



## **Module Specification**

### **Research Design and Methodologies**

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## Part 1: Information

**Module title:** Research Design and Methodologies

**Module code:** UBGMV8-30-M

**Level:** Level 7

**For implementation from:** 2021-22

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Environment & Technology

**Department:** FET Dept of Geography & Environmental Mgmt

**Partner institutions:** None

**Delivery locations:** Frenchay Campus

**Field:** Geography and Environmental Management

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Research Design and Methodology will provide you with the foundations for taking forward your own research.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes

**Outline syllabus:** This module will cover the main approaches to research design, data collection and data analysis; including :-

Qualitative methods:

Foundations of qualitative research – epistemological/ontological assumptions and key theoretical concepts, qualitative research design (recruitment and sampling, research ethics), ensuring quality and rigor.

Introduction to collecting qualitative data – key methods such as interviews, focus groups, qualitative surveys (core assumptions and implementation).

Introduction to analysing qualitative data – key methods such as thematic analysis and interpretative phenomenological analysis (key assumptions and implementation).

Quantitative methods:

Introduction to the scientific method - epistemological/ontological assumptions and key theoretical concepts, formulation of research questions, scientific hypotheses, study design, statistical hypotheses.

Data sampling, reliability, replicability.

Exploratory data analysis, statistical inference, power, external and internal validity, scientific inference.

Understanding relationships in data using the most commonly used statistical techniques.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** See Assessment Strategy

**Module Learning outcomes:**

**MO1** Explain the purpose and characteristics of key qualitative and quantitative research methods.

**MO2** Critically evaluate research within its appropriate methodological context.

**MO3** Demonstrate a rigorous and critical understanding of the assumptions underpinning key concepts such as validity, reliability, representativeness, generalisability, subjectivity and reflexivity.

**MO4** Justify the use of key research designs and associated methods of analysis.

**MO5** Show competence in the use of key research methods.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 252 hours

Face-to-face learning = 48 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ubgmv8-30-m.html) via the following link <https://uwe.rl.talis.com/modules/ubgmv8-30-m.html>

**Part 4: Assessment**

**Assessment strategy:** Summative Assessment

Component A (Presentation):

The presentation will focus on a critique and wider understanding of qualitative and quantitative research design, methodologies and analysis in research contexts. Students will choose 2 published peer reviewed papers from their field of interest (e.g. Sustainable Futures, Health and Wellbeing) to evaluate and critique in the

presentation. This controlled assessment will strongly encourage students to engage in a formalised way with the qualitative and quantitative literature ensuring that they have the ability to understand and interpret both approaches.

Component B (coursework):

B.1. Quantitative Methods Report. Students will develop a report focussing on the practical examination of supplied quantitative data sets and will be assessed on their appropriate application of justified methods of analysis, inferences, conclusions, and limitations of findings. The report has a maximum word count of 2500 words, not including diagrams, figures, tables, references, or relevant appendices.

B.2 Qualitative Methods Report. Students will develop a report focussing on the practical development of a qualitative research design in response to an identified research problem, including detailed strategy for data analysis, and demonstrating wider reading in the justification of the research design. The report may include research tools (e.g. schedule of interview questions), where appropriate, as an appendix. The report has a maximum word count of 2500 words, not including diagrams, figures, tables, references, or relevant appendices.

### **Assessment components:**

#### **Presentation - Component A (First Sit)**

Description: Oral presentation evaluating quantitative and qualitative published research.

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

#### **Written Assignment - Component B (First Sit)**

Description: Qualitative Methods Report (2,500 words)

Weighting: 38 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5

**Written Assignment - Component B (First Sit)**

Description: Quantitative Methods Report (2,500 words)

Weighting: 37 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5

**Presentation - Component A (Resit)**

Description: Oral presentation evaluating quantitative and qualitative published research.

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Written Assignment - Component B (Resit)**

Description: Quantitative Methods Report (2,500 words)

Weighting: 37 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Written Assignment - Component B (Resit)**

Description: Qualitative Methods Report (2,500 words)

Weighting: 38 %

Final assessment: No

Group work: No

Learning outcomes tested:

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study: