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MODULE DESCRIPTOR

Module Title

Methods, Metrics And Analytics

Reference	BSM728	Version	2
Created	April 2017	SCQF Level	SCQF 11
Approved	September 2013	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

The module provides students with an understanding of a range of research methods applicable to both academic enquiry and professional practice. Students will use a range of computational and non computational methods to gather, analyse and present data.

Learning Outcomes for Module

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

- 1 Demonstrate a critical understanding and awareness of a range of research methods and their application.
- 2 Work autonomously in the development of a research question and the identification of appropriate methods for data gathering and analysis.
- 3 Evaluate and apply data visualisation tools and techniques to present data in a form appropriate to the research context.
- 4 Develop a critical understanding of the legal and ethical considerations in the collection and management of data.

Indicative Module Content

Research in both an academic and professional context. Data gathering - qualitative, quantitative and computational methods. Web analytics, social network analytics, understanding metrics. Programming for data gathering, analysis and visualisation. Social Network Analysis. Visualisation principles, tools and techniques.

Module Delivery

The module is delivered via online exercises, workshops, industry speakers, case studies and lab tutorials.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	72	72
Non-Contact Hours	228	228
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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, 4
Description:	Students are required to develop a suitable research question, identify data sources and produce a report detailing the topic, the approach and presenting the resulting data in an appropriate and meaningful format.				

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 DAWSON, C., 2009. *Introduction to research methods: a practical guide for anyone undertaking a research project*. 4th ed. Oxford: How to Books. ebook
- 2 MAYER-SCHONBERGER, V. and CUKIER, K., 2013. *Big data: a revolution that will transform how we live, work and think*. London: John Murray.
- 3 PRELL, C., 2012. *Social network analysis: history, theory and methodology*. Los Angeles: Sage.
- 4 TUFTE, E., 2001. *The visual display of quantitative information*. 2nd ed. Cheshire, Conn.: Graphics Press.