

AN OVERVIEW OF APPLIED RESEARCH IN JOURNALISM IN BRAZIL (2010-2024)


PANORAMA DA PESQUISA APLICADA EM JORNALISMO NO BRASIL (2010-2024)

PANORAMA DE LA INVESTIGACIÓN APLICADA EN PERIODISMO EN BRASIL (2010-2024)

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ABSTRACT

This paper presents a national survey on applied research production in Brazil. The work consisted of mapping publications on applied research in journalism in 84 scientific journals, 64 postgraduate programs (dissertations and theses), and in the proceedings of five scientific events in the field (Intercom, Compós, SBPJor, Abej, and Alcar) between 2010 and 2024. The results, which indicate the existence of more than 200 works, are presented in graphs that show the sources and institutions of origin of the publications, as well as the evolution of the volume of publications in the period. As can be seen, there has been growth in this type of research in recent years, but its representativeness is still low in relation to basic research.

KEYWORDS: Applied research in journalism; Applied research; Brazil; Bibliographic research.

Introduction

The recent interest in applied research in journalism reveals a concern in the academic field in seeking answers to current issues of concrete reality. In an environment marked by financial difficulties in traditional newsrooms, with significant impacts on expectations regarding the professional future and consequently the training of professionals in the area, research groups in higher education institutions have sought to create partnerships with the market. These initiatives, supported by representative segments of the area of education and research in journalism, aim at promoting the autonomy of the scientific field of journalism (Rüdiger, 2021), structured from the curricular reform of journalism courses in Brazil, defined in 2013, which tries to build important paths to overcome the dualism between university and market in the journalism field (Meditsch, 2012).

Applied research can offer important connections, in this sense, guaranteeing that universities exert, to a certain extent, protagonism in the current scenario, going

beyond the simple training of future professionals (Assis, 2018). Moreover, applied research can give relevance to educational institutions, opening the doors for partnerships between journalistic institutions and journalism courses (Alexandre & Aquino, 2021), promoting advances in the journalistic praxis.

However, the production of applied research in journalism in Brazil is still very small and of little relevance. Surveys produced by Lopez (2015), Rohden and Machado (2015), Alexandre and Aquino (2021) and Martinez, Lago and Luama (2022) tried to measure this type of production and attested its condition of incipiency.

With a similar objective, the research we developed conducted a national survey on the production of applied research in journalism, in Brazil. Among the objectives of this research we tried to evaluate the relationship between professional training in journalism and the development of research that can be incorporated into the professional daily life of a journalist. In this sense, we are interested in analyzing the effectiveness of these works in terms of establishing relationships with entities outside the university environment and, on a broader level, to what extent higher education institutions have made efforts to this end.

The work consisted of a survey of publications about applied research in journalism in Brazilian scientific journals, postgraduate programs (dissertations and theses) and in the annals of scientific events in the field (Intercom, Compós, SBPJor, Abej and Alcar) between 2010 and 2024. The results indicate the existence of more than 200 works, and can be seen in graphs according to the source of publication, as well as the evolution of publications over the period. They are available on the Observatory of Applied Research in Journalism in Brazil (OPAJor)¹, a platform that makes the research results publicly available.

The work is a product of the research project "Communication technologies and training in journalism", linked to the Research Group Communication, Technology and Society, of the International University Center Uninter.

Definition of applied research in journalism

The conceptual definition of applied research in journalism presupposes a refined critical eye that understands an effective difference between the object of analysis and the theoretical "action". Since even theoretical research needs to be based on aspects of reality, and even the development of a journalistic product in the academic sphere

¹ Available at: <https://www.opa.jor.br/>

receives a reflexive look, the classification of what is applied research in journalism does not seem to make sense at first sight.

Most scientific works in the area are supported by journalistic empirical objects, which, to some extent, is also an encouragement for those who advocate a greater interaction between academia and the market. Assis (2018, p. 134), for example, reconsiders the distinction between applied research and intellectual research, since even the latter is interested in intervening on reality and leads to "changes of different orders, proportions, and dimensions". In these cases, the analysis, occasionally supported by journalistic theory and methodology, tends to establish important reflective bridges that can bring contributions from the identification of examples or problems. On the other hand, this type of research, also called basic research (Gil, 2008; Arendt, 1996) or theoretical research, offers few solutions, innovations or alternatives, which, from the point of view of the market, is of little value, and often repelled, since they produce criticism on technical, ethical or aesthetic issues in the business world, where the greatest interest is in making profit. In the business world, therefore, applied research would have the preference, since pragmatic actions are more highly valued.

Considering these false dilemmas already so well addressed by Meditsch (2012), we can find the critical points that help explain the difficulties for the development of research with applied purposes in journalism in Brazil. Franciscato (2007) showed concern with this issue, fueling the debate about the need for recognition of the scientific field of journalism, which would be challenged by two central issues. In the first place, by the dependence on associated areas of the applied sciences that, sometimes, puts the specific issues of journalism in second place. According to him, the dependence on other sciences has generated a conceptual apparatus that is insufficient to explain journalism.

This movement results, by the very nature of disciplinary rigor of the tradition, in a requirement for the journalism researcher to account for the problems (including epistemological) of these disciplines, and this confrontation leads her to take the main focus off the conceptual issues specific to journalism (Franciscato, 2007, pp. 1-2, *translated by the authors*).

The second aspect lies in the connection of journalism to a larger scientific field. Despite its practical nature, that is, a set of skills and techniques performed by journalists, and the norms, values and knowledge that conform, give insight and guide production, most of the theories and methodologies used in journalism research have their foundations in the Human Sciences, where theoretical thinking has priority, while the

practical aspects of thinking are more common in the Applied Social Sciences. On the other hand, when compared to the Natural Sciences and the development of experimental research, the lag is also noticeable in the Applied Social Sciences. In the former, experimentation is the basis of scientific knowledge, especially through the use of laboratories. In the second case, experimental research is considered inapplicable or has little tradition, and research based on interpretative theoretical frameworks is prioritized (Franciscato, 2007).

Complementarily, Santos (2018) understands that the low production of applied research in journalism is a result of the historical connection between the fields of Communication and Humanities, Letters and Arts.

The activities of description and, especially, interpretation, widely used in scientific studies found in journals and academic events in the area, also reflect a clear direction of graduate programs, research groups and training of researchers in general towards approaches that usually do not have the intention of proposing things or prescribing solutions to real problems; these are practices so common in other areas of knowledge, and that, in principle, should be essential in a science that is, at least officially, considered as an applied social science (Santos, 2018, p. 19 – *translated by the authors*).

Critical of this position of journalism as a subfield of Communication, Rüdiger (2021) joins other researchers who criticize the backwardness of research in journalism as stemming from a perception of it as part of "a generic phenomenon of culture", on the one hand, and as a practical activity to be taught under a technicist bias.

[...] forcibly inserted in the field of communication sciences, the area of journalism has lost control of its own discourse, submitting itself to the uncritical importation of theoretical and methodological conceptions from areas increasingly strange to what would be of its interest, preventing itself from developing teaching and research programs appropriate to its object of study. The problem would have its roots in the theories that, seeing journalism from the outside, prevented academics from collaborating for its improvement in practice, trying to correct the errors and limitations that they identify (Rüdiger, 2021, p. 127).

These historical-political aspects that would have relegated journalism to a phenomenon of which its own scientific value is not recognized marked a secondary role for applied research in journalism, since the observation of reality would only make sense to study aspects of Communication, whose, in the Brazilian humanistic tradition, has always been focused on establishing a critical approach to the professional field, therefore contributing very little in the sense of offering alternatives or answers to problems. An alternative, therefore, would be to identify the journalistic field as one that belongs to the Social Sciences, where a science of a more applied nature resides. "The tradition of human sciences that prevails in journalism studies has difficulties in recognizing professional practice as a legitimate object of knowledge, even when it comes to theoretical research, and completely rejects the possibility of applied research" (Machado, 2010, p. 23 – *translated by the authors*).

In the propositional effort to advance applied research in journalism, Guerra (2016) incorporates elements from the social sciences to define a methodology that includes two fundamental principles in the process: the central purpose and the complementary principle. The first brings the meaning of the use of technology to the fulfillment of a social demand for information. It concerns the role of news organizations to guarantee people's access to information as an individual and collective right. The second, on the other hand, is constituted of elements that make the central purpose possible in journalism. Among the items listed by Guerra (2016) are: theories, ethics, technique, processes, technology, and sustainability. All these categories need to be worked with in order to effectively design applied research.

In view of these challenges that indicate sometimes a forced adherence to sciences that are not really appropriate to the study of journalism, and sometimes an orphanhood that reveals the absence of more consistent theoretical and methodological roots, applied research, as a branch of journalism research in Brazil, needs to be recognized, understood and located. This starting point, not yet overcome, which also reveals the immaturity of the scientific and academic field, requires the effort of conceptual definition and taxonomy, which needs to be resumed with some frequency, in face of the incomprehension or inexistence of this type of production in the academic-scientific environment, as occurs in most journalism schools in the country.

Methodology

The development of the project started, first, from a state-of-the-art survey (Strelow, 2011) on the subject, considering national publications in recent years. For this purpose, three groups of sources of publications available on the internet were

considered: 1. scientific journals; 2. dissertations and theses repositories; and 3. conference proceedings in the area.

For searches in scientific journals in the area of Communication and Journalism, we considered the journals listed by Compós². On the platforms of the 84 journals listed, search tools were used with the following descriptors: "applied research" and "applied research in journalism".

Next, we carried out searches in repositories of master's and doctoral dissertations and theses, also listed by Compós. The list includes 64 programs, and we used search tools available in the repositories with the same descriptors, or, yet, the list of published works was checked in search of themes that were related to applied research in journalism.

Finally, the searches in the annals of scientific events considered five main events of national scope in the area of Communication and Journalism. They are: the Intercom Congresses, and the SBPJor, Compós, Abej and Alcar meetings. In more generalist events, such as Intercom, Compós and Alcar, our search focused on the Journalism groups. In almost all of them, the documents are available in their entirety with no problems regarding search possibilities and access to the annals. In those cases in which search tools were not available, we checked the listing of all the works year by year, initially checking titles related to the theme. Next, abstracts, keywords and introductions were checked for the selection of relevant works.

The survey was carried out by six scientific initiation students who participated in the project³. After the first survey, the documents resulting from the first stage were reviewed by the set of abstracts, keywords and introduction. Then, based on the references on the subject, the productions were classified into 3 categories: bibliographic research, descriptive research and experimental research. It was considered that applied research in journalism, whose production should report the development or results of work that was effectively applied, could be included in the experimental research group. Thus, using a GoogleDocs spreadsheet, the students organized the list that can be seen in the following image:

² Available at: <https://compos.org.br/publication/lista-de-periodicos-da-area/>. Access on: 15 May 2022.

³ They are: Isabella Alvarenga, Suely Gonçalves, Ana Paula Oliveira, Milene Batisti, Diógenes Oliveira e Alenilton Ribeiro – all students of Journalism at Uninter.

Picture 1

List of experimental research publications

Título (com link embutido)	Ano	Autores	Local (qual evento, revista, instituição)	Tipo	Pesquisa aplicada?
Manual de gerenciamento de crises em mídias sociais: uma proposta de conteúdo para o Instituto Federal de Educação, Triângulo Mineiro (IFTM)	2021	Leticia Estrela Martins Martins Sousa	UFU	Dissertação	Sim
Da pauta ao play: proposta metodológica para o planejamento e desenvolvimento de newsgames	2020	Carlos Nascimento Mariano	UFSC	Tese	Sim
Produção do telejornalismo em tempos de mídias digitais: fluxograma de aproveitamento de conteúdo criado para a TV Clube/Record TV	2020	Isly Viana de Melo Ximenes	UNICAP	Dissertação	Sim
Jornalismo de inovação: os Estudos de Tendências como ferramenta de pesquisa	2019	Ana Marta Moreira Flores	UFSC	Tese	Sim
MODELO DE NEGÓCIOS: YOURNEWS AGREGADOR DE CONTEÚDO E CURADORIA DE MÍDIAS INDEPENDENTES	2019	Raul Galhardi Pinto	ESPM	Dissertação	Sim
Plano de comunicação em jornalismo científico para a assessoria de imprensa / CODECOM da UEPB	2017	GIULIANA BATISTA RODRIGUES DE QUEIROZ	UFPB	Dissertação	Sim
Segunda Tela: Indicativos Para Um Aplicativo Jornalístico	2016	Mariane Pires Ventura	UFSC	Dissertação	Sim
ARRUAR: a produção de um site de jornalismo independente utilizando a estética do jornalismo literário	2016	RAFAELA ALVES NÓBREGA GAMBARRA	UFPB	Dissertação	Não
Conteúdos digitais interativos para pessoas idosas: uma proposta para o telejornal da tv UFPB	2016	MARIA ALICE DE CARVALHO CORREIA	UFPB	Dissertação	Não
Suporte Informacional (aplicativo) de apoio aos usuários de crack, dependentes e codependentes: projeto Hope	2020	MARIA LAURA DE LUNA LUCENA	UFPB	Dissertação	Talvez
Livro-reportagem: uma proposta de criação de perfis de artistas paraibanos a partir do jornalismo literário	2016	CIBELLY CORREIA DOS SANTOS	UFPB	Dissertação	Não
Livro-reportagem: mães na dor: mulheres órfãs de filhos	2017	Bruna Vieira de Oliveira	UFPB	Dissertação	Não
Livro-reportagem "Paraíba no Prato: Orgulho no Peito": a gastronomia armorial paraibana e a trajetória do chef Onildo	2021	TATIANA RAMALHO BARBOSA	UFPB	Dissertação	Não
Livro-reportagem: Bom Dia Paraíba: a história de um telejornal que já nasceu político	2021	FELIPE NUNES	UFPB	Dissertação	Não
Memórias de mulheres: livro-reportagem com perfis biográficos de femininos múltiplos	2015	DIELEN DOS REIS BORGES ALMEIDA	UFU	Dissertação	Não
O ciberespaço como fonte de informação jornalística: proposta de criação do e-book e-pauta para uso por estudantes	2015	Gino Márcio Carneiro	UFU	Dissertação	Talvez
Telemobile: indicativos para um modelo de telejornal para dispositivos móveis	2016	Tássia Becker Alexandre	UFSC	Dissertação	Sim
Vai entender: uma proposta de produto transmidia sob a perspectiva do jornalismo participativo nas tvs regionais	2015	PATRICIA MARTINS SANTOS	UFU	Dissertação	Talvez
A responsabilidade social no relato de um crime: uma proposta de livro-reportagem sobre o caso Dyenifer	2017	VANESSA ALVES DUARTE	UFU	Dissertação	Não
Siga os números: introdução ao uso de dados no jornalismo de finanças e negócios	2017	MARIANA SEGALA	UFU	Dissertação	Talvez
Livro-reportagem Rotativas Silenciadas: o fim da publicação do jornal Correio de Uberlândia	2018	FILLIPE GOMES DE SOUZA ALVES	UFU	Dissertação	Não
No caminho eu conto: livro-reportagem sobre a trajetória esportiva do ultramaratonista Nilson Paulo de Lima	2018	HERMOM FERREIRA DOURADO	UFU	Dissertação	Não
Livro-reportagem "Fronteiras Desfeitas": impasses e dilemas na construção da identidade de refugiados sírios diante da representação midiática	2019	LEIDIANE CRISTINA CAMPOS	UFU	Dissertação	Não
Desat-se: produção jornalística sobre saúde mental em perspectiva transmidiática	2020	Marcos Vinícius Reis	UFU	Dissertação	Talvez
Dobrando a fita: livro-reportagem sobre a memória da peteca em Minas Gerais	2020	Amanda Franciele Silva	UFU	Dissertação	Não
Manual de relacionamento de magistrados com a imprensa	2015	ROSA DALVA CABRAL DE AGUIAR	UFPB	Dissertação	Sim
Livro-reportagem o youtube é delas: empoderamento feminino na mídia social	2021	Renata Ferrari	UFU	Dissertação	Não

Source: Research group data worksheet.

This activity, which began in June 2022, has generated annual reports since then, in which it is possible to verify the evolution of the productions, as available on OPAJor. The latest edition was published in September 2024, containing 208 productions cataloged by author name, year, institution of origin of the production, place of publication, and type of publication. This data is reviewed annually by the research team.

How many, which ones, when and where: data on applied research in journalism

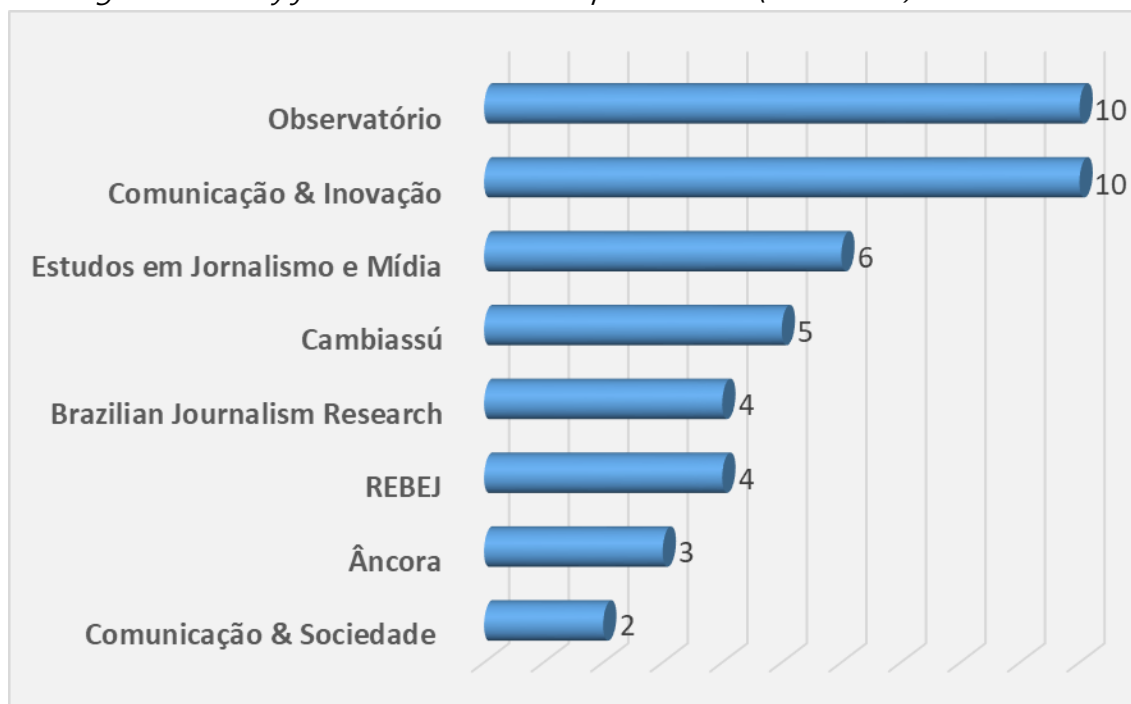
In this topic we present the data obtained from the survey, considering the types of publications and the types of research sought in the selected databases. We verify the data from scientific journals, annals of events, dissertations and thesis, and also present the data related to the institutions that published most of them, the evolution of the publications year by year and the regions of the country with publications on applied research in journalism.

Scientific journals

The survey of scientific journals (84) resulted in a total of 71 articles. Considering that each journal publishes, on average, 20 articles per year, there are a total of 21,840 publications in the period analyzed. Thus, publications with themes related to applied research in journalism correspond to approximately 0.3% of the total articles in these journals, which indicates a significant lack of representation of applied research compared to basic research in Journalism.

Chart 1

Ranking of articles by journals with the most publications (2010-2024)



Source: OPAJor (2025).

Of the 71 articles on applied research in journalism, 35 are concentrated in five highly regarded journals. Revista Observatório, from the Federal University of Tocantins (UFT), and Comunicação & Inovação, from the Municipal University of São Caetano do Sul (USCS), published 10 articles each during the period, leading the list. Estudos em Jornalismo e Mídia, from the Graduate Program in Journalism at the Federal University of Santa Catarina (UFSC), is in third place with six publications. Next is Cambiassú, linked to the Graduate Program in Communication at the Federal University of Maranhão (UFMA), with five publications. Finally, among those that published the most are Brazilian Journalism Research, from the Brazilian Association of Journalism Researchers (SBPJor), and Revista Brasileira de Ensino de Jornalismo (REBEJ), from the Brazilian Association of Journalism Education (ABEJ), with four publications each.

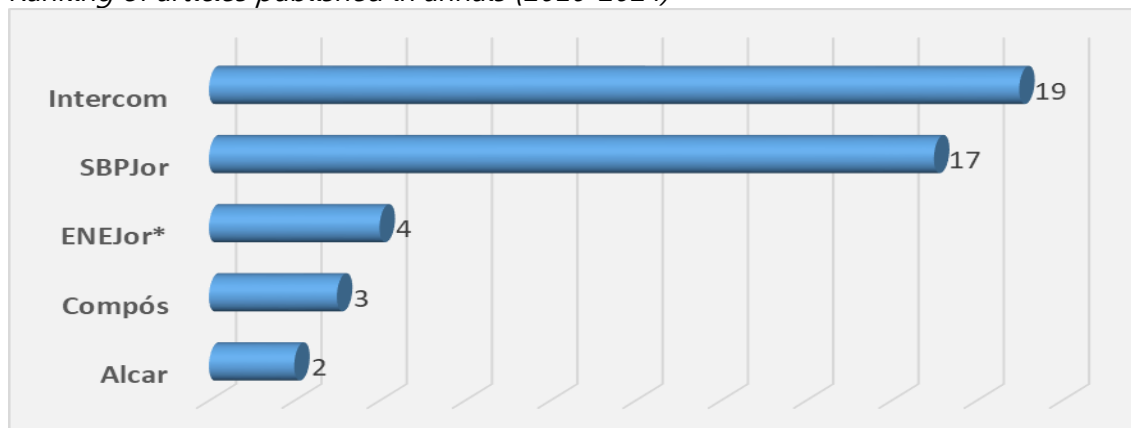
As can be seen, most publications appear in journals linked to postgraduate programs in Journalism or Communication, whose tradition is linked to the production of applied research by faculty members. It is also noteworthy that specific Journalism journals are among those that publish the most. Observatório, on the other hand, has a history of focusing on topics related to technology, which tends to be a theme present in applied research.

Annals of scientific events

Nos 5 eventos científicos selecionados pelo grupo de pesquisadores, verifica-se a existência de 45 trabalhos registrados em anais e disponíveis para consulta.

Chart 2

Ranking of articles published in annals (2010-2024)



Source: OPAJor (2025)

*Online repository available only from the 16th meeting on (2016).

In this case, we also noticed that there is a small number of papers on applied research in journalism if compared to the total number of papers presented. The issue may be linked to a preference of researchers to publish the concrete results of research in scientific journals, where the relevance is greater and where it is scored for evaluation processes in graduate programs. In addition, events, in general, are used as testing spaces to debate with peers what is being researched, also indicating that the work may still be in progress, which hinders the presentation of concrete results, a fundamental requirement for considering the success of applied research.

Dissertations and theses

The research works developed in the 64 graduate programs in Journalism and Communication add up to a total of 90 works, 75 dissertations and 15 thesis, on applied research in journalism.

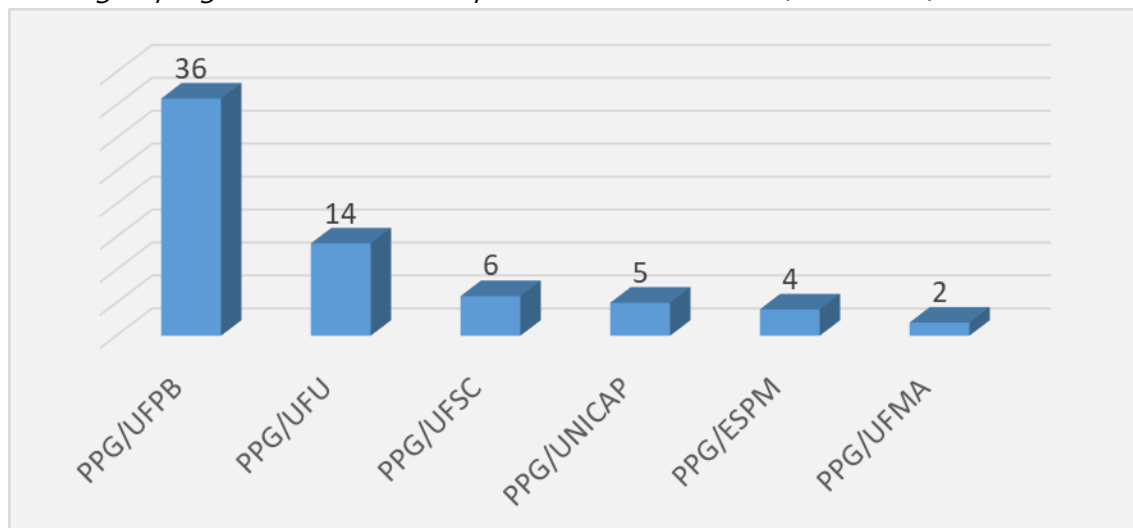
Applied research is more prevalent in this group. This may be linked to the fact that the outputs are the result of more in-depth research projects. On the other hand, they are generally limited by the duration of the course, which is a serious problem for the development of applied research at the postgraduate level. The experiment tends to last for the duration of the master's or doctoral student's participation in the program and ends after the final product is delivered.

Another limiting factor is that, due to the time and nature of the research, which has no guarantee of continuity, partnerships outside the university may be quite

restricted, since the graduate student's commitment to research generally ends at the end of the course.

Chart 3

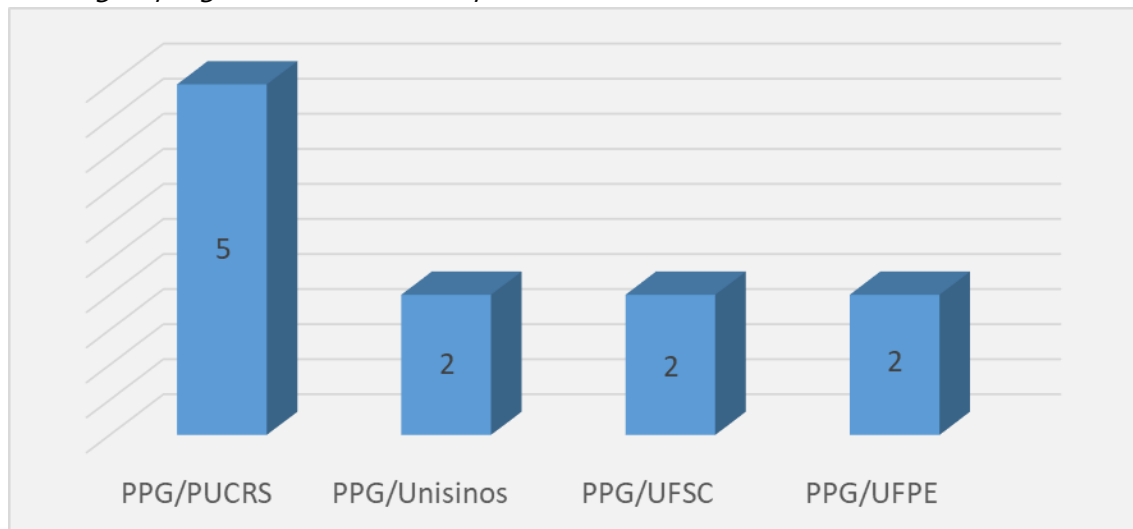
Ranking of programs with the most published dissertations (2010-2024)



Source: OPAJor (2025).

Chart 4

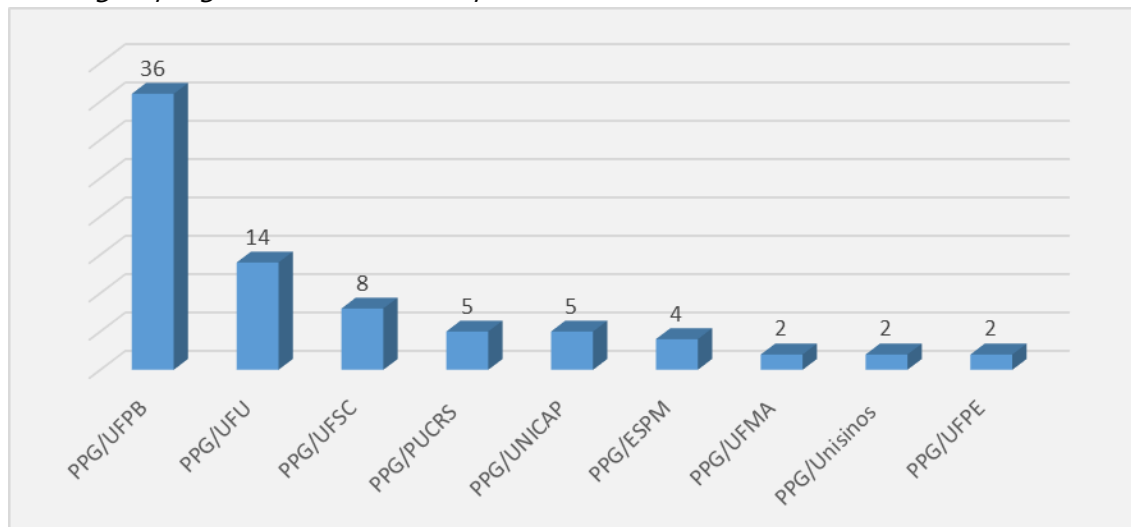
Ranking of programs with the most published thesis (2010-2024)



Source: OPAJor (2025).

Chart 5

Ranking of programs with the most published works in total (2010-2024)



Source: OPAJor (2025).

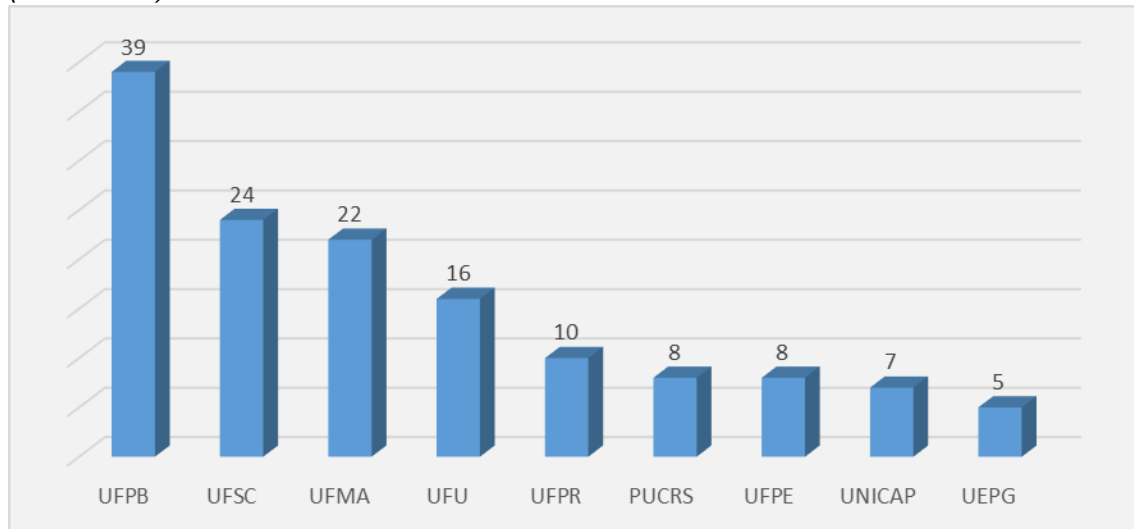
The Federal University of Paraíba (UFPB) has a significantly higher number of applied research projects than the others. The explanation is simple: the institution's Graduate Program is the only Professional and Journalism program in the country. The program's regulations prioritize the production of products resulting from applied research. The Federal University of Uberlândia (UFU), in second place, also has a professional program, but in Communication. Although the prioritization of applied research at this institution is noticeable, most of the work that uses this method is not related to journalism. The Federal University of Santa Catarina (UFSC), in third place, has a program in journalism, but it is academic in nature, which explains why most of the published dissertations and theses are the result of basic research.

Institutions

UFPB leads the ranking of institutions that have published the most works on applied research in journalism. Between 2010 and 2024, the institution published 39 works, 36 of which were in its postgraduate program, through dissertations.

Chart 6

Ranking of institutions with the most published works on applied research in journalism (2010-2024)



Source: OPAJor (2025).

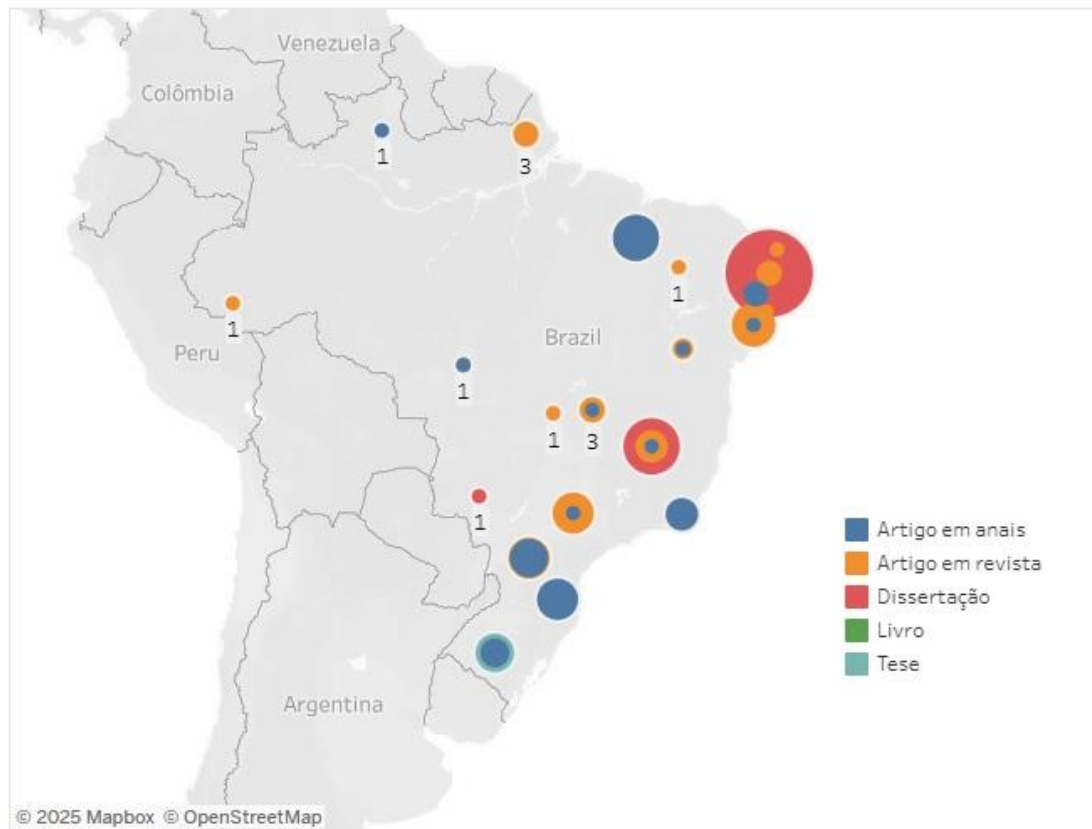
UFSC ranks second with 24 publications. The institution offers Brazil's first master's degree (2007) and first doctorate (2013) in journalism, and since then, it has been a benchmark in journalism research, thanks to its nationally and internationally renowned faculty. The group of professors is also recognized for its leadership in academic research and theorization of journalism. Among the names linked to applied research is Rita Paulino, who has authored seven of the publications, in addition to supervising dissertations and theses in the field.

UFMA and UFU, also well placed in the ranking, have professional graduate programs. Professional programs, in general, have a greater vocation for applied research, given that the Communication and Information Area Document, which establishes the criteria for opening and evaluating programs, requires that course completion papers be prepared with a view to developing applied research. In addition, the institutions also have important researchers in the field of applied research in journalism, such as Mirna Tonus (UFU) and Márcio Carneiro Santos (UFMA). The latter, in fact, leads the publications in applied research in Brazil, with 23 signed works, in addition to dissertation guidance.

The survey also indicates a significant distribution of research in states of the federation and concentrated in federal universities. There is a lower incidence in the Midwest and North regions, but in the other regions there is some degree of similarity, driven by graduate programs in Communication and Journalism, with emphasis on the Northeast region.

Chart 7

Map of applied research publications in journalism by type of production (2010–2024)



Source: OPAJor (2025).

*Caption: Articles in annals, Articles in journals, Dissertation, Book, Thesis

This classification took into account the place of origin of the researchers, according to the institution to which they are linked, and not the place of origin of the event or journal. Thus, even though a large part of the papers were not published in events or journals from the researcher's own state of origin, according to the institution to which they are linked, the data point to a diversification.

Evolution

The volume of published works in this area is growing. Looking at recent years, the 208 works listed show a higher volume of publications since 2015, with the average remaining steady in subsequent years until reaching a peak in 2023, as can be seen in the chart below.

Chart 8

Evolution of publications on applied research in journalism by type of publication (2010-2024)



Source: OPAJor (2025).

As can be seen, dissertations and journal articles are among the most common types of publications. The low publication rate in 2022 may be due to the fact that the Covid-19 pandemic was raging at that time, which led to a reduction in research in general. The lower rate in 2024 is due to the fact that the data for that year has not yet been consolidated and represents only a partial sample.

In any case, the data points to significant growth in works whose theme is applied research in the national scenario, although it is still not very representative in comparison with basic research.

Final Considerations

The topic addressed in this research arouses interest in the field of journalism research in several ways, also requiring the academic field to provide answers that guarantee educational and research institutions a relevant role in contributing to the professional field. This is why applied research has been viewed in a new light. Applied research can become the bridge between journalism and innovation, offering solutions to specific problems and ensuring a competitive advantage for media outlets, whether public or private.

The data highlights the low production of applied research in the area. As can be seen, the number of publications is still very low, despite recent growth. Thus, the numbers reveal a major challenge that requires greater knowledge of what applied research is, how it is developed, and what possibilities it offers.

Projects that indicate the effective application of research results in journalism are also rare, considering the adoption of products or processes in everyday professional life. This is another challenge for scientific production in journalism, since the stage that involves intervening in reality, transforming it based on research, requires long-term monitoring through partnerships with organizations and monitoring of results.

Applied research in journalism requires not only prior knowledge and a certain tradition in the scientific field, as is already the case in other areas, but, above all, the establishment of relationships with the environment outside universities. Based on the survey we conducted, it is now possible to understand the scope of this production, the locations, and also the researchers who are engaged in this work. This step allows us to identify what has already been produced, contributing to new research.

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RESUMO

Apresenta-se um levantamento nacional sobre a produção de pesquisa aplicada no Brasil. O trabalho consistiu em um mapeamento das publicações sobre pesquisa aplicada em jornalismo em 84 periódicos científicos, 64 programas de pós-graduação (dissertações e teses) e em anais de 5 eventos científicos da área (Intercom, Compós, SBPJor, Abej e Alcar) entre 2010 e 2024. Os resultados, que indicam a existência de mais de 200 trabalhos, são apresentados em gráficos que apontam as fontes e instituições de origem das publicações, além da evolução do volume de publicações no período. Como pode ser verificado, há um crescimento deste tipo de pesquisa nos últimos anos, mas sua representatividade ainda é baixa em relação à pesquisa básica.

PALAVRAS-CHAVE: Pesquisa aplicada em jornalismo; Pesquisa Aplicada; Brasil; Pesquisa bibliográfica.

RESUMEN

Se presenta un estudio nacional sobre la producción de investigación aplicada en Brasil. El trabajo consistió en un mapeo de las publicaciones sobre investigación aplicada en periodismo en 84 revistas científicas, 64 programas de posgrado (tesis y disertaciones) y en las actas de 5 eventos científicos del área (Intercom, Compós, SBPJor, Abej y Alcar) entre 2010 y 2024. Los resultados, que indican la existencia de más de 200 trabajos, se presentan en gráficos que señalan las fuentes y las instituciones de origen de las publicaciones, además de la evolución del volumen de publicaciones en el período. Como se puede comprobar, este tipo de investigación ha crecido en los últimos años, pero su representatividad sigue siendo baja en relación con la investigación básica.

PALABRAS CLAVE: Investigación aplicada en periodismo; Investigación aplicada; Brasil; Investigación bibliográfica.