

Liverpool John Moores University

Title: Research Methods
Status: Definitive
Code: **5512WESTMC** (129034)
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.