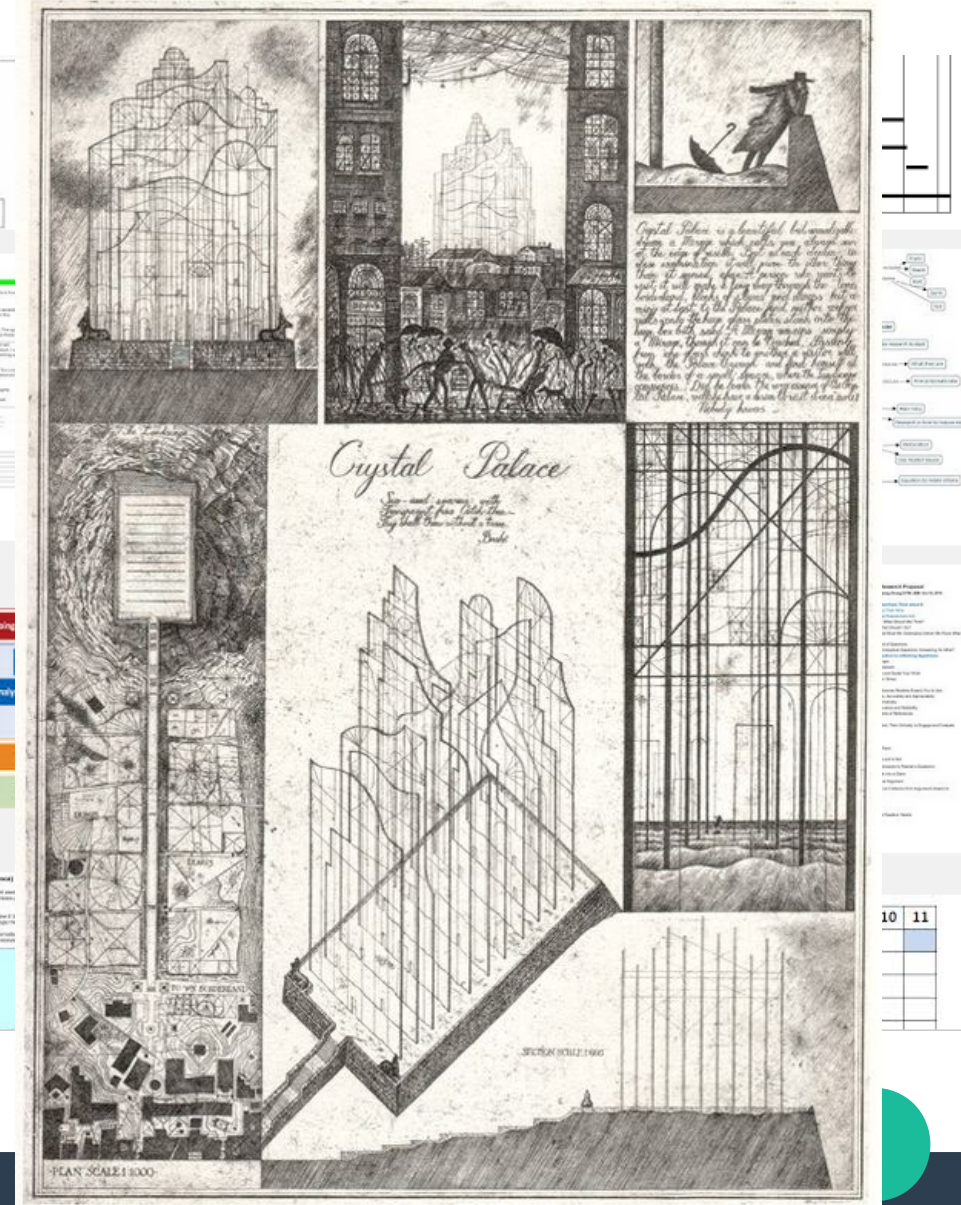
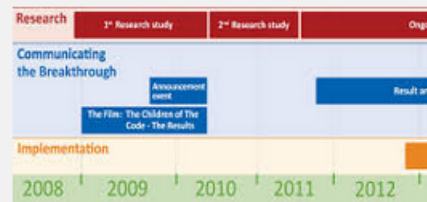
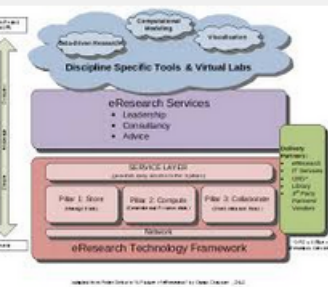
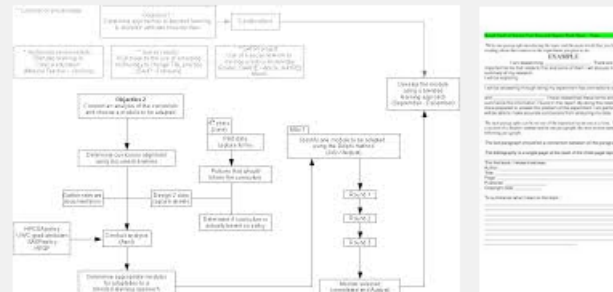
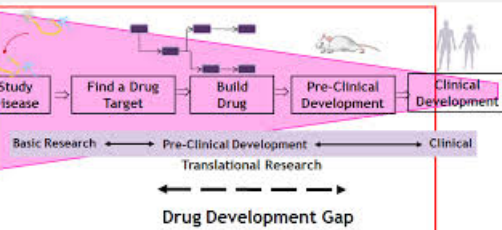


Week 9: Research design



- What are two goals?
- Where do we see conflict / tension / obstacles / challenges for these events?
- What is the solution or change required?
- Who will you interview?
- What people, events or actions will you need to
 - photograph
 - record on audio
 - record on video
- What natural sounds should you record?
- What observation material do you have?
- What additional materials do you need?
- What additional materials do you need?
- What websites, stories or audio-visual material can you link to?

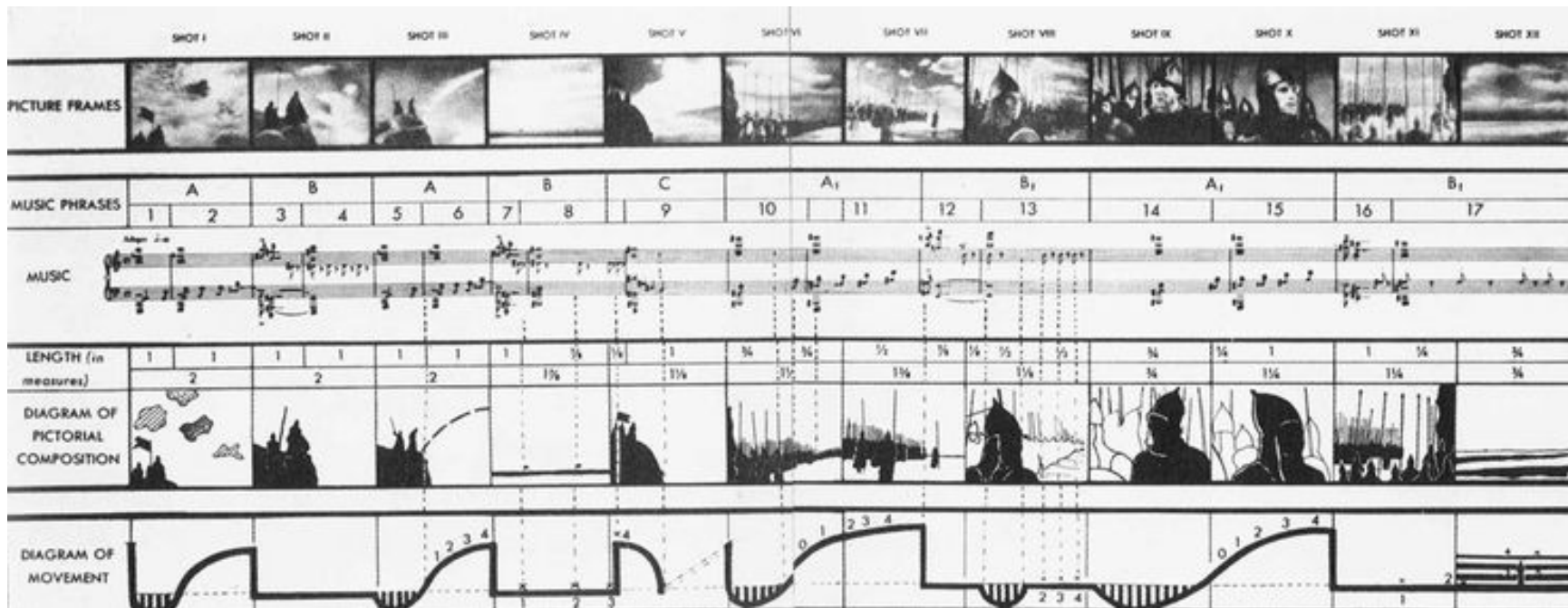
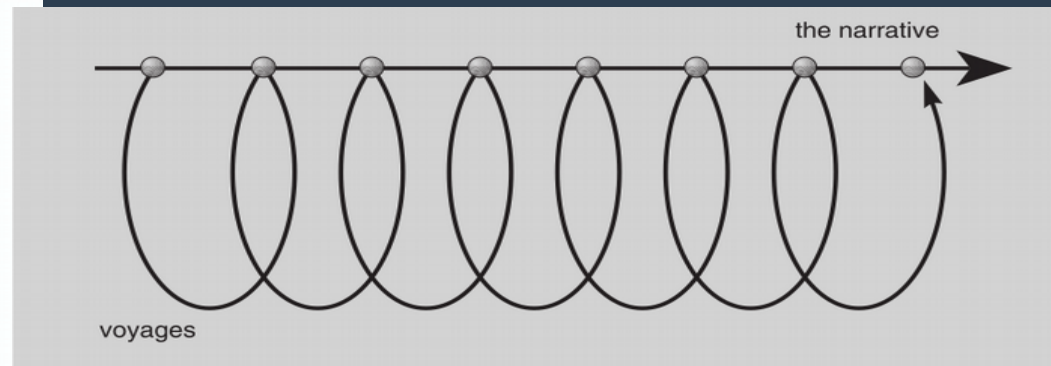
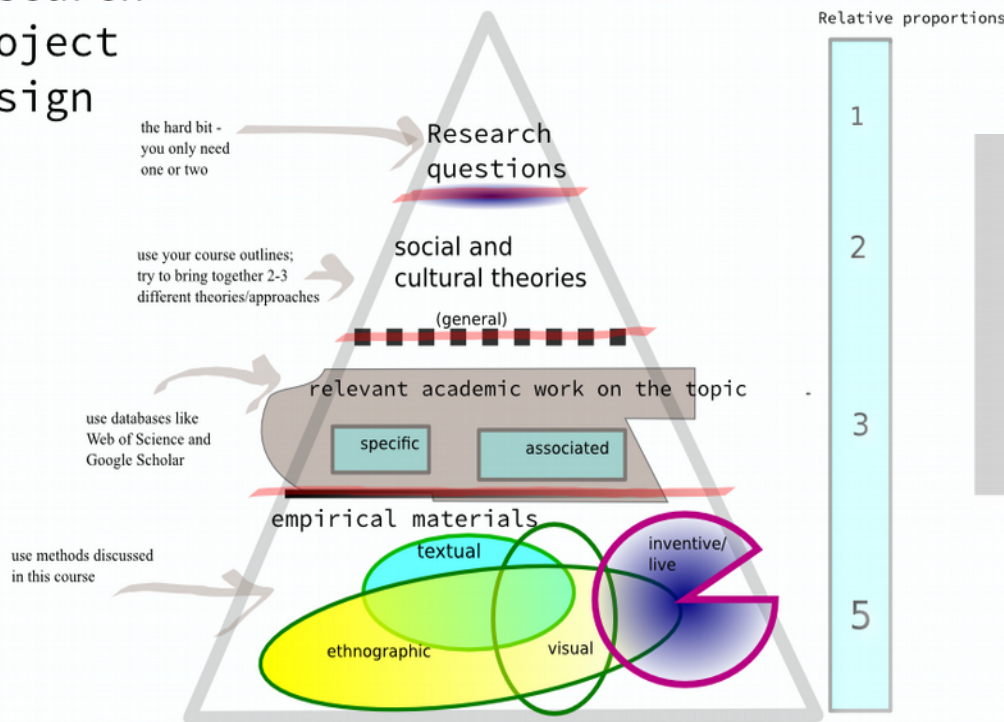


Overview

- Research questions?
- Re-visiting discourse analysis and live methods (weeks 6 & 7)
- Finishing the online project: the plan/timetable of a project
- Preparation for presentations
- Essay question



Research project design



The research questions

Exercise: **research questions checklist**

1. Does the question narrow down the topic and focus on some specific aspect of it?
2. Does the question address current problems or approaches in media and cultural studies?
3. Does the question have any built-in assumptions about culture, media, power, experience, values, etc.?
4. Are the terms used in the question reasonably well-defined?
5. Is the question empirically researchable given your time and resources?

Exercise: If there any problems with your research questions, discuss in the group how to fix them.



Re-visiting discourse analysis

- Read short extract from Kendall & Wickham, *Using Foucault's Methods*, pages 139-141.
- What is the contrast between two different ways of analysing 'discourse' (in Foucault's sense of that term)?
- What would this contrast mean practically?
- Do any of the guest researchers this term do a version of discourse analysis?

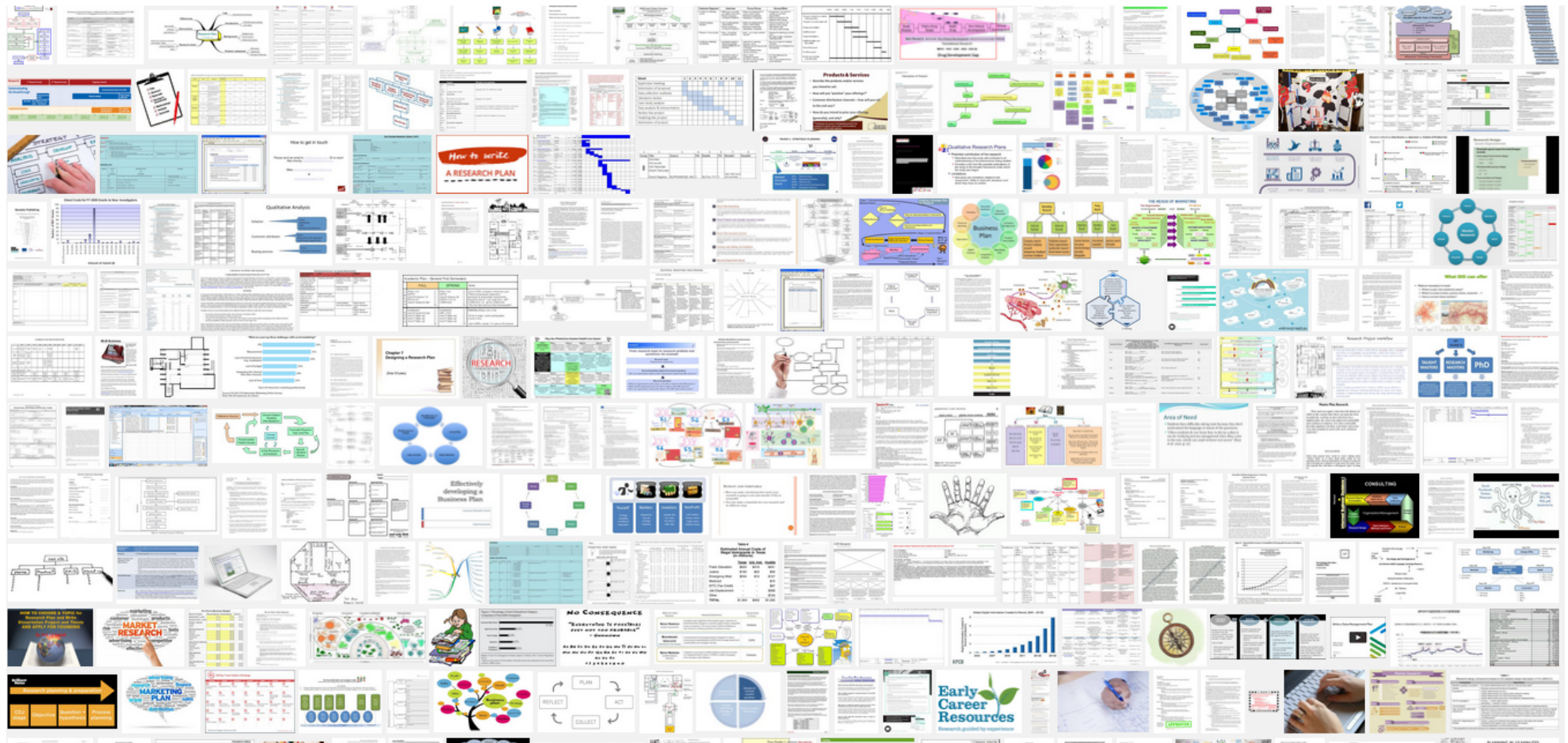


Revisiting discourse analysis for group research projects

- Identify some of the materials, documents, things or places in your group project that you might address using discourse analysis?
- How does this approach shift emphasis away from **meaning**? What does it emphasise instead of meaning?



Making a research plan



Making a research timetable?



- Why do you need a plan or timetable at all? Why not just do the research?
- Timetable as **one place** where research questions are translated into **actually do-able** research activities
- Plans and timetables will always change and be revised as you do the research



Exercise: the research timetable

- **Given your revised research questions (and the examples and approaches/methods you have on the blog), design a **research plan** for a project that would last 3 months**
 - See Google images for many examples of how this can be done
 - Usually in the form of a **timetable**
- Put the research plan online and write a **rationale** (300-400 words):
 - e.g. the way different methods help you deal with a particular research question.
 - e.g. any particularly unusual focus or novel approaches



Methods review

	images	texts	places/things	people	organisations
semiotics	X	X	X		
compositional analysis	X		?		
discourse analysis of documents	X	X			X
discourse analysis of institutions/practices			X		X
ethnography of audiences			X	X	X
ethnography of media objects	X	X	X		
Participatory and live methods	X		X	X	X

Assessment criteria for the online group research project

- 1. The blog should show regular contributions from all members of a research throughout the course.**
- 2. The contents of the blog should document the development of the research project beginning from choice of topic, through framing of questions, consideration of relevant academic work, design of research, examples of materials, objects, things, and events relating to the project, and critical, theoretically and methodologically informed writing about how the research group carried out the project.**
- 3. The blog should demonstrate the research group has a considered and practiced with a range of different research methods and approaches, and this range of methods should include visual, textual, and audiovisual analysis, ethnographic and interview techniques, as well as consideration of medium specificity. It may also include activist, participant, and other kinds of critical practice such as photography, video-making, sound recordings, etc.**
- 4. Effective research blogs will make use of the many different blogging possibilities of displaying images, writing entries, tagging entries to organise them, linking to other sources (including other blogs), and feedback through comments.**

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Guidance on presentations (week 10)

- **10-12 minutes;**
- **8 slides**
- **Everyone in the group should speak**



Normal presentation structure

- **Title-introduction - framing remarks**
- **Topic and research question**
- **Related work - overview**
- **Plan of research**
- **Concrete examples**
- **Conclusion**
 - **Implications**
 - **Remaining questions/problems**



Unusual presentation structures

- **Montage?**
- **Voyages?**
- **Other non-linear narratives?**



Essay question (3000 words)

Our collective research topic this term has been 'fake news.' In your group projects you have investigated various ways of making sense of this recent controversy. Drawing on your experience of working on this topic, the various exploratory activities undertaken in your groups, and the in-class interviews with guest, as well as media and cultural studies readings, critically reflect on the following statement:

'In its research practice, media and cultural studies is a way of making sense of a world that works primarily through, or in reliance, on media.'

In writing your essay, you are not expected to carry out new research, but you should draw on readings, concepts and analytical approaches discussed during the course.



Essay question discussion

Our collective research topic this term has been 'fake news.' In your group projects you have investigated various ways of making sense of this recent controversy. Drawing on your experience of working on this topic, the various exploratory activities undertaken in your groups, and the in-class interviews with guest, as well as media and cultural studies readings, critically reflect on the following statement:

'In its research practice, media and cultural studies is a way of making sense of a world that works primarily through, or in reliance, on media.'

In writing your essay, you are not expected to carry out new research, but you should draw on readings, concepts and analytical approaches discussed during the course.

- **Why did Adrian choose this quote from Couldry?**
- **What are the hard parts of this question?**
- **How does the group research project help me discuss this topic?**

