City University of Hong Kong

Information on a Course
offered by School of Creative Media
with effect from Semester B in 2012 / 2013

Part I

Course Title: Research Skills and Methods: The Doctorate and Beyond

Course Code: SM8402

Course Duration: One Semester (13 weeks); offered in one semester

Credit Units: 3

Level: R8

Medium of Instruction: English

Prerequisites: *(Course Code and Title)* Nil

Precursors: *(Course Code and Title)* Nil

Equivalent Courses: *(Course Code and Title)* Nil

Exclusive Courses: *(Course Code and Title)* Nil

Part II

1. **Course Aims**

   This course is to develop research students' research and presentation skills to prepare them for writing, submitting and defending their doctorate and for the post-doctorate job market. Through lectures, workshops and seminars within SCM doctoral research students will learn a wide range of research methods and approaches, such as reflexive practice, action and participatory action research, content analysis, survey questionnaire design, visual ethnography, observation, usability testing, web-based online surveys, web logging, digital ethnography, and eye-tracking data analysis. The course will also introduce different ways of presenting research findings, from which they develop their own methodology. Students will have opportunities to improve their presentation skills through a series of presentations to one another, and invited faculty researchers. Workshops will enable students to develop their writing skills for a range of different potential

applications. Presentations and workshops will help research students develop the core skills necessary during the Doctorate in order to be best-equipped for the post-Doctorate job market. These include: how to write grants; how to present research via peer-reviewed publications; how to conduct a job search; tailoring CVs for different markets and countries; how to write cover letters and statements.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs
*1.	Design a rigorous research methodology for Doctoral academic research; deliver oral presentation and written reports on the Doctoral research method as it applies to the research.
*2.	Apply appropriate procedures in analyzing data collected in their chosen research.
3.	Interpret research findings critically and communicate research findings in a scholarly way.
4.	Develop writing skills

*Negotiated Learning Outcome (NLO) explicitly articulating the elements of Discovery oriented learning.

3. Teaching and Learning Activities (TLAs)
(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLAs	CILO No.
Lectures: On the main concepts and principles in Doctoral research design, writing and presenting.	CILO 1 – 3 2 (for 13 weeks)
In-class exercises, with students working on proposals such as grants, or papers for publication or job applications.	CILO 1 – 4
Group discussions on research projects.	CILO 1 – 4 1 (for 7 weeks)

4. Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

Type of Assessment Tasks/Activities	CILO No.	Remarks
Methodology or Literature Review Paper (3000 words) (30%) Students will be required to present a scholarly paper that details their chosen research methodology, or to write a literature review, in relation to key aspects of their proposed research projects.	CILO 1 - 4	
Draft paper for peer-reviewed publication (40%) Students will present a draft paper for future submission to a named peer-reviewed publication.	CILO 2, 4	
Presentation (20%) Students will produce an illustrated 15 minute presentation tailored to a professional academic conference	CILO 1, 2, 3	
Participation (10%)	CILO 1 - 3	

5. Grading of Student Achievement:

Examination duration: n/a

Students must submit a series of texts and make a presentation.

Grading pattern: Pass or Fail

Grading	Description
Pass	Each assignment shows that the student is at least of sufficient familiarity with the subject matter to enable the student to progress with their doctoral research without repeating the course.
Fail	Little evidence of familiarity with the subject. Weakness in critical, analytical, written and/or verbal presentation skills.

Part III

Keyword Syllabus

Research, Methodology, Conference Presentation, Art, Media, Technology, Investigation, Exchange, Seminars, Writing Skills.

Recommended Reading
Text(s)

Barone, T., and Eisner, E. W., 2012, Arts Based Research. London: Sage

Burnard, P., Hennessy, S. (Eds.) 2006, Reflective Practices in Arts Education, Landscapes: the Arts, Aesthetics, and Education, Vol. 5, XVIII, 202. Springer

Few, S. 2009, Now You See It: Simple Visualization Techniques for Quantitative Analysis. Oakland: Analytics Press

Gadamer, H. 1982. Truth and Method. New York: Crossroad.

Habermas, J. 1984/1987. The Theory of Communicative Action, Vol.s I & II. Boston:Beacon.

Lazar, J., Feng, J.H., Hochheiser, H. 2009, Research Methods in Human-Computer Interaction, Wiley

Masten, D, and Plowman, T.M.P., 2003, Digital ethnography: The next wave in understanding the consumer experience Design Management Journal Vol. 14, No. 2, Fusing Design, Strategy and Technology. Available online
<http://www.dmi.org/dmi/html/interests/research/03142MAS75.pdf>

Sullivan, G., 2009, Art Practice as Research: Inquiry in Visual Arts Second Edition. London: Sage

Westphal, C.R. 1998, Data Mining Solutions: Methods and Tools for Solving Real-World Problems. Wiley Online Resources, The Center for Collaborative Action Research (CCAR) http://cadres.pepperdine.edu/ccar/

Kelsky, Karen. (2012). Graduate School Is a Means to a Job
http://chronicle.com/article/Graduate-School-Is-a-Means-to/131316/

Johnson, R., Chambers, D., Raghuram, P., and Tincknell, E., 2004, The Practice of Cultural Studies. London: Sage

Developing Reflexivity in Research, Warwick University
http://www2.warwick.ac.uk/fac/soc/sociology/staff/academicstaff/chughes/hughesc_index/teachingresearchprocess/reflexivity/