Course Title: Researching the Cultural and Creative Industries

Area of Interest: Global Issues, Humanities & Creative Industries

Time: 3 hours per day and 5 days per week

Course Description:
As academics or practitioners, we are all involved in knowledge production. This course provides students with the necessary skills to propose and execute the crucial and meaningful research project by employing a wide variety of methods, tools and analytical approaches. It addresses the philosophical underpinnings of knowledge production and key issues in research design, ethics, data collection, analysis and interpretation. At the end of the course, students will be able to plan and critically evaluate their own research projects and a wide range of research connected to arts and cultural management contexts and the cultural and creative industries.

Learning Outcomes:
1. To deploy different methods for data collection and analysis in studying the creative and cultural industries
2. To explain the major assumptions and perspectives underlying the research on the creative and cultural industries
3. To develop online and library skills in searching relevant and appropriate sources, leading to the writing of a proper literature review.
4. To use the necessary skills of articulating and producing a research proposal.

Study Load: 15 contact hours

Assessments:
Class Participation (20%)
Coursework (80%): Written Assignments + Individual Research Proposal

Lesson Schedule:
Topic 1: Introduction to Research Approaches (0.5 Lesson)
Topic 2: Ethnography and Participant Observation (1 Lesson)
Topic 3: Interviews and Focus Groups (0.5 Lesson)
Topic 4: Digital Research: Using Digital Resources and Doing Digital Research (1 Lesson)
Topic 5: Understanding Research Ethics (1 Lesson)
Topic 6: Approaching to research proposal (0.5 Lesson)
Topic 7: Reflexivity and Writing Up (0.5 Lesson)