



Module Specification

Applied Research Skills

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Part 1: Information

Module title: Applied Research Skills

Module code: USSKNQ-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

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: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will introduce students to the underpinning knowledge and skills required to design an effective research or evaluation project.

Features: This module is available as CPD.

Educational aims: The skills developed in this module will be relevant to those seeking to evaluate science communication projects or to undertake research in science communication. However, the skills and knowledge will also be relevant to

others seeking to develop their knowledge of social science research techniques, which could be applied across a wide range of areas, including for example social or international development, museums and cultural studies and education.

Outline syllabus: In this module students will examine key topics including methodologies for research, how to design a research project, criticality in research, ethics, and how to share research effectively. They will also study a number of key research methods such as secondary and desk-based research, experimental approaches, questionnaires and surveys, content and discourse analysis, observations, interviews and focus groups, as well as social media analytics and analysis. Core to the module will be teaching on the use of quantitative and qualitative data analysis techniques, as well as other potential impact indicators.

On completion of this module students will be able to critically reflect on the quality of research designs, as well as having acquired knowledge on a range of research methods which can be used as a standalone approach, for example in evaluation, or combined in order to perform academically rigorous research.

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment Strategy.

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

MO1 Critically apply the principles of effective research design and its relationship to research questions, as well as analysis

MO2 Demonstrate a critical understanding, of the purposes and limitations, of a range of quantitative and qualitative research approaches

MO3 Critically evaluate research within its appropriate methodological context

MO4 Recognise, illustrate and understand the need for ethical considerations in research

MO5 Identify and explain means to effectively share research via dissemination

MO6 Understand the contexts and approaches that can be taken for research to demonstrate impact

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 100 hours

Face-to-face learning = 200 hours

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, whilst various activities throughout the module will provide formative opportunities for students to garner formative feedback on their selected assessment approaches from a range of teaching staff.

Assessment Task 1 is a 15-minute narrated presentation and Assessment Task 2 is a 3,000-word critical appraisal.

During the 3,000 word-critical appraisal students will be provided with academic articles on subjects of relevance to science communication. The articles will comprise varying methodologies (e.g. quantitative and qualitative approaches) which students must critically evaluate and critique. A structure will be provided for the appraisal to direct students on the key aspects that must be covered.

The 15-minute narrated presentation will focus on a fictional research project. Students will be asked to record a narrated presentation on two aspects of the project. Firstly, they must provide an explanation of the key ethical considerations that should be taken into account in regards to the research. Secondly, they should provide a 'pitch' for a dissemination strategy for the research project.

Assessment tasks:

Presentation (First Sit)

Description: 15-minute narrated presentation

Weighting: 40 %

Final assessment: Yes

Group work: No

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

Written Assignment (First Sit)

Description: 3,000-word critical appraisal

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6

Presentation (Resit)

Description: 15-minute narrated presentation

Weighting: 40 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 3,000-word critical appraisal

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study: