

## Research Strategy 2013

### Research Profile

The Department of Communication, an interdisciplinary unit with Intercultural Communication, Journalism, Speech Communication, Organizational Communication and PR, focuses in its research on *Communication, Future and the Networked World*. There are three spearheads in our research profile: (1) Work Communication and Communication Professions, (2) Crises, Issues and Innovation in Organizational Contexts, and (3) Implications of Technological Development and Internationalization on Communication and Media.

### Goals & Means

The general goal is to strengthen the international recognition of the unit in communication and media research. On the whole, the research environment supports the achievement of this goal. However, the following specific goals are identified and measures below will be taken to reach a critical mass as a research unit.

#### 1. Research Projects

##### Goals

In order to have a sufficient critical mass as a research unit, external research funding has to substantially increase. The annual goal of external funding is 1 million euros.

The goal is to attract diversified external research funding also in the future, to include both national (e.g. Academy of Finland, Finnish Funding Agency for Technology and Innovation (TEKES), Helsingin Sanomat Foundation, Finnish Cultural Foundation) and international sources (EU).

##### Means

- All senior researchers (professors and university lecturers/researchers) actively prepare research projects and submit applications; financial support is given for networking to researchers planning research projects
- Financial support is given for researchers by hiring help in preparing research applications
- The support offered by the Service Center of the Faculty of Humanities and the Research and Innovation Office of the University is made full use of
- Erasmus exchange of teachers is increasingly directed to universities with potential for joint research projects; COST networks are used for finding research partners
- Researchers are encouraged to use mobility grants to work abroad with (potential) research partners

- New theses and dissertations are in general channeled to fit in with the department's research profile in order to be able to guarantee high-class supervision.

## 2. Collaboration

### Goal

International and domestic collaboration is focused on excellence.

### Means

- Collaboration and coauthoring across subjects, departments and universities is actively sought
- Financial support is given (in addition to other funding sources) for presenting accepted papers in scientific conferences
- Financial support is given (in addition to other funding sources) for those in leadership roles in scientific associations and networks for taking part in conferences and network activities
- Researchers are encouraged to work as editors, members of editorial boards, evaluators and reviewers of conference papers, journal submissions and research proposals
- Mobility of our researchers is increased through the University's Mobility Grants with (potential) research partners; researchers from abroad with own funding are attracted to work with us.

## 3. Researchers

### Goal

The faculty is both research-oriented and teaching-oriented, and also takes care of administration and service to society. A flexible balance in work plans between teaching, research and other tasks is created. Faculty, researchers and doctoral students are recruited from Finland and abroad. The goal is to have more than ten post docs and doctoral students annually working full-time in our research projects.

### Means

- Work plans are discussed in development discussions and subject team meetings, under the guidance of the head of department
- Work plans include preparing and submitting research applications
- M.A. thesis and Ph.D. dissertation supervision responsibilities are divided among all those who have a Ph.D. thereby reducing the supervision tasks of senior personnel
- Time is allotted in work plans for supervision of theses and dissertations
- Compelling researchers are recruited to open positions; the possibilities offered by the tenure track system are considered in recruiting both Finnish and other researchers
- More external funding for research projects is acquired, making it possible to hire researchers
- Efforts are made in earlier stages of studies to identify potential Ph.D. candidates

- Instruction of research methods is improved both on B.A., M.A. and Ph.D. levels
- Research activities are actively promoted, especially in the department's web pages and social media.

## Evaluation

Progress of research and the research/teaching/administration balance are followed in individual development discussions. The Steering Group of the Department helps the Head of Department in directing and supporting research; the group also annually coordinates a self-evaluation of the Department's research activities and accomplishments.

## Appendix: Publication plan

Analysis of publishing activities 2000-2012

The total number of publications shows a modestly increasing trend; the annual average was 59 for the period 2000-2004, and 67 for 2005-2009. In 2010-2012, the annual average number of publications was 78.

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Not peer-reviewed	49	46	42	47	38	31	21	45	29	60	50	52	43
Peer-reviewed	2	10	15	11	7	13	20	18	21	30	25	16	27
Mono-graphs	5	8	9	8	0	9	9	2	5	9	5	9	6
Total	56	64	66	66	45	53	50	65	55	99	80	77	76

In a comparison of 2000-2004 and 2005-2009, the trend in the development of the number of peer-reviewed publications is rising. The annual average was 9 for the period 2000-2004, but 22 for 2005-2009. In 2010-2011 there were on average 23 peer-reviewed publications.

The number of monographs and edited volumes has remained rather constant: the annual average was 6 for the period 2000-2004 and 6 for 2005-2009. In 2010-2011 the number was 7. The annual numbers are shown below.

A more detailed analysis of monographs and edited volumes shows an interesting development. Since 2006, monographs and edited volumes have no longer been published and paid by the department. Instead, they are now only published by high-ranked, usually academic publishers. Nevertheless, their number has remained more or less constant.

## Goals

Scientific publishing is increased. Senior staff (professors and university lecturers/researchers, and if possible, junior staff) publishes at least 1-2 peer-reviewed

articles or peer-reviewed book chapters per year, as well as other publications. Doctoral students publish according to their publication plan. Publishing increasingly takes place as articles in peer-reviewed journals recognized for their quality (included in the Publication Forum) and as book chapters in edited volumes, and as edited volumes and monographs, published by high-ranked academic publishers (included in the Publication Forum). Research results are disseminated by various means to a variety of audiences.

#### Means

- Externally funded research projects are acquired to hire researchers who publish according to the publishing plan of the project
- Time is dedicated to publishing in work plans
- Financial support is given for language editing (in collaboration with the Faculty of Humanities)
- Supervisors of dissertations encourage doctoral students to write an article-based dissertation when appropriate
- Supervisors of doctoral dissertations co-author with doctoral students the first one or two articles of article-based dissertations
- Writers of monograph-form doctoral dissertations also write a scientific article about the content, possibly co-authored with the supervisor.
- Research results are disseminated in popular journals, newspapers and magazines, radio and television and social media.