

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Research Methods
Status: Definitive
Code: **5102MEDCUL** (122115)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Clare Horrocks	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2000 words annotated bibliography on the formulation of a research question and the research process	50	
Portfolio	AS2	2000 words portfolio demonstrating research methods 'in practice' and critical reflection on research approach and application	50	

Aims

1. *To enable students to use primary sources in the investigation of historical and contemporary cultural and communication practices.*
2. *To enable students to understand the central role of research questions in the analysis of media, culture and communication texts and practices.*
3. *To enable students to select effective investigative strategies appropriate for media, culture and communication research.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Select appropriate primary sources in the formulation of a research project.
- 2 Reflect critically on research practice and investigative strategies.
- 3 Evaluate different research approaches for media, cultural and communication research.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

2000 words essay	1	2
2000 words portfolio	2	3

Outline Syllabus

Research questions; Using primary sources; The research process; Types of archive; Approaches to research: qualitative versus quantitative research; Research design; Designing a literature review; Being an ethical researcher; Research methods - observation; Research methods - interviewing; Research methods - focus groups; Research methods - using social media as a research tool; Organising and analysing data.

Learning Activities

Lectures, Seminars, Workshops.

Notes

This module will make use of LJMU Special Collections & Archives. It will prepare students for self-directed research projects at Level 6.