



Module Specification

Science Communication Project

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Part 1: Information

Module title: Science Communication Project

Module code: USSJPR-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Applied Sciences

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Applied Sciences

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: It is anticipated that students will develop a project in one of the following areas:

Empirical research:

An issue appropriate for a small scale science communication empirical research project will be identified by the candidate and agreed with the supervisor. The research should involve field or desk methods, including for example, meta-analysis, design of a survey or media content analysis as appropriate. Data analysis, interpretation and evaluation should be appropriate to the research methodology chosen, including statistical analysis if appropriate.

Professional Practice:

The project should focus on creating a scientific or science communication intervention or part of an intervention designed to meet a specific professional practice requirement; this may include creative treatment or development of an installation or design of evaluation and consultancy projects. The research must clearly demonstrate the theoretical basis of the planning. In this category, presentation may include audio/visual and/or exhibition material or other resources such as a computer programme, manual or learning package. The project should include a method of evaluating the programme once implemented, at an appropriate level to that which has been produced.

Part 3: Teaching and learning methods

Teaching and learning methods: The module includes three days of compulsory training on research methods that provides the basis from which students will develop individual projects. The research methods portion of the module encompasses four key threads:

The research process and ethical considerations.

Qualitative and quantitative research methodologies: such as survey research (including questionnaire design and administration), interviewing, observational research, content analysis.

Research and evaluation strategies: aims and objectives, design, sampling methods and data analysis.

Project planning and proposal writing.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Appraise and integrate current scientific or science communication theory, policy or professional practice in an analytical, critical way and at an advanced level

MO2 Justify use of appropriate practical, research and/or evaluation strategies

MO3 Design reliable and valid methods for generating project interventions or gathering data and information in relation to their research project

MO4 Analyse data and information objectively and relate these to existing knowledge structures, contemporary practice and/or theoretical perspectives

MO5 Reflect critically and objectively on methods, processes and outcomes related to their project

MO6 Develop proposals or recommendations for new areas of investigation, new problems, creative strategies or methodologies that would build on their project

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 579 hours

Face-to-face learning = 21 hours

Total = 600

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ussjpr-60-m.html) via the following link <https://uwe.rl.talis.com/modules/ussjpr-60-m.html>

Part 4: Assessment

Assessment strategy: Strategy:

The assessments are designed to test the module learning outcomes while using two of the summative assessments to provide formative opportunities for students to build their understanding and capabilities within their chosen research topic.

Students have the option to submit their project as a research journal article and the word limit has been selected to reflect standard research article length within the field.

The Assessment:

The assessment comprises three elements: a research proposal (A1: 2,000 words), a fifteen-minute seminar presentation based on the project and a fifteen minute defence (A2) and final project report (A3: up to 10,000 words).

Assessment components:**Report (First Sit)**

Description: Project Report (up to 10,000 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (First Sit)

Description: 15 Minute Seminar Presentation and 15 Minute Defence

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Written Assignment (First Sit)

Description: Project Proposal (2000 words)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Report (Resit)

Description: Project Report (up to 10,000 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: 15 Minute Seminar Presentation and 15 Minute Defence

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Written Assignment (Resit)

Description: Project Proposal (2000 words)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Science Communication [Frenchay] MSc 2023-24

Science Communication [Sep][PT][Frenchay][30months] MSc 2021-22

Science Communication [Frenchay] MSc 2022-23