

Liverpool John Moores University

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Title: Research Methods: cities, culture, creativity
Status: Definitive
Code: **7001MCCC** (120494)
Version Start Date: 01-08-2021
Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Gerwyn Jones	Y
Kerry Wilson	

Academic Level: FHEQ7 **Credit Value:** 30 **Total Delivered Hours:** 48
Total Learning Hours: 300 **Private Study:** 252

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Seminar	24

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay	60	
Portfolio	AS2	Portfolio	40	

Aims

1. To teach students the fundamentals of research design and the major quantitative and qualitative research methods, especially those relating to cultural policy and cities.
2. To raise awareness of the relevant data sources and show how best to utilise

them.

3. To help equip students to undertake practical exercises and their dissertation by making them familiar with a range of basic research techniques.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the respective strengths and shortcomings of different aspects of research design.
- 2 Create and develop an annotated bibliography.
- 3 Identify and analyse the main data sources of relevance to cities, culture and creativity.

Learning Outcomes of Assessments

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

Essay	1	
Portfolio	2	3

Outline Syllabus

1. *Introduction to Research Methods*
2. *Writing at MA level: Critical Reading & Writing Skills*
3. *Data Collection Methods 1: Interviews, Focus Groups & Observation*
4. *Data Collection Methods 2: Surveys*
5. *Research Design 1: Ethnography*
6. *Research Design 2: Case Studies and Mixed Methods*
7. *Research Design 3: Action Research*
8. *Applied Research Skills 1: Developing Feasibility Studies & Business Cases*
9. *Applied Research Skills 2: Effective Monitoring & Evaluation*
10. *Making use of Statistical/Secondary Data Sources*
11. *Applying research skills to dissertations: Alumni Case Studies*

Learning Activities

The course comprises introductory lectures on methodology and approach and more in depth lectures covering techniques that students will find useful not just in practical assignments and in undertaking their dissertation but also their subsequent careers.

Notes

Analysis and problem solving skills are critical to student employability and subsequent success in most types of career. Hence research methods comprise a core module in this MA course. Those working in the arts and culture field are

increasingly required to construct a business case for investment and produce measurable outcomes hence knowledge of data sources and research methods is desirable.

Workshop assignments will include 'real world' examples to help students to grasp the relevance of this module's content.