Research Methods

Module Information

2022.02, Approved

Summary Information

Module Code	5102MEDCUL
Formal Module Title	Research Methods
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1. To enable students to use primary sources and archives in the investigation of historical and contemporary cultural and communication practices.2. To enable students to understand the importance of building a clear research plan before beginning their analysis of media, culture and communication texts and practices3. To enable students to select effective research methods appropriate for media, culture and communication research.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Select appropriate primary sources in the formulation of a research project.
MLO2	2	Reflect critically on research practice and methods.
MLO3	3	Evaluate different research approaches for media, cultural and communication research.

Module Content

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; Observation; interviewing; Content analysis; Focus groups; Social media as a research tool; Organising and analysing data.
Module Overview	This module will enable you to use primary sources in the investigation of historical and contemporary cultural and communication practices. It also enables you to understand the central role of research questions in the analysis of media, culture and communication texts and practices.
Additional Information	This module is intended to prepare students for more self-directed and independent research in the latter part of level five and in level six.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	2000 words essay	50	0	MLO2, MLO1
Portfolio	2000 words portfolio	50	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Clare Horrocks	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings