

## MODULE DESCRIPTOR

### Module Title

Research Methods

Reference	CB4302	Version	1
Created	January 2020	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 objectives; 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.

**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
<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
Description:	Individual Written Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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., 2017. *Media research methods: audiences, institutions, texts*. 3rd ed. Basingstoke: Palgrave MacMillan.
- 2 CRESWELL, J.W., 2018. *Research design: qualitative, quantitative, and mixed methods approaches*. 5th ed. Thousand Oaks, CA: Sage.
- 3 DAWSON, C., 2019. *A practical guide to research methods: a user-friendly manual for mastering research techniques*. 5th ed. Oxford: How to Books. *ebook*
- 4 OLIVER, P., 2013. *The student's guide to research ethics*. Maidenhead: Open University Press.
- 5 SAUNDERS, M., LEWIS, P. and THORNHILL, A., 2018. *Research methods for business students*. 8th ed. London: Financial Times Prentice Hall.
- 6 STOKES, J., 2021. *How to do media and cultural studies*. 3rd ed. London: Sage. *ebook*