

## Seminar 1: Research Methods and Professional Practice – Introductions

### Module Overview:

- Tutor support
- Contacting your tutor ( Monday – Friday: 24hrs & over the weekend 48hrs)
- How the module will work: Seminar times, summative deadlines, Unit reading
- Formative activities
- Assessment

### Unit 1 & 2 Overview:

- Today we will be looking at:
  - Unit 1: Scientific Investigation and Ethics
  - Unit 2: Research questions, the literature Review and the Research Proposal
- ➔ This is a much more structured module than some other modules that you may have encountered taking this qualification. This is because this module focuses on academic research and is more linear and relies on your sole personal contribution to the unit outcomes to form your grade. There are no team summative for example, and whilst there are collaborative forum discussion on the Student hub that contribute to your e-portfolio, this work relies on individual contribution and not being put together in teams. There will be Q&A at the end of each seminar, but the seminars themselves are tutor led due to the depth, breadth and level information that needs to be examined for a research module of this nature. This module prepares you for writhing/engaging with your dissertation.

### Mapping the Syllabus to Module Units



Syllabus Items	Units	Activities
1. Scientific Investigation and Ethics	1	Discussion forum, Reasoning Quiz, Reflective activity – Ethics in Computing
2. Research Questions, the Literature Review and the Research Proposal	2	Discussion forum, Literature Review Guide Questions
3. Research Methods	3	e-Portfolio Learning Activity
4. Case Studies, Focus Groups and Observations	4	Submit a brief outline of your literature review for formative feedback to aid in Unit 7 submission.
5. Interviews and Survey Methods	5	Reflective Activity 2
6. Questionnaire Design	6	E-Portfolio update: Data Collection Wiki Activity: Questionnaires

7. Validity and Generalisability in Research	7	Collaborative Discussion 2, e-Portfolio update: Data Collection, Submit a brief outline of your research proposal, Hypothesis Testing worksheet, Literature Review
8. Inferential Statistics	8	Hypothesis Testing worksheet, submit a brief outline of your Research proposal, Exercises
9. Analysing Qualitative Data	9	Discussion forum, Charts Worksheet and Analysis
10. Research Writing	10	Submit your statistical worksheet, Research Proposal Presentation
11. Professional Development – Your e-Portfolio	11	e-Portfolio Preparation
12. Project Management and Managing Risk	12	Self Test Quiz, End of Module Assignment – individual e-Potfolio

#### Unit 1: Scientific Investigation and Ethics

- Why do we need to research?
  - Things to consider:
  - You need to understand the topic and associated research materials
  - Analyse and evaluate findings
  - To enable you to answer summative questions and outcomes
  - What are Research Ethics?
  - Ethics in research are paramount, particularly with current GDPR regulations and data protection legislation  
(Bailey, 2013)
- ➔ This module works primarily with secondary research

#### Unit 1: Deductive and Inductive reasoning:

- Inductive reasoning – Think of it like a 
- ➔ We start with specifics and move to generalities
- Deductive reasoning – think of it like a 
- ➔ We start with generalities and move to specifics

Deductive	Inductive
States general idea and verifies to reach conclusion	Collects observation to reach general conclusion
Top down approach to problem solving	Bottoms up approach to problem solving
<p>Example:</p> <p>Crating a social media marketing plan for Gen Z segment</p> <p>General Idea: performance results from the social media campaign will determine if social media is the best way to reach Gen Z'ers</p>	<p>Example:</p> <p>Using employee survey results to create a new employee wellness program</p> <p>Observations: feedback and results from employee survey will inform what wellness program to create</p>

#### Unit 1: Collaborative discussion 1 formative:

- This will last for 3 weeks covering units 1, 2 and 3.
- Guidance for Formative Discussion Responses
- Be respectful and reflect appropriate netiquette in your discussions
- Ensure that discussions are academic and critical in their tone
- Use the UoEO Harvard reference style.
- Will not be assessed, but is a component of your e-portfolio which will submit in unit 12 for summative feedback
- ➔ All e-portfolio/ reflective activities provided in the module. Aim to showcase at least 1 artefact from each unit (Application of Knowledge weighted at 10% & Independent working weighted at 10%). Recommendation to participate in all formative activities and frequent entries in the e-portfolio.

#### Unit 1: List of approved Literature review topics:

- Begin to plan your literature review based on your chosen topic from the list provided in Unit 1.
- Your outline of the literature review can be submitted for formative feedback in Unit 4 before final submission in Unit 7.
- Consider your research proposal.
- Your outline of the proposal can be submitted for formative feedback in Unit 8 before final submission in Unit 10.
- Prepare for the next seminar session by attempting the Unit 3 preparation questions.

UoEO Wider Reading:

Do	Don't
Books and eBooks	Websites with no author or date of publication
Journals and eJournals	Wikipedia
Websites from credible institutions (Government, Universities, NHS ect.)	Blogs
Peer Reviewed Articles (e.g. Research Gate)	Tabloid Newspapers (e.g. The Sun)
Broadsheet Newspapers (e.g. The Guardian)	Resources that are published over 15 years ago, or have theories that are clearly out-of-date
Encyclopaedias (e.g. Britannica)	Persuasive/ opinionated resources
Governmental Papers / Policies	Collective websites (e.g. ask.com or about.com)
Google Scholar	Sources that do not include citations
Google Books	Social Media sites
Libraries and eLibraries	
Academic databases (e.g. JSTOR)	