



MODULE SPECIFICATION

| Part 1: Information | | | |
|---------------------------|---------------------------------------------|--------------------|------------------|
| Module Title | Applied Science Communication Project | | |
| Module Code | USSKNR-60-M | Level | M |
| For implementation from | January 2019 | | |
| UWE Credit Rating | 60 | ECTS Credit Rating | 30 |
| Faculty | Health and Applied Sciences | Field | Applied Sciences |
| Department | Applied Sciences | | |
| Contributes towards | PG Diploma in Applied Science Communication | | |
| Module type: | Project | | |
| Pre-requisites | None | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

| Part 2: Description |
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| <p>The module includes online training that provides the basis from which students will develop individual projects. The online training portion of the module encompasses four key threads:</p> <ul style="list-style-type: none"> • 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. <p>It is anticipated that students will develop a project in one of the following areas:</p> <p><i>Empirical research</i></p> <p>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.</p> <p><i>Professional Practice</i></p> <p>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.</p> |

| Part 3: Assessment: Strategy and Details | | |
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| <p>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.</p> <p>The Assessment:</p> <p>The assessment comprises three elements: a research proposal (A1: 2,000 words), a fifteen-minute online presentation based on the project and a fifteen-minute defence (A2) and final project report (A3; Up to 10,000 words).</p> | | |
| Identify final timetabled piece of assessment (component and element) | Component A3 | |
| % weighting between components A and B (Standard modules only) | A: | B: |
| First Sit | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. 2000 word Project Proposal | 20% | |
| 2. 15 Minute Online Presentation and 15 minute Defence | 20% | |
| 3. up to 10,000 word Project Report | 60% | |
| Component B Description of each element | Element weighting (as % of component) | |
| 1. n/a | | |
| Resit (further attendance at taught classes is not required) | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. 2000 word Project Proposal | 20% | |
| 2. 15 Minute Online Presentation and 15 minute Defence | 20% | |
| 3. Up to 10,000 word Project Report | 60% | |
| Component B Description of each element | Element weighting (as % of component) | |
| 1. n/a | | |
| Part 4: Learning Outcomes & KIS Data | | |
| Learning Outcomes | <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • appraise and integrate current scientific or science communication theory, policy or professional practice in an analytical, critical way and at an advanced level (A1, A3); • justify use of appropriate practical, research and/or evaluation strategies (A1, A2, A3); • design reliable and valid methods for generating project interventions or gathering data | |

| | <p>and information in relation to their research project (A2, A3);</p> <ul style="list-style-type: none"> analyse data and information objectively and relate these to existing knowledge structures, contemporary practice and/or theoretical perspectives (A2, A3); reflect critically and objectively on methods, processes and outcomes related to their project (A3); develop proposals or recommendations for new areas of investigation, new problems, creative strategies or methodologies that would build on their project (A3). | | | | | | | | | | | | | | | | | | | | |
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| <p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p> | <p>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.</p> <p>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.</p> <p>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.</p> <table border="1" data-bbox="533 1207 1305 1364"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="657 1673 1323 1908"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table> | Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | | | | | | Total assessment of the module: | | Written exam assessment percentage | 0% | Coursework assessment percentage | 100% | Practical exam assessment percentage | 0% | | 100% |
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| | 100% | | | | | | | | | | | | | | | | | | | | |
| <p>Reading List</p> | <p>All students will be encouraged to make full use of the electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The</p> | | | | | | | | | | | | | | | | | | | | |

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| | <p>University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>This guidance will be available either in the module handbook, via the module information on Blackboard or through the electronic reading list which is available here: https://uwe.rl.talis.com/modules/ussjpr-60-m.html</p> |
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| First UVP Approval Date | 20/11/2018 | | | |
| Revision CAP Approval Date | | Version | 1 | See UCP Business case approved 7th March 2018 |