

Module Details	
Module Title	M2 Qualitative, Quantitative and Mixed Research Methods
Module Code	PHA7073-C
Academic Year	2021/2
Credits	30
School	School of Pharmacy and Medical Sciences
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Independent Study	260
Lectures	20
Tutorials	10
Practical Classes or Workshops	10

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
This module aims to develop your knowledge and understanding of a range of qualitative and quantitative methods for use in social and healthcare research, including ways of collecting and analysing data. On completion of the module you will be able to demonstrate a comprehensive understanding of techniques used to manage and analyse data generated in research and apply these using appropriate software. You will also be able to critically evaluate methods and methodologies for use in designing your own research project, and critically reflect on your experience of using computer-assisted data analysis software following practical work.

Outline Syllabus

Qualitative research across the paradigms: from positivist to post-positivist methods.
 Designing, gathering and analysing qualitative data, including tools and methods for data collection and data interpretation.
 Designing, gathering and analysing quantitative data, including descriptive statistics; regression and correlation analyses.
 Designing and conducting mixed methods research.
 Introduction and overview of SPSS.
 Introduction and overview of NVivo.

Learning Outcomes

Outcome Number	Description
01	Demonstrate a comprehensive and critical understanding of qualitative, quantitative and mixed methods applicable to your own doctoral research and advanced scholarship.
02	Apply a systematic and critical understanding of how established research techniques are used to create and interpret knowledge in the discipline.
03	Critically evaluate methodologies and where appropriate creatively develop new hypotheses.
04	Systematically and critically analyse and manage qualitative and quantitative data using a variety of different analytical techniques; and locate those techniques within an epistemological perspective.
05	Comprehensively and critically apply practical skills with at least one data analysis software programme.

Learning, Teaching and Assessment Strategy

This module is delivered online through a combination of lectures, seminars, workshops and tutorials.

Live streamed lectures through our VLE allow you to engage actively with the methods material being taught (LO1-2), whilst the seminars are student-led, so you have the chance to informally discuss methods that you are investigating/exploring for your own research LO1-4).

Individual online tutorials (or supervision for ESRC candidates) provide the opportunity to discuss your application of selected methods, ideas, experience, and critical reading about potential methods you may evaluate (LO1-4).

Online practicals allow you to apply methods introduced in the lectures (LO2-4), which you can extend in your directed study. Workshops deliver the teaching and practice with computer-assisted data analysis software (LO5).

Summative assessment is a 4000 word report which provides a critical appraisal of data management and analysis method(s) as selected by you for potential use in your own research (LO1-4). The report also incorporates personal reflection on and evaluation of your personal experience of using software to facilitate data analysis in quantitative, qualitative, multi- or mixed method research (LO5).

Students will have the opportunity to submit a 1000 word draft or outline of this report for formative feedback(LO1-5)

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework	Critical Report	100%
Formative	Coursework	Draft critical report	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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