Unit 5: Research Project

Unit code: K/601/0941
QCF level: 5
Credit value: 20

- **Aim**

To develop learners’ skills of independent enquiry and critical analysis by undertaking a sustained research investigation of direct relevance to their higher education programme and professional development.

- **Unit abstract**

This unit is designed to enable learners to become confident using research techniques and methods. It addresses the elements that make up formal research including the proposal, a variety of research methodologies, action planning, carrying out the research itself and presenting the findings. To complete the unit satisfactorily, learners must also understand the theory that underpins formal research.

The hair and beauty sector is evolving and growing daily with developments in services and new products appearing on the market, which could inform this research project. With emotive subjects such as cosmetic enhancements, dermal absorption of products and beauty and personal care during economic recovery, a project could provide incisive and insightful research into a multi-faceted sector. The value of transferable research skills is immense and prepares learners for positions in the sector that require investigative skills, such as for marketing, branding, product design, cosmetic science, retailing and management.

The actual research depends on the learner, the context of their area of learning, their focus of interest and the anticipated outcomes. The unit draws together a range of other areas from within the programme to form a holistic piece of work that will make a positive contribution to the learner’s area of interest. Learners should seek approval from their tutors before starting their research project.

- **Learning outcomes**

On successful completion of this unit a learner will:  
1. Understand how to formulate a research specification  
2. Be able to implement the research project within agreed procedures and to specification  
3. Be able to evaluate the research outcomes  
4. Be able to present the research outcomes.
Unit content

1 **Understand how to formulate a research specification**

*Research formulation*: aims and objectives; rationale for selection; methodology for data collection and analysis; literature review; critique of references from primary sources eg questionnaires, interviews; secondary sources eg books, journals, internet; scope and limitations; implications eg resources

*Hypothesis*: definition; suitability; skills and knowledge to be gained; aims and objectives; terms of reference; duration; ethical issues

*Action plan*: rationale for research question or hypothesis; milestones; task dates; review dates; monitoring/reviewing process; strategy

*Research design*: type of research eg qualitative, quantitative, systematic, original; methodology; resources; statistical analyses; validity; reliability; control of variables

2 **Be able to implement the research project within agreed procedures and to specification**

*Implement*: according to research design and method; testing research hypotheses; considering test validity; reliability

*Data collection*: selection of appropriate tools for data collection; types eg qualitative, quantitative; systematic recording; methodological problems eg bias, variables and control of variables, validity and reliability

*Data analysis and interpretation*: qualitative and quantitative data analysis – interpreting transcripts; coding techniques; specialist software; statistical tables; comparison of variable; trends; forecasting

3 **Be able to evaluate the research outcomes**

*Evaluation of outcomes*: an overview of the success or failure of the research project planning, aims and objectives, evidence and findings, validity, reliability, benefits, difficulties, conclusion(s)

*Future consideration*: significance of research investigation; application of research results; implications; limitations of the investigation; improvements; recommendations for the future, areas for future research

4 **Be able to present the research outcomes**

*Format*: professional delivery format appropriate to the audience; use of appropriate media
## Learning outcomes and assessment criteria

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<thead>
<tr>
<th>Learning outcomes</th>
<th>Assessment criteria for pass</th>
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<tr>
<td><strong>On successful completion of this unit a learner will:</strong></td>
<td><strong>The learner can:</strong></td>
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| LO1 Understand how to formulate a research specification | 1.1 formulate and record possible research project outline specifications  
1.2 identify the factors that contribute to the process of research project selection  
1.3 undertake a critical review of key references  
1.4 produce a research project specification  
1.5 provide an appropriate plan and procedures for the agreed research specification |
| LO2 Be able to implement the research project within agreed procedures and to specification | 2.1 match resources efficiently to the research question or hypothesis  
2.2 undertake the proposed research investigation in accordance with the agreed specification and procedures  
2.3 record and collate relevant data where appropriate |
| LO3 Be able to evaluate the research outcomes | 3.1 use appropriate research evaluation techniques  
3.2 interpret and analyse the results in terms of the original research specification  
3.3 make recommendations and justify areas for further consideration |
| LO4 Be able to present the research outcomes | 4.1 use an agreed format and appropriate media to present the outcomes of the research to an audience |
Guidance

Links

This unit can be linked to several other units in the programme, depending on the research topic and the context of the area of learning. For example, it can be linked to Unit 35: Work-based Experience and gives learners the opportunity to carry out research in the same organisation where they undertook their placement.

Essential requirements

Tutors will need to ensure the resources needed to support independent study are available before learners proceed with their proposal.

Employer engagement and vocational contexts

Centres should try to establish relationships with appropriate organisations in order to bring realism and relevance to learners’ research projects. Learners’ research projects should relate to an aspect of the hair and beauty sector, for example technological developments.