



## University of Nicosia

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| <b>Course Code</b><br>MULT-414                  | <b>Course Title</b><br>Research Methodologies in Applied<br>Multimedia | <b>ECTS Credits</b><br>6                  |
| <b>Department</b><br>Design & Multimedia        | <b>Semester</b><br>Fall, Spring  | <b>Prerequisites</b><br>None              |
| <b>Type of Course</b><br>Major                  | <b>Field</b><br>Applied Multimedia                                     | <b>Language of Instruction</b><br>English |
| <b>Level of Course</b><br>1 <sup>st</sup> Cycle | <b>Year of Study</b><br>4 <sup>th</sup>                                | <b>Lecturer</b><br>Dr Aimilia Tzanavari   |
| <b>Mode of Delivery</b><br>Face-to-face         | <b>Work Placement</b><br>N/A   | <b>Co-requisites</b><br>None              |

### Objectives of the Course:

The main objectives of the course are to:

- develop the knowledge and understanding of research techniques used in the areas of design and multimedia
- help students acquire the basic practical research skills they need in order to do research and write their BA thesis
- enable them to critically review the current literature on the chosen topic to help clearly establish the aims and objectives of the study

The ultimate objective of the course is to satisfactorily prepare and present the research topic proposal for the BA thesis project.

### Learning Outcomes:

After completion of the course students are expected to be able to:

- identify research methods appropriate to particular kinds of problems in design and multimedia
- search effectively for information in the area of design and multimedia
- read critically and review the literature on a chosen topic
- identify appropriate research questions for their BA thesis project and the methods they will use
- design and administer a questionnaire
- formulate a well-argued thesis proposal

### Course Contents:

- Research in Design and Multimedia
- Types of research methods
- Library briefing – Searching electronic databases
- Literature Review
- Critical reading and thinking
- Identifying research questions
- Generating and developing ideas
- Choosing the topic of the BA thesis project
- Writing the thesis proposal

- Designing and administering questionnaires
- Plagiarism, referencing and bibliography
- Planning and time management

#### Learning Activities and Teaching Methods:

Lectures, Seminars, Blended Learning, Library visits, Practical Exercises and Assignments.

#### Assessment Methods:

Course participation, Assignments, Oral Presentation, Final Project.

#### Required Textbooks:

| Authors                                  | Title   | Publisher   | Year | ISBN              |
|--|---|---|------|-------------------|
| Dawson, Catherine                        | <i>A Practical Guide to Research Methods</i>                                  | How to Books, 3 <sup>rd</sup> Ed.                     | 2007 | 978 1 84803 223 1 |
| Lazar, J., Feng, J.H. and Hochheiser, H. | <i>Research Methods in Human-Computer Interaction</i>                         | Wiley   | 2010 | 0470723378        |
| Kothari, C.R.                            | <i>Research Methodology: Methods and Techniques</i>                           | New Age International Publishers, 2 <sup>nd</sup> Ed. | 2009 | 978-81-224-2488-1 |
| Creswell, John W.                        | <i>Research Design: qualitative, quantitative and mixed method approaches</i> | SAGE Publications, Inc; 4 <sup>th</sup> Ed.           | 2013 | 1452226105        |

#### Recommended Textbooks/Reading:

| Authors         | Title                           | Publisher | Year | ISBN               |
|-----------------|---------------------------------|-----------|------|--------------------|
| Stella Cottrell | <i>Critical thinking skills</i> | Palgrave  | 2005 | 978-1-4039- 9685-5 |