MODULE SPECIFICATION

Part 1: Information			
Module Title	Applied Research Skills		
Module Code	USSKNQ-30-M	Level	M
For implementation from	January 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Health and Applied Sciences	Field	Applied Sciences
Department	Applied Sciences		
Contributes towards	PG Diploma in Applied Science Communication		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

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

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: Assessment: Strategy and Details

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.

The assessment comprises two elements (B1: 3,000-word critical appraisal) and (A1: 15-minute narrated presentation).

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.

Identify final timetabled piece of assessment (component and element)	Component A1	
% weighting between components A and B (Standard modules only)	**A:** **40%**	**B**: **60%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. 15-minute narrated presentation	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. 3,000-word critical appraisal	100%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. 15-minute narrated presentation	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. 3,000-word critical appraisal	100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: • Critically apply the principles of effective research design and its relationship to research questions, as well as analysis (B); • Demonstrate a critical understanding, of the purposes and limitations, of a range of quantitative and qualitative research approaches (A & B); • Critically evaluate research within its appropriate methodological context (A & B); • Recognise, illustrate and understand the need for ethical considerations in research (A); • Identify and explain means to effectively share research via dissemination (A). • Understand the contexts and approaches that can be taken for research to demonstrate impact (A & B).
Key Information Sets Information (KIS)	The module will be taught through 20 weeks of online content. This will include: narrated presentations, self-directed learning activities (including designated reading), problem-based learning, discussion forums, wikis, asynchronous feedback opportunities and/or live interactive seminars. Students will also be expected to undertake independent learning to

Contact Hours

build specialist knowledge in aspects of research design of particular interest/relevance to themselves.

The taught time will also include four private study weeks when students will have an opportunity to carry out independent study and review previous weeks contents and materials. A variety of electronic resources will be provided via blackboard to present supplementary support for students during their periods of independent study.

Due to the online nature of the module, students will be given very clear guidance on contact times for the module team, as well as dedicated online spaces (including discussion forums) in order to ensure they feel fully engaged as a cohort, despite working at a distance.

Key Information Set - Module data

Number of credits for this module				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	200	100	0	300

Total Assessment

The table below indicates as a percentage the total assessment of the module which constitutes a;

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)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	60%
Practical exam assessment percentage	40%
	100%

Reading List

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 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.

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://rl.talis.com/3/uwe/lists/CDC901E5-1466-C094-1B56-5E72CC4F4785.html?lang=en-US&login=1

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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