

## Liverpool John Moores University

Title: Qualitative Research Project  
Status: Definitive  
Code: **6102MEDCUL** (122094)  
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Steven Spittle	Y

**Academic Level:** FHEQ6  
**Credit Value:** 30  
**Total Delivered Hours:** 120  
**Total Learning Hours:** 300  
**Private Study:** 180

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Seminar	48
Workshop	48

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2000 words proposal: outlining a qualitative research project in media, culture and communication	30	
Report	AS2	5000 words report: detailing research context, methodology, findings and analysis	70	

### Aims

*1. To differentiate and assess the suitability of research methods, planning and development of research design.*

2. *To gain experience of the planning and implementation of original fieldwork, utilizing qualitative methods.*
3. *To develop analytical skills for examining primary qualitative research.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Assess and select suitable qualitative methods for primary research in media, culture and communication studies.
- 2 Conduct an original qualitative research project and overcome practical and ethical issues.
- 3 Apply analytical skills to original qualitative data.

## **Learning Outcomes of Assessments**

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

2000 words research proposal	1	
5000 words research report	2	3

## **Outline Syllabus**

*In the first half of the module students are introduced to a range of qualitative methods and will engage in critical analysis of a variety of methodological approaches. Through practical workshops students develop skills around qualitative research, data collection and writing style. Students also develop their own qualitative research proposals then conduct the research 'in the field' for their final project write-up.*

## **Learning Activities**

Lectures, Seminars, Workshops, field trips.

## **Notes**

This module is one of the directed cores from which students must choose for their Level 6 programme of study. Students will be expected to plan and carry out a research project based on original qualitative research.