Module Specification

Science Communication Project

Version: 2025-26, v3.0, Approved

Contents

Part 1: Information

Module title: Science Communication Project

Module code: USSJPR-60-M

Level: Level 7

For implementation from: 2025-26

UWE credit rating: 60

ECTS credit rating: 30

College: College of Health, Science & Society

School: CHSS School 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 Science Communication project module provides an opportunity for students to demonstrate their M level skills in independent research, creativity, and planning. Students learn by actively applying their knowledge to the research, evaluation, and/or creative task and by extending their knowledge as appropriate to complete the research objectives at a professional level. For those students who prefer to undertake a more focused project, a list of potential topics/ areas for investigation (from external organisations and/ or staff members) will also be

provided. Professional and academic supervisors support student learning on a one-to-one basis, offering guidance where requested or appropriate. The research project provides an excellent opportunity for students to demonstrate self-direction, originality, and creativity, and create a project tailored to their current or future professional career.

Features: Special features of this module include a taught project training teaching block that supports students to understand key research governance processes and to explore potential quantitative and qualitative methods.

Educational aims: To provide students with the opportunity to design and conduct an independent research project. Students are able, with supervisor support, to consolidate their learning from the MSc and apply skills and methods to an area of their own interest within science communication. They also acquire transferable project management skills, which will support their future professional careers in science communication and beyond.

Outline syllabus: The research methods portion of the module encompasses four key threads:

The research process and ethical considerations.
Qualitative and quantitative research methodologies: such as questionnaire design, interviewing, focus groups, and observational research.
Research and evaluation strategies: aims and objectives, design, and data analysis.
Project planning and writing up research.

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, questionnaire design, interviews, 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 MSc Science Communication Project module includes three days of compulsory training on research governance and methods that provides the basis from which students will develop individual projects.

Following the taught project training, learning is delivered primarily on a one-to-one basis between the supervisor and their assigned student. Contact time will vary across the duration of the module reflecting the needs of the research project and the student.

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 the 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, including recommendations for new areas of investigation, where appropriate.

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 555 hours

Face-to-face learning = 45 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk 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 summative assessments to provide formative (feed forward) opportunities for students to build their understanding and capabilities within their chosen research topic. Discussions with supervisors and feedback on draft sections of each assessment will also provide formative opportunities for students.

The Assessment:
The assessment comprises two elements to represent recognisable stages of a research project and to provide experience of different forms of research communication and dissemination.

Assessment 1: Written Assignment (2000 words maximum)
A research proposal.

Assessment 2: Report (12000 words maximum)

The report assessment will include a presentation based on the project prior to the report deadline. This will give the opportunity for formative feedback from staff and other students, in addition to further developing individual presentation skills.

Transferable skills include project management, negotiation (working with supervisors), critiquing literature, research and/ or intervention design, analysis, research writing and editing, and presentation delivery.

Assessment tasks:

Written Assignment (First Sit)
Description: Project Proposal (2000 words)
Weighting: 20 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2

Report (First Sit)
Description: Project Report (up to 12,000 words) to include a presentation
Weighting: 80 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)
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 12,000 words) to include a presentation
Weighting: 80 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Science Communication [Frenchay] MSc 2025-26

Science Communication [Frenchay] MSc 2025-26

Science Communication [Frenchay] MSc 2023-24

Science Communication [Frenchay] MSc 2024-25