

MODULE SPECIFICATION FORM

Module Title: Research Methodologies	Level: 5	Credit Value: 20
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Module code: AUR567 (if known)	Cost Centre: GAAN	JACS2 code: X210
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Semester(s) in which to be offered: 2	With effect from: September 2013
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Office use only: To be completed by AQSU:	Date approved: August 2013 Date revised: - Version no: 1
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Existing/New: New	Title of module being replaced (if any):
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Originating Academic Department:	Module Leader: Barry Hills
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Module duration (total hours):200 Scheduled learning & teaching hours 50 Independent study hours 150 Placement hours	Status: core/option/elective (identify programme where appropriate): <p style="text-align: right;">Core</p>
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Programme(s) in which to be offered: FdSc Animal Studies BSc (Hons) Equine Science and Welfare Management	Pre-requisites per programme (between levels): <p style="text-align: right;">None</p>
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Module Aims:

To enable students to understand the role of appropriate research within their field

To provide students with sufficient capability to plan a research project in their field of study; to define the research parameters; assess appropriate methodologies; and present findings

To enable students to examine and assess the appropriateness of different research methodologies to various research briefs

To encourage awareness of ethical and political issues in social research

Expected Learning Outcomes:

At the end of this module, students will be able to:

Knowledge and Understanding:

1. Understand the various uses of research, and be aware of the main sources of existing data in the field, their limitations, and problems of comparability.
2. Identify the potential and limitations of different research methods and be able to decide the type of research appropriate to particular problems in the field of study.
3. Recognise the importance of the appropriate presentation of research and be able make a critical appraisal of research reports.
4. Identify a scenario based area of research and produce an action plan; collect, evaluate and analyse data in an appropriate manner, produce a written report; and present and report research findings

Transferable/Key Skills and other attributes:

Interpreting information
Critical appraisal
Integrity in statistical presentation
Reviewing evidence
Appraise research
Diversities of interpretation

Assessment:

1. Research Proposal – Students will be given a professionally based and realistic scenario relating to their field of study, and be expected to produce a comprehensive and appropriate research proposal.
2. Presentation – Students will present their research proposal to their peers.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (eg, if exam or presentation)	Word count (or equivalent if appropriate)
1	1 - 4	Research proposal	75%		3,500
2	3,4	Presentation	25%	c.15 min.	1,500

Learning and Teaching Strategies:

A series of lectures will cover the substantives issues of research methodology; backed up by seminars giving small groups the opportunity to explore key topics in their field.

As this module is related to other modules as a research tool, relevant case studies will be examined and methodological issues critically analysed. Students will be introduced to data handling packages such as SPSS.

Syllabus outline:

The Planning of Research

Reviewing evidence
 Research models
 Research Strategies. Research Design

Sources of Data

Published and unpublished data
 Primary and Secondary sources
 Research bodies/Pressure Groups

Web-site sources

Interviews
 Documentary methods
 Observation
 Case study research

Research Methods

Survey design
 Principles, problems and methods of sampling
 Questionnaire design
 Analysis of survey data including the use of software such as SPSS
 Fieldwork, participant and non participant observation
 Documentary research
 Experimental methods
 Interviews

Research Presentation and Appraisal

Presentation of statistics
Presentation of research findings
Critical appraisal of reports and statistics
Oral presentations

Research and Policy

Demands for research/Considerations of options/Policy recommendations
Ethical considerations
Feminist critiques

Social Demography

Population growth/Demographic analysis/Population change
Trends in equine management in the rural sector
Work force trends in equine management

Bibliography:

Essential reading:

Clough, P. & Nutbrown, C. (2012) *A Students' Guide to Methodology*. London, Sage

Dawson, C. (2009) *Introduction to Research Methodology*. Oxford. OUP

Davies, M. (2007) *Doing a Successful Research Project*. Basingstoke, Palgrave.

McCarthy, P., & Hatcher, C. (2012) *Presentation Skills*. London. Sage.

Other indicative reading:

Best, J. (2012) *Damned Lies and Statistics*. California, University of California.

Ramazanoglu, C. & Holland, J. (2009) *Feminist Methodology*. London, Sage.

Silverman, J. (2013) *Qualitative research*. London, Sage.

Students will also be directed to specific professional journals and other web-sites and appropriate e-journals during the programme