

MODULE: RESEARCH METHODS

Semester:	II (Spring)
Stage:	I - Foundation
Theme :	Media Skills
Assessment Weighting:	Exam (40%) Project (60%)
Number of Credits:	4 semester credits/6 quarter units

INTRODUCTION

This section of the course will examine a number of research methods that have been applied to the media. It will cover both the theory and practice of both qualitative and quantitative research methods.

MODULE AIMS

The course aims to familiarise students with the main research theories and concepts and to enable students to acquire skills in the research process including planning, data collection and analysis.

MODULE LEARNING OUTCOMES

This module delivers / supports the following programme learning outcomes:

- Demonstrate independent critical judgement and analytical skills.
- Utilise knowledge gained to design and develop media artefacts.
- Apply ethical standards to their work.
- Competently identify and apply the knowledge, concepts and perspectives relevant to their work in media related employment.

It does this by specifically ensuring that on module completion, students will be in a position to:

- Understand the purpose, value and role of research.
- Possess knowledge of the wide variety of information sources available to communication researchers.
- Know how to gather authoritative evidence to support findings
- Appreciate the ethical considerations of conducting research.
- Understand the role of key statistical measures
- Competently identify and apply appropriate analysis measures to numerical data.
- Understand, apply, interpret and assess quantitative and qualitative methods of research

ASSESSMENT METHODS

This module will be assessed by one major research project in which students will be asked to formulate and design a research proposal, encompassing both quantitative and qualitative research methods, based on an original research question. The module will also be assessed by an exam (40%) in which students will be required to have specific knowledge on theories and case histories relating to a number of research methods.