

Course Code:

TBC

1. Course Title:**Social Science I: Visualising Cultures****2. Academic Session:**

2011-2012

3. Level:

SCQF Level 7 – Stage 1

4. Credits:

10

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Dr. Gordon Hush

7. Course Aims:

To introduce product design students to the research framework, philosophy and methods of the social sciences, in particular the ethnographic approach.

To distinguish between quantitative and qualitative approaches, their role and relevance to design projects and their outcomes.

To allow students to apply the theories, language and methods of social science within human-centred design projects

8. Intended Learning Outcomes of Course:

By the end of this course students will be able to:

- Explain the difference between quantitative and qualitative approaches to research activity and the generation of research findings within the design context
- ♦ Demonstrate an understanding of the language and research methods of the social sciences, particularly the ethnographic approach, and their relevance when working with users and their interactions to design products, services and experiences.

- Communicate the relevance and relevance of research findings produced through the application of social science research methods to the design process and the development of project outcomes.

9. Indicative Content:

Social Science research methods
Introduction to ethnography
Investigating the quotidian

10. Description of Summative Assessment:

10.1 Please describe the Summative Assessment arrangements:

Individual/group presentation and Project Process Journal submitted

11. Formative Assessment:

Individual presentation

11.1 Please describe the Formative Assessment arrangements:

Tutorial feedback

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

[Click here to enter text.](#)

13. Requirements of Entry:

None

14. Co-requisites:

PD Studio Level 1, FoCI Level 1, Cross-School Project Level 1

15. Associated Programmes:

B.Des/MEDes

16. When Taught:

This course will be delivered across terms 1, 2 & 3 of Stage 1 and will comprise 100 notional learning hours of which 10 will be direct contact time.

17. Timetable:

Varies as appropriate

18. Available to Visiting Students:Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No **21. Learning and Teaching Methods:**

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture		
Studio		40
Seminar/Presentation	2	20
Tutorial	4	
Workshop		
Laboratory work		
Project work	4	40
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
TOTAL	10	100

22. Description of "Other" Teaching and Learning Methods:

Ethnographic research exercises
 Individual presentation
 Peer review/Self-directed learning
 Formative review

23. Additional Relevant Information:

[Click here to enter text.](#)

24. Indicative Bibliography:

Becker & Geer, *Participant observation: the analysis of qualitative field data*, in Burgess RG. *Field research: a sourcebook and field manual*. (1982).

Denzin, N. & Lincoln Y., *Collecting and interpreting qualitative materials*. Thousand Oaks, Calif., Sage. (2003).

Berg, B., *Qualitative Research for the Social Sciences*, (2001)

Bryman, *Social Research Methods* (2004, 2nd ed.)

Denzin & Lincoln, *Handbook of Qualitative Research*, (2005), (3rd Ed)

Ball & Smith, *Analysing Visual Data by* (1992)

Banks M. *Visual Methods in Social Research*, (2001)