



Module Specification

Applied Science Communication Project

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Applied Science Communication Project

Module code: USSKNR-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

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: The module includes online training that provides the basis from which students will develop individual projects.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The online training portion of the module encompasses four key threads:

The research process and ethical considerations, including engaging with UWE Bristol research governance processes.

Research and evaluation strategies: aims and objectives, design, sampling methods and data analysis specifically for your project.

Project planning, proposal writing and writing up your project.

Working with supervisors.

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 compulsory online training section of the module will be taught across a series of narrated presentations, self-directed learning activities (including designated reading), discussion forums, wikis, and/or interactive seminars with potential supervisors. In addition electronic resources will be provided via blackboard to present supplementary support for students during the period of independent study.

The research project itself provides an opportunity for students to demonstrate their independent research, creative and planning skills. Students learn by active application of their knowledge to the research, evaluation or creative task and by extending their knowledge as appropriate to complete the research objectives.

Students will be supported through the all stages of their project by suitable academic and academic-related staff. Supervisors support student learning, offering guidance where requested or appropriate. Students are expected to keep their supervisors informed about the progress of the research and to discuss results regularly. Contact time is likely to vary depending on the style of project and needs of each student. Agreements between academic supervisors and students will be made on a one-to-one basis concerning the best format and frequency of interactions and an indication of expected supervision time will be set out in the module guide. Students are expected to drive the project, with the supervisor providing guidance and direction only where necessary to maintain progress.

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 = 600 hours

Total = 600

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

Part 4: Assessment

Assessment 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 opportunity 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 a research proposal (Assessment Task 1, 2,000 words), a fifteen-minute online presentation based on the project and a fifteen-minute defence (Assessment Task 2), and a final project report (Assessment Task 3 - up to 10,000 words).

Assessment tasks:

Written Assignment (First Sit)

Description: 2000 word research proposal

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (First Sit)

Description: 15 minute online presentation and 15 minute defence

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Report (First Sit)

Description: Up to 10,000 word final project report

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 2000 word research project proposal

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: 15 minute online presentation and 15 minute defence

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Report (Resit)

Description: Up to 10,000 word final project report

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study: