

## Research Methods

### Module Information

2022.01, Approved

#### Summary Information

Module Code	5502WESTMC
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
Westford University College

#### 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.
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**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	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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