

# Research Methods and Professional Practice: Seminar: 1 Karen Outram

#### 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

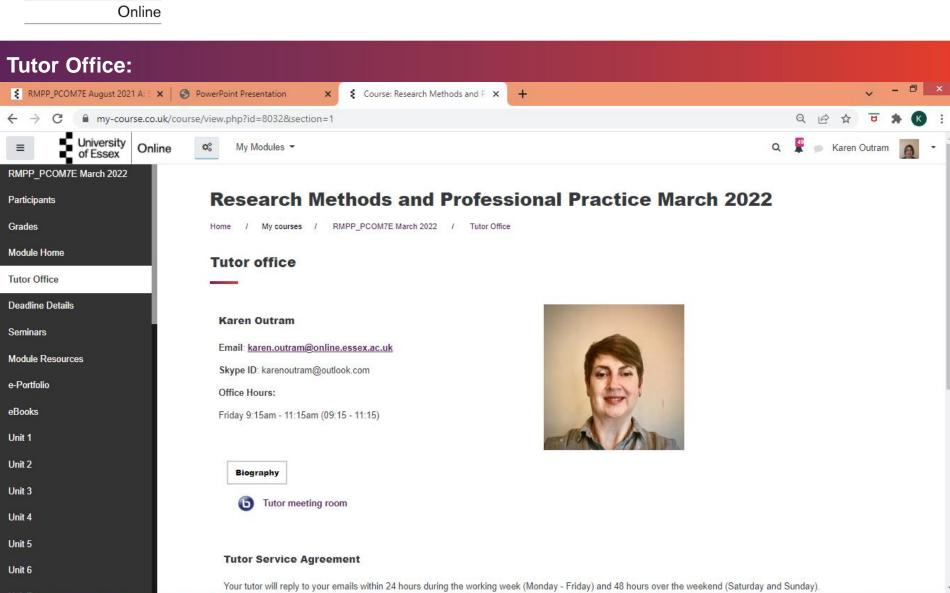
- Formative activities
- Assessment



#### 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





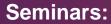
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**Participants** 

Module Home

**Tutor Office** 

Seminars

e-Portfolio

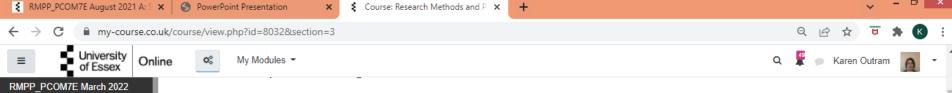
eBooks

Unit 1 Unit 2 Unit 3 Unit 4 Unit 5

**Deadline Details** 

Module Resources

Grades



#### **Seminars**

Below is the schedule for your live seminar sessions with your tutor.

Attendance is optional, however, you will benefit from attending these sessions as it's a good opportunity to speak to your tutor and fellow students directly. These seminars have activities that should attempt prior to each seminar.

Unit	Seminar Title	Date and Time
1.	Seminar 1 - Introduction	Wednesday 9th March 2022 at 9am (09:00 GMT)
3.	Seminar 2 - Peer review Activity	Wednesday 23rd March 2022 at 9am (09:00 GMT)
4.	Seminar 3 - Case Study: Privacy	Wednesday 6th April 2022 at 9am (09:00 BST)
8.	Seminar 4 - Inferential Statistics Workshop	Friday 22nd April 2022 at 11am (11:00 BST)
9.	Seminar 5 - Workshop on Presenting Results	Wednesday 4th May 2022 at 9am (09:00 BST)
11.	Seminar 6 - e-Portfolio Preparation	Wednesday 18th May 2022 at 9am (09:00 BST)

Click here to access the meeting



Unit 6

































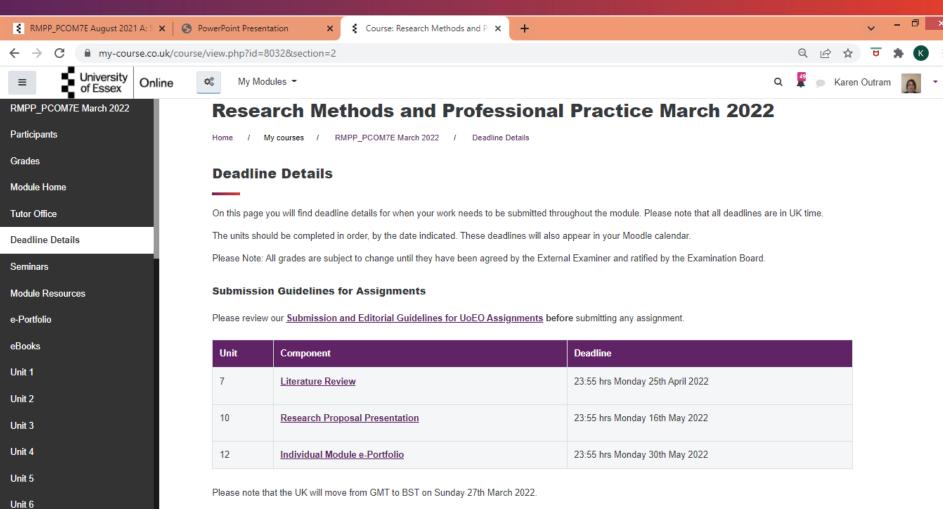








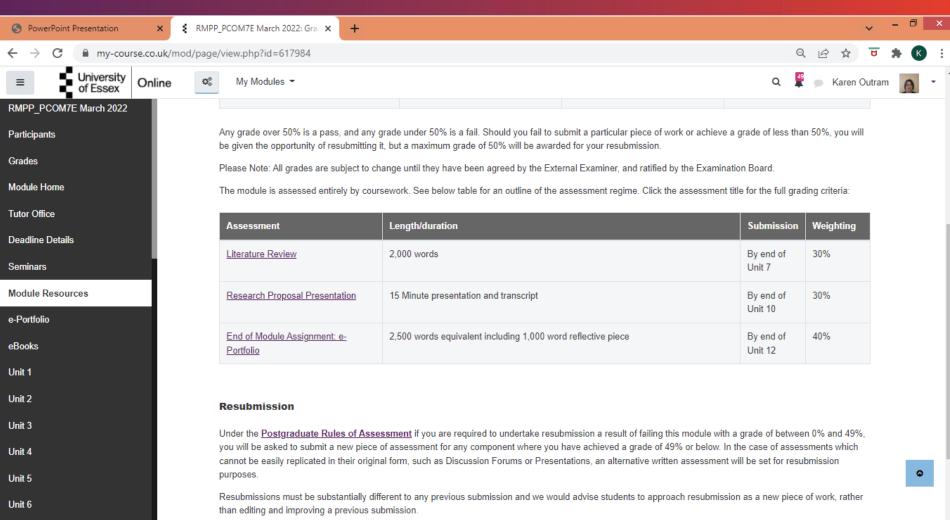
#### **Seminars:**



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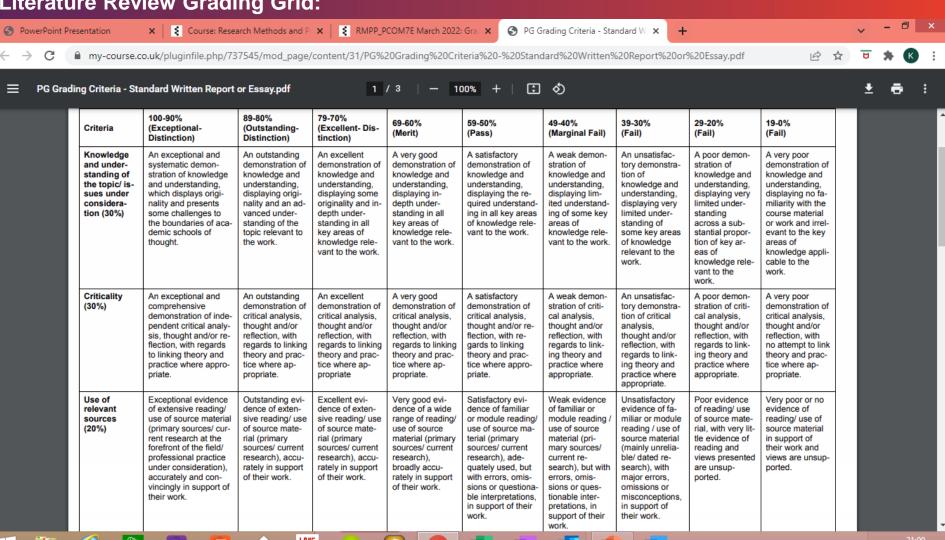
#### How the summative breaks down:



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#### **Literature Review Grading Grid:**

































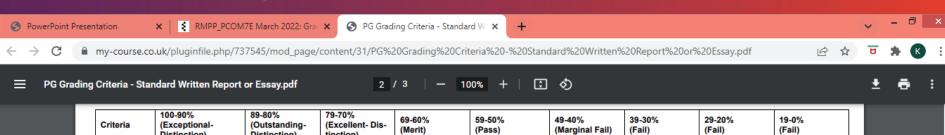








#### **Literature Review Grading Grid:**



Criteria	100-90% (Exceptional- Distinction)	89-80% (Outstanding- Distinction)	79-70% (Excellent- Dis- tinction)	69-60% (Merit)	59-50% (Pass)	49-40% (Marginal Fail)	39-30% (Fail)	29-20% (Fail)	19-0% (Fail)
Structure and Presen- tation (as detailed in the as- sessment guidance) (10%)	An exceptional struc- ture and faultless presentation. Work is of a profes- sional or publishable quality.	An outstanding structure and presentation, working towards a professional or publishable standard of work.	An excellent structure and presentation, which shows ele- ments of presen- tation and struc- ture at a profes- sional or publish- able standard.	A very good structure and presentation but may have some omissions against the guidelines.	A satisfactory structure and presentation that may not entirely follow the set guidelines.	Weakness in structure and presentation, that may not en- tirely follow the set guidelines.	Unsatisfactory structure and presentation that does not attempt to follow the set guidelines.	Poor structure and presentation that does not at- tempt to follow the set guide- lines.	Very poor or in- complete struc- ture and presen- tation that does not attempt to follow the set guidelines.
Academic integrity (10%)	An exceptional demonstration of academic writing, including correct use of academic convention, citation and/or referencing. Work shows academic integrity of a professional or publishable standard, fully conforming with institutional guidance.	An outstanding demonstration of academic writing, including correct use of academic convention, citation and/or referencing. Work shows an accurate attempt working towards a professional or publishable standard, with no errors of conforming with institutional guidance.	An excellent demonstration of academic writing, including correct use of academic conventions, citation and/or referencing. Work shows an accurate attempt, which shows elements of working towards a professional or publishable standard, with a very few errors of conforming with institutional guidance.	A very good demonstration of academic writing, including correct use of academic conventions, citation and/or referencing with only minor omissions. Work shows broadly accurate attempt, but with the odd weaknesses of conforming with institutional guidance.	A satisfactory demonstration of academic writing, including some correct use of academic conventions, citation and/or referencing. Work shows satisfactory attempt, but with some weaknesses of conforming with institutional guidance.	A weak demon- stration of aca- demic writing, in- cluding incorrect use of academic conventions, ci- tation and/or ref- erencing. Work shows some at- tempt, but with significant weak- nesses of con- forming with in- stitutional guid- ance.	An unsatisfactory demonstration of academic writing, including incorrect use of academic conventions, citation and/or referencing. Work shows a largely weak attempt of conforming with institutional guidance.	A poor demonstration of academic writing, including incorrect use of academic conventions, citation and/or referencing. Work shows very little attempt of conforming with institutional guidance.	A very poor demonstration of academic writing, including absent and/or incorrect use of academic conventions, citation and referencing. Work shows no attempt of conforming with institutional guidance.







































#### **Literature Review Grading Grid Overview:**



Online

#### Post Graduate Grading Criteria for Standard Written Reports or Essays

Single-Point Rubric to describe full-mark expectations for each assessment criteria. Please note these expectations should be read along with (in the context of) the assessment task guidance.

Assessment Criteria	Description of Standard Expectation/Proficiency
Knowledge and understanding of the topic/ issues under consideration (30%)	Does your work show comprehensive insight and understanding of the topic? Would it stimulate constructive dialogue, commentary, or a new understanding among the appropriate audience?
Criticality (30%)	Have you clearly analysed and synthesised appropriate ideas/tasks/reading in this piece of work, creating a critically in-depth argument/discussion/analysis/evaluation of the topic?
Use of relevant sources (20%)	Have you provided evidence of extensive reading on the topic(s) through the quality of references used (not just the number of references), showing how each one supports your work?
Structure and Presentation (as detailed in the assessment guidance) (10%)	Your work should be well-structured with minimal errors in spelling, grammar and punctuation. The overall message should be clear.
Academic integrity (10%)	Is there an accurate use of citations and references throughout this piece of work? Have you demonstrated the required integrity in your submission?



























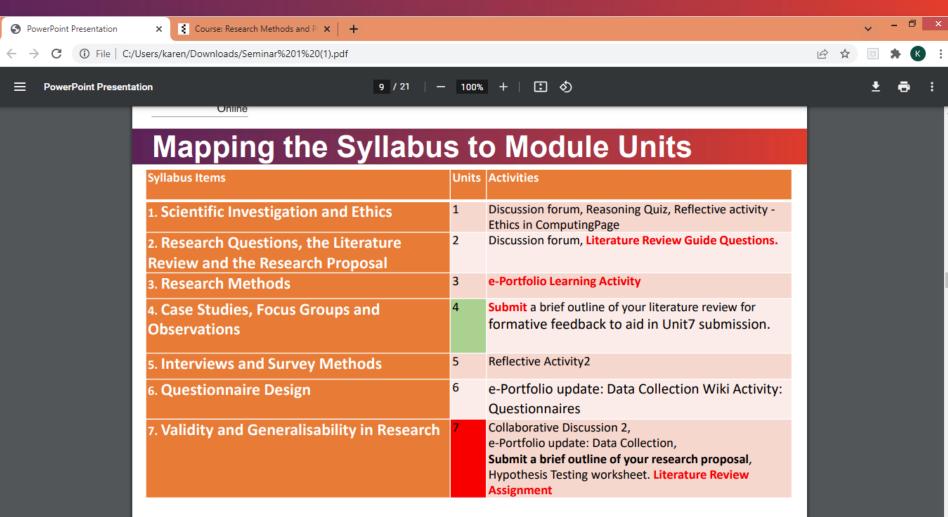








#### How the units breakdown:

































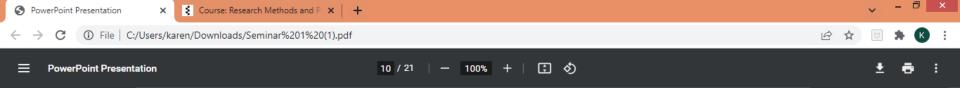








#### How the units breakdown:



### Mapping the Syllabus to Module Units

Syllabus Items	Units	Chapters
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 worksheets  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-Portfolio

























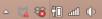














#### **Unit 1: Scientific Investigation and Ethics**

- 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

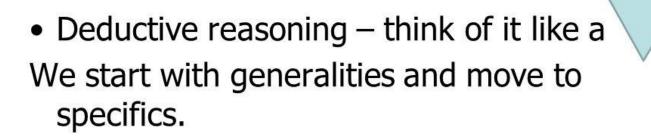
(Bailey, 2013)



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

## Deductive vs. Inductive Reasoning

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





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

# **Types of Reasoning**

**VS** 

#### **DEDUCTIVE**

States general idea and verifies to reach conclusion

Top down approach to problem solving

#### Example:

Creating a social media marketing plan for Gen Z segment

General Idea: performance results from the social media campaign will determine if social media is the best way to reach Gen Z'ers

#### **INDUCTIVE**

Collects observations to reach general conclusion

Bottoms up approach to problem solving

#### Example:

Using employee survey results to create a new employee wellness program

Observations: feedback and results from employee survey will inform what wellness program to create



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

**DEDUCTIVE** 

INFORMATION

PATTERN

**TENTATIVE HYPOTHESIS** 

THEORY

INDUCTIVE

**THEORY** 

**HYPOTHESIS** 

OBSERVATION

CONFIRMATION



#### **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 you 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%)

  We recommend that you participate in all formative activities and make frequent entries to your e-portfolio which is assessed in this module.

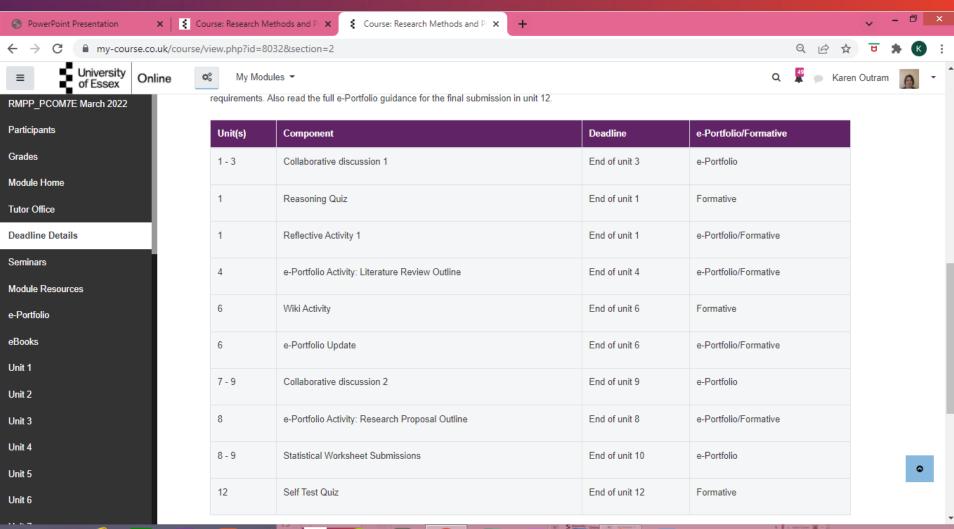


#### Formative activities:

- You are strongly advised to engage in formative because:
- It builds your knowledge as you go along
- Allows you to get involved with your peer group



#### Formative activity:



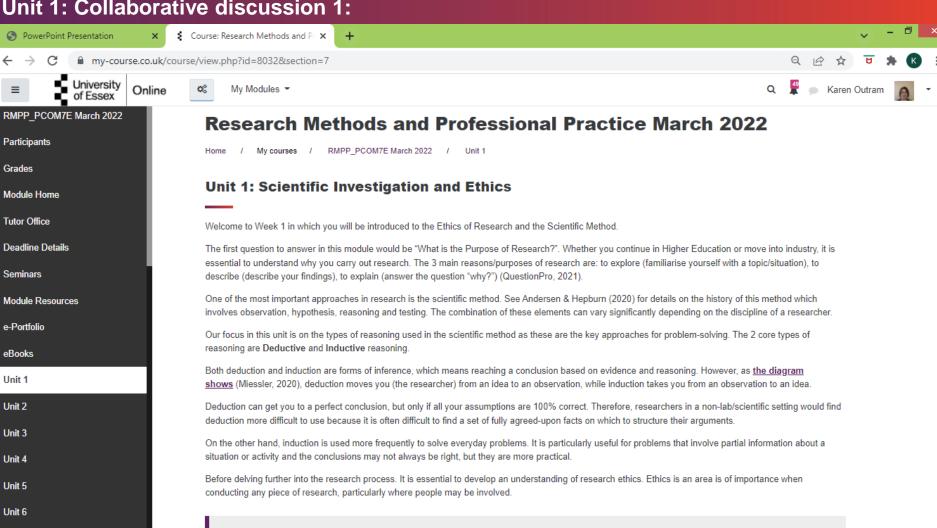
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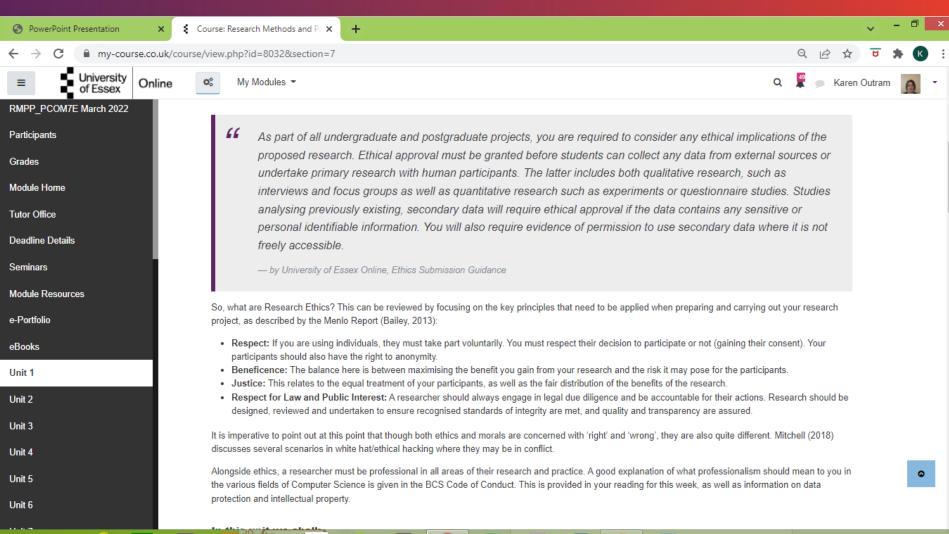
#### **Unit 1: Collaborative discussion 1:**



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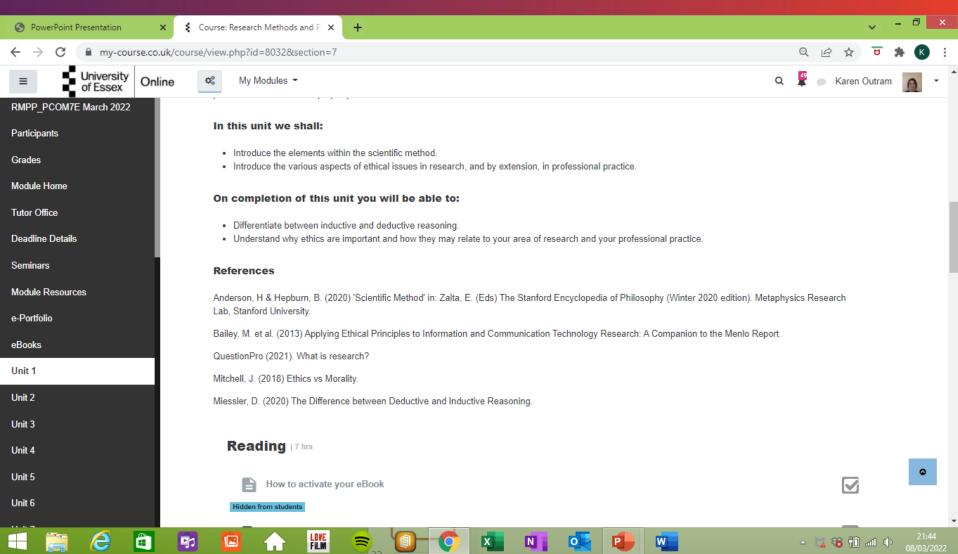
#### **Unit 1: Collaborative discussion 1:**



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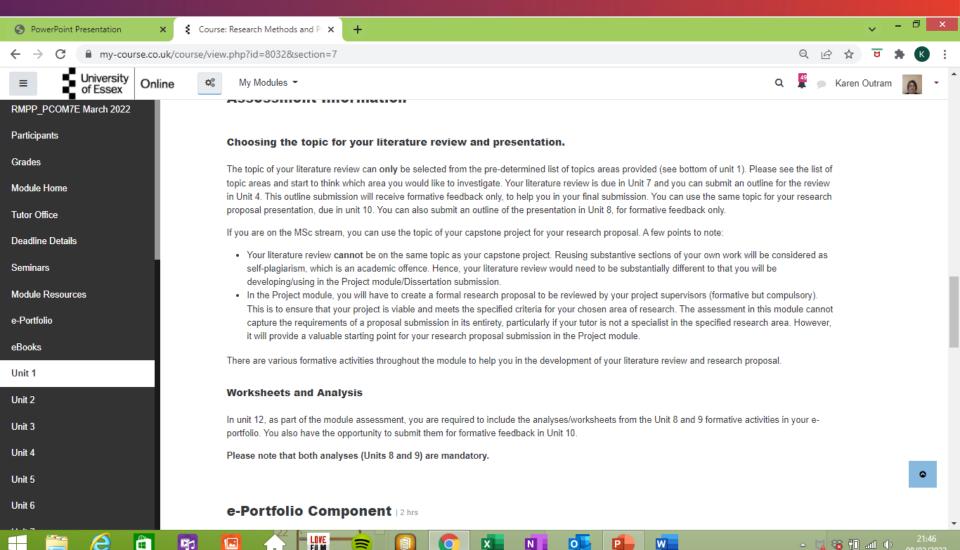


#### **Unit 1: Collaborative discussion 1:**



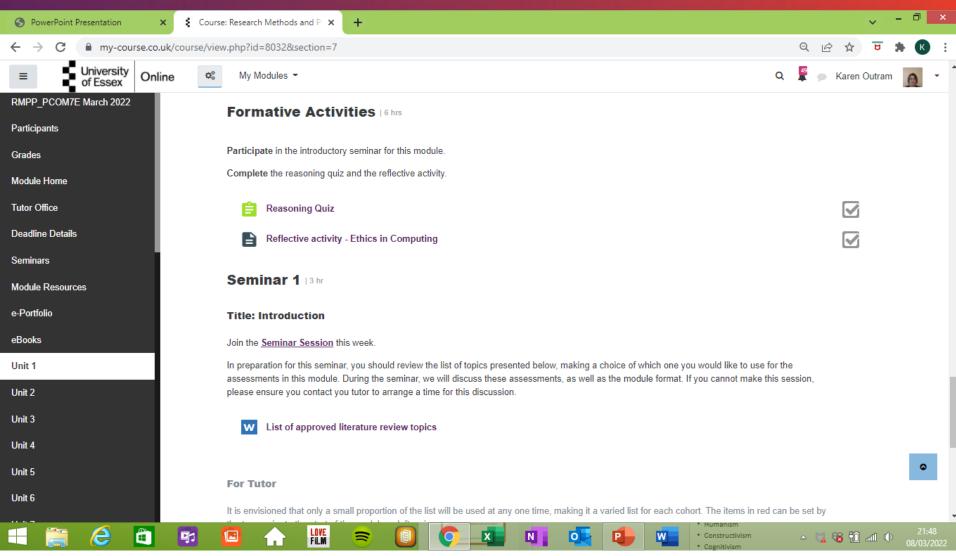


#### **Unit 1: Collaborative discussion 1:**





#### Unit 1: Formative discussion & List of approved Literature review topics:





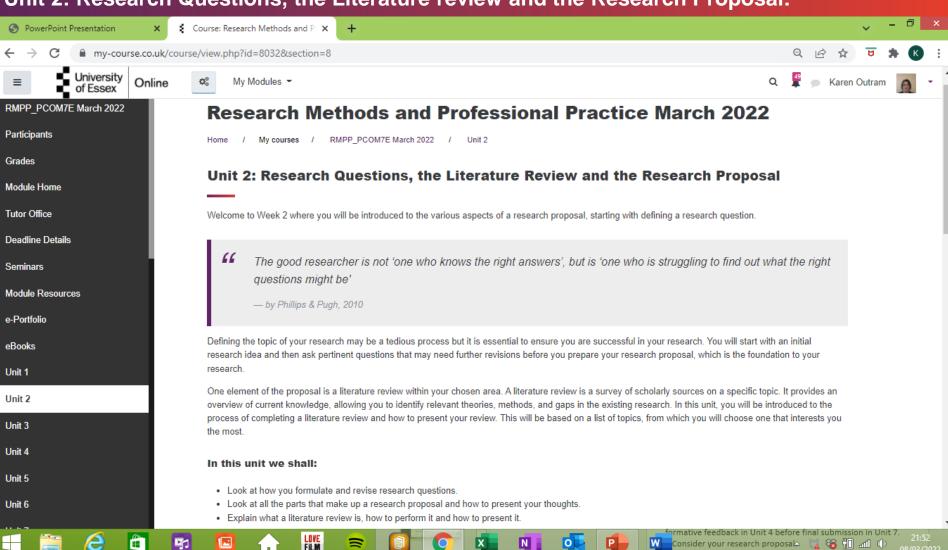
#### Unit 1: List of approved Literature review topics:

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.

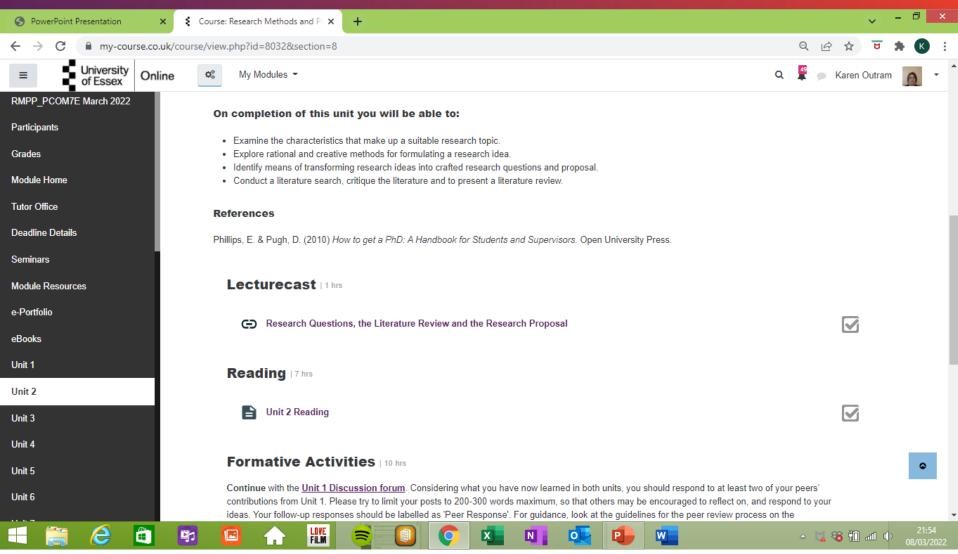


#### Unit 2: Research Questions, the Literature review and the Research Proposal:



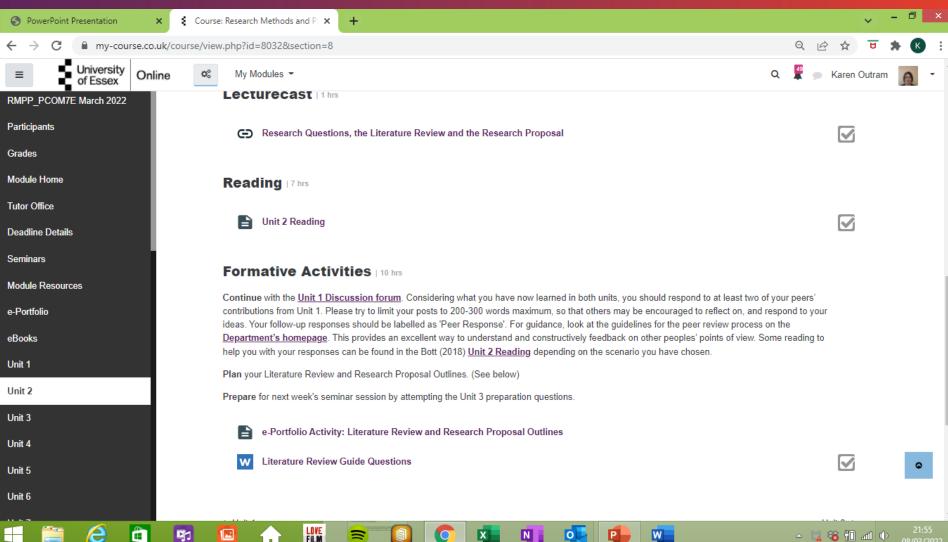


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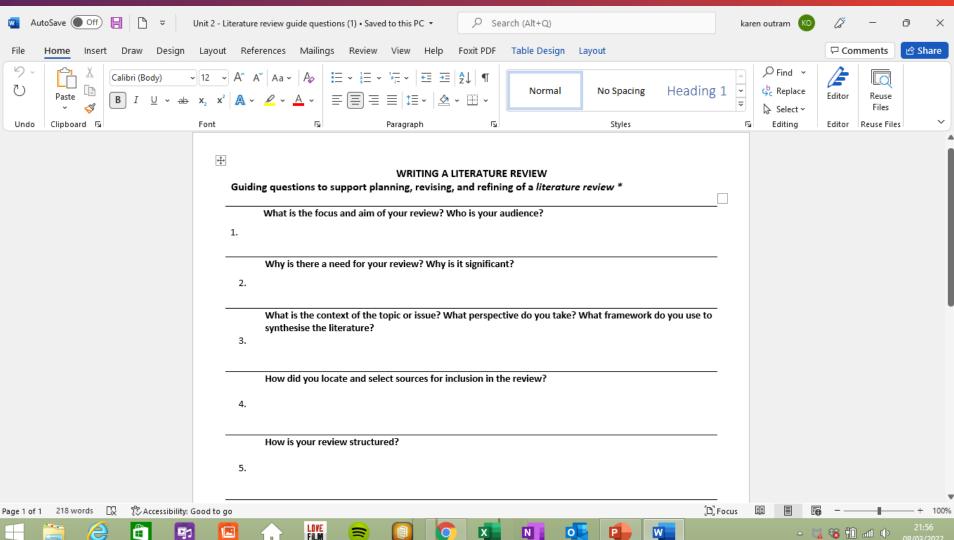


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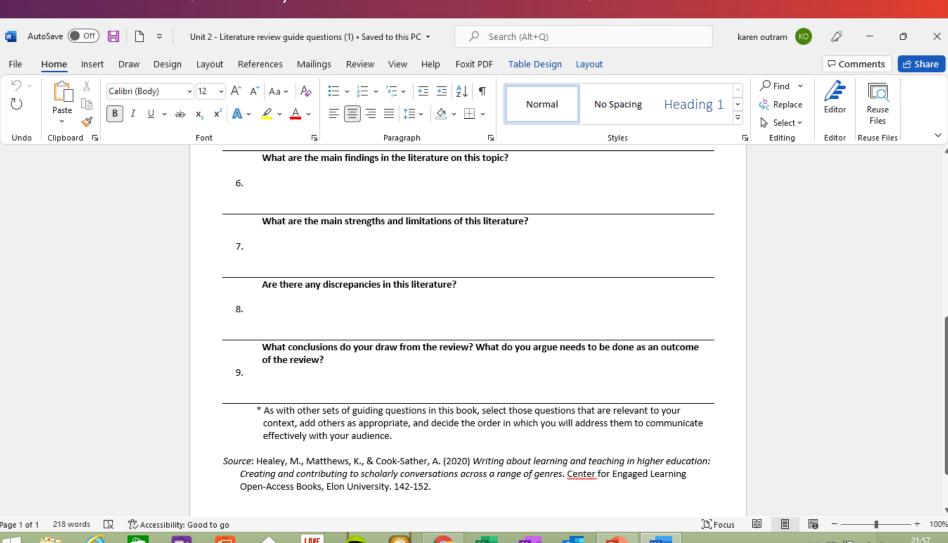


#### Unit 2: Research Questions, the Literature review Guide Questions:



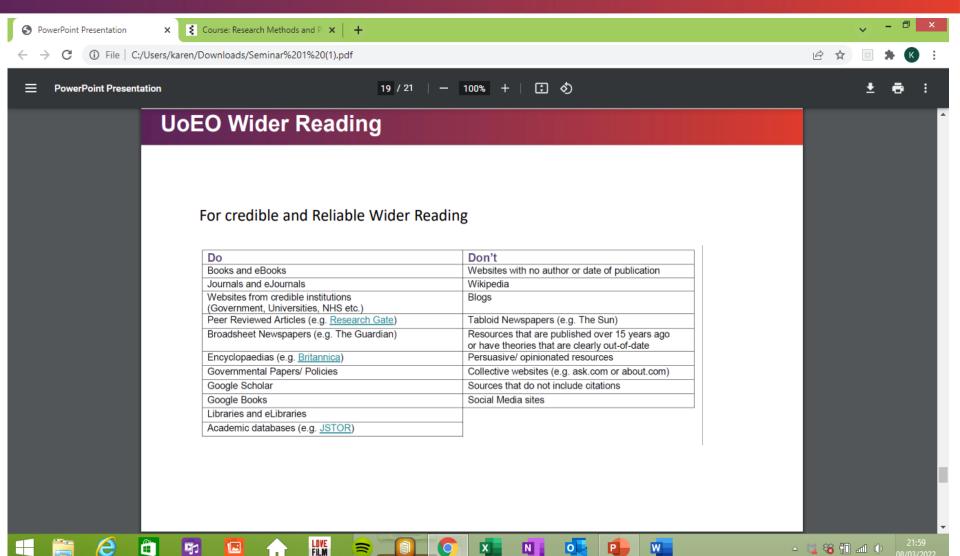


#### **Unit 2: Research Questions, the Literature review Guide Questions:**





#### Wider reading:





#### **List of references: Unit 1**

Anderson, H & Hepburn, B. (2020) 'Scientific Method' in: Zalta, E. (Eds) The Stanford Encyclopedia of Philosophy (Winter 2020 edition). Metaphysics Research Lab, Stanford University.

Bailey, M. et al. (2013) Applying Ethical Principles to Information and Communication Technology Research: A Companion to the Menlo Report.

QuestionPro (2021). What is research?

Mitchell, J. (2018) Ethics vs Morality.

Miessler, D. (2020) The Difference between Deductive and Inductive Reasoning.



#### **List of references: Unit 2**

Phillips, E. & Pugh, D. (2010) How to get a PhD: A Handbook for Students and Supervisors. Open University Press.



# **Questions?**

