

School of Creative Industries

**CRI 710**

*Creative Industries Research Methodology - Fall 2016*

(v. Sept 12, 2016)

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**Office Hours:** To be confirmed with class and posted in D2L.

**Website:** This course will make extensive use of the D2L online course platform for communicating with students, coordinating group work, submitting assignments, reporting grades etc. All students should ensure they have access to D2L and should seek training and information from Ryerson CCS if they are unable to effectively use it. (See the website <http://www.ryerson.ca/courses/>.)

**Note:** Please include "CRI 710" in the subject line of all emails sent to the teaching team regarding course matters and exclusively contact us from your Ryerson official email addresses.

## **Calendar Description**

This course asks how information about the Creative Industries can be collected and analyzed. It surveys research methods that are both useful within the Creative Industries and crucial to studying them. We will review information retrieval techniques as well as methods of data collection (audience research; content analysis; critical and textual analysis; surveys; interviews; focus groups etc.). Through practical exercises we will develop the research skills that are required of many careers within the Creative Industries (grant, report and policy brief writing etc.) as well as in advanced graduate degrees.

## **Course Objectives**

- Understand the various professional applications of research in the Cis;
- Develop research skills, drawing in particular on methods and approaches used by professional researchers and academics;
- Apply research skills, both to analysis of creative industries and to the development of creative projects;
- Improve team work, communication and analysis skills.

## **Course Material**

The following book is required:

Stokes, Jane. (2013). How to do media and cultural studies (2<sup>nd</sup> Edition). London: Sage.

It is available for purchase at the Ryerson campus bookstore and through digital download at this dedicated link:

<https://www.vitalsource.com/textbooks?term=9781849207867>

In addition, various articles and reports will be assigned, they will be made available through the e-resources in the course's D2L shell.

We will also make use of two research software platforms: IBM SPSS and NVIVO. Both are cite-licensed to all Ryerson students through the CCS virtual applications suite. They can be accessed here:

<http://www.ryerson.ca/ccs/services/software/statisticalapps.html>

## **Course Format/Teaching Approach**

- One hr lecture, common to all four sections of CRI 710;
- Four, separate lab sections for reviewing material, engaging in exercises aimed at skill development and discussion of key themes.

Week-by-Week Schedule of Term & Course Meetings

**Note: Students are expected to complete required readings prior to the lecture.**

Date(s)	Session	Agenda	Resources	Note
Sept 6	LABS	No Class		
Sept 8	Lecture 1 (all)	Introductions (screening: <a href="#">Last Week Tonight with John Oliver</a> )	**acquire book, confirm D2L access	
Sept 9/13	Lab 1	Research Ethics PT I		**Group Project Sign Up **Submit research ethics scenarios activity
Sept 15	Lecture 2 (Guest: James Nadler)	Professional Research in Cis	Stokes (pp. 1-25) and NYT articles on "Sully" found in the "Lab 2" folder in D2L.	
Sept 16/20	Lab 2	Research Ethics PT. II and Contexts I		***Complete "Sully" Worksheet
Sept 22	Lecture 3 (Shtern)	Graduate School and Scholarly Research	Stokes (pp. 26-48) and "The Ontario Cultural Strategy"  <a href="https://www.ontario.ca/page/ontario-culture-strategy-telling-our-stories-growing-our-economy">https://www.ontario.ca/page/ontario-culture-strategy-telling-our-stories-growing-our-economy</a>	
Sept 23/27	Lab 3	Research Contexts II		***Complete "From Strategy to

				Stakeholder” Worksheet
Sept 28	Lecture 4 (Shtern)	Research Designs	Stokes (pp. 49-73)	
Sept 30/ Oct 4	Lab 4	Major Project Group Work Time		***Major Project Research Question Worksheet due at conclusion of lab
Oct 6	Lecture 5 (Piché)	Doing Archival Research	***Stokes (74-118)	
Oct 7	Lab 5 (FRI)	Archival Research		Archives exercise
<b>FALL</b>	<b>STUDY</b>	<b>WEEK</b>	<b>OCT 8-16</b>	<b>NO CLASS</b>
Oct 18	Lab 5 (TUES)	Archival Research		Archives exercise
Oct 20	Lecture 6 (Shtern)	Doing Interviews and Focus Groups	**Stokes (92-104)	
Oct 21/25	Lab 6	Interviews		Interview Exercise
Oct 27	Lecture 7 (Shtern)	Doing Observation/ Ethnography	***Deacon, Pickering, Golding et al. (2010). Being an Observer. (D2L)	
Oct 28/ Nov 1	Lab 7	Observation		Observation Exercise
Nov 3	Lecture 8 (Jeremy)	Studying Culture as Text	**Stokes (118-169)	
Nov 4/8	Lab 8	Qualitative Analysis		**Using NVIVO **Samples of cultural text + interview Data
Nov 10	Lecture 9 (Shtern)	Doing Surveys	**Stokes 170-200	
Nov 11/15	Lab 9	Quantitative Analysis		**Using SPSS

				**Internship exit surveys data
Nov 17	Lecture 10 (AR)	Doing Macro Social Research with Big and/or Public Data	** Seale, C. (2004). Using Data Archives for Secondary Analysis. In C. Seale (Ed.), <i>Researching Society and Culture</i> (pp. 355-365). London: Sage.	***Last Date to submit Major Research Report Ethics Application.
Nov 18/22	Lab 10	Hacking the Census Data		
Nov 24	Lecture 11 (A.R.)	*Paula Rayson: Apply to Graduate  *Technology and Research (eye-tracking demonstration)		
Nov 25/29	Lab 11	Report Presentations		
Dec 1	Lecture 12 (All)	Course Conclusions	***Stokes (pp. 201-218)	
Dec 2	No Lab			

### **Evaluation**

Posting of Grades: Grades will be posted using the MyGrades feature in D2L.

### **List of Assignments**

Assignment	Description	Group or Individual	Due Date	% of Final Mark
Class Engagement	Attend, be prepared, positively contribute to labs and lectures.	I	Ongoing	15

Creative Industries Major Research Report	In groups of 5, design, research, conduct, write up an authoritative, in-depth research study that contributes to knowledge about a problem facing a creative industry stakeholder (CANNOT BE INTERNSHIP-RELATED).	G	Presentation, Lab 11  Final Reports (End of Term, exact date TBC)	45 (including 20 for Group Report 10 for group presentation and 15 individual component)
Creative Concept/Proposal Research	Conduct professional research required for some form of creative work. This can range from research needed to support a performance or exhibition to a grant proposal. Students may present their idea creatively, but research process and findings should be documented.	I	Due by lecture, week 9	25
Lab Activities Journal	Complete lab activities as required, receive evaluations for documents/data	I	Ongoing.	15
Learning Development Bonus Marks	Attend library workshops and/or	I	Ongoing- must submit forms	Up to 3

	participate in approved research studies or conferences.			
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**Detailed Descriptions of Assignments and Marks**

***(Creative Industries Major Research Report- Group Report 20%)***

In groups of 5, use the document “The Ontario Cultural Strategy” (available in D2L) to identify, design (research question, literature review, study design), conduct (conduct original, pilot project research), and write up an authoritative, in-depth research study that contributes to knowledge about a problem facing a creative industry stakeholder. The stakeholder can be an organization that you are in contact with, or you can conduct a study on behalf of the perceived knowledge problem of an organization that you are not in contact with. Please note however: *the organization cannot be the internship host of anyone in the group.*

Submit a final report which describes all research done (including raw data collected, any instruments developed and used etc), and presents polished and persuasive conclusions about the results.

All research must apply for and receive ethics approval, no data collection can be undertaken until the ethics approval is received (Details to be discussed in Lab 2, documents posted in D2L).

***(Creative Industries Major Research Report- Individual Component 15%)***

In addition to the group project report, each student is required to submit an individual learning component consisting of a peer and self evaluation as well as a brief (2-3 pages), but thoughtful and polished reflection paper describing the individual’s role in the project, as well learning from the exercise.

***(Creative Industries Major Research Report- Presentation 10%)***

During lab 11, each group will be required to make a polished 7minute presentation to the class on their major research project. By this point, groups should be able to present at least: The nature of the knowledge problem explored and why it matters to their stakeholder, the research design of their study, preliminary data and emerging conclusions and recommendations. The presentation should be concise and persuasive. Creativity and visual aids may be employed, but all elements of the project should be covered.

### ***(Creative Concept/Proposal Research, 25%)***

In this individual assignment, students are required to prepare the background research for either a creative industries research proposal (OPTION 1) or the development of a creative concept (OPTION 2).

#### Option 1: Proposal Research

Students are required to prepare research to support either a grant or graduate school proposal. These are simulations/drafts at this point, but students are welcome to consider them as the basis of future real applications or proposals.

##### 1A. GRANT APPLICATION:

Students can prepare a draft submission to the Ontario Arts Council - Creative Engagement Fund. This art and social justice program aims at preventing sexual violence and harassment and “ad hoc groups” are eligible for funding. It is open to a variety of artistic forms and flexible. Applications require:

- [Gender Based Analysis](#)
- Engaging experts/collaborating with organizations involved in sexual violence expertise
- Consulting best practices on sexual violence education campaigns
- Involving professional artists
- Collaborating with arts groups and with community orgs
- Public engagement is important: need to consult communities (e.g. if program is geared towards Aboriginals, you have to talk to Aboriginal communities)

Students completing this option are required to submit a draft application and design all of the research they would conduct to complete the proposals development.

##### 1B. GRADUATE SCHOOL PROPOSAL

Students who are seriously considering research-focused academic graduate school (ie. MA or MSC) have the option to submit a draft letter of intention/project proposal as this assignment. You should submit the requirements of a specific program that you are considering applying to, being sure to complete an in-depth literature review, propose and justify a clear research question and sketch out the research design/methodology that would be used to conduct that research.

#### Option 2: Creative Concept

Students are required to do background research for a creative concept, templates will be provided though proposals for original ideas are welcomed, with strict



instructor approval (NOTE: This must be original research, conducted for this class and CANNOT repurpose work you have done or found elsewhere).

Templates:

### 2A. LOOK BOOK (FASHION/DESIGN/SET/PROPS)

Students may choose to create a look book for design ideas, in particular related to fashion, interior design concepts or staging plans (musical performance, film/tv, stage etc), either for an existing work, or for something original they are considering or involved in.

### 2B. SCRIPT RESEARCH

Following the supplied script research template, students can provide script research consultation services on the following script:

[http://downloads.bbc.co.uk/writersroom/scripts/thehour\\_episode1.pdf](http://downloads.bbc.co.uk/writersroom/scripts/thehour_episode1.pdf)

### 2C. JOURNALISM STORY/PLAY/SCRIPT/PODCAST/PERFORMANCE

Students can provide research support required to develop and contextualize a performance for stage or screen, a story for a script, or report on a theme for news media or a podcast. Possible example could include:

- What research would an actor do in order to play a convicted serial killer?
- What research would a script writer do while adapting a book in which artificial intelligence is a key theme?
- What research would a producer/editor/reporter devise to do a feature or podcast on mental health challenges facing Syrian refugees? Etc.

### 2D. Creative Marketing

Watch/read “Smoke Gets in Your Eyes” the pilot episode of Mad Men. In Don’s place, what research would you do to get to the heart (and the copy) of what people like about Don’s client Lucky Strike? Describe your research, and conclude with a pitch for a different add copy. The pilot script available here:

<http://goodinaroom.com/wp-content/uploads/Mad-Men-pilot-script.pdf>

***(Class Engagement, 15%, ongoing )***

Students are expected to not only attend all labs and lectures, but to be prepared for them by having completed and reflected on readings and other resources. You must

arrive on time. Attendance will be taken at seminars. Small assignments may be required over the course of the term.

***(Lab Activities Journal , 10%, due on demand, and at end of term)***

During the course you will be asked to complete in-class or pre-class assignments and worksheets, in groups and as individuals. Your journal is the place to stash these assignments. The journal will be graded for completion only. Due periodically during the course.

***(Learning Development Bonus Marks, up to 3)***

***Bonus Marks: Learning Development (Max 3%)***

Students will have the opportunity to earn up to 3 bonus marks for learning development by either attending workshops aimed at student learning support offered on campus, attending conferences approved by faculty, or by participating in approved research studies. Marks will be granted 1 per session (ie. a total of 3 sessions required to earn full bonus marks).

The learning support workshops relevant include:

- **The Library** (LIB 2<sup>nd</sup> floor) provides research workshops and individual assistance. Inquire at the Reference Desk or at [www.ryerson.ca/library/info/workshops.html](http://www.ryerson.ca/library/info/workshops.html)
- **Student Learning support (4<sup>th</sup> Floor SLS)**: offers one-on-one tutorial help with writing and workshops; individual sessions and workshops covering various aspects of researching, writing, and studying as well as English language support for non-native English speakers. Sign up at <http://www.ryerson.ca/studentlearningsupport/quick-links/index.html#tab2>

Students must provide, to their section's instructor: proof of registration through email as well as a signed form attesting to their attendance, completion and full participation in the workshop (the form will be posted in D2L students should print it and ask workshop instructors to complete it).

NOTE: These workshops are first come, first serve sign-up and will fill up. There are more of them early in the term than latter. There are no special places reserved for CRI students. It is up to you to get a space and sign up. If you do not get yourself spaces in these workshops, you will not earn the bonus marks, no excuses or special circumstances. Only relevant workshops will be considered for marks (ie. If you take a grad student workshop, if you are native English speaker and go for ESL support,

or otherwise do something else not relevant to your course of study, you will not get bonus marks).

Opportunities to participate in research studies or attend CRI sponsored public events will be presented to students during the term and will be first come, first serve. These opportunities may be limited, so you are strongly encouraged to earn your marks through the workshops.

### **Submission Policy / Late Assignments**

Extensions to deadlines will only be granted in exceptional circumstances. Late work will have 5% deducted per day.

This class will make use of the Turnitin.com electronic plagiarism detection service. Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool to assist faculty members in determining the similarity between student work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives faculty some assurance that students' work is their own. No decisions are made by the service; it simply generates an "originality report". Faculty must evaluate that report to determine if something is plagiarized

### **Ryerson Academic Policy Matters**

*This course is conducted in accordance with all relevant University academic policies and procedure and students must adhere to them. Students should refer online to the 2014/15 Creative Industries Student Handbook for specific information with respect to the following policies:*

*Policy #60: Student Code of Academic Conduct*

*Policy #61: Student Code of Non-Academic Conduct*

*Policy #134: Undergraduate Academic Consideration and Appeals*

*Policy #157: Ryerson's E-mail Accounts for Official Communication*

*Policy #159: Academic Accommodation of Students with Disabilities*