ROBERT GORDON UNIVERSITY ABERDEEN

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MODULE DESCRIPTOR

Module Title

Research Methods

Reference	BS4302	Version	7
Created	April 2017	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To provide the student with the understanding and the ability to apply the main research methods and approaches in the context of their main course discipline.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Demonstrate knowledge of the principal research methods and approaches in the creative, cultural and service industries.
2	Propose a research topic that is appropriate for further research pursuits.
3	Critically evaluate and present research approaches and methods suited to the topic chosen.

Indicative Module Content

Generating research topics in the creative, cultural and service industries; conducting library and journal database searches; research philosophy, approaches and protocols; writing aims and objectiives; conceptualising research topics in fields of literature; data management analysis; policy, ethics and institutional issues; textual approaches to research; quantitative and qualitative research; interpretation and presentation; audiences and consumers in the creative, cultural and service industries: conducting questionnaire surveys, interviews and focus groups.

Module Delivery

The module is delivered by a blend of core lectures, supported by discipline focused tutorials, workshops and contact with a research supervisor.

	Module Ref:		BS4302 v7

Indicative Student Workload		Full Time	Part Time
Contact Hours		28	28
Non-Contact Hours		122	122
Placement/Work-Based Learning Experience [Notional] Hours		N/A	N/A
TOTAL		150	150
Actual Placement hours for professional, statutory or regulatory body			

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1 BERTRAND, I. and HUGHES, P., 2000. *Media research methods: audiences, institutions, texts.* Basingstoke: Palgrave MacMillan.

2 CRESWELL, J.W., 2009. *Research design: qualitative, quantitative, and mixed methods approaches.* 3rd ed. Thousand Oaks, CA: Sage.

3 DAWSON, C., 2009. *A practical guide to research methods: a user-friendly manual for mastering research techniques.* 4th ed. Oxford: How to Books. *ebook*

4 IORIO, S., 2004. *Qualitative research in journalism.* London: Lawrence Erlbaum. *ebook*

5 OLIVER, P., 2013. *The student's guide to research ethics.* Maidenhead: Open University Press.

6 SAUNDERS, M., LEWIS, P. and THORNHILL, A., 2012. *Research methods for business students.* 6th ed. London: Financial Times Prentice Hall.

7 STOKES, J., 2013. *How to do media and cultural studies.* 2nd ed. London: Sage. *ebook*