

Liverpool John Moores University

Title: RESEARCH METHODS
Status: Definitive
Code: **6000TEF** (119529)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Martin Selby	Y

Academic Level: FHEQ6 **Credit Value:** 12 **Total Delivered Hours:** 24
Total Learning Hours: 120 **Private Study:** 96

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	12
Workshop	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	3,000 Word Essay	100	

Aims

To critically evaluate the ways in which the analysis of secondary sources and the production and interpretation of primary data may illuminate potential topics of research within tourism, leisure & hospitality

To analyse the nature and relative merits of quantitative and qualitative methodology

To critically evaluate a range of research methods with regard to their application

within tourism, leisure & hospitality

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate quantitative and qualitative methodology
- 2 Critically evaluate a range of social scientific research methods relating to both primary and secondary sources, and discuss their strengths and weaknesses
- 3 Demonstrate a critical understanding of ethical issues associated with a range of social scientific methods
- 4 Discuss the ways in which a range of social scientific research methods might be applied to the investigation of topics related to the field of study

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

3000 word essay	1	2	3	4
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Outline Syllabus

The distinction between primary and secondary research will be explained; Quantitative and qualitative methodology will be explained and contrasted with reference to positivist and anti-positivist (interpretivist) approaches to research; A range of primary and secondary sources will be identified and a number of research methods (including participant observation, interviews, questionnaires and analysis of official statistics will be analysed; Issues concerning validity, reliability and ethics will be examined, and strengths and weaknesses of specific research methods will be identified and discussed; A range of representative and non-representative sampling methods will be identified and explained; Examples of methodological pluralism will be considered and assessed; The applicability of a range of social scientific methods to topics within the field of study will be explored.

Learning Activities

Lectures and workshops.

Notes

Students will be introduced to a range of quantitative and qualitative methods relating to primary and secondary sources of data. These methods will be explained and evaluated and their applicability to topics within the field of study will be explored.

