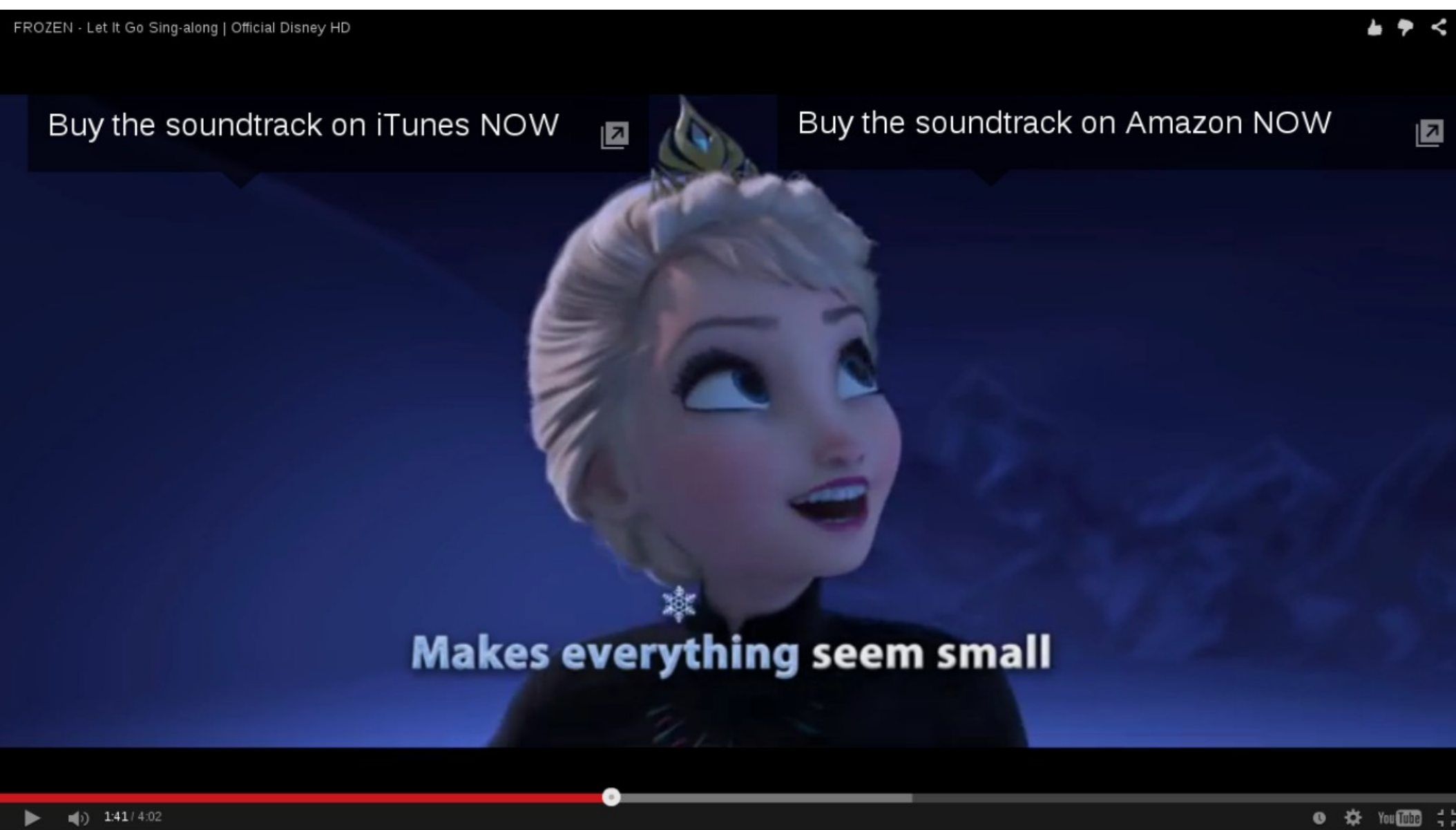


# Week 8:



Research questions and design

# Media and cultural studies

'We need the tools to think about, and research, cultural complexity in a manageable way' Couldry, *Inside Culture*, 2000, p.4

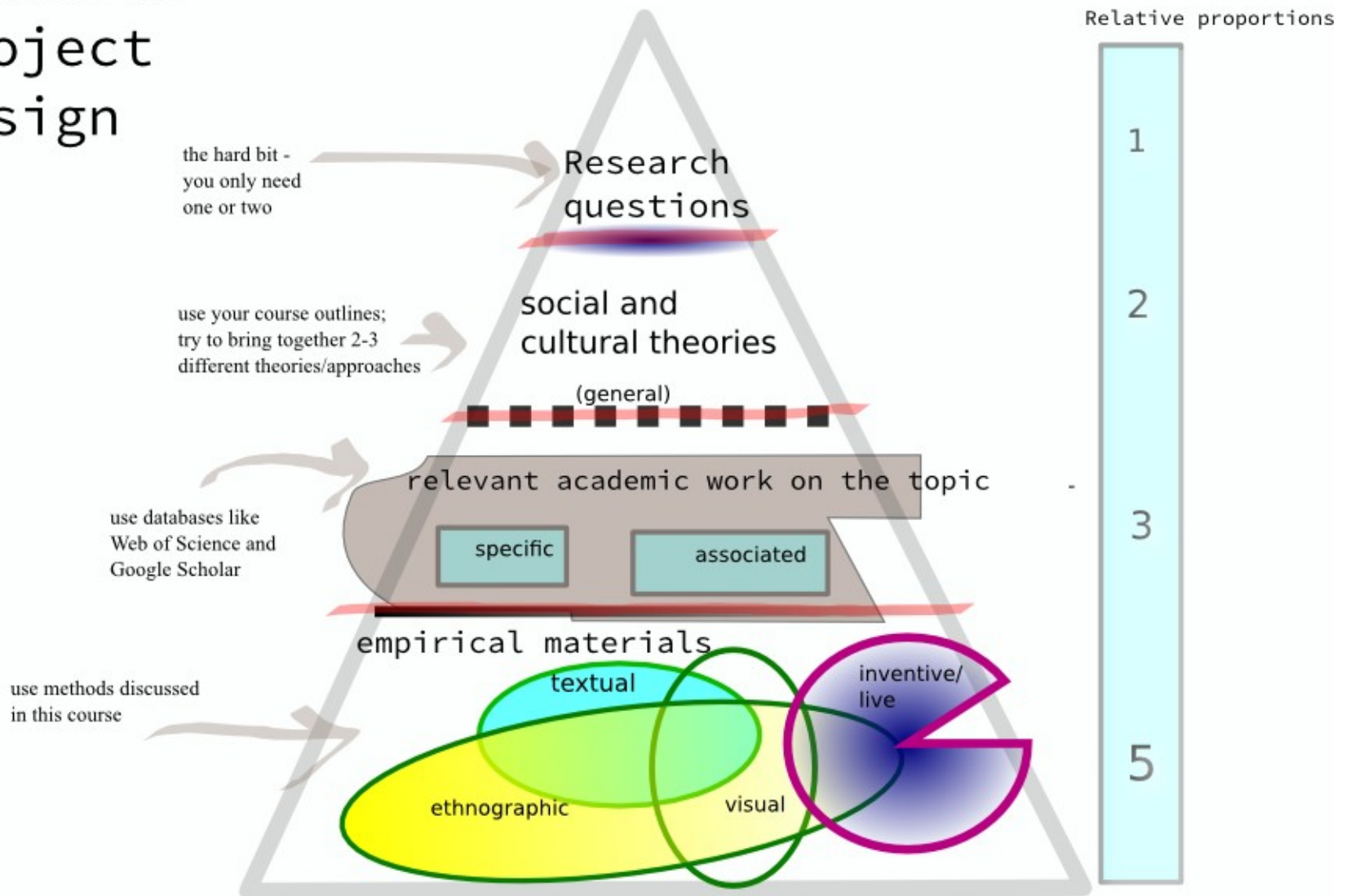
Why?

<https://www.youtube.com/watch?v=3XviR7esUvo>

# Overview

- Interview – catch up from last week
- Review of methods
- Report on the blogs
- Research design exercises x 4

# Research project design



# Methods overview

	images	texts	places/things	people	organisations
<b>semiotics</b>	x	x	x		
<b>compositional analysis</b>	x		?		
<b>discourse analysis of documents</b>	x	x			x
<b>discourse analysis of institutions/practices</b>			x		x
<b>ethnography of audiences</b>			x	x	x
<b>ethnography of media objects</b>	x	x	x		
<b>participatory methods</b>	x		x	x	x

# Methods we did not cover in the course

- Psychoanalysis-influenced reading of text (e.g. Lauren Berlant)
- Digital methods (e.g. Richard Rodgers)
- Media archaeology (e.g. Friedrich Kittler)

# Report on the online projects?

- Discuss as a group where you are up to, and prepare brief report

# Exercise: the research materials

- List all the materials/places/people/things that could be relevant to your project
- Make a table of these and suggest what methods would be appropriate to work with these materials



# Exercise: the relevant theories and approaches

- Choose 3 course outlines from courses you are doing this year (use moodle?); they can include sociology, gender and women studies, anthropology, science studies.
- Choose 2 theories/key texts from each – these should be major theories or approaches
- Discuss as a group the 2-3 most relevant theories/approaches for your project
- Write a brief description of how the most relevant approaches relate to your project

# The research literature

- Use Google Scholar or Web of Science to find *some* recent academic literature from cultural and media studies relating to your project topic.
- Approaches:
  - 1. search by topic, concept or theory
  - 2. look at recent citations of earlier work you think is relevant
- Use bibliographic software (zotero, mendeley, endnote)!

# Exercise: the research question

- Individually write **two** potential research questions.
- Gather in a group to discuss and choose best **two** for the project
- Groups present to each other and discuss
- Rewrite **best two** for project

# Activity for online project

- Develop the table of empirical materials and methods you started in class, and then put it up on the blog. The table should show
  - the empirical materials you will use, with numbers that quantify how many of each thing
  - the methods you will use to gather and analyse the materials
  - the order in which you will work on the materials
- Annotate the list of academic references you found relating to your research topic.
  - You should put a full bibliographic reference for each reference.
  - Rank or order the list of references in terms of their relevance to your project, and briefly describe why they are relevant.
  - Put the list of references on the group research blog.