

## Liverpool John Moores University

Title: Ethical Performance  
Status: Definitive  
Code: **6508TR** (119372)  
Version Start Date: 01-08-2011

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

Team	Leader
Iqbal Akthar	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12.00  
**Total Delivered Hours:** 30.00  
**Total Learning Hours:** 120  
**Private Study:** 90

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	2.000
Online	24.000
Tutorial	4.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	1 x 1500 word essay	50.0	
Essay	AS2	1 x 1500 word essay	50.0	

### Aims

*To enable students to employ a range of research methods in the field of mass communications.*

*To enable students to develop an understanding of the relationships between research methods and ethics.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate research methods and ethical issues.
- 2 Be aware of possible problems in conducting research.

## Learning Outcomes of Assessments

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

REPORT	1	2
ESSAY	1	2

## Outline Syllabus

*Research methods and ethics.*

## Learning Activities

Lectures, tutorials and participation in an online forum.

## References

<b>Course Material</b>	Book
<b>Author</b>	Buchanan, E. (ed)
<b>Publishing Year</b>	2004
<b>Title</b>	Readings in Virtual Research Ethics
<b>Subtitle</b>	Issues and Controversies
<b>Edition</b>	
<b>Publisher</b>	London: Information Science Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Johns, M.D., Chen, S.S. & Hall, G.J. (eds).
<b>Publishing Year</b>	2004
<b>Title</b>	Online and Social Research
<b>Subtitle</b>	Methods , Issues and Ethics
<b>Edition</b>	
<b>Publisher</b>	New York: Peter Lang
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ethnography (E-Journal)

<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Qualitative Research (E-Journal)
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Gray, D.
<b>Publishing Year</b>	2009
<b>Title</b>	Doing Research in the Real World
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Sage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	McKee, H. & Porter, J.
<b>Publishing Year</b>	2009
<b>Title</b>	The Ethics of Internet Research
<b>Subtitle</b>	A Rhetorical, Case-Based Process
<b>Edition</b>	
<b>Publisher</b>	New York: Peter Lang
<b>ISBN</b>	

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## Notes

This module consolidates work on the Advanced Diploma and is formative for the BA Mass Communications Programme. It introduces students to different research methods and ethics.