

RESEARCH



This article presents learning and debates on the relationship between academic knowledge and non-profit communication projects.



INVESTIGATION HEARING



4 COMMUNITY RADIOS

contribute to the sustainability of community radio stations through the production of systematic knowledge.

OBJECTIVE



REAL AND POTENTIAL HEARINGS



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AUDIENCES AND COMMUNITY MEDIA STUDIES: NOTES FOR A NECESSARY REENCOUNTER.

TOOLS



Eight studies were carried out, two for each radio, one of a qualitative nature and one of a quantitative nature.

QUANTITATIVE

Population surveys on media consumption.

QUALITATIVE

Interviews and focus groups.



RESULTS



Tanto el proceso de investigación como sus resultados posibilitaron reconocimientos que fortalecieron a los medios en cuestión.

UPDATE OF THE RELATIONSHIP BETWEEN INVESTIGATION AND COMMUNITY MEDIA

