



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Welcome to Research Methods and Field Study Experience (BMTP5022)



Trawsnewid Addysg, Trawsnewid Bywydau
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BMTP5022 – Research Methods and Field Study Experience Week 13

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Aims For Today

- **Assignment 2: Video Project Q&A**
- **Demo of Test submission**
- **Reflective Practice (Part 2)**



Key Dates

Date	Action
Thursday, 5th February	Lecture (9-11am)
Monday, 9th February	Draft Deadline (12pm)
Wednesday, 11th February	Online drop-in session (10-12pm)
Thursday, 12th February	In-person lecture (9-11am)
Friday, 13th February	Assignment 2 Deadline

Learning Objectives

By the end of this lecture, you will be able to:

- Apply a theoretical model of reflection to your research process
- Critically evaluate decisions made in your research project (methods, sources, ethics, scope)
- Identify how personal factors shaped academic work (motivation, confidence, bias, identity)
- Generate a concrete improvement plan for the next stage of the project



FAQs

Do I need to be visible during my presentation?

- Yes, you must appear on screen at least at the beginning and end of the video. To achieve higher marks, stay visible throughout, using professional presentation skills (good eye contact, clear voice, confident delivery).

FAQs

How do I best record my presentation? Do you have a preferred method?

- You may use Canva, PowerPoint Cameo, Microsoft Teams or Panopto to record your video presentation.
- Whichever method you choose, just make sure your lecturer has **viewing access** to the recording (you may have to give permission manually).
- Do **not** submit your work as an MP4 file, as Turnitin cannot read this format. Instead, create a Word document and paste the link to your recording into it. The document **must include at least 20 words** so that Turnitin can process the submission correctly.

FAQs

Do I need submit notes alongside my recording?

- No, however, you should include the reference list separately so this can be checked against the Turnitin database.

FAQs

How many references do I need, and how do I incorporate these into my assignment?

- A minimum of 20 academic sources is required.
- In-text citations should be presented on your slides where appropriate
- Verbal reference to authors should also be made.

Example:

“My intended sample size for this survey was 25 participants; however, only 16 responses were obtained. According to Taherdoost and Madanchian (2023), low response rates have several consequences such as nonresponse bias or low statistical power, influencing the validity and generalisability of the findings. This reduced response rate limits the representativeness of my data and may have affected the reliability of the findings.”

FAQs

I did not achieve my intended sample size or I did not have the time to complete my planned interviews, only my survey – will I fail?

- No, this can happen for a variety of different reasons (time constraints, feasibility); it's all about how you will address this in your presentation!
- The worst thing you could do is ignore it, leaving your audience (who has previously read your research proposal) wondering what happened. Instead, address what happened and underpin this academically.

Example:

“For this research project, I had intended to conduct both a survey and semi-structured interviews. During the project, time constraints and the practical challenges of recruiting interview participants meant that only the survey was completed. As a result, the study relied solely on quantitative data, which limited the depth of insight that could have been gained through qualitative methods. According to Jones (2023), this is a common issue in research, often leading to reduced statistical power and higher margins of error. However, the survey data still provided valuable findings relevant to the research aims. Future research could strengthen this study by incorporating interviews to allow for richer, more detailed exploration of participant perspectives.”

FAQs

In Part 2 (Findings & Analysis), do I just need to mention my survey results?

- Presenting the key findings from your research in the form of charts, graphs and other data visualisation methods is part of the task, but you must also **explain what it shows about sustainable transportation in relation to tourism and/or events**. This means explaining what the data reveals about sustainable transportation in relation to tourism and/or events, rather than simply describing the figures.

Example:

“According to Figure 4, 65% of respondents indicated that they would be willing to change their travel behaviour if more sustainable transport options were made available in Swansea. This demonstrates that behaviour change is possible when structural improvements are implemented. The findings suggest that enhancing sustainable transport infrastructure could significantly influence travel behaviour in Swansea. Studies suggest [...]”

FAQs

**I am still unsure about Part 3 (Reflections & Limitations) of the assignment task.
How can I critically reflect on my research project?**

- Use a theoretical model of reflection (e.g. Gibbs, Kolb) to effectively structure your reflection
- Reference the chosen model accordingly.

An example is demonstrated with the next exercise.

Activity: Reflective Practice

Part 1: Individual Reflection (worksheet)

Part 2: Peer Dialogue (worksheet)

Part 3: Class Synthesis

Any Questions?

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I look forward to seeing you next week.

If you have any questions, please do not hesitate to contact me via email.

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