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|--|--|---------------------|----|
| <b>Module code</b>                           | GMC704   | <b>Level</b>        | 7  |
| <b>Module title</b>                          | Critical Perspectives on Data  |                     |    |
| <b>Status</b>                                | Core   |                     |    |
| <b>Teaching Period</b>                       | Spring   |                     |    |
| <b>Courses on which the module is taught</b> | MA Global Media and Communications   |                     |    |
| <b>Prerequisite modules</b>                  | None   |                     |    |
| <b>Notional learning hours</b>               | 200  | <b>Credit value</b> | 20 |
|  |  | <b>ECTS Credits</b> | 10 |
| <b>Field trips?</b>                          | There is a compulsory field trip in the module with no additional costs.                                     |                     |    |
| <b>Additional costs</b>                      | None   |                     |    |
| <b>Content notes</b>                         | This module covers issues of race, gender, inequality, and conflict which may be upsetting to some students. |                     |    |

## 1. Module description

This module expands your praxis in research, leading you through cutting-edge, experimental, and interventive ways of designing and disseminating research. You will gain a comprehensive overview of digital tools in contemporary, emergent, and predicted research practices. Within that, you will develop your own project, employing inventive and conceptual methods in social and media and communications research that breach traditional disciplinary divides and rules. Designing new, transdisciplinary, and impactful types of academic and professional research, you will be led through critical approaches to 'data' and 'big data' as both prevalent discourses and actual repositories of information that need to be processed and presented in careful, sustainable, and meaningful ways. Working with your own data, you will explore out-of-the-box, artistic, and performative approaches to research dissemination and data visualisation. The data laboratories (including a field trip to a data visualisation studio) will further explore the practical applications of research for a diverse range of media and cultural industries, as well as professional areas and businesses where contemporary media are employed. This hands-on yet critical way of engaging with contemporary, global dilemmas related to media, culture, and society will open your thinking to transdisciplinary, inventive ways of tackling political and environmental challenges.

## 2. Learning Outcomes

*Upon successful completion of this module, you will be able to:*

### Professional Development (LO3)

Develop and articulate a plan for innovative, digitally embedded research that addresses challenges within your professional discipline or sector, demonstrating its potential to contribute meaningfully to professional practice and knowledge.

### Decision-making (LO4)

Formulate informed decisions on global media research using critical and reflexive thinking

### **Digital Data and Tools (LO6)**

Critically appraise and utilise digital tools and complex data for research in global media contexts.

### **Human and Environmental Impact (LO10)**

Critically evaluate the human and environmental impacts of your proposed research to offer sustainable solutions.

## **3. Learning and teaching methods, and reasonable adjustments**



Teaching will involve a combination of micro-lectures, tutorials, and computer labs, with an emphasis on self-guided and experimental learning. Through case study examinations, you will engage with relevant examples to ground your understanding in real-world contexts. The module encourages both independent and collaborative work, fostering the skills necessary for academic and professional success. You will be supported in developing out-of-the-box and interventive research designs, enabling you to critically explore and contribute innovative solutions to the most pressing, global issues in media, culture, and society.

## **4. Assessments and weighting, reasonable adjustment, and feedback methods**

**Assessment component 1:** Essay, 2000 words (maximum) or equivalent effort, 40%

In this essay, you will critically explore a research-related problem or challenge within media, culture, or society. Drawing on academic sources, theoretical frameworks, and insights from collaborative research practices (e.g., interviews, networking, or discussions), you will:

- Identify a research problem related to contemporary, global media or digital communications.
- Analyse the limitations and potential of a specific research method to address this problem.
- Propose innovative, practical solutions grounded in critical reflection and supported by academic evidence.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

**Assessment component 2:** research proposal, 2500 words (maximum) or equivalent effort, 60%

The research proposal outlines the planned, innovative or digitally-embedded research project, including research questions, relevance, literature review, methodology and ethics of the research. It should also be relevant to your professional development.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

| Assessment components | LO3 | LO4 | LO6 | LO10 |
|-----------------------|-----|-----|-----|------|
| Essay                 |     | X   | X   | X    |
| Research proposal     | X   |     | X   | X    |

The assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

## 5. Indicative resources

Ash, J., Kitchin, R. and Leszczynski, A. (2024). *Researching Digital Life*. SAGE Publications Limited.

Cottle, S. (2025) *Communicating a World-in-Crisis*. Oxford: Peter Lang Group.

Leszczynski, A. (2020) 'Digital methods III: The digital mundane', *Progress in human geography*, 44(6), pp. 1194–1201.

Troeger, J. and Bock, A. (2022) 'The sociotechnical walkthrough – a methodological approach for platform studies', *Studies in communication sciences*, 22(1), pp. 43–52.  
doi:10.24434/j.scoms.2022.01.3064.

Bengtsson, L.R. *et al.* (2022) 'Digital media innovations through participatory action research: Interventions for digital place-based experiences', *Nordicom review*, 43(2), pp. 134–151.  
doi:10.2478/nor-2022-0009.

Fjællingsdal, K. S., & Klöckner, C. A. (2020). Green across the board: Board games as tools for dialogue and simplified environmental communication. *Simulation & Gaming*, 51(5), 632-652.

Vásquez, C. (Ed.). (2022). *Research methods for digital discourse analysis*. Bloomsbury Publishing.

Paulus, T. M., & Marone, V. (2024). "In Minutes Instead of Weeks": Discursive Constructions of Generative AI and Qualitative Data Analysis. *Qualitative Inquiry*, 10778004241250065.

Wakeford, N. (eds) (2012) *Inventive methods : the happening of the social*. Florence: Taylor and Francis.

Holmes, H. and Hall, S.M. (eds) (2020) *Mundane methods : innovative ways to research the everyday*. Manchester: Manchester University Press.

Thatcher, J. and Dalton, C.M. (2022) *Data Power: Radical Geographies of Control And Resistance*. London: Pluto Press.

Mejias, U.A. and Couldry, N. (2024) *Data grab : the new colonialism of big tech and how to fight back*. London: Virgin Books.

Horowitz, M. A., Nieminen, H., Lehtisaari, K. & D'Arma, A. (2024) *Epistemic Rights in the Era of Digital Disruption*, Cham, Switzerland: Palgrave/Springer.