

## Liverpool John Moores University

Title: Research Methods  
Status: Definitive  
Code: **5502WESTMC** (128969)  
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Westford University College

Team	Leader
Steven Spittle	Y

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

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

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**

The module will make use of an appropriate digital archive.