

University of the West of Scotland

Module Descriptor

Session: 2024/25

Title of Module: Research Methods			
Code: JOUR09001	SCQF Level: 9 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Dr Margaret Hughes		
Summary of Module			
<p>The Research Methods module offers students the opportunity to critically engage with the practices and principles of journalism and media research. As well as contributing to their own small research community students receive one-to-one advice and guidance on how to develop their own personal research proposal. While designed as a critical foundation for Journalism Dissertation in Year 4, the module equips those concluding their studies at Level 9 with the academic research skills required to develop intellectually sound approaches to research proposal/pitches including areas such as abstract writing and research design techniques. The module includes an analysis of the research process and designing research as well as a review of research methodologies appropriate to study journalism and communication, such as content analysis, surveys and interviews, case studies and action research. The areas covered will include designing a research process, formulating a research proposal, conducting a literature review and examining a range of methodological approaches to academic research including the use of qualitative and quantitative approaches to data collection, as well as techniques for content and discourse analysis.</p> <p>Key areas:</p> <ul style="list-style-type: none"> Research proposal design Effective research methodologies Abstract writing Hypothesis creation Content and discourse analysis Qualitative and quantitative approaches 			

Module Delivery Method					
Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

See Guidance Note for details.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	Term 2	Term 3
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes: (maximum of 5 statements)

These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.

At the end of this module the student will be able to:

L1	Critically discuss research processes and practices appropriate to journalism research.
L2	Critically evaluate literature appropriate to journalism research.
L3	Develop a research proposal on a suitable issue in journalism research.
L4	Critically evaluate, discuss and review information from a range of sources.
L5	Click or tap here to enter text.

Employability Skills and Personal Development Planning (PDP) Skills

SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	<p>SCQF Level 9</p> <p>Demonstrating a critical understanding of the appropriateness of research methodologies.</p> <p>Demonstrating detailed knowledge of a chosen research design.</p>
Practice: Applied Knowledge and Understanding	<p>SCQF Level 9</p>

	Practicing skills of research critique. Using skills and techniques of research design to produce a research proposal.	
Generic Cognitive skills	SCQF Level 9 Undertaking critical analysis and evaluation of concepts, information and issues. Critically analysing established research within a literature review. Analysing information from a range of sources. Demonstrating critical awareness, scholarship and originality in addressing practical and ethical issues of research.	
Communication, ICT and Numeracy Skills	SCQF Level 9 Using formal presentation formats for research critiques and proposals. Interpreting and evaluating numerical and graphical data.	
Autonomy, Accountability and Working with others	SCQF Level 9 Exercising autonomy and initiative in carrying out research activities at the appropriate level. Taking responsibility for own work and responsibilities in team approaches and in meeting deadlines.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

*Indicates that module descriptor is not published.

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours

	and hours spent on other learning activities)
Lecture/Core Content Delivery	24
Tutorial/Synchronous Support Activity	12
Asynchronous Class Activity	18
Independent Study	146
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	200 Hours Total
**Indicative Resources: (eg. Core text, journals, internet access)	
<p>The following materials form essential underpinning for the module content and ultimately for the learning outcomes:</p> <p>Bryman A. et al. (2021) Bryman Social Research Methods, 9th ed, Oxford: Oxford University Press.</p> <p>Deacon, D. et al (2021) Research Communications: A Practical Guide to Methods in Media and Cultural Analysis, 3rd edition, London: Bloomsbury Academic.</p> <p>Jensen, K. B. et al (2012) Handbook of Media and Communications Research: Qualitative and Quantitative Methodologies, 2nd ed, London: Routledge.</p> <p>Murray, R. (2011) How to Write a Thesis, 3rd ed, Maidenhead: Open University Press.</p>	
(**N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)	
Attendance and Engagement Requirements	
In line with the Student Attendance and Engagement Procedure : Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities,	

course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attendance at all classes & seminars; engagement in group & individual in-class activities.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Arts & Media
Assessment Results (Pass/Fail)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	Arts & Media
Moderator	Dr Kenneth Pratt
External Examiner	TBC
Accreditation Details	N/A
Changes/Version Number	0/1

Assessment: (also refer to Assessment Outcomes Grids below)

Formative Assessment

There will be a series of formative assessments that will take place at regular intervals throughout the duration of this module in order to inform your learning and to give you feedback.

Summative Assessment

Assessment is coursework-based and includes a ten-minute presentation worth 40% of the final mark and a 2,500-word research proposal appropriate to journalism research worth 60%.

Assessment 1: (L/O 1,3,4) is a presentation on research proposals (40% of total marks).

Assessment 2: (L/O 2,3,4) will be driven by individually assigned tutors to guide/advise on full research proposal completion. (60% of total marks).

(N.B. (i) **Assessment Outcomes Grids** for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.
(ii) An **indicative schedule** listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Presentation	X		X	X		40%	0

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Essay		X	X	X		60%	0

Component 3							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Combined Total for All Components						100%	XX hours

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections.	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)