

Unit title	Sports Research Project
Unit level	Three
Unit credit value	6
Unit code	WNI852
Unit type	Academic Subject Content
Unit review date	31/12/2028
Graded/Ungraded	Graded

This unit has 4 learning outcomes:

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the different types of research and the key issues that impact on its effectiveness.	1.1 Describe the different types of research in a sport-based environment. 1.2 Explain the advantages and disadvantages of different types of research. 1.3 Explain the importance of validity, reliability, accuracy, and precision in sport-based research. 1.4 Explain research ethics and their importance in sport-based research.
2. Be able to plan and conduct a sport-based research project.	2.1 Plan sports-based research project. 2.2 Carry out sport-based research project.
3. Be able to produce a sport-based research project.	3.1 Complete a research project report using a standard scientific structure.
4. Be able to review a sport-based research project.	4.1 Carry out a review of sport-based research project which includes, strengths, areas of improvements and recommendations for future projects.

Assessment (Graded)

1. Meets assessment criteria	At least a Pass
2. Further grading	
▪ Meets assessment criteria but not merit grading standards	Pass
▪ Meets assessment criteria and merit but not distinction grading standards	Merit
▪ Meets assessment criteria and distinction grading standards	Distinction

Indicative content

The following content is to be included in the delivery of the unit.

Learning outcomes	Indicative content
1. The different types of research	<ul style="list-style-type: none"> • Primary research • Secondary research • Quantitative research • Qualitative research • Mixed methods research – research that adopts qualitative and quantitative principles in the same study.
1. Advantages and Disadvantages (examples)	<ul style="list-style-type: none"> • Advantages of Primary research: specific and tailored information; Researchers can design surveys, questionnaires, or experiments to gather information precisely aligned with their research objectives, ensuring the relevance of the data collected. Current and Up-to-Date Data: Primary research allows researchers to obtain the latest and most current information, providing a more accurate reflection of the present situation or trends. • Disadvantages of primary research: Resource Intensive: Primary research can be time-consuming and expensive, requiring significant resources for planning, data collection, and analysis. Limited Generalisability: Findings from primary research may not be easily generalized to a broader population due to the specific characteristics of the sample used.

- **Advantages of Secondary research:** Reduced Ethical Concerns: Since secondary research involves analysing existing data, it often entails fewer ethical concerns compared to primary research, such as obtaining informed consent from participants.

Large Sample Sizes: Secondary research can involve large sample sizes, especially when utilising data from national surveys, databases, or comprehensive studies, allowing for broader generalisations.

- **Disadvantages of Secondary research:** Potential for outdated Information: Secondary data may become outdated, especially in fast-changing fields, making it essential to verify the currency of the sources.

Lack of Specificity: Secondary data may lack specificity, and researchers might find it challenging to obtain detailed information that precisely fits their research objectives.

- **Advantages of quantitative research:** useful for researching large groups; allows the researcher to test (null) hypotheses and theories;

Allows the researcher to assess cause and effect; provides objective, numerical data, which some people see as more credible as it is more objective.

- **Disadvantages of quantitative research:** Lack of depth: research tends to focus on numerical data, often at the expense of a deeper exploration of underlying motivations and context. Knowledge gained may be too general.

Dependence on instruments: research heavily depends on the accuracy and reliability of measurement instruments, and flaws in these instruments can compromise the study's validity.

- **Advantages of qualitative research:** can provide a richer or more in-depth understanding of a topic; Can be flexible and dynamic in response to the needs of the participants, researchers or interim findings from data

	<p>collection; helps researcher to understand how and/or why a phenomenon occurs.</p> <ul style="list-style-type: none"> • Disadvantages of qualitative research: Can be time-consuming due to the in-depth nature of data collection and the intricate process of data analysis. <p>Small sample sizes: Qualitative studies often involve smaller sample sizes, making it challenging to generalise findings to larger populations.</p> <ul style="list-style-type: none"> • Advantages of mixed-methods research: Strengths of Both Methods: Combining qualitative and quantitative methods allows researchers to leverage the strengths of each approach, providing a more holistic view of the research problem. <p>Increased Validity and Reliability: Triangulation: The use of multiple methods helps validate findings through triangulation, enhancing the overall reliability and validity of the research outcomes.</p> <ul style="list-style-type: none"> • Disadvantages of mixed-methods research: can be more time-consuming, can be more expensive, a single researcher may not be able to conduct both the qualitative and quantitative methods.
<p>1. validity, reliability, accuracy, and precision</p>	<ul style="list-style-type: none"> • Definitions of validity. • Definition of accuracy • Definition of precision • Types of validity: internal validity, external validity, face validity, ecological validity. • Impact of accuracy and precision on validity. • Definitions of reliability • Types of reliability: test-retest reliability, inter-observer reliability, internal consistency reliability. • Impact of accuracy and precision on reliability.
<p>1. Ethics</p>	<p>The importance of ethics in research</p> <ul style="list-style-type: none"> • Definition of research ethics. • Ethical issues as outlined by the British Association of Sport and Exercise Sciences

	(BASES) code of conduct. <ul style="list-style-type: none"> The impact of ethical issues in research settings.
2. Plan	Title; aims; objectives; scope; research design; sample; data collection; data analysis; ethical considerations; legal considerations; validity and reliability considerations
3. Produce research project	<ul style="list-style-type: none"> Scientific structure of the research report: title page; abstract; general contents page; contents page for figures and tables; contents page for appendices; acknowledgements; introduction; literature review; method; results; discussion and conclusion; references section, eg Harvard; appendices Coherent and well-structured research report; use of ICT
4. Review	<ul style="list-style-type: none"> How well did project conclusions meet project aims; strengths and areas for improvement; evidence; specific examples Future recommendations: if the project was to be completed again, what would be changed with the project and why; benefits of suggested changes. Proposals for further research

Indicative content

The following content is to be included in the assessment of the unit.

Learning outcomes	Indicative content
1. Understand the differ types of research and the key issues that impact on its effectiveness	<p>Learners must describe all of the research types identified in the indicative content.</p> <ul style="list-style-type: none"> Primary research Secondary research Quantitative research Qualitative research Mixed methods research <p>Learners must then go on to describe a minimum of one advantage and one disadvantage for each of the research types.</p> <p>Learners will give a clear account of the importance of validity, reliability, accuracy, and precision in research. This will include the different types of validity and reliability, as well as the impact of accuracy and precision on validity and reliability. Learners will give practical examples from a sport-based context to demonstrate relevant application</p>

<p>2. Be able to plan and conduct a sport-based research project</p>	<p>Learners must plan a sport-based research project in an area of their choice. Within the plan, learners must:</p> <ul style="list-style-type: none"> • outline a proposed title • state the aims and objectives of the project • make reference to the scope of the project • provide evidence of due regard for ethical and legal considerations • provide the research design • sample and name appropriate data collection and data analysis methods • Ethical and Legal considerations • Validity and reliability considerations
<p>3. Be able to produce a sport-based research project</p>	<p>Learners must produce a full research report using the standard scientific structure outlined in the indicative content</p> <p>The report should be a coherent and well-structured research report. Learners are expected to establish connections between the literature and the project's objectives, presenting arguments in the discussion section that directly align with the project aims and deriving sound conclusions. The research report should demonstrate the incorporation of diverse sources, including books, periodicals, and websites.</p>
<p>4. Be able to review a sport-based research project</p>	<p>Learners are required to conduct an evaluation of the executed research project. Within the review learners will discuss how well the project conclusions met project aims, and learners should present recommendations should the project be completed again, making clear what would be changed (if appropriate) and why. Additionally, learners are encouraged to outline potential future research proposals that may stem from the recently completed project.</p>

Assessment methodology

The following assessment methods are suggested for the assessment of this unit.

- Research project plan
- Presentation
- Report



Access to HE unit

