# Research Methods

## Module Information

### 2022.01, Approved

## Summary Information

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|---|---|
| Module Code | 5502ISTMCC |
| 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 |
|---|
| LJMU Partner Taught |

**Partner Teaching Institution**

| Institution Name |
|---|
| Independent Studies of Science and Technology |

## Learning Methods

| Learning Method Type | Hours |
|---|---|
| Lecture | 12 |
| Workshop | 24 |

## Module Offering(s)

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

# Aims and Outcomes

| 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. |
|---|---|

**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 investigative strategies. |
| 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; Research methods - observation; Research methods - interviewing; Research methods - focus groups; Research methods - using social media as a research tool; Organising and analysing data. |
|---|---|
| Module Overview | |
| Additional Information | This online module offer students the opportunity to learn about and apply a range of research methods. The module will make use of an appropriate digital archive. |

# Assessments

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

# Module Contacts

**Module Leader**

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|
| Steven Spittle | Yes | N/A |

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
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