communication of Results*, De Boeck, *Methods in the Human Sciences series*, Brussels, 544 pages.
- DENZIN, Norman (1978), *The Research Act: A Theoretical Introduction to Sociological Methods*, McGraw-Hill, 370 pages.
- DEREZE, Gerard (2009), *Empirical Research Methods in Communication*, De Boeck, Brussels, 256 pages.
- DODG, Yadolah (2010), *The Concise Encyclopedia of Statistics*, Springer, Brussels, 622 pages.
- DOVIL, Henri (2007), *Social Problems, Theories and Methodologies of Research*, PUQ, Quebec, 612 pages.
- DUSSAIX, Jean Marie, and GROSBRAS, Jean Marie (1992), *Surveys: Principles and Methods*. Presses Universitaires de France, Paris, 128 pages.
- DUSSAIX, Jean Marie, and GROSBRAS, Jean Marie (1992), *The questionnaire survey*, Presses Universitaires de France (PUF), "Que sais-je?" series, Paris, 128 pages.
- GAUTHIER, Benoît (2008), *Social research :From the Research Problem to Data Collection*, 5th edition, Sainte-Foy, Quebec, PUQ, *Methodology series*, Quebec, 670 pages.
- GHIGLIONE, Rodolphe, and MATELON, Benjamin (1998), *Sociological Surveys: Theory and Practice*, Armand Colin, Paris, 301 pages.
- GOUJON, Philippe, and LAVELLE, Sylvain (2007), *Technology, Communication and Society: In Search of a Governance Model*, PUN, *Organizations series*, Quebec, 316 pages.
- GRAWIT, Madeleine (2000), *Methods of Social Sciences*, 11th edition, Dalloz, coll. *Precis droit public*, Paris, 1072 pages.
- GUIBERT, Joël, JUMEL, Guy (1997), *Methodology of Field Practices in the Human and Social Sciences*, Armand Colin, coll. *Cursus*, Paris, 192 pages.
- LARAMEE, Alain, VALLEE, Bernard (2014), *Communication Research: Elements of Methodology (2nd ed.)*, Presses de l'Université du Québec, Quebec, 254 pages.
- LEGRAIN, Marc (2007), *Theory and Practice of Questionnaire Surveys*, CCI SA, Liège, 240 pages.
- MILES, Matthew B., HUBERMAN, A. Michael (2005), *Qualitative Data Analysis*, 3rd edition, De Boeck, coll. *Méthodes en sciences humaines*, Brussels, 480 pages.
- MORIN, Edgar (2001), Excerpt from the journal *\*Le Monde de l'éducation\**, July-August issue, Paris, 100 pages.
- MOISSET, Jean-Joseph, PLANTE, Jean, TOUSSAIN, Pierre (2005), *Human Resource Management for Academic Success*, Presses de l'Université du Québec, Quebec, 448 pages.
- MOSCOVICI, Serge, BUSCHINI, Fabrice (Eds.) (2003), *Methods in the Human Sciences*, Presses Universitaires de France, Paris, 416 pages.
- MUCCHIELLI, Alex (2002), *Dictionary of Qualitative Methods in the Human and Social Sciences*, Armand Colin, Paris, 288 pages.
- MUCCHIELLI, Roger (1978), *The Questionnaire in Psychosocial Surveys*, ESF, Paris, 224 pages.
- POPPER, Karl (1973), *The Logic of Scientific Discovery*, Payot, Paris, 480 pages.
- SAVOYE, Antoine (1994), *The Beginnings of Empirical Sociology*, Méridiens Klincksieck, *Institutional Analysis series*, Paris, 224 pages.
- VAN DER MARINE, Jean-Marie (2004), *Research Methods for Education*, 2nd edition, De Boeck, *Methods in the Human Sciences series*, Brussels, 624 pages.