



## UNIVERSITI TEKNOLOGI MARA

### ALS703: RESEARCH METHODOLOGY

|   |   |
|---|---|
| <b>Course Name (English)</b>  | RESEARCH METHODOLOGY <b>APPROVED</b>  |
| <b>Course Code</b>  | ALS703  |
| <b>MQF Credit</b>   | 4   |
| <b>Course Description</b>   | This course is designed to give a practical and hands-on introduction to the use of qualitative and quantitative methods and conduct meaningful inquiry in applied language research and professional communication. The course focuses on the essential elements of qualitative, quantitative research and mixed methods and types of research designs. Attention will be given to qualitative and quantitative research design and procedures for data collection, data processing and analysis. Because of the scope of the course is quite broad, it will not be possible to cover all of the details of all of the research methods that are currently being used. Nevertheless, at the end of the course, the students demonstrate their knowledge and skills required when conducting meaningful inquiry in applied language research. |
| <b>Transferable Skills</b>  | Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts (reflective learner)<br>Demonstrate ability to manage performance to meet expectations and demonstrate drive, determination, and accountability (Resourceful and Responsible)<br>Demonstrate ability to communicate clearly and confidently, and listen critically (effective communicator)<br>Demonstrate maturity of thoughts when responding to multiple inputs and contexts (Balanced graduate- Intellectual -Spiritual -Emotional)  |
| <b>Teaching Methodologies</b>   | Case Study, Discussion, Small Group Sessions , Self-directed Learning, Journal/Article Critique, Problem-based Learning   |
| <b>CLO</b>  | CLO1 Demonstrate communication skills and team work in written or oral in applied language research<br>CLO2 Analyze a problem (set of data) using appropriate data analysis technique in applied language research<br>CLO3 Demonstrate information management and life long learning skills in applied language research  |
| <b>Pre-Requisite Courses</b>  | No course recommendations   |
| <b>Topics</b>   |   |
| <b>1. Introduction to Research and Concepts in Research</b><br>1.1) Overview of what is research<br>1.2) Types of Research<br>1.3) The Research Process<br>1.4) Writing a good problem statement<br>1.5) Research Objectives<br>1.6) Research Questions<br>1.7) Significance of Study<br>1.8) Scope and Limitation<br>1.9) Findings<br>1.10) Conclusion<br>1.11) Discussion<br>1.12) Ethics in Research |   |
| <b>2. Review of Literature</b><br>2.1) Identifying aspects of the research questions other researchers have studied;<br>2.2) locating research instruments (already used) by other researchers<br>2.3) identifying the framework for data analysis to give the research a structure<br>2.4) identifying the gap based on other studies previously conducted   |   |

**3. Qualitative Approach**

- 3.1) Characteristics of Qualitative Approach
- 3.2) Aim/Purpose of Qualitative Approach
- 3.3) Sources of data collection.
- 3.4) Different types of qualitative research designs- Case study, basic interpretive, ethnography, phenomenology, narrative analysis, and ground theory research design
- 3.5) Sampling and Participants
- 3.6) Observation Protocols
- 3.7) Interviewing Techniques
- 3.8) Interviewing Questions
- 3.9) Coding Process
- 3.10) Strategies to strengthen the validity of the study
- 3.11) Inter rater reliability

**4. Quantitative Approach**

- 4.1) Characteristics of quantitative research
- 4.2) Operational definitions(variables/framework)
- 4.3) Variables and Hypotheses
- 4.4) Sampling and sampling procedures
- 4.5) Research instruments and instrumentation (What are data, Examples of Data Collection Instruments);
- 4.6) Designing Instrumentation

**5. Case Analysis (Qualitative)**

- 5.1) Interviewing and Analyzing Data (Within Case and Cross Case)

**6. Case Analysis (Quantitative)**

- 6.1) Analysing and Interpreting Qualitative Data

**7. Small Scale Research Project**

- 7.1) Applying the above research concepts in a small scale research project verbally and in written form

| Assessment Breakdown  | %       |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO  |
|----------------------------------|-----------------|------------------------|-----------------|------|
|                                  | Assignment      | Case Analysis 1        | 20%             | CLO1 |
|                                  | Assignment      | Case Analysis 2        | 20%             | CLO2 |
|                                  | Assignment      | Small scale research   | 60%             | CLO3 |

|                           |   |
|---------------------------|---|
| <b>Reading List</b>       | This Course does not have any book resources  |
| <b>Article/Paper List</b> | This Course does not have any article/paper resources   |
| <b>Other References</b>   | <ul style="list-style-type: none"> <li>• <b>Book Creswell, J and Creswell, J. 2018, <i>Research Design</i>, SAGE, Thousand Oaks: California.</b></li> <li>• <b>Book Brown, J 2017, <i>Designing and Proposing Your Research Project</i> , American Psychological Association, Washington D.C: United States of America</b></li> <li>• <b>Book Bryman, A 2016, <i>Social Research Methods</i>, Oxford: University Press, Oxford University. Oxford</b></li> <li>• <b>Book Daniel, B.K 2017, <i>Higher Education Research Methodology: A Step-by-Step Guide to the Research Process</i> , Taylor Francis, London: United Kingdom</b></li> </ul> |