**Department of Sociology**

**Postgraduate Feedback Sheet**

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| Student Name: | Kai Cui, QiaYue Yu, Yuting Xie, Han Yang | | |
| Module: | Critical Methods (Presentation) https://923criticalmethods.blogspot.co.uk | | |
| Mark (number): | 60 | Late Penalty: |  |

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| **Marker Comments**  Thank you for making this presentation! Some thoughts on how to proceed and for future work:   * Several methods involved here, interviews and textual analysis. If you are interested in the experience of audiences, perhaps the participatory method is best. The textual analysis could come as a secondary way to understand complexities of media and interactivity, but right now seems to distract a bit from the participants’ comments. * More specifics on the rationalization of the selection of subjects and the numbers of those interviewed would be helpful. * Attention is different than cognition and the role of celebrity is more than a gendered experience, so some of these concepts need to be better fleshed out to identify the measurable meanings from the participants and the conceptual framework for the analysis to work. * The research questions need to be phrased better, and three would help to start broad and narrow to a conceptual understanding. |

x

**This module has been moderated**

**Marker:**  **Moderator: Adrian Mackenzie**

**Date:**  **Date: 26 April 2018**

**If you want to discuss this feedback further with me, please come see me during my office hour or make an appointment.**