COURSE REPORT

Background information (To be completed by course administrator)

Course LADOK code: KK643B	**Scope (hp): 7,5**
Course title: Media and Communication Studies: Research Methodology	
Course coordinator: Romic Bojana	**Number of registered students: 55**
Semester in which the course is conducted: VT24	
Is the course an independent course, programme course or contract course? If the course has been completed within a programme, enter the programme name. HAMKE23h	

Administration's perspective (To be completed by course administrator)

The administration's views:

Forms of evaluation and feedback (To be completed by the course coordinator)

Formative course evaluation: (Describe the form of course evaluation and when it was completed)	**Number of students who participated in the course evaluation:**
Summative course evaluation: (Describe the form of course evaluation and when it was completed) *Anonymous survey, completed on 4.04 2024.*	**Number of students who participated in the course evaluation:** 16
Feedback to students: (Describe how and when the feedback was given to the current student group). *We organized several Q&A sessions throughout the semester (31 January, 15 February, 7 March, as well as thesis meet-up on 15 March). Typically, 5 to 10 students would attend these voluntary sessions. Q&A sessions were used to discuss curriculum-related tasks, but also students' overall satisfaction with the program.*	

Student's perspective (To be completed by the course coordinator)

Summary of the students' course evaluations: (The five university-wide questions should be included: 1. To what extent do you feel you have achieved the course's intended learning outcomes? 2. To what extent do you feel the course's working methods/learning activities have been a support in your learning to achieve the intended learning outcomes? 3. To what extent do you feel the course's examination forms have given you the opportunity to show how well you have achieved the intended learning outcomes? 4. To what extent do you feel the course has met your expectations in general? 5. To what extent has the course given you the opportunity to take responsibility for your own learning? Compilation from digital questionnaires can be appended.)

The mean grade for the course is 3,8. The students appreciated the curriculum, the possibility of frequent contact with the staff, and they found the course useful in preparation for the thesis work. One student commented that those who are new to the field of Media and Communication would benefit the most from this course.
There was a suggestion to try to combine RM with the thesis course. The students also suggested adding more practical exercises.
The mean grade to the question about course expectations is 4,0. Similarly, the mean grade for the learning outcomes is 3,9. The students were generally satisfied with the quality of lectures (4,1), seminars (4,0), literature (3,7) and assignments (4,1).
Unfortunately, our library discontinued contract with some books that we needed for this course and that presented an obstacle for some of our students. The students seem very satisfied with the opportunity to take responsibility for their own learning (4,9). They felt there was enough time to complete the learning objectives, but one student indicated that it was difficult to distribute learning activities between RM and Collaborative Media course.

One student suggested to use more than 3+1 methods and increase the number of credits for the course (see: Action plan section).

Teacher's perspective **(To be completed by the course coordinator)**

Summary of the teacher's views/Results: (The comments on the course's implementation and the results based on an assessment of the students' actual learning outcomes in relation to the intended learning outcomes, are summarised here. Both success factors and problems are identified).

The course ran in parallel with Collaborative Media, so some students experienced a level of pressure if there were some issues within their CM group (especially in relation to the distribution of tasks). This time around, the RM course will start in August and will run in parallel with the Key Themes instead.
I can see that many students were satisfied with Q&A sessions and having a regular, less-formal contact with the teacher. However, I want to encourage student communication as well. Next semester, we will arrange permanent breakout rooms, so students can arrange meet-ups easier.

It was also mentioned in this evaluation that several students acted disruptively outside of class, and we will try to offer a more robust support for all students.

Analysis and action plan **(To be completed by the course coordinator)**

Analysis: (The course coordinator is responsible for ensuring that the analysis is based on a summary of the students' individual course evaluations, views from relevant teachers and course administrators, knowledge development in the field of research and that this analysis is done in collaboration with the teaching team.)

I am grateful for the productive feedback I have received from the students. I want to focus on two points:

- *Literature: the students are right that literature needed an update and to ensure that the majority of course readings are available through MaU Library. In addition, we will recommend additional reading for students who need extended material.*
- *Seminars: we want to work on better seminar attendance. The seminars that students found useful are those that included preparation for a task (e.g. doing a small field study or preparing an image/video in advance). I l also plan on arranging a seminar on how to effectively use AI (Copilot) for preparing Literature Review.*

Action plan: (The changes planned to be made in the short and long term are stated here, as well as the timetable for when the actions are planned be carried out and who is responsible for the implementation. If identified problems are left without action, this should be justified. The follow- up of proposed measures according to the previous course report(s) is presented here.)

- *As several students observed, the current structure of the course was the most beneficial for the students new to the field of Media and Communication. The issue was communicated with the teaching team and, since we will have a new version of this course, we will design separate exercises for the students new to the field and those who completed M&C bachelor studies.*
- *The new RM course will be fully synchronized with the Key Themes, both thematically and organizationally.*
- *The new course will give 15 credits upon completion and will cover classic and creative methods. Creative methods will focus on practical exercises and fieldwork. The students will work with more methods and will have a broader choice of methods to pick for their final assignment.*
- *We continue communication with the teaching team on how to optimize feedback we give to the students.*

Publishing and archiving **(To be handled by the course administrator)**

☑ The course report is published, and the students have been informed about the publication,

☑ The course report is archived according to the university's archiving rules,

☑ The course report is shared with the programme coordinator (if applicable),

☑ The course report is saved according to any additional requests on behalf of the department.